

Creative Contest Pollino Natu(AR) – Nature in Augmented Reality Call for Artists (version E-01.04)

With the Endorsment of the Municipality of Mantova



This is the translation of the official Call (in Italian), intended for non Italian speakers. Although this is an accurate translation and the content is the same, in case of misunderstanding **THE ONLY OFFICIAL CALL IS THE ITALIAN ONE.**

Art. 1) **PRESENTATION OF THE CALL AND ORGANIZERS**

Veronatura srl, Osun WES srl, Associazione R84, in collaboration with Bepart - Social Cooperative society; they will inaugurate the first edition of the International Creative Contest Pollino - NATU(AR) - NATUre in Augmented Reality, with the Endorsment of the Municipality of Mantova.

Creative Contest Pollino NATU (AR) - NATUre on Augmented Reality is a free art contest, reserved to Italian and international artists; Theme of Contest is about positive relationship between nature and technology and we are looking for enthusiastic artists to explore this theme through the use of Majority Reality.

The Contest aims to create a visual art about a **new relationship between Nature, Technology and Human Beings**, in search of a more sustainable World.

The title of the Contest is "Creative Contest Pollino"; Pollino because is one of the most beautiful and untainted areas in Italy, and is also is the place where creating new projects in order to obtain a good relationship between industry and the environment, such as the project of "Microfiliera Italiana".

Contest of Pollino is a small but concrete look of attention to a territory which is experimenting with new ideas of combining technological innovation and environmental sustainability.

Creative Contest Pollino NATU (AR) - NATURE in Reality Augmented supports the idea of an proactive art for a better world.

Creative Contest Pollino NATUre (AR) - NATUre on Reality Augmented wants to emphasize the value of artistic experimentation while at the same time **promoting the collective pleasure of visual arts in the various forms of expression**, compatible with the technologies suitable for be reproduced on a large scale, with particular attention to painting, Illustration, screen printing, collage, photography, which will be reproduced with video, 3D art and new media art.

Artists wishing to participate to the Contest will present a 2D artwork (photography, painting, screen printing, illustration, collage, etc.) and a project to develop in Augmented reality.

In practice, the final artistic project consist of a two-dimensional artwork, which framed by a camera of a smartphone and read by a specially app, developed by Bepart, then will start to transform in Augmented Reality (for example multimedia contents or in 3D contents).

Winner will get a money reward and an Artistic Residency in Mantova (Italy) of one month, during which, artist will work to own project (residence includes dining, accommodation and a workshop will be realized together with Bepart specialists in order to develop the project in Augmented Reality).

Art. 2) **THEME of CONTEST**

Theme of Creative Contest Pollino NATU (AR) - NATUre in Augmented Reality is to imagine a new alliance between Human, Nature and Technology, which can provide basis for creating a sustainable World, oriented to the psychophysical prosperity and without pollution and unconditional exploitation of the planet.

Art. 3) **RULES OF PARTICIPATION**

The application is reserved for Adult Artists of any nationality, emerging or affirmed, students or autodidact, who live and work in Italy or abroad.

The Participant can also be a group of artists, in a maximum of two. In that case, each component shall be in possession of the requirements of this Call.

The Artist will participate with an artistic project consisting in a 2D artwork (**two-dimensional work: photography, painting, drawing, collage, etc.**) and with a own proposed to develop it, through content in a Augmented Reality (video, 3D works, etc.), that will be developed during the artistic residence.

Examples of 2D works developed with Augmented Reality are available at

www.contestpollino.org

Artistic projects should be inspired by the theme as described in Art. 2. and there aren't limitations of size, technique, material, expressive form, and language.

The artwork that will be sent, will be in 2D (two-dimensional).

In any case, the work must necessarily be suitable for printing on a small or large format.

The 2D work should be readable from a marker of Augmented Reality (for example, it will be not monochrome or with portions not graphically recognizable from the App).

The artist also has to present a clear and detailed proposition of how he/her intends to develop 2D work, through Augmented Reality (for example, in the case of a video, presenting a storyboard, in the case of a 3D work, present step by step "what will happen", etc.).

The project of augmented reality must be technically possible in order to be developed during the artistic residence.

You can participate to the Creative Contest Pollino Natu (AR) - Nature in Augmented Reality also with a 2D work already done before, so is not necessary that the artwork is unedited. In other words, you can participate with a 2D work, that is already been presented to a public exhibitions, events, or has already been nominated for other contest.

The artwork in 2D can be realized by the Artist or on behalf of another person.

Is very important that the Artist can exhibit, publish, reproduce, distribute, advertise the artwork, without limitation.

The artwork with restrictions on reproduce or divulge will not accepted.

Art. 4) **ORGANIZATION OF THE CONTEST**

The Artist has to:

1 - send the appropriate online form (text-form) , complete with personal data, contact details, short biography

2 - Send an e-mail to **comunicazione@veronatura.com** with the image of the work in 2D resolution, also with a description about it and a presentation of the contents can be developed on Augmented Reality (video, 3D image, etc.).

Every works received with the time limit and complete with every required information will be selected by a Jury which will announce who will be the winner.

The Winning Artist, will participate at the awards ceremony, to Pollino territory on 17 June 2017 (every money expenses are sustained by the organization); during the event he/her will receive money reward.

The artistic residence will be between June and September at Mantova R84 Multifactory, of one month during which the project for the production of augmented content will be developed.

The Artist, during his/her residence, has three-day of workshop, held by a Bepart specialist.

The final content will be uploaded on Bepart platform and, in October 2017, there will be a presentation about the artist and his/her 2D work with the contents on Augmented reality. The use of the artwork in augmented Reality will be possible through Bepart app or other apps developed by Bepart or by different company.

The winning artwork will be promoted through reproduction on packaging and exhibitors of Veronatura products.

Part of the artwork prints will be used by Veronatura for promotional aims, the other part will be delivered to the artist.

Veronatura can also print extra high-quality copies for promotional purposes.

The artist can't make any prints of the selected work for a period not less than three years. During each step of the project, contest Organizers will provide media coverage about the selected work, through their communication channels, for promotional purposes .

The Artist have to show original 2D work selected for public events and throughout the duration of the artistic residence. The artist is responsible for the insurance and the transport of own artwork.

The Artist has to specify the skills and abilities he/she possesses for the realization of the Augmented Reality part and where he/she needs support (For example, if project of Augmented Reality plans to support a video in an image, the artist will has to specify if he/she is able to make the video.)

Art. 5) **COMPENSATION**

The winner will receive:

5.1 - **€ 1,000.00 (in thousands of euros)**

5.2 - a trip entirely paid by Pollino to attend the **award ceremony** (travel, food and accomodation)

5.3 - **An artistic residence** of one month at R84 Multifactory Mantova

5.4 - a **workshop** during the artistic residence for realize with Bepart's specialists the project in Augmented reality

Art. 6) **JURY AND SELECTION**

Artworks will be evaluated by a jury composed of 5 members; Art experts, Augmented Reality Experts and Communication Experts.

Lorenza Salati is the coordinator at the Contest Jury.

The Jury may ask to each Artist some information, image or photograph about the work submitted, if be useful in relation to the selection process.

There will be a first selection, which will determine the finalist works.

After, the jury will elaborate a list of works, in according to the following criteria:

Originality and quality of 2D work: until 25 points

Originality and Quality of Augmented Reality Project: until 25 points

Respect of theme of the contest: until 25 points

Feasibility of the whole project: until 25 points

For a theoretical maximum of **100 points**.

In case of equal score between two artists, the Jury will do an other selection with the criterion of the easy reproduction in 2D printing.

The winner will be contacted privately by the Jury and in the limit of time of five days will has to respond to the acceptance of the winnings and will send a signed copy of the Winning Acceptance Documents.

The Winner Artist will sign a contract of acceptance with the conditions about the artistic residence and use of his/her artwork, in accordance with the provisions of Art. 8 and Art. 9 of this call. The Winning Artist must respect every applicable copyright provisions for images, audio and soundtracks presents in his/her artwork and will be responsible for any payment associated with the entitlements of third, or sounds destined to the Part of the project in augmented Reality.

If the winner is untraceable, and not respond within the deadline or decides not to accept the win, so the Artist who will be considered the winner will be the second ranked in the classifies; this method continue until it's possible to identify a winning artist.

The Jury can will decide to elect no artists of the Competition if there aren't artworks deserved to be awarded or technically not in line with the requirements of the contents.

Art. 7) **PARTICIPATION CRITERIA**

The Participation to the Creative Contest Pollino Natu (AR) - Nature in Augmented Realization is **free of payment**.

The **registration** is only **online** and will be open on 1 May 2017 and will end on 1 June 2017.

Participants have to register within 12 pm on 1 June 2017, **instructions** have been published on our website www.contestpollino.org.

In any case, the Artist has to send:

- request form (personal data, contact details, short biography)
- artwork in 2D (jpg, png, gif, tiff format, maximum size of 2 MB)
- a description of 2D artwork (dimensions, techniques used, explanation of the topics discussed)

- A detailed description of the content in Augmented Reality that the Artist would like to develop on the base of his/her artwork in 2D (video, 3D image, etc.)

Art. 8) **LIMITATION OF RESPONSIBILITY**

The winner of the Competition will have an artistic residence that will be held between June and September 2017 at R84 Multifactory Mantova.

The winner of the Competition has to pay at its own expense the transport to the artistic residence, and the transport of his/her artwork, also its insurance.

In any case, the Artist has the entire responsibility of his/her artwork, if there will be damage to any kind of action attributable to any reason and any nature during all course of the Contest .

The artist will provide for his/her insurance.

The Artist must necessarily have good individual conditions and has all documents to be able to travel freely from / to the Italian territory and to be able to go to the artistic residence of one month (For example, must have valid documents to enter and circulate on Italian territory, not be subject to third party protection and not be subject to restrictive measures of their own freedom of movement).

The Artist should be in good psycho-physical condition, otherwise the Artist will provide himself with the tools, supports to become autonomous in every situation.

If the artist needs a constant support or a companion during all the time of residence, the Contest organizers will make available a room adjacent near the Artist's room for the companion, at R84 Multifactory Mantova and will give them access to the same services (Kitchen, bathroom). Transportation, reimbursement of expenses and damage insurance will be done by the Artist.

The structure where the artistic residence will take place is visible with an appointment. For participating to the Call, the Artist declares to have read all the information.

Art. 9) **AGREEMENT**

Every candidate at the International Contest Pollino Natu (AR) grants to the organizers (specified in Art. 1 Veronatura srl, Osun WES srl, Associazione R84, Bepart) to can take photographs and video of himself / herself and of his / her artworks during all phases of the Competition, in particular on occasion For public events and publish those.

The artwork that win the Contest will be reproduced and advertised on Sites, Social Network, , and other form of communication, promotion, advertising and publications, also in conjunction with Sale and / or distribution of our products.

The participation to this Creative Contest Pollino Natu (AR) - Nature in Augmented Reality implies knowledge and total acceptance of our Rules, downloadable from website www.contestpollino.org

Article 10) **TREATMENT OF PERSONAL DETAILS**

Every candidate authorizes the processing of personal details pursuant to Legislative Decree no. 196/2003 (Privacy Code) for the purposes connected with the conduct of the Contest.

The processing of personal details will be in electronic or physical form, with apposite systems, managing and transmitting details in accordance with principles of confidentiality and in compliance with legal provisions.

The conferment of the details is optional, but in the absence of all or part of the required details, participation to the Creative Contest Contest Pollino Natu (AR) - Nature in Augmented Reality isn't possible.

Details may be disseminated to the members, associates, employees and collaborators of the Organizers and their collaborators as specified in art. 1 (Veronatura srl, Osun WES srl, Associazione R84, in collaboration with Bepart) as well as its members of the Competition Jury.

Every candidate can obtain from the details controller, the cancellation, rectification and integration of his / her personal details pursuant to art. 7, 8, 9 and 10 of Legislative Decree no. 196.

The details controller is Veronatura srl, Via Morazzone 21 Como (CAP), CAP 22100, N. REA CO - 325784, C.F./P.I. 03649580135

Art. 11) **APPLICABLE LAW**

The obligations about the Contest are governed by Italian law.

The Creative Contest is exempt from the application of D.P.R. 26 October 2001, no. 430, entitled "Regulation on the organic revision of competition rules and prize-giving operations, as well as local events of L. 27 December 1997, No 449", pursuant to Article 6, paragraph 1, A) of the quoted D.P.R. No. 430/2001, because it is aimed at the production of artistic works and the prizes are a consideration for performance of artwork and the merit to the artists.

Art. 12) **INFORMATION AND CONTACTS**

This Contest is published and can be downloaded from the website;

www.contestpollino.org

If you need any further information you can send an e-mail to comunicazione@veronatura.com

Como, 15/05/2017