

Notice ARTGALLERY AWARD

Second Edition

This year the Second Edition of the ArtGallery Award becomes richer and wants to give a chance also to young and talented designers. Considering the great success of the First Edition, that have seen the Association ArtGallery working together with Campari, it was decided to continue this partnership by introducing a new Area dedicated to Design, field in which Campari has always been a mindful promoter and a discoverer of new talents thanks to its REDesign project, started in 2006. The Design Area will have a specific Technical Panel of excellence, composed by some of the designers who have worked and signed up for Campari, and the winner of the ArtGalley Design Contest will be eligible for a personal exhibition on the theme od design that will be held alongside the exhibition of the winner of the Second Edition of the ArtGallery Award.

Article 1 - PROMOTER AND PURPOSE OF THE COMPETITION

1.1 The promoter of the ArtGallery Contest 2011 - Second Edition is the Association ArtGallery based in Milan, via Orseolo 3.

1.2 The ArtGallery Contest aims to promote emerging artists and designers, by rewarding one particularly worthy for each area.

1.3 The winners will exhibit their works in a personal exhibition ("La Mostra") organized by the Association ArtGallery, which will take place in a prestigious exhibition space, the Gallery Campari, during the June / July 2011. This event will include promotional activities and materials (catalog, opening and press office).

1.4 The ArtGallery Contest will begin on November 3rd, 2010 ("Start Date") by launching an online CONTEST from the website www.associazionearthgallery.org. Participants will be allowed to present their works within hours 13:00 on February 28th, 2011 ("Last Date of Participation").

Article 2 - CRITERIA FOR PARTICIPATION

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

Article 3 - COMPETITION CATEGORIES

3.1 The ArtGallery Contest 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 three categories:

- Product Design
- Interior Design
- Fashion Design.

3.4 Each participant may insert only one work, and may enroll in only one category; participants will have to insert their work in the exact category. For any kind of errors in the inscription, the artist will be excluded from participation in the Contest.

Article 4 - TECHNIQUES ALLOWED IN EACH CATEGORY

ART AREA:

4.1 Painting: Painting category is reserved to those artists that are not bound exclusively to an art gallery. The works must be carried out in a complete freedom of style and technique (oil, acrylic, ink, vinyl, watercolor, graphite, pencil, pastels, collage, etc.) and on any kind of material (canvas, paper, wood, plastic, iron, etc.).

4.2 Photography and Digital Graphics: Photography and Digital Graphics category is reserved to those artists that are not bound exclusively to a gallery. Are admitted analog photographs b / w and color, digital photographs in b / w and color, digital image in b / w and color, works entirely done by computer.

4.3 Installation and Sculpture: Sculpture and Installation category is reserved to those artists that are not exclusively bound to a 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 assembly work and make their own staging. It is recommended to upload a

compressed folder (zip format) containing: a technical description of the project proposed, pictures and anything that can help to better understand the project submitted to the Scientific Committee.

DESIGN AREA:

4.4 Product Design: Product Design category is reserved to those young designers who do not already have contracts with companies on the proposed project.

The projects can be in 3D, hand sketches, photographs, animations, videos, models etc. It is recommended to upload a compressed folder (zipped up to 2 MB) containing: a technical description of the proposed project, pictures and anything that can help to better understand the project submitted to the Scientific Committee.

4.5 Interior Design: Interior Design category is reserved to those young designers who do not already have contracts with companies on the proposed project.

The projects can be in 3D, hand sketches, photographs, animations, videos, models etc. It is recommended to upload a compressed folder (zipped max 2MB) containing: a technical description of the proposed project, pictures and anything that can help to better understand the project submitted to the Scientific Committee .

4.6 Fashion Design: Fashion Design category is reserved to those young designers who do not already have contracts with companies on the proposed project.

The projects can be in 3D, hand sketches, photographs, animations, videos, models etc. It is recommended to upload a compressed folder (zipped max 2MB) containing: a technical description of the proposed project, pictures and anything that can help to better understand the project submitted to the Scientific Committee.

Article 5 - REGULATION

The Artgallery Award is divided into two stages:

5.1.1 Part One - Technical Jury Selection

5.1.2 It's a pre-selection in each Area to determine the 20 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.

5.1.3 Participants must submit - in the way described below – one work only which they consider particularly representative of their poetic and their talent, as well as a description of their artistic / creative biography.

5.1.4 There will be 6 Technical Jury evaluating the works, one for each category:

- Painting Technical Jury
- Photography and Digital Graphics Technical Jury
- Sculpture and Installations Technical Jury
- Product Design Technical Jury
- Interior Design Technique Jury
- Fashion Design Technical Jury

5.1.5 Each jury will be composed by 5 expert members of the same category.

The evaluation of the Technical Jury will be final and unassailable: in fact, to the members is reserved the right of absolute inopposability of the opinions expressed.

5.1.6 The quality, the research, the innovation and the modernity will be the basic criteria for the selection. For this reason, the work must be the highest artistic and creative expression of the participant. The candidate work can be unpublished.

5.1.7 There is not a special issue which have to be followed, the contents of works and design projects can range from figurative, abstract and conceptual.

5.1.8 Each jury will select 3 finalists artists / designers in their group.

5.1.9 An artist and a designer will be selected from all participants in the contest by leaders of ArtGallery and these two will procede directly to the second phase of the award.

5.2.1 Part Two - ArtGallery Awards' Final Stage

5.2.2 The 20 finalists chosen by the Technical Jury and the Association ArtGallery (3 for each category and 2 selected by the Association ArtGallery team), must submit an additional documentation in the way that will be then announced by the organizers.

5.2.3 These works / projects will be evaluated by a Scientific Committee.

5.2.4 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..

5.2.5 The assessment by the Scientific Committee will be conclusive: in fact, to the members of the Commettee is reserved the right of absolute inopposability of the opinions expressed.

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

5.2.7 The Scientific Committee will choose among the 20 finalists a First Place in ARTE ("The Art Winner") and a First Place Design ("Design Winner") will be also given a Special Mention "Young Talent".

Article 6 - AWARDS - AWARD FOR THE WINNER IN ART AND AWARD FOR THE WINNER IN DESIGN.

6.1 The two winners will be entitled to the organization of a shared event, scheduled for June / July 2011 at the "Gallery Campari", including the following:

- A 15 days exhibition.
- The creation of a catalog of about 35 pages.
- Promotion of the event at banks, associations, galleries and businesses.
- Presentation to the press and to art trade insiders through a press office campaign.
- Opening event.
- A photo Report and eventually a video of the event.

6.2 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 Artist and Designer. The Artist and the Designer, 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.

Article 7 - PREMIUM "YOUNG TALENT"

NOTE: The Association ArtGallery is in talks with several Artist Residencies, and Article 7 will be valid only if it will be reached by the date of the meeting of the Scientific Committee scheduled for April, an agreement with a structure.

7.1. The Scientific Committee will select, among the 10 finalists selected from to the ART Area, a young artist who has not already reached the age of 25 but with a very notable artistic talent, to whom will be assigned the "Young Talent" award.

7.2 The award for the "Young Talent" will be the assignment of a stay in an artist residence. The period of the stay will be agreed upon between the responsible for the artist residence and the organizers of ArtGallery Association.

7.3 In the event that among the 10 finalists there is no artist who meet the requirements

requested, to the Scientific Committee will be reserved the right to choose another artist, of any age, among all the participants in the whole contest.

7.4 In the event that the Scientific Committee considers all participants in the contest without the requirements, the prize "Young Talent" will not be awarded to anyone.

7.5 The assessment by the Scientific Committee on the Prize "Young Talent" will be conclusive: in fact, to the members of the Committee is reserved the right to absolute inopposability of the opinions expressed.

Article 8 – TERMS OF PARTICIPATION

8.1 Participating to the ArtGallery Awards is free, and there is no participation fee.

8.2 To take part to the ArtGallery Award is necessary to:

- Fill out the form for membership (as described in paragraph 8.3)
- Upload correctly both images and documents
- Be subscribed to the ArtGallery Association for the current year and to send the documentary evidence of the membership (application form and receipt of payment) as explained in www.associazionearthgallery.org website, inside the "Join" section .

The absence of one of the requirements listed above will void your participation in the ArtGallery Award.

8.3 To subscribe go to the website www.associazionearthgallery.org in the CONTEST section and fill in the form of membership. After registration you will need to use the appropriate fields in order to load:

- 1) the jpg image of the work chosen to participate (it must not exceed 2 MB).
- 2) your artistic / creative curriculum vitae, about 1000 characters
- 3) the description of the work candidated

You may submit one work only and participate in one category only.

Article 9 - DEADLINE FOR PARTICIPATION

9.1 The expiring date for participating to the Award ("Last Date of Participation") is on February 28th, 2011 at 13.00.

Article 10 - ACCEPTANCE AND COPYRIGHT

10.1 By accepting the conditions for participation in ArtGallery Award 2011 - Second 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 Award 2011, if needed to be used for creating the catalog, 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 Award. 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 Award 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.

ARTGALLERY AWARD 2011 – Second Edition

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