

TheMuseumsLab

Call for Graphic Designer

BASED IN ETHIOPIA

TheMuseumsLab is looking for an Ethiopia-based graphic designer to redesign the M-visual of its logo for the 2025 programme, with Addis Ababa as the featured partner city. Whether you are an emerging artist, established designer, or collective, we invite you to bring your perspective to TheMuseumsLab 2025!

Submit by 2 April 2025

TheMuseumsLabTeam@mfn.berlin
Subject: "Logo TheMuseumsLab 2025"



„Restitution cannot be simply a return to the kingdom following exile. It must draw on the wealth of new energies and meanings which the objects in question have produced in the art world and will continue to produce after their return, to emphasise that the time has come to reinvent the museum as a realisation of networks and synergies. These objects, which in the words of Amadou Mahtar M'Bow have put down new roots everywhere they have been, now have a role to play in building bridges and thus in forging this new kind of museum network.”

Souleymane Bachir Diagne,
Columbia University, Director of the Institute of African Studies

TheMuseumsLab is a platform for continuous joint learning, unlearning, networking, career development and perspective exchange on the future of museums in both Africa and Europe. Its primary objective is to connect individuals, institutions, and nations across two continents, fostering engaged discussions on how museums can confront their colonial past, meet the present societal and global challenges, and work together to actively shape a more equitable future. Moreover, TheMuseumsLab aims to spark a joint reflection on a new ethical framework for international cooperation.

Since 2021, TheMuseumsLab programme has brought together a wide range of perspectives, skills, and competencies. Each year, several African and European individuals and institutions collaborate to realise the programme. Past programme themes have encompassed areas such as digitisation, provenance research, decolonisation, as well as the historical and ongoing presence of objects from colonial contexts in European museums and contemporary museum practices. The programme strives to engage with these topics in an open, diverse, and interdisciplinary way.

TheMuseumsLab 2025 - Starting online in May, and continuing onsite in Berlin and Addis Ababa, this year's programme will bring together 50 Fellows and numerous scholars, practitioners, artists and activists, all connected to the museum sphere. Together they will explore the history, present and future of museums, exchange knowledge, ideas and best practices, and engage with various museum spaces on both continents. Focussing on the overarching theme 'Colonialism and Resistance', TheMuseumsLab 2025 will look at ways of implementing spaces of resistance in exhibition practices as well as exploring approaches on how to deal with the legacy of colonialism in museums today.

TheMuseumsLab 2025 is curated and implemented by:



Financed by:



Federal Government Commissioner
for Culture and the Media



Federal Foreign Office

Logo Brief



TheMuseumsLab

For the 2025 programme, we are seeking a redesign of the “M” in our logo (see grey area above). The design should capture the network character of TheMuseumsLab while aligning with our shared values of respect and diversity, collaboration and advocacy, continuous learning, and cultural sensitivity. It may engage with this year’s programme theme ‘Colonialism and Resistance’, or explore broader topics connected to TheMuseumsLab.

While the design should differ from the current logos (see below), it must still align with the overall identity and essence of TheMuseumsLab.

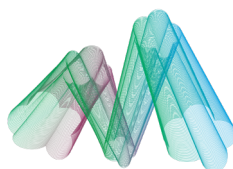
Logo Format: The “M” of the 2025 programme logo should have similar dimensions to the current logos (roughly 4:3 ratio) to ensure continuity. The typography of the current TheMuseumsLab logo must be retained.

Associated Graphic Motifs: At least three associated graphic motifs that complement the logo design should be created, e.g. different shapes derived from the logo design or slightly adapted motifs.

Usability: The design should work across multiple mediums and formats, from digital platforms to print materials, ensuring versatility and consistency. Please consider how the logo and the associated motifs will appear in different sizes.

Files: The final submissions must include vector files (.ai & .eps are mandatory) as well as high-resolution raster image files for print and web at a minimum resolution of 300 DPI with a transparent background. In case that analog techniques are used, a professionally digitised version of the artwork must be submitted, as described above.

Current Logos:



TheMuseumsLab

TheMuseumsLab project logo, in use since the project’s launch in 2021, will remain the overarching logo representing the project as a whole.



TheMuseumsLab Alumni

This logo represents the Alumni Network, an alumni-led initiative which is part of TheMuseumsLab.

Submission

We are specifically looking to collaborate with a graphic designer, or collective based in Ethiopia. The selected artist will receive an honorarium of 3000 €. The final artwork will be featured across multiple media platforms and programme materials, representing the visual identity of this year's programme.

Submitting: Please only submit digital copies (PDFs) to TheMuseumsLabTeam@mfn.berlin, using the subject line "Logo TheMuseumsLab 2025"

Deadline: All submissions must be received by **2 April 2025**, 11:59 pm (EAT)

Required Documents

- **Completed Form**
Attached or download here: <https://www.museumfuernaturkunde.berlin/de/call-ethiopian-graphic-designer>
- **Concept Proposal**
A brief but clear description of your logo concept and associated motifs, explaining the creative approach, and how it aligns with the programme's overarching topics and ideas. Mockups, sketches, or visual references are optional.
- **Work Samples**
Share a few samples of your previous work (3-6 samples). Each work should have a short concept note or explanatory text accompanying it. If available, you may also include links to relevant online portfolios or projects.

All documents must be submitted in English.

Selection Criteria

All formally correct and complete submissions will be reviewed by an expert jury assembled by TheMuseumsLab at the Museum für Naturkunde Berlin, with members representing relevant professional fields, based on:

- **Quality of Concept:** Assessment of originality, clarity, and feasibility, evaluating the strength of the idea, its conceptual foundation, and its relevance to the task.
- **Quality of Work Samples:** Assessment of artistic and technical quality, including professionalism, precision in execution, and relevance to the task.
- **Thematic Relevance:** Evaluation of the concept's alignment with TheMuseumsLab's themes and values, as well as the artist's past engagement with similar topics.

All criteria will be weighted equally.

Next Steps

- Submissions will be reviewed by the jury based on the evaluation criteria provided.
- All applicants will be notified of the outcome within 30 days of the submission deadline.
- The artwork should be finalised within 20 days after the notification, including max. two rounds of feedback.

We look forward to your submissions!