

## **Notice ARTGALLERY PRIZE 2012**

### **Third Edition**

*The Artgallery Cultural Association, in cooperation with Carta e Matita Visual Communication, launches the Third Edition of the International "Artgallery Prize", aimed at promoting young artists and designers. Formers editions of the Prize have been granted the patronage of many Public Entities, including the Ministry for Cultural Heritage and Activities, the Lombardia Region, the Milan Province, the Milan County, the Milan Municipality, the Sesto San Giovanni Municipality.*

#### **Article 1 - PROMOTER AND PURPOSE OF THE COMPETITION**

- 1.1 The promoter of the ArtGallery Prize 2012 - Third Edition is the Association ArtGallery based in Milan, via Orseolo 3, in cooperation with Carta e Matia Visual Communication.
- 1.2 The ArtGallery Prize aims to promote emerging artists and designers, by rewarding one meritorious participant for each area (Art and Design).
- 1.3 The winner of the Art section ("The Art winner") will exhibit his/her works in a personal exhibition ("The Exhibition") organized by the Association ArtGallery, which will take place in a prestigious exhibition space, the Campari Gallery, in June / July 2012. This event will include promotional activities and materials (catalog, opening party and press office).
- 1.4 The winner of the Design section ("The Design winner") will exhibit his/her works in a personal exhibition ("The Exhibition") in a dedicated area of the prestigious exhibition space, the Campari Gallery, in June / July 2012. He/She will also benefit of the support of a press office, and will be entitled of a free week sojourn organized by the Artgallery Association in an European Design Capital (place and date to be confirmed).
- 1.5 The ArtGallery Prize will begin on November 3rd, 2012 (the "Start Date") by launching an online CONTEST from the website [www.associazioneartgallery.org](http://www.associazioneartgallery.org).

Participants will be allowed to present their works within hours 13:00 on February 15th, 2012 ("Last Date of Participation").

## Article 2 - CRITERIA FOR PARTICIPATION

2.1 The competition is open to Italians and foreign artists and designers, resident in Italy or abroad, aged between 18 and 35 years.

## Article 3 - COMPETITION CATEGORIES

3.1 The ArtGallery Prize is divided into two Areas: ART and DESIGN.

3.2 The ART Area is divided into three categories:

- Painting
- Photography and Digital Graphics
- Sculpture and Installation.

3.3 The DESIGN area is divided into four categories:

- Product Design
- Interior Design
- Fashion Design
- Graphic Design.

## Article 4 – ADMISSION

4.1 The admission is free: no admissions fee will therefore be required to the participants

4.2 To attend the Artgallery Prize participants will have to:

- fill in the admission form
- upload the images and documents required
- be a member of the ArtGallery Association for year 2011 (documentation should be provided to prove the membership): please refer to the section "Admission" of the website

[www.associazionearthgallery.org](http://www.associazionearthgallery.org)

If any of the above conditions is not fulfilled the admission will not be granted.

4.3 Once the participant has registered, he/she will have to use the tools provided by the website to:

- upload a jpg of the artwork (max size 2Mb) chosen by the participant as the most representative of his/her poetic and talent
- upload his/her CV (a text of maximum 1000 characters)

- a description of the artwork chosen

4.4 Each participant can only register one artwork in one category: particular attention should be paid when registering the artwork so that it fits in the proper section. Artworks not properly registered will be excluded from the contest.

4.5 Participant in the Design section (all categories) and in the Art section in the category of Sculpture and Installations the participant can upload a zipped folder (max size 2MB) including a technical description, images and any other information can help presenting the artwork.

## Art. 5 Specific admission rules per category

### 5.1 ART AREA:

Entrants in the ART area have no special theme to follow. Subjects may vary from figurative, to abstract, to conceptual.

**5.1.1 Painting:** the category is reserved to those artists who do not have an exclusivity contract with an art gallery. Any style and technique (oil, acrylic, ink, vinyl, watercolor, graphite, pencil, pastels, collage, etc.) and any kind of material (canvas, paper, wood, plastic, iron, etc. ) are accepted.

**5.1.2 Photography and Digital Graphics:** the category is reserved to those artists who do not have an exclusivity contract with an art gallery. Accepted techniques include analog photographs b / w and color, digital photographs in b / w and color, digital images in b / w and color, computer created artworks.

**5.1.3 Installation and Sculpture:** the category is reserved to those artists who do not have an exclusivity contract with an art gallery. Works can be created in any organic or inorganic material. The works can make use of sounds, lights, video and mechanical or electrical movements. The author of the installation, if selected for "La Mostra", must provide to the organization of the Contest all the materials needed for assembling work and attend in person the staging.

### 5.2 DESIGN AREA:

Entrants in the DESIGN area have to follow the brief written at the end of this notice.

**5.2.1 Product Design:** the category is reserved to young designers who do not already have contracts with companies on the proposed project. The projects can be 3D, hand sketches, photographs, animations, videos, models etc., and should be accompanied by a technical description, pictures and anything that can help the Scientific Committee to better understand the project submitted.

**5.2.2 Interior Design:** the category is reserved to young designers who do not already have contracts with companies on the proposed project. The projects can be 3D, hand sketches, photographs,

animations, videos, models etc., and should be accompanied by a technical description, pictures and anything that can help the Scientific Committee to better understand the project submitted.

**5.2.3 Fashion Design:** the category is reserved to young designers who do not already have contracts with companies on the proposed project. The projects can be 3D, hand sketches, photographs, animations, videos, models etc., and should be accompanied by a technical description, pictures and anything that can help the Scientific Committee to better understand the project submitted.

**5.2.4 Graphic Design:** the category is reserved to young designers who do not already have contracts with companies on the proposed project. The projects can hand sketched in color layouts, scanned or entirely made by computer.

## Article 6 - REGULATION

The Artgallery Award is divided into two stages:

### 6.1 Part One - Technical Jury Selection

**6.1.1** It's a pre-selection in each Area to determine the 23 finalists (3 in each category plus 2 chosen individually by the Association ArtGallery - an artist and a designer) to be admitted into the Second Stage of the award.

**6.1.2** – 21 finalists (3 for each category) will be chosen by Technical Juries composed by important experts from the Art and Design community

**6.1.3** - 2 finalists, one artist and one designer, will be chosen by the representative of the Artgallery Association, through a selection process independent from the activity of the Juries.

**6.1.4** The selection criteria will be quality, research, innovation, state-of-the-art. We recommend that the artwork/project represent the highest level of artistic/creative expression of the participant. The artwork/project can be unpublished.

**6.1.5** The decision of the Technical Jury is incontrovertible.

### 6.2 Part two – Final contest phase

**6.2.1** The 23 finalists will have to submit supplementary documentation, under terms and rules which will be published by the Artgallery contest promoters.

**6.2.2** The additional documentation will be evaluated by a Scientific Committee: the composition of the Scientific Committee will be published on the website [www.associazioneartgallery.org](http://www.associazioneartgallery.org)

**6.2.3** The Scientific Committee will consist of: an equal number of experts from both areas (Art and Design) and a varying number consisting of: art critics, architects, representatives from the world of finance and business, representatives of museums, galleries, associations, cultural foundations, etc..

**6.2.4** The assessment by the Scientific Committee will be conclusive: in fact, to the members of the

Committee is reserved the right of absolute inopposability of the opinions expressed.

6.2.5 The assessment will take account of the expressive capacity, technology and innovation of each work and artist / designer.

6.2.6 The Scientific Committee will choose among the 23 finalists a First Place in ARTE ("The Art Winner") and a First Place Design ("Design Winner"): In addition, Second and Third places will be assigned in both the sections. A Special Mention "Young Talent" will be also assigned.

## **Article 7 - AWARDS - AWARD FOR THE WINNER IN ART AND AWARD FOR THE WINNER IN DESIGN.**

7.1 The winner of the Art section will be entitled to the organization of a personal event, scheduled for June / July 2012 at the "Gallery Campari", including the following:

- A 15 days exhibition.
- The creation of a catalogue of about 35 pages.
- Promotion of the event within banks, associations, galleries and business communities.
- Presentation to the press and to art trade insiders through a press office campaign.
- Opening event (vernissage).
- A photo Report and prospectively a video of the event.

. The Artgallery Prize 2012 – Third Edition Prize

7.2 The winner of the Design Section will be entitled of the organization of a week-sojourn organized by the Artgallery Association in one of the European capitals of Design, date and period of the year to be determined by the Association.

In addition, he/she will be entitled of the following:

- . An exhibition of the artwork/project at the Campari Gallery
- Promotion of the event within banks, associations, galleries and business communities.
- Presentation to the press and to the design community through a press office campaign.
- Opening event (vernissage).
- A photo Report and prospectively a video of the event.

. The Artgallery Prize 2012 – Third Edition

7.3 The Second and Third Place of each category will receive an Artgallery Prize 2012 - Third Edition.

7.4 the winner of the Special Mention "Young Talent" will be entitled of an Artgallery Award 2012 – Third Edition, and the possibility to exhibit the artwork/project along with the other winners.

7.5 All costs for transportation and any insurance for the custody of the works and projects and / or prototypes during the "Exhibition" shall be borne by the Artists and Designers. The Artists and the

Designers, then, release the Association ArtGallery from any responsibility for the care before, during and after the "Exhibition" until the withdrawal of materials from the winners or their nominee.

## Art. 8 – "SPECIAL SELECTION" prize

**PLEASE NOTE: For this Edition, ArtGallery Association has concluded an agreement with Gallery "CORTINA ARTE" -i via Mac Mahon 14, Milan, Italy.**

**8.1.** A representative of the Gallery **Cortina Arte** is going to select one artist among all entrants in the Contest Section. The selected artist will be awarded with the "Special Selection Prize".

**8.2** The Winner of the "Special Selection Prize" will exhibit his works in a 15 days personal exhibition located in "Cortina Arte", via Mac Mahon, Milan, Italy, organized by the gallery's representatives.

The event will include:

- Presentation to press and art representatives thanks to a press office activity.
- Vernissage
- Promotion of the event in the mailing list of the Cortina Arte Gallery and ArtGallery Association.
- Photo report and possible video of the event.

**8.3** The exhibition will be organized by representatives of the Gallery "**Cortina Arte**" before December 31st 2012 .

**8.4** Valuation by the Representative of the "Cortina Arte" Gallery will be incontrovertible.

## Article 9 - DEADLINE FOR PARTICIPATION

**9.1** The expiring date for participating to the Award ("Last Date of Participation") is on February 15th, 2012 at 13.00 hours.

## Article 10 - ACCEPTANCE AND COPYRIGHT

**10.1** By accepting the conditions for participation in ArtGallery Prize 2012 - Third Edition, the artist agrees to all the provisions contained in the notice.

**10.2** The artists grant to Association ArtGallery the rights to reproduce the works and texts sent to join the ArtGallery Prize 2012, if needed to be used for creating the catalogue, the online store and to publicize the works on the website, on Facebook and for other forms of communication and activities of the Association.

**10.3** The person or the organization that performs the direct entry of the access on the site is entirely responsible for the content of visual and textual material posted and transmitted on the

website of the Prize. The Association reserves the right to refuse images or text deemed offensive or defamatory.

**10.4** The candidate frees from any liability the Association for any misuse by third party of images of the works proposed.

**10.5** The candidate expressly authorizes the Association ArtGallery and their direct representatives, to treat the participant's personal data in accordance with Law 675/96 ("Privacy Act"), as amended legislative decree no.196/2003 (Privacy), also for inclusion in databases operated by the persons in question. Any dispute will be treated in Italy and under Italian law. Personal information and pictures of the works may be used by the Association to promote other events of contemporary art, web promotion, communication and marketing. The e-mail of the artists participating in the Prize will not be disclosed or sold to third parties.

**10.6** The Association reserves the right to make changes to this notice if and when the needed.

**10.7** All the rights related to the artworks,/projects will remain in the sole property of the authors.

ARTGALLERY PRIZE 2012 – Third Edition

Artgallery Association

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## BRIEF

### Addressed to the entrants of the DESIGN Section

#### "The aperitif, trends and ways: future scenarios for a new sociality"

*The aperitif time is lived by everyone as an ancient rite: we meet to talk and to share thoughts and dreams with our friends. But what do we expect from the future? If experience is the very essence of the aperitif, what kind of new experiences can we picture for the future? We ask these questions to all the product designers, interior designers, fashion designers or graphic designers that will be able to depict the future scenarios of this never-ending collective rite.*

Brief by Matteo Ragni

#### **Matteo Ragni**

Compasso d'Oro Award ADI – New York MOMA Permanent Design Collection. Recently published by Corraini publishing house in the book "Camparisoda. L'aperitivo dell'arte veloce futurista. Da Fortunato Depero a Matteo Ragni". Winner of the Wallpaper Design Award '08. Professor in various universities all over the world.