

CALL

“MORARO: HISTORY OF A CULTURAL AND INCLUSIVE COMMUNITY”

COMPETITION FOR YOUNG INTERNATIONAL ARTISTS

ARTICLE 1 - BACKGROUND AND PURPOSE

The BlueBird Association launches a competition for young international artists in the framework of the project ‘Moraro: history of a cultural and inclusive community’, financed by the Friuli Venezia Giulia Region in the framework of the call “Creativity”. Partners are BlueBird Cultural Association, Contea Social Cooperative, the Municipality of Moraro and BrainBank srl. The competition is aimed at identifying an original artistic work to be included in the label, in a limited edition, of the solidarity wine Morus Morâr (more information on the website www.morusmorar.com).

This initiative is part of the broader context that has led to the creation, since 2011 of the Morus Morâr solidarity wine, produced thanks to the collaboration among the Municipality of Moraro, the Contea social cooperative and 2 wineries. Morus Morâr owes its importance not only to the excellence of the product but above all to the participation of disadvantaged people in the production chain. The small Friulian village, already home to numerous voluntary associations, thus sees its vocation as a supportive and inclusive community, always attentive to the enhancement of its talents and roots, confirmed.

ARTICLE 2 - CRITERIA FOR PARTICIPATION

The competition is targeted to young international artists aged between 18 and 35 years (36 years not yet completed at the call deadline).

ARTICLE 3 – REGULATIONS

Participants will have to send the organising committee just one work each, according to the methods and times described in articles 4 and 7 below of the Call for Entries. These works will be assessed by a Scientific Committee composed of communication and marketing experts, professionals from the wine sector and representatives of the project partners.

The evaluation will take into account the following elements

- Ability to convey the values of the project

- Originality and creativity
- Aesthetic quality

ART. 4 FEATURES OF THE WORK

The artistic work must be original and comply with the following characteristics

a. content

1. **Inclusiveness:** the work must promote inclusiveness; it must succeed in representing the participation of fragile people in the wine production chain (from the vineyard to the cellar).
2. **Belonging to the Place and link with traditions:** the graphic work must reflect the roots, including the linguistic roots of the community, the link with the agricultural tradition of Moraro and with the Friulian language.
3. **Concept of Community:** the work must express a strong sense of community, highlighting the value of social cohesion and collaboration.

For information on the community of Moraro and the historical and cultural context of the project, please refer to Annex 1.


b. Techniques, format and dimensions

The execution technique is free. The work must be realised with maximum dimensions of 30x42 cm and be accompanied by a label filled in with the requested data: this must be applied, if the work is realised on paper, on the back of the same. In the case of a digital image, it must have a resolution of 300 dpi and be saved in JPG format at maximum quality. The label must be included in the file.

ETICHETTE / LABELS

Da applicare sul retro di ogni illustrazione
To be sticked on the rear of each illustration

1	Nome / Name _____
	Cognome / Surname _____
	Titolo / Title _____

Stampa e ritaglia
Print and cut 

ART. 5. AWARD

The winning work, reworked graphically, will be reproduced on the labels of the limited edition of Morus Morâr and will be accompanied by the Author's signature. The same can be used for promotional material related to wine (brochures, website, banners, roll-ups, communication material), while the Author will have the possibility to be involved in a paid way in the realisation of other graphic and creative works for cultural initiatives promoted by BlueBird and its partners.

Moreover, all participating works will have the opportunity to be exhibited in an exhibition to be held in Moraro at the end of November 2024 and in the following months in Gorizia, in 2025 European Capital of Culture together with Nova Gorica.

ART. 6 - HOW TO PARTICIPATE

Each artist may submit only one work. To participate, you must fill in the enclosed registration form (Annex 2) and send it:

- a) in the case of works in paper format, by post or courier to: Contea soc. coop.sociale via del San Michele, 324 34170 Gorizia - Italy. To facilitate Italian customs operations, it is necessary to specify on the shipping documents 'illustrations without commercial value'.
- b) in the case of digital works, in jpg format and with a maximum size of 10 MB, to the e-mail addresses associazionebluebird@gmail.com and segreteriacontea@consorzioilmosaico.org. Upon receipt of the material, the Author will receive a confirmation e-mail.

In both cases the author, who assumes responsibility for the correctness of the data entered in the form and guarantees the authorship and originality of the work, must also include in the same form **a brief description** explaining the concept and how it complies with the guidelines of the competition (maximum 1500 characters) and a **short biography** of the artist (maximum 1500 characters). The documentation must also be accompanied by the receipt of payment of the participation fee of 18 euros to the current account payable to Associazione Culturale BlueBird via Montello, 15 Gorizia 34170, with the reason for payment: International Illustration Competition (IBAN IT30 K089 2812 4000 1000 0043 207, BIC CCRTIT2TV00).

Interested artists must send their materials **by 16 October 2024** at the latest. In the case of sending materials by post, the postmark will serve as proof.

Selection and Evaluation: The winner will be announced by 31 October 2024. At the end of the competition, works in hard copy may be returned to those who explicitly request them by sending an email to associazionebluebird@gmail.com.

ART. 7 – DIRITTI D'AUTORE

- a) By signing the participation form, the artist accepts all the rules set out in the call for entries.
- b) Artists retain the copyright of their works. However, by participating in the competition, they grant the BlueBird Association, and the project partners the right to use the selected works for promotional and communication purposes related to the initiative both in print and on digital media. The use of the above-mentioned images does not entitle the authors of the images to any remuneration; the promoter of the initiative is only obliged to always cite the Author.
- c) The BlueBird Cultural Association reserves the right to modify and/or suspend the initiative and not to proceed with the selection for reasons it deems valid. In case of suspension of the initiative, the fees will be refunded and the works returned at the expense of the organising body.
- e) The Author releases the organising body from any liability for damage, theft or fire of the works entrusted to him during transport, the competition stages, exhibition and return. For any dispute the Court of Gorizia will be competent.

ART 8. PERSONAL DATA

Pursuant to Articles 13 and 14 of EU Reg. 2016/679, the personal data provided will be subject to the processing envisaged by the same law. The purposes, the legal basis of which is the consent requested from the data subject, are those relating to the management of the publication of personal data such as name, surname, profession, activities, images, videos, audio interviews, on social media, websites, print publications or other forms of dissemination. The provision of data is compulsory and the duration of data storage is that which is strictly necessary to carry out the purposes of the processing indicated in the previous paragraph, and in any case to meet the legal obligations arising from the activities themselves.

The data will be stored in storage units that are adequately protected in accordance with Article 32 of the aforementioned EU Regulation. The data will be processed by authorised internal staff and may be communicated to third parties (e.g. partners or third-party entities where exhibitions and shows may be held) only for activities ancillary to the purposes described above or for insurance purposes. Pursuant to Articles 4 and 24 of EU Reg. 2016/679, the Data Controller is the BlueBird Cultural Association, based in Gorizia - Italy, in the person of the legal representative Monica Tortul. Pursuant to Articles 37 - 39 of EU Reg. 2016/679, the Data Protection Manager is the legal representative Monica Tortul.

By writing to associazione culturalebluebird@gmail.com you will be able to check your data and have them supplemented, updated or rectified and/or exercise the other rights provided for in Articles 15, 16, 17, 18, 20 of EU Regulation 2016/679.

FOR FURTHER INFORMATION

Monica Tortul (project manager) 0039 340 6822975 associazionebluebird@gmail.com.