

PAINTING COMPETITION "IMAGO IN VILLA"
1st EDITION – YEAR 2024 -COMPETITION RULES

The Association "Centro Commerciale Naturale ViviCastelnuovo", 53 Gramsci street, 56041 Castelnuovo Val di Cecina (Pisa - ITALY), VAT number 02374040505, promotes a competition for the creation of 15 works for the embellishment of the town's wall surfaces. The competition aims to enhance some facades along the C11 route that winds through the alleys of the Medieval Village and intends to:

- Increase the interaction between historical culture and various expressions of art;
- Enhance the art of trompe l'oeil, as an expressive art form and of immediate communication;
- Enhance its architectural heritage through the promotion of creativity and art, offering moments of participation and visibility for artists;
- Stimulate positive values such as a sense of belonging to the community, the search for values in one's own past to apply in the development of the future.

Art. 1 - Participation conditions

The competition is open to anyone over 18 years old, individual authors or associates, of Italian or foreign nationality, who have a passion for colors, art, and our territory. In the case of participation by a group (max 3 people), a group leader must be identified as a reference. Each contestant/group can present their proposal following the methods described below.

Art. 2 - Execution Techniques

Trompe-l'œil, translated from French as "deceive the eye," is a pictorial genre that, through tricks, induces the observer to the illusion of looking at real and three-dimensional objects, actually painted on a two-dimensional surface. The trompe-l'œil expression seems to have originated in the Baroque period, although this pictorial genre is far older. Essentially, it is a naturalistic painting technique, based on the use of chiaroscuro and perspective, which reproduces reality in such a way as to appear to the viewer as an illusion of the real. It creates an ambiguity between the pictorial plane and that of the observer, making what is actually two-dimensional appear three-dimensional.

Art.3 - Event Details

3.1 - The competition will take place in the medieval village of Castelnuovo Val di Cecina, from July 20 to August 20, 2024. During this period, participants can attend

for a period of their choice, without any constraints, based on the needs required for the realization of the work.

3.2 - The theme of the competition is free, the only condition being that the painting technique used is trompe l'oeil, as described in Art.2.

3.3 - The works must be unpublished.

3.4 - The paintings will be made on plasterboard panels (or other equivalent material) with an exterior finish, which will be set up by the CCN ViviCastelnuovo.

3.5 - Participants will be required to create their works in an outdoor environment and, where necessary, using scaffolding or structures (provided by the CCN ViviCastelnuovo) in compliance with safety regulations under their own responsibility.

3.6 - The awarding of the winning works of the competition is scheduled for September 08, 2024.

Art. 4 - Registration Procedures

Participants in the competition must fill out the appropriate registration form on the website www.imagoinvilla.com. Alternatively, it is possible to send the following documentation:

- Completed and signed admission form in all its parts as per Attachment A
- Completed and signed liability release form as per Attachment B

The documents can be downloaded from the website www.imagoinvilla.com.

In the case of a paper application, the documentation must be sent in a sealed envelope to the headquarters of the CCN ViviCastelnuovo. 53 Gramsci street, 56041 Castelnuovo Val di Cecina (Pi).

In the registration form, both paper and electronic, the preference for a painting station among those proposed, visitable on the website www.imagoinvilla.com, must be indicated. It will be possible to request the modification of the dimensions of the panels, after communication via email to the address info@imagoinvilla.com and consent from the commission.

The final assignment of the painting stations relative to the submitted sketches (in case of overlap of multiple artists in the same station) will be made at the unquestionable discretion of the commission.

The participation request, regardless of the chosen method, must be received no later than 12:00 on April 15, 2024.

Art. 5 - Conditions for Participants

5.1 - Participation in the competition is free.

5.2 - Participants are responsible for all expenses for all materials needed for the creation of sketches and final works.

5.3 - People interested in joining this artistic and valorization path must submit:

- a sketch of the work they intend to create
- an image showing the work inserted in the context in which it intends to be realized (a simulation of the finished work).
- a photographic book containing a selection of paintings of their creation (not exceeding 10), accompanied by concise captions and their technical information.

5.4 - Participants must independently reach the medieval village of Castelnuovo Val di Cecina. They must also independently provide for meals and accommodation for the duration of their stay. A list of accommodation facilities affiliated with the CCN ViviCastelnuovo is available on the website www.imagoinvilla.com.

Art. 6 - Sketches

6.1 - The sketch must be proportionate to the work to be carried out and must illustrate in detail the subject that the artist wants to create on the panel.

6.2 - It is possible to submit more than one sketch for the final selection.

6.3 - The sketches of the works must include the name of the author, the title with the respective signature (in the case of group work, the name and signature of all group members).

6.4 - The sketch must be sent in high definition electronic format to the email address info@imagoinvilla.com, no later than May 15, 2024.

6.5 - The CCN ViviCastelnuovo association may use the sketches submitted for the realization of exhibitions or exhibitions.

Art. 7 - Selected Proposals

The proposals will be evaluated by a specifically appointed Commission, which will take into account both the artistic quality and the communicative and documentary contents of the proposals. The commission will evaluate all the sketches received and will form a merit ranking within the first 30 days following the deadline. The ranking will be published on the website www.imagoinvilla.com. The first 15 works selected by the Commission will be realized.

Art. 8 - Transfer and Use of Works

All sketches presented, both selected and not, will remain in the full availability of the CCN ViviCastelnuovo Association. Participation does not entail compensation for the realization of the work except for the opportunity to be protagonists in an artistic path of valorization of the territory and the common good. Participants in the competition declare and guarantee that the submitted sketch is their exclusive property with regard to both copyright and economic exploitation rights, and therefore there are no third-party proprietary rights to it. The works produced, both winners and non-winners, will remain in the full availability of the CCN ViviCastelnuovo Association. The Artist undertakes, now for then, to transfer ownership rights to the absolute winning work and any economic exploitation rights of the same work to the CCN ViviCastelnuovo Association.

Art. 9 - Exclusion of Liability

For the entire duration of the Competition, the risk of damage or loss of the work will remain exclusively at the Artist's expense and not at the CCN ViviCastelnuovo Association's, which hereby declines all responsibility for the custody of the work. The CCN ViviCastelnuovo Association will also be exempt from any liability in the event of theft of the work in the competition.

Art. 10 - Winners

The commission, at its unquestionable judgment, will establish a merit ranking that will take into account both the artistic quality and the communicative and documentary contents of the proposals. The commission will have the final decision on everything not specified in this regulation. The commission's decision will be final. The outcome of the commission's selection will be communicated by mail only to the selected winners. The results of the selection, as well as all other phases of the competition, will be available on the website www.imagoinvilla.com or will be announced by written communication or by email. The following prizes are planned:

- 1st subject chosen by the technical jury: apartment located in the historic village of Castelnuovo Val di Cecina
- 1st subject chosen by the popular jury, based on preferences expressed by the public through social media and web channels: weekend stay at accommodation facilities affiliated with the CCN ViviCastelnuovo Association

Art. 11 - Realization Times

During the event period, from July 20 to August 20, 2024, each author can participate freely, without time constraints.

Art. 12 – Warnings

Participating authors in the competition, with a specific release statement (Attachment B), release the CCN from any liability for damage or any other event related to accidents and damage to property and/or persons that may occur throughout the initiative.

12.1 - The Association reserves the right to modify the Competition calendar at any time to meet organizational needs. In this case, it will communicate the change in the program and the Competition calendar to the Artist via email.

12.2 - The Association will not be liable in any way to the Artist in the event of a change in the Competition calendar or the Finalists Exhibition and the Winners Exhibition or in case of cancellation of the Competition or Exhibitions due to force majeure. For the purposes of this provision, force majeure means any impediment beyond the reasonable control of the Association, which could not reasonably have been foreseen by the Association at the time of scheduling the Competition calendar and whose effects cannot reasonably be avoided or overcome by the Association.

Art. 13 – Acceptance of Conditions

13.1 – The Artist guarantees to the Association that the images uploaded to the site do not violate legal provisions or third-party rights and undertakes to indemnify and hold harmless the Association from any damage it may suffer due to the publication of the images on the site.

13.2 – The Artist guarantees that the work presented in the Competition is absolutely original and that no third parties have contributed to its creation. The Artist guarantees the authenticity of the Work and undertakes to provide, at the request of the Association, any documentation suitable to prove said authenticity.

13.3 – The Artist also declares and guarantees to be the owner of the rights on the work and that this does not violate rights claimed by any third party for any reason (including copyright, intellectual or industrial property rights, name and/or image rights, honor and/or dignity, or other personality rights and/or property rights, etc.);

therefore, the Artist releases the Association from any liability that may arise against it due to the reproduction of the Work and undertakes to indemnify and hold harmless the Association from any adverse consequences that the latter may suffer due to the violation of third-party rights determined by the use of the Work.

For information, you can contact the following email addresses:

info@iamgoinvilla.com

info@vivicastelnuovo.it

ATTACHMENT A

– CCN ViviCastelnuovo PAINTING COMPETITION "IMAGO IN VILLA" - 1st EDITION - YEAR

2024

REGISTRATION FORM

This document must be completed in block letters and attached as required by the announcement. If the applicant is not an individual, but a group, the form must be completed by each member of the collective, identifying the group leader.

Personal Information:

Full Name _____

Date and Place of Birth _____

Nationality _____

Address Street/Square _____ no. _____

City _____ Postal Code _____

Phone number _____

Email _____

Title of the
Work _____

Intervention Site _____

I attest to the accuracy of the information provided, declare to be aware of the competition regulations, accept all rules, and release full authorization for the use of the works. I also authorize the processing of personal data.

In witness whereof,

Date _____

Signature (clearly readable in full) _____

ATTACHMENT B

RELEASE OF LIABILITY DECLARATION

I, the undersigned _____

Born on _____ in _____

Residing at _____

Street/Square _____ no. _____

Identification document _____

No. _____

Phone (landline and/or cell): _____

Email: _____

participant in the PAINTING COMPETITION "IMAGO IN VILLA" - 1st EDITION - YEAR 2024.

By signing this, I declare to exempt and release CCN VIVICASTELNUOVO from any civil and criminal liability arising from participation in the aforementioned competition, for any accidents or injuries suffered and resulting from accidents, damage caused to oneself or to third parties, and illnesses (including death or permanent disability) related to the creation of the painting, the possible use of facilities and equipment, including accidents and injuries resulting from the actions of other participants and prejudicial to us. I also declare to waive any claim for compensation and reimbursement present or that may be claimed in the future against CCN VIVICASTELNUOVO. Therefore, I release the same CCN VIVICASTELNUOVO from any liability and all actions related to it, causes, and any type of judicial and/or arbitration proceedings related to the risk of injuries, compensation for damages to persons and/or third-party property, damage to equipment, and the risk of loss of personal effects due to theft or any other reason, except for the non-waivable limits of the law.

Date, _____

The declarant _____ (Readable and in full signature)

I confirm that I have read and understood this release of liability declaration before signing it, and I am aware that, by signing this, I waive certain legal rights. Information pursuant to art. 13 of Legislative Decree no. 196 of 30.6.2003, containing provisions on the protection of personal data: the data above are collected for the purposes of the procedure for which they are provided and will be used exclusively for that purpose.

The declarant _____ (Readable and in full signature)