



## **REGULATION**

### **#321CONTEST**

Associazione Culturale NOI ALTRI in collaboration with NOI LIBRERIA, SPAZIO CULTURALE DI VICINATO and FONTEGRAFICA – with the support of the NETHERLANDS EMBASSY and the CONSULATE-GENERAL in Milan, the GOETHE-INSTITUT in Rome and under the patronage of EMBASSY OF BELGIUM in Rome – in order to pursue the social purpose of promoting the development and innovation of illustration, visual communication and visual arts in general, announces the initiative called 3,2,1 GO!.

#### **Art.1 \_ Organizing party**

This initiative is organised by Associazione Culturale NOI ALTRI, with headquarters in Via delle Leghe 18, 20127, Milan, c.f. 97869740155, hereinafter appointed the Association.

The organizing party is using the support of NOI LIBRERIA, SPAZIO CULTURALE DI VICINATO for communication activities and as a venue for events such as exhibitions or presentations, which could be held at the end of the initiative.

#### **Art.2 \_ Eligible parties**

Illustrators, artists, cartoonists, and graphic designers (both professionals and students) of any nationality can participate.

All persons of legal age who agree to the processing of personal data upon the submission of the proposal can participate.

A fee of €5 is required in order to participate in the initiative, to be paid upon submission of each proposal.

#### **Art. 3 \_Subject matter and methods of the initiative**

The association through the contest 3,2,1 GO! invites illustrators, artists, cartoonists, and graphic designers to create an unpublished work that can be printed in limited edition on a folding book

(leporello) with the characteristics that are specified in art. 4.

The final goal is to promote quality publishing, through traditional and contemporary printing techniques, with the aim of exalting the specific features of the selected work. To achieve the best possible expressive result, the winner will use the technical expertise of a technical contact person at FONTEGRAFICA, partner of the project.

For the 2021 edition of 3,2,1 GO !, the theme is free but in the representation the following three elements must be present, in any form the author deems appropriate:

A SUITCASE

A HAT

AN UMBRELLA

There are no limitations to the techniques that can be used, however, the submission of the proposal can be done only in digital form, via the web site [www.noilibreria.it/contest](http://www.noilibreria.it/contest).

The eligible formats are JPG, TIFF, PDF. Other types of files will not be allowed.

The file must be 25 MB max., we do not require high-resolution files, however, they need to have sufficient features for a first evaluation. If the jury thinks it is necessary, the candidates will be contacted and will be required to send files with higher resolution.

The work can include written text, but the only languages that will be considered valid are English and Italian.

Each participant can send more proposals.

#### **Art.4 \_Support characteristics**

All proposals shall be able to be printed, single-sided only, on a folding book (leporello) made of 6 sides min. and 10 sides max., with the following measures: base 87cm, height 15cm.

Thus, as an example, in case you choose a folded proposal with 10 sides, the single page would be 8,7 cm (base) and 15 cm (height). In the case of a 6 sides solution, the page will be 14,5 cm (base) and 15 cm (height).

The proposals that can interpret best the dual feature of this editorial format, which can be both leafed through as a book and opened and enjoyed as a whole, will be positively evaluated.

#### **Art.5 \_ Activity Programme**

Proposals can be submitted starting from 12:00 PM CET on January 15<sup>th</sup>, 2021 until 12:00 PM CET on March 15<sup>th</sup>, 2021. The participants are invited to always take a look at the reference page [www.noilibreria.it/contest](http://www.noilibreria.it/contest) which will be promptly updated when changes are made.

The jury indicated in art. 8 below, will carry out its assessments based on the criteria set out in art. 7 below, identifying the winning proposal.

The winner and the selected projects will be announced by the end of April 2021 (this date may change).

The discussion with the contact persons at FONTEGRAFICA for the printing of the limited edition will then begin, as indicated in art. 6 below.

If you need any clarification, you can send an email with the subject "3,2,1 GO!", written in Italian or English, to the address [contest@noilibreria.it](mailto:contest@noilibreria.it).

The Association reserves the right to allow time extensions and/or changes to the organisation of the initiative.

#### **Art.6 \_ Recognitions and conditions**

This initiative aims to promote the development and innovation of visual arts, for this reason, recognition is to be considered as an encouragement to the pursuit of these goals.

The author of the work that will be identified as more consistent with the criteria of judgment given in art.7, will be awarded a prize in cash of €1000, and the possibility of printing the work in a limited edition, with FONTEGRAFICA.

FONTEGRAFICA, a company leader in the graphic arts field, will print the selected work on quality paper and using special arrangements to be offered to the winner. For this reason, it is expected that the submitted drawing may undergo changes or adaptations which will be borne by the author.

Three more works will be selected for a mention of honour.

The jury may assign more mentions in case the proposals received should deserve it.

The jury's judgment is final and incontestable.

The authorship of the work will always be recognized to the selected authors, but they undertake not to publish it with publishers (Italians or foreigners) nor to start commercial self-production for at least 12 months after the proclamation of the winner.

The printed leaflets will remain in the property of Associazione Culturale NOI ALTRI which will sell them to finance social activities. Nothing else will be granted to the winner of the initiative except the above mentioned.

In case one or more awards are not paid, for reasons beyond the will of the Association, the above-mentioned awards possibly not assigned will be offered as a prize again in subsequent initiatives.

#### **Art.7 \_ Judgment criteria**

The jury will assess the proposals received on the basis of the following criteria:

- Adaptability of the representation to the editorial format (leporello)

- Balance and consistency in the integration of the three key elements required (suitcase, hat, umbrella)
- An excellent creative idea
- Adaptability to the printing

## **Art.8 \_Jury**

The jury is composed of professionals in the fields of publishing, graphics, and visual communication, and was selected by the Associazione Culturale NOI ALTRI with the specific aim of ensuring the highest level of fairness and professionalism in the judgment. The members of the jury are:

- Adriano Attus (Creative director of Il Sole 24 Ore)
- Caroline Buijs (Project Coordinator Flow Magazine)
- Cynthia Kittler (Professional illustrator)
- Sarah Mazzetti (Professional illustrator and teacher)
- Corrado Musmeci (Manager of Fontegrafica)
- Simone Sbarbati (Professor and director of FrizziFrizzi)
- Page Tsou (Professional illustrator)
- Jan Van Der Veken (Professional illustrator)

## **Art.9\_ Exclusion clause from regulations provided by the D.P.R. 430/2001**

In accordance with Article 6 of the d.p.r. 430/01 "Regolamento concernente la revisione organica della disciplina dei concorsi e delle operazioni a premio, nonché delle manifestazioni di sorte locali ai sensi dell'art. 19, comma 4, della legge 27 dicembre 1997, n. 449" this initiative shall not be considered to be a prize-giving competition and/or operation.

## **Art.10 \_ Rights**

Each participant shall be responsible for the content of their works and shall ensure that they own the rights of use for what has been submitted.

The Association will not be responsible for any claims made by subjects portrayed or by holders of rights on images, for which the participant has not requested the necessary release to the right holder.

The submitted proposals must be the result of original work, must not violate the rules of decency, and must be submitted by agreeing to the use of personal data.

At its sole discretion, the Associazione Culturale NOI ALTRI may exclude proposals that will violate the rights of third parties and/or rules of decency.

The authors of the works assign to Associazione Culturale NOI ALTRI all the rights on the works free of charge; thus the Association will have full right to use them for communication activities, connected to

this or other initiatives, or for publishing projects or for publicity, educational or artistic purposes. The works will never be transferred to third parties.

All participants in the initiative must, under penalty of disqualification, provide accurate and complete data.

#### **Art.11 \_Acceptance of the regulation**

To participate in the initiative, the participant must accept this Regulation fully and unconditionally. Participating in the initiative, the Regulation is considered as fully accepted.

For the delivery of the prizes, the selected participants will have to provide the data that the Association will need for the completion of the procedure.

In case Associazione Culturale NOI ALTRI finds any violation of this Regulation by the participants, it will be entitled to disqualify them without any responsibility.

#### **Art.12 \_ Data processing**

Participants in this initiative agree that personal data provided to the company in relation to the participation in the initiative are processed according to Regulation (EU) 2016/679.

The data of the competitors will be used to participate in the competition and will be included in the database of Associazione Culturale NOI ALTRI as the data controller.

In order to exercise the rights provided for in Article 9 of the GDPR, including but not limited to access, alteration, right to rectification, right to be forgotten, right to restriction of processing, right to data portability, right to object, and right to lodge a complaint with a supervisory authority, they can send an email to [contest@noilibreria.it](mailto:contest@noilibreria.it).