



CALL FOR ENTRIES

CONFARTIGIANATO VITTORIO VENETO

With

CONFARTIGIANATO MARCA TREVIGIANA

In association with

FONDO PLASTICO | Traditional & Contemporary Fine Crafts

On the occasion of the commemoration of the First World War Centenary

Have organized a competition called:

PRIMA LINEA - International Wrought Iron Prize

Second Edition

The initiative is sponsored by

MUNICIPALITY OF VITTORIO VENETO

WCC – Europe (World Craft Council Europe)

In association with

BANCA PREALPI

and the contribution of

UNIPOL SAI, Vittorio Veneto Branch

By mutual agreement, the promoters have drawn up this Regulation in order to select contemporary and traditional wrought iron works that will participate in the exhibition called "PRIMA LINEA", designed and produced by artisans, art masters, handicraft firms and self-production designers.

PRIMA LINEA - International International Wrought Iron Prize

Registered Office: Via Leonardo Da Vinci 68, Vittorio Veneto (TV)

Organization: Strada Muson 2/c – Asolo (TV) T 0423.951725 F 0423.951726

info@premioprimalinea.com

www.premioprimalinea.com

REGULATION

PRIMA LINEA - International Wrought Iron Prize is an initiative that wishes to commemorate the Centenary of the First World War. It is a tribute to the art of wrought iron, its artists and the town of Vittorio Veneto as a symbol of this landmark event.

This Prize is an annual event, lasting four years, in reference to the years of the First World War (1915-1918).

This call is valid for the 2016 edition.

Art. 1 SUBJECT-MATTER OF THE REGULATION

This call relates to the selection and the subsequent award of original contemporary or traditional wrought iron works that are inspired by the theme set for this year, i.e., "Beyond Boundaries... The Wounds and Walls between Mind and Soul," drawing on the events that took place in 1916, when trench warfare began. The theme must not expressly refer to the events that took place in the second year of the war: it should be revisited conceptually in the works, with evocative, abstract, symbolic or ironic interpretations.

The works will be preselected on the basis of the projects submitted by the artists, designers and art masters. Once completed, the selected works will be put on display at a "show" that will be held at a prestigious location, and, as a "collection," will be presented and promoted on several public occasions.

The projects entered may also be the result of the collaboration of one or more handicraft firms with designers or design firms (working groups).

Artists, art masters and designers must be based in one of the countries involved in the second year of the First World War and registered in a professional roll or association.

The Organizers appreciate and encourage groups, including among craftsmen and designers.

Each firm or designer can enter only one project.

The initiative is designed to create a new image of the art of wrought iron: creations with special techniques, innovative and exquisite styles, whether contemporary or traditional, as well as unconventional reinterpretations of classic designs, are appreciated.

The projects entered must be original and the work can be realized using any technique (including traditional processes).

Design works can also be entered: in this case the objects must be functional (i.e., have a function and not be made solely for aesthetic purposes), sellable and reproducible even if in small series.

Both the works and design objects can be single or composed of multiple items. Each object must bear the logo of the "Prima Linea 2016" initiative, the identifying elements of the participants (craftsman and/or designer) and the serial number (for objects of design).

The selected works and objects will be part of the "PRIMA LINEA 1916-2016" collection. The collection will be presented to the media in a show, a catalogue, a website and a group exposition. If the conditions are in place, the collection will also be exhibited at galleries, specialty shops and other events or locations in Italy and abroad.

Confartigianato Vittorio Veneto will ensure appropriate visibility for the participating artists. The works can be sold to the public.

During the exhibition, the works may be voted by the public and will be judged by an institutional jury, composed of professionals, representatives of institutions and art historians.

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Depending on the types of works entered the Organizers may decide to award other prizes.

Art. 2 TARGET PARTICIPANTS

Participation is open to all artists, artisans, handicraft firms and self-production designers as long as they are based in one of the countries involved in the First World War.

For the 2016 edition the countries are: Serbia, Russia, France, Belgium, Great Britain, Montenegro, Italy, Austria, Hungary, Germany, countries that once belonged to the former Ottoman Empire, Bulgaria, Japan, Portugal and Romania.

In the case of working groups, a project contact must be indicated who will be responsible for all relations with the Organizers.

Art. 3 PHASES OF THE INITIATIVE

The initiative is divided into five phases. The aim is to accompany the initiative by creating a constructive, cognitive pathway capable of creating a "common language" between enterprises and designers.

Phase 1 - Entry of expressions of interest with the presentation of projects

Phase 2 - Project selection

Phase 3 - Realization of the works

Phase 4 - Presentation of the show

Phase 5 - Awarding of the works of the 2016 edition

Art. 4 EXPRESSION OF INTEREST (Phase 1)

The "expression of interest" (Annex A), together with the other annexes, must be sent no later than **30 June 2016** by registered letter with acknowledgement of receipt with the following address:

Premio "PRIMA LINEA 1916-2016"– Manifestazione d'Interesse
c/o FONDO PLASTICO
Via Strada Muson 2/b
31011 Asolo (TV)

Alternatively, the "Expression of Interest" can be sent, within the same period, by e-mail (requesting a read receipt) to: info@premioprimalinea.com. In this case it is required to use the "Request a read receipt" option.

The documentation sent after the deadline will not be taken into account.

The submission of the expression of interest is not binding for the applicant.

The following must be attached to the "expression of interest" document (Annex A) duly filled out and signed:

- a. Professional profile of the applicant (in digital format, max 1500 characters), description of the working group (if already set up) specifying the reasons that led to the collaboration;
- b. Photo book (preferably in digital format) of prior creations (portfolio of 3/5 pages).
- c. List of any awards
- d. Project description (ANNEX B) specifying the reasons for the stylistic choices, the techniques used, size, needs for installation, etc.;
- e. Graphic representations of the project (e.g.: drawings, renderings, videos, photographs, etc.);
- f. Other material instrumental to the Jury to understand the project.

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Art. 5 SELECTION OF PROJECTS (Phase 2)

By **15 July 2016** the Organizers shall communicate the result of the selection, posting the list on the website and communicating the results via email.

Art. 6 PROJECT SELECTION CRITERIA

The Organizers of the initiative shall evaluate the suitability of the projects selecting the most deserving ones that will be realized to make up the Collection "PRIMA LINEA 1916-2016." The selection will be conducted using the following criteria:

	EVALUATION CRITERIA	SCORE
1	Consistent with the objectives of the initiative	Max. 5
2	Representativeness of the project with regard to the theme of the initiative	Max. 5
3	Quality and feasibility of the project	Max. 5
4	Techniques used	Max. 4
5	Originality and Innovation	Max. 4
6	Number of craftsmen/designers involved	Max. 2
	Total	Max. 25

The Jury's decision is incontestable.

The selected artists, craftsmen and designers shall submit a countersigned copy of the following call by **1 September 2016** for acknowledgement, approval and acceptance of participation in the initiative. The entry will be cancelled without this countersigned document.

If the projects submitted are not fitting to represent qualitatively or quantitatively the theme of the initiative, the Organizers reserve the right to integrate the *Collection* considering other project proposals.

Art. 7 REALIZATION OF THE WORKS (phase 3)

The artists, craftsmen and designers selected to participate in the initiative shall provide the Organizers by **30 September 2016** (by post or e-mail) with the following materials:

- a. Photo portrait of the working group in digital format (minimum 300 dpi, 10x15 cm, .jpeg or .tiff, no passport photo)
- b. Company logo in high-resolution jpeg or vector format
- c. 2/3 professional photos of the object (preferably against a neutral background) in .jpeg or .tiff (in high and low resolution). Each photo must be free of rights and include a statement of the photo credit;
- d. Technical sheet of the object (Annex C);

Art. 8 DELIVERY OF THE OBJECT

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The objects must be delivered by 15 October 2016 at the address that will be provided later. The address and date of delivery of the object will be notified in due time by the Organizers. Transport or delivery costs shall be borne by the applicants.

Art. 9 AWARDS OF THE WORKS (phase 4 and 5)

From 22 October to 13 November 2016, the works will be on display in a show.

The PRIMA LINEA 2016 Prize will be awarded on 4 November 2016 by a jury appointed specifically for the purpose by the Organizers.

Three Prizes will be awarded:

- 1st Prize PRIMA LINEA 2016, to the best work in wrought iron €1500
- 1st Prize PRIMA LINEA DESIGN, to the best design work in wrought iron €1000
- PRIMA LINEA - FABER 2.0 Prize, to the best work in wrought iron by under 35 participants €1000

The Organizers reserve the right to award other prizes, depending on the quality of the works.

Art. 10 CALENDAR OF THE INITIATIVE

- Expression of interest and submittal of projects: **30 June 2016**
- Project selection: **15 July 2016**
- Submittal of call countersigned for acceptance: **1 September 2016**
- Delivery of works: **15 October 2016**
- Setting up of the show: **20-21 October 2016**
- Show: **22 October – 13 November 2016**
- Award Ceremony: **4 November 2016**

Art. 11 SALE OF THE OBJECTS

The realized objects remain the property of the authors. If the objects items are sold, the Organizers shall be paid 20% of the retail price (including VAT). It is understood that the works awarded in the various sections will remain property of CONFARTIGIANATO VITTORIO VENETO.

Any collaboration between craftsmen and designers will be governed by a design contract which aims to give the firm the opportunity to commercially exploit the realized product by granting royalties to the designer.

In the event that the Organizers exhibit the works or objects individually or collectively at other events, they will be accompanied by a notice bearing the name of the author/artist, title and wording "Work selected by PRIMA LINEA 2016 - International Blacksmithing Art Prize."

Art. 12 RESPONSIBILITY AND INSURANCE

The artists, craftsmen and designers, either individual or in group, shall undertake any and all responsibility for the originality of their works.

Participants are responsible for the works until their delivery to the Organizers. If the works are damaged at their receipt, they will not be put on display, or refunded.

The Organizers, in turn, shall be responsible for the works as of receipt of the delivery. If the installation of a piece is difficult or delicate, the artist/craftsman or the submitting group must collaborate in the assembly/disassembly. The Organizers shall take out insurance against any damage suffered by the objects in the Collection when setting up the show, when closing the show and during storage.

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Art. 13 PROPERTY RIGHTS and RIGHTS TO USE

All participants authorize the Organizers of the PRIMA LINEA Prize to display their projects and objects in public events. All participants also authorize the Organizers of PRIMA LINEA to publish their projects in a catalogue, book and/or in specialist media; should this occur, nothing will be due, apart from the obligation to cite the author(s).

The participants who are not selected are entitled to request, in writing and within 15 days from the the communication of the results, that their work not be made public. In this case these participants must arrange with the Organizers for the withdrawal of the graphic representations by **1 September 2016**. Once this fiduciary deadline has elapsed, the Organizers are implicitly authorized to discard the graphic representation still in their possession.

The Organizers of PRIMA LINEA agree to use the selected works and objects solely for the purposes set out in this call.

The intellectual and/or industrial property of the projects or objects participating in the PRIMA LINEA Prize shall remain with the participating author or working group (or one of the members, if specified). In particular, applicants ensure that the project does not infringe any intellectual property rights and/or any other rights of third parties and that there are no rights of third parties to it that may in some way limit or affect use, exposition and/or publication by "PRIMA LINEA." In any case, the applicant agrees to indemnify and hold "PRIMA LINEA" safe from any request and/or claim made or proposed by anyone exempting "PRIMA LINEA" from any liability.

The Organizers accept no responsibility for improper and unauthorized use by the participants of logos, trademarks and patents registered by a third party.

The Organizers recommend, for the purpose of promotion and communication of this call and of the entire project, to determine the ownership (or co-ownership) of intellectual and/or industrial property rights by the applicant.

The applicants are entitled to protect their work in advance by registration or patent applications. In the case of collaboration with a designer, the latter shall be named "author of the work" and the craftsman/artist "trustee"; the patenting costs shall be borne by the latter who can then commercially exploit the work.

Art 14 OBLIGATIONS OF PARTICIPANTS

Participation in PRIMA LINEA - International Blacksmithing Art Prize implies unconditional acceptance of all the obligations contained in this Regulation. All matters not provided for in this regulation shall be governed by the laws and regulations in force.

Art 15 PUBLICATION

This Regulation and all information concerning the initiatives are published on the official website of the PRIMA LINEA initiative - International Blacksmithing Art Prize: **www.premioprimalinea.com**

Art 16 PERSONAL DATA PROCESSING INFORMATION NOTICE

In compliance with the provisions of Italian regulations in Legislative Decree no. 196 of 30 June 2003 and subsequent amendments, personal data provided by the participants or collected for *PRIMA LINEA – Premio Internazionale d’Arte Fabbrile* shall be processed solely for the purposes of managing the project and then for the procedures relating to the management of the relationship. Processing will be carried out both with hard copy and computer means to ensure security and confidentiality. By signing this Regulation

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you hereby grant your consent to the processing of the data for said purposes and to their publication on the website and in all promotional documents.

Failure to consent to data processing and to the publication thereof on the website and in all promotional and support documents will prevent participation in the Prize.

Data subjects are entitled to the rights set out in the above-mentioned decree, including the right of access to data concerning them, the right to request for their update, correction or, when they have interest, the integration, erasure, anonymization or blocking of data in violation of law, and to reject their processing for legitimate reasons.

These rights may be asserted vis-à-vis CONFARTIGIANATO VITTORIO VENETO and FONDO PLASTICO, as joint data controllers.

Art 17 PUBLICATION

Any information can be requested from the Organizers of PRIMA LINEA - International Blacksmithing Art Prize by e-mail to info@premioprimalinea.com or by fax at 0423 951726.

The registered office of PRIMA LINEA – Premio Internazionale d’Arte Fabbriile is c/o CONFARTIGIANATO VITTORIO VENETO, Via Leonardo Da Vinci 68, while the operating headquarters is located c/o FONDO PLASTICO, via Strada Muson 2/c, Asolo (TV).

All documents and the entire project are published on the website: www.premioprimalinea.com

Annexes:

- Annex A - Expression of interest
- Annex B - Project description
- Annex C - Work sheet