

### **Rules and regulations governing participation in the visual arts competition for young artists entitled *COSA è Arte?***

#### **Art. 1 - Purpose**

The organization of a national art competition, aimed at young students of Academies of Fine Arts and Art Institutes in Italy, for the creation of visual artworks based on a concept centered on the relationship between art and the public as a fundamental element for the involvement of citizens in the preservation of cultural heritage. In addition to offering a venue for artistic enjoyment and interaction between artists, the public, and industry experts, the competition provides an opportunity for debate where the work becomes a tool for connecting the different perspectives of visitors, who abandon the role of mere observers for a proactive role, offering a subjective viewpoint based on their own emotions, life experiences and character traits.

The works competing for the final award will be exhibited in Rome in a month-long exhibition at the Fondazione Pastificio Cerere in Via degli Ausoni 7 - 00184 Rome, Italy (<https://www.pastificiocerere.it/>).

At the end of the exhibition, an award ceremony will be organized to announce the winners of the competition based on the evaluation of experts in the field and evaluation by the public. The award ceremony will be held in Rome in the spaces of Hotel Bettoja - Mediterraneo, Via Cavour 15 - 00184 Rome, Italy

The criteria for evaluating the works and the prizes are outlined in Articles 7 and 8 below. Participation in the competition is limited to contestants who meet the requirements of these Rules, as stated in Article 3.

The official languages for participation in the competition are Italian and English.

#### **Art. 1 – Commissioner**

LoveItaly Cultural organization, hereinafter *LoveItaly*  
Via Marsala 29 / H, 00185 Roma (RM) [ciao@loveitaly.org](mailto:ciao@loveitaly.org)

*LoveItaly* is a nonprofit organization that works to protect and promote Italy's cultural heritage, one of the first of its kind to support restoration projects throughout Italy. The organization was established with the support of LVenture Group, a venture capital company listed on the Euronext Milan market of Borsa Italiana that makes early-stage investments in new companies in the field of digital technology with high potential and international prospects.

*LoveItaly* works in collaboration with ministries, national and local superintendencies, fine arts institutes and museums, various local and national authorities, and with Italian and international universities and academies.

*LoveItaly's* youth group, *iuvart*, is composed of volunteers, aged 18 -35, with a range of different experience and a common passion for art and culture; their intention is to implement initiatives for younger age groups that encourage the appreciation and promotion of Italy's cultural heritage, opening new perspectives for its use and protection.

### Art 3.- Requirements for participation

The competition is open to students fully enrolled in an Accademia di Belle Arti (Fine Arts Academy) or other legally-recognized Istituto d'Arte (Art Institute) that award first or second level academic diplomas in Italy.

Participation is also open to students who completed their studies at one of the aforementioned Institutes up to 6 months before the date of publication of the Rules.

Applicants for participation in the competition must submit the request as per Art. 4 and are required to provide *LoveItaly* - upon request - with documentation certifying their enrolment or completion of course studies at one of the aforementioned Institutes.

### Art. 2 – Application submission

There is only one way to apply for the contest.

Competition applications must be submitted using the appropriate form on the *LoveItaly* website at the following link: [www.loveitaly.org](http://www.loveitaly.org)

- Applicants must provide the following information:
  - full name;
  - age;
  - e-mail address (THIS ADDRESS WILL BE USED FOR ALL COMPETITION COMMUNICATION);
  - phone contact details;
  - Instagram account (if applicable);
  - name of the Accademia di Belle Arti or Art Institute where applicant is enrolled;
  - academic status (course completed /ongoing)

Application submissions will only be accepted if the Application Form is correctly completed and the Privacy Policy is signed.

### Art. 3 – Artwork requirements

The artworks created must meet the following requirements to be considered eligible for the competition:

- Be a visual artwork, i.e., belonging to one of the following categories: Painting (including drawing, engraving and digital graphics), Sculpture, Photography, and Small Installations;
- No larger than 150cmx150cm for artworks in the Painting or Photography category;
- No larger than 1.5 sqm for artworks in the Sculpture or Installation category;
- Be positioned on a pedestal or small support/base or able to rest on the ground. The type of support will be defined during the display of the artworks, and is also dependent on the availability of the exhibit space.

The artworks must be inspired by a shared concept focused on the relationship between art and its public - understood as interest or disinterest in the artwork - as a core element in civic engagement with the preservation of cultural heritage.

The concept intends to explore the principle that a work of art is not art simply because of its intrinsic meaning or as a representation of its creator's consciousness, but that it becomes Art in the moment when it succeeds in communicating with those who observe it.

Further details on the competition concept can be found in the Manifesto available on the *LoveItaly* website in the competition section ([www.loveitaly.org](http://www.loveitaly.org)).

### Article 6 – Criteria for Rejection and/or Expulsion

The following are reasons for rejection and/or expulsion from the competition:

- Application Forms submitted after the published deadline;
- Applications submitted by applicants who are not properly enrolled in an Accademia or Art Institute or cannot provide certification of having completed their studies;
- Artwork does not meet the requirements of Article 5;
- Artwork is submitted after the published deadline;
- Artwork is delivered to an address that are not the stipulated address;
- Failure to deliver the required communication materials as per Art. 9;
- Contact or attempted contact with one or more members of the Scientific Committee and/or Jury, prejudicing the impartiality of the vote.

*LoveItaly* reserves the right, at its sole discretion, to exclude artworks that may be considered offensive, immoral, scandalous and/or unsuitable for the scope of the contest at any time during the duration of the contest.

### Art 7. – Voting criteria

The participating artworks will be submitted for evaluation by a Scientific Committee. The Scientific Committee will be composed of members appointed by a simple majority vote by the *LoveItaly* Board. The Committee will conduct a pre-selection of the works, identifying a maximum of 20 works. The Scientific Committee Vote is by simple majority and will be managed through electronic voting systems.

The artworks selected by the Scientific Committee will be displayed in Rome for approximately 1 (one) month as an exhibition in the display area made available by Fondazione Pastificio Cerere in Via degli Ausoni 7, 00184 Rome, Italy.

A vernissage event will be held at the Fondazione display area; on this occasion, the finalists will have the opportunity to tell their stories and describe their work, in a direct dialogue with the public.

Successively, the artworks will be transferred to Hotel Bettoja - Mediterraneo, Via Cavour 15 - 00184 Rome, Italy for the Award Ceremony where the winners will be announced.

The winners will be decided by the outcomes of the Jury Vote and the Public Vote, as defined below.

#### JURY VOTE

The finalist artworks will be submitted for evaluation by a 5-member Jury, appointed by a simple majority vote by the *LoveItaly* Board, which will select a total of 4 (four) winners, one for each of the following categories:

- "*Respect of the concept*": understood as the ability to stimulate and engage the viewer;
- "*Experimentation of technique*": related to the innovation of the technique used and/or the interaction and coexistence of different techniques in the work;
- "*Ecfrasis: the relationship between word and work*": understood as the ability to communicate and transmit the consciousness of the creator(s);
- "*Sustainability*": related to environmental and social issues with a view to protection and inclusion.

A single artwork may not win more than one category.

The Jury Vote is a simple majority vote and will be managed in person.

#### PUBLIC VOTE

The Public Vote will take place during the course of the competition, using Internet voting systems made available by *LoveItaly* through its communication channels. The

public will be asked to select the work(s) that most resonate(s) with the viewer. The artwork with the highest number of votes wins the "*The Public Loves*" category. The winner of the "*The Public Loves*" category may also win a category in the Jury Vote.

The results of the Jury and Public Votes will be confidential until the winners are announced at the Award Ceremony to be held in Rome. The winners will be awarded prizes as defined in Article 8 and will be given directions for its use.

### Art. 4 – Prizes

The winners of the 5 (five) categories defined in Article 7 above will be announced at an awards ceremony. Voting results will be published on the *LoveItaly* website and other forms of communication used during the contest.

Winners will receive an "experience" prize consisting of a "*weekend of art and culture*" package: 2 (two) days in Rome with access to art galleries and visits organized in collaboration with Fondazione Pastificio Cerere.

The prize package can be enjoyed by the winners after conclusion of the competition. Details regarding the prize package and the date of its use will be communicated to the winners by email.

### Art. 5 – Additional material required

During the course of the competition, participants will be required to produce additional material for delivery to *LoveItaly* by e-mail: [iuvar.loveitaly@gmail.com](mailto:iuvar.loveitaly@gmail.com). Failure to comply will result in expulsion from the contest:

- Photograph and brief bio of the artist;
- Photograph of the completed artwork;
- Brief audiovisual introduction /autobiography of the artist and the completed/ongoing artwork;
- Brief description of the method employed to conceptually address the theme of the competition plus technical description of the work (Max. 400 words).

*LoveItaly* reserves the right to request additional photographic and descriptive material in addition to the requirements above at any stage during the course of the competition.

### Art. 6 – Timeline

The key stages in the competition:

- The competition opens on 1 October 2023, date of publication of these Rules;
- As per requirements outlined in Art. 4, correctly completed Application Forms must be submitted no later than midnight on 15 30 November 2023;
- Artworks must be delivered no later than midnight on 31 January 2024, following the instructions that will be communicated to the participants by email;
- The Scientific Committee will complete its pre-selection of artworks by 14 February 2024. Following this date, an email will be sent to the selected participants to request the transfer of the artworks to the display area of Fondazione Pastificio Cerere;
- The vernissage event at the display area of Fondazione Pastificio Cerere is scheduled for 9 March 2024
- The awards ceremony and announcement of the winners at the Hotel Bettoja - Mediterraneo is scheduled for 6 April 2024.

Please note: all times are Central European Time.

### Art. 7 – Display and reproduction of the artworks

By entering the contest, each and every participant acknowledges and agrees that *LoveItaly*, or delegated third party/parties, will exhibit the artwork in one or more exhibition spaces, and may reproduce the artwork in catalogues/manifestos/other advertising media during the course of the completion and after its completion.

*LoveItaly* retains the right of reproduction of all the communication and informational materials produced by contest participants during the course of the completion and after its completion.

### Art. 12 - Transportation of the artworks

Transportation of the artwork and/or shipment to the exhibition venues is exclusively at the participant's care and expense. *LoveItaly*, or any delegated third party/parties, is exempt from any liability in case of damage, loss, theft or delay in the delivery of the work throughout and after the course of the competition.

By entering the competition, participants agree to:

- Transfer the artwork to the display areas of the Fondazione Pastificio Cerere and Hotel Bettoja – Mediterraneo, following the timing and procedures outlined in these Rules, unless otherwise communicated by *LoveItaly* to the participant.

- Retrieve the artwork from the display areas of the Hotel Bettoja - Mediterraneo after the completion of the competition.

### Art. 13 - Requests for clarification

Further clarifications, where necessary, may be requested by sending an email to: [iuvar.loveitaly@gmail.com](mailto:iuvar.loveitaly@gmail.com).

### Art. 14 - Processing of personal data and Privacy Policy

In accordance with Article 7 of Legislative Decree No. 196 of 30.06.2003, the personal data collected will be used exclusively for the purposes of this competition and any related activity/activities. The rights provided in the aforementioned Decree apply to all participants.

In entering the competition, participants authorize LoveItaly and any other entity related to the competition, to publish a description of the design idea and/or the documentation presented.

### Art. 15 - Final Conditions

By entering the competition, each participant declares that the artwork submitted is original and does not infringe, in any way, on the property, intellectual or industrial rights of others. *LoveItaly* is exempt from any liability, claim for compensation and/or penalty related to the works and its artists/owners.

Participants who violate the contents of this article will be expelled from the contest.