



Calling all artists of all ages, backgrounds and descriptions to showcase your talents. Your charge is to Re-invent, Re-define and Re-brand the bike helmet to save lives. Design is the extra sizzle and awesomesauce that can change minds and shift actions. We are reaching out to others with ideas and imaginative design skills. Can you help to redefine bike helmets as an essential fashion statement?

To Submit: Contact Adam or Noma @ The Renaissance Youth Bike Shop to register, submit designs and receive special prototype helmet canvas.

Concept Designs due April 24st, 2009
Completed helmets due May 22nd, 2009

Award & Exhibition Opportunities: You could be eligible for a 25% creator's commission on a custom line of helmets offered for sale at local shops. Selected entries will also be featured in Art-O-Matic 2009, on our University-linked website and in many other broadcast and print media.

Eligibility: Any resident of Washington, D.C. metro area, Maryland, Virginia

Judging criteria : Youth appeal, humor, and audacity rule. Vibrant colors, powerful letterforms and character renderings welcome. Creative pastiche, sampling o.k. Please, no copywrite or trademark violations. Collaborations encouraged. A fully realized, completed helmet is a necessary part of the final entry.

Jurors: Youth and staff at The Engaged University (<http://www.engagedu.umd.edu>)

Who we are: **The Renaissance Youth Bike Shop** (a project of The Engaged University @UMCP). We are a youth-based, bike recycling shop and afterschool program that uses the bicycle as a catalyst to enhance the lives of young people through educational, recreational and entrepreneurial hands-on learning opportunities.



Contact us!

- Adam Schwartz, 301-405-3213,
adamgs@umd.edu
- Noma Mpofo, 301-405-2285,
nmpofu@umd.edu

Renaissance
Community Youth Bike Shop

6200 Sheridan St, Riverdale, Md 20737
www.engagedu.umd.edu



Heads Up!

ReDefine the Helmet Competition

Registration Form

Due April 24th !

Name or Team Contact:

Address:

(for mailing Helmets)

Phone #:

Email:

1. Short Bio of the artist:

*(including relevant education, past works, etc.. Resume/Portfolio optional)

2. Description of proposed design: *(please attach designs in J PEG or PDF format)

3. Please enclose \$10 helmet deposit for materials cost.

*(to be refunded in full to all applicants upon completion of helmet.)

\$10 deposit enclosed.

(checks preferable: made out to Engaged Community Offshoots)

Questions? => Contact us!

- Adam Schwartz, 301-405-3213, adamgs@umd.edu
- Noma Mpofu, 301-405-2285, nmpofu@umd.edu



DUE April 24th !

Email or send app to:

ATTN: HEADS UP!
The Engaged University
6200 Sheridan St,
Riverdale, MD 20737

Learn more @
www.engagedu.umd.edu