EUniWell Street Poster Art

Call for Artists

LIVING CITIES
Urban Nature, Social Care and Resistance to Overtourism

Beyond the city as a showcase: reimagining public space as an ecosystem of relationships and biodiversity.

EUniWell invites students, researchers and administrative staff from universities within the EUniWell alliance to create vertical posters measuring 70 cm wide × 100 cm high that explore how cities can become more liveable, inclusive and ecologically resilient. Five selected artworks will be printed and exhibited in Florence. The exhibition will open during Green Week, 17–23 April 2027, with a two-day event featuring round-table discussions and the Best Street Poster award ceremony. The exact event dates will be confirmed.

1 Background and purpose

The Environmental Change and Well-Being Arena is one of the thematic areas of EUniWell, the European University for Well-Being alliance, of which the University of Florence is a member. The Arena creates opportunities for learning and exchange across the university community, connecting students and staff with experts and the wider public to explore the relationship between environmental change and well-being.

Building on its collaboration between art and science, the Arena turns its attention to the city: a place where environmental pressures, social inequalities and everyday practices meet. This call asks a central question: how can we reclaim the city for the people who live in it, making it a space for ecological sustainability and social inclusion?

We welcome works that question how public space is used, who it serves and what kinds of relationships it makes possible. Through street poster art, participants are invited to imagine ways of living together grounded in shared spaces, care for one another and coexistence with urban nature.

Eligible submissions will be featured through EUniWell's digital channels. Five selected artworks will be printed and installed in one or more public spaces in Florence, with the locations to be confirmed. Selected artists will be invited to the exhibition opening event organized in collaboration with the Green Office of the University of Florence (UNIFI) during the UNIFI Green Week (17-23 April), featuring round-table discussions on how art can respond to climate change and its effects on urban life, alongside the Best Street Poster award ceremony.

The posters are conceived as invitations to pause, question and imagine. As temporary interventions in the urban landscape, they will open up critical and poetic perspectives on the city and the possibilities for its transformation.

2 Themes

The call is open to students, researchers and administrative staff affiliated with universities within the EUniWell alliance. Applications may be submitted individually or as a group of eligible participants. Applicants should select one of the following themes.

Theme A Care Roots and Futures

Care for public space, environmental sustainability and intergenerational dialogue. Explore how caring for the urban environment can bring generations together, counter loneliness and strengthen social connections and physical and mental well-being.

Theme B Botanical Utopias

Reimagining concrete through plant life. Explore urban green spaces as places of social connection, climate justice and biodiversity. Imagine pavements, façades and buildings as living environments, using the poster as a symbolic act of rewilding the city.

Theme C The Right to the City

Overtourism, memory and liveability. Consider how tourism pressures and gentrification reshape neighbourhoods, weaken social ties and displace local identities. Use the poster as an act of visual resistance and an invitation to slow down, reclaim shared spaces and sustain community life.

3 Artistic approaches and materials

The call welcomes digital artworks and works created using traditional techniques. All artworks must be submitted as digital files suitable for reproduction as a vertical poster. Physical artworks must be scanned or photographed at high resolution, with even lighting and without glare, shadows or perspective distortion.

- Digital illustration or graphic design; typography or lettering.
- Photography or photomontage; drawing or painting; stencil or other street art techniques.
- Collage or mixed media; printmaking, including cyanotype; other techniques suitable for digital reproduction.

4 Artwork specifications and installation

Each submitted artwork must be designed in vertical orientation, measuring 70 cm wide × 100 cm high at its final printed size. Both the review preview and the high-resolution print file must show the artwork in this vertical format. Applications must be submitted through the online application form accompanying this call.

- Accepted file formats: PDF or high-resolution TIFF/JPEG. For PDFs, embed fonts or convert them to outlines.
- Image quality: provide a high-resolution file suitable for printing at 70 cm wide × 100 cm high. A resolution of 300 dpi at the final print size is recommended for raster images.
- Colour: submit the file in its existing colour profile. Any required colour conversion will be agreed with the selected artists and the printing provider.
- Bleed: any bleed required by the printing provider will be confirmed with the selected artists before production.
- Safe area: keep essential text and visual elements at least 15 mm inside the trim edge.
- Review preview: PDF or JPEG, maximum 10 MB.
- Print file: provide a download link to the high-resolution file via Google Drive, Dropbox, WeTransfer or a similar service.

The five selected artworks will be professionally printed in Florence, most likely on display panels, and exhibited in public space in Florence. Each artwork will retain its vertical orientation and final size of 70 cm wide × 100 cm high. The exact location, display layout and printing support will be confirmed by the organisers.

EUniWell will organise and cover the costs of printing and installation through a local printing provider. Applicants are required to submit digital files; they do not need to produce or supply physical posters or panels. The choice of printing support and production materials will be managed by the organisers.

Selected artists will be contacted to check file quality and agree on any adjustments required by the printing provider, including resolution, colour profile, bleed or file format. Any changes will be discussed with the artists to preserve the integrity of the original work.

5 Selection recognition and visibility

A selection committee will bring together arts professionals, street artists, academics from the EUniWell alliance, institutional representatives and members of the EUniWell Student Board.

The committee will select five artworks for the Florence exhibition. EUniWell will cover printing and installation costs and provide two nights of accommodation in Florence for the selected artists to support their participation in the exhibition opening event.

Following selection, the organisers will contact the selected artists to discuss printing and installation details and agree on any technical adjustments needed to prepare their artworks for print. Any proposed changes will be discussed with the artists to preserve the integrity of the original work.

At the exhibition opening event, the committee will award the Best Street Poster prize of €500 to one of the five exhibited artworks.

All eligible works will also be featured on the EUniWell website and official social media channels.

6 Timeline

- 31 January 2027 at 23:59 CET — Application deadline.
- 15 February 2027 — Selected applicants notified.
- Two days during the week of 17–23 April 2027 — Exhibition opening event in Florence during Green Week, featuring round-table discussions and the Best Street Poster award ceremony. Exact dates to be confirmed.