

“ALLA CORTE DI FEDERICO”
4th NATIONAL AND EUROPEAN CONTEST
– The ART of GOLDSMITH AND TRAINING –

PARTICIPATION ANNOUNCEMENT

Foreword

The Jesi-based Art & Work 81 s.r.l.s. Agency, in collaboration with the Municipality of Jesi, announces the fourth Contest “**ALLA CORTE DI FEDERICO – The ART of GOLDSMITH AND TRAINING**”, aiming at protecting and enhancing the local goldsmith tradition, through education and training of young generations in the field of goldsmith design and art.

Conceived by the Jesi-based Art & Work s.r.l.s Agency, the contest “**AT THE COURT OF FREDERICK – The ART of GOLDSMITH AND TRAINING**” is addressed to public and private educational Institutes, such as Art Schools and Academies, specialised in teaching and training activities in the jewellery design field.

The contest is divided into two stages: in the first one, the institutes interested in participating are invited to submit a collection proposal (see paragraph 2). A qualified jury formed by experts of the sector will select the ten best collections with the scoring from 1 to 5 to each component based on following appraisals: Project Presentation, Theme Inherence, Feasibility and Portability, Creativity and coherence of the fashion show with the entire collection.

The commitment of the 10 selected Institutes is to create and to propose their own collections, prepared with appropriate materials. The collections have to present an ideal finish, suitable to a fashion show. The complete description of the materials including the pictures of the items ordered according to their appearance during the fashion show, should be sent to Art & Work Agency twenty days before the final event.

For example: the first picture of the first appearance (necklace, earrings, brooch and ring), the second picture of the second exit – (earrings and bracelet) – the third picture of the third exit – (two rings) .

During the final show, a qualified jury formed by experts of the sector will assign the scoring from 1 to 5 to each component based on following appraisals: the portability, the execution of the project, the coherence with the proposal and the fashion show coherence to the entire collection. The total amount of the points gained during the two stages will define the final ranking.

The winning collections, besides ensuring the rewards to their Institutes (see paragraph 3) will also be featured and exhibited with other well-known jewellery companies at the fashion show “Alla Corte di Federico” which will take place on the day after the fashion-show event attended by the participating Institutes.

The fashion shows will take place in Jesi, in Piazza della Repubblica on Thursday 5th and Friday 6th September 2019 at 9 p.m. (in case of bad weather the show will be held in an alternative venue).

1) Participation Requirements

The Contest is open to every public and private design school of every order and degree, based in Italy and Europe. The Contest is exclusively addressed to schools, and individual proposals submitted by students will not be accepted.

The registration to the contest implies a school- only participation. Any incomplete material or material that does not meet the conditions specified in this notice , will not be taken into consideration.

2) How to Participate

The institutes interested in participating must send a sealed envelope headed “The ART of GOLDSMITH, AND TRAINING”, to Art & Work s.r.l.s. Agency, C. so G. Matteotti, 31 – 60035 Jesi (AN), to the attention of Sandro Fiorentini, within 31st January 2019 (the date on the stamp will act as proof), containing the following material:

- a) membership card duly filled in and signed;
- b) a copy of the participation announcement with the original signature of acceptance, accompanied by a photocopy of an identity document of the Senior Manager of the school;
- c) a min of 5 and max of 8 sample components of the collection (drawings on A4 paper, each with a technical sheet, including the description of the work, materials used and other technical information considered to be of importance).

These samples must also be presented in electronic format (DVD). Each sample must be composed of a minimum of two objects (e.g. necklace and bracelet, earrings and ring, etc.).

The project collections have to represent the theme: **“Violetta (violet) Margherita (daisy) and Camellie (camellias)” from La Traviata, famous opera by Giuseppe Verdi inspired by the novel “La Dame aux Camélias”/The Lady with the Camellias by Alexandre Dumas.** The collection must be addressed to a modern woman, the key player of her own life;

- d) Concept of the collection;
- e) The School’s presentation and motivation on a letterhead.
- f) A written presentation of the entire collection in a text of 100 words maximum to be given to the show presenter.
- g) The picture of the items ordered according to their appearance during the fashion show. For example: the first picture of the first appearance (necklace, earrings, brooch and ring), the second picture of the second exit – (earrings and bracelet) – the third picture of the third exit – (two rings) .

Any request received after the deadline will not be accepted.

The attendee schools acknowledge and accept that the submitted material will not be returned and the selection will be made at the discretion of the jury.

4) Jury awards

The 1st classified Institute will be awarded a prize of the value of € 1.500,00

The 2nd classified Institute will be awarded a prize of the value of € 800,00

The 3rd classified Institute will be awarded a prize of the value of € 500,00

In addition the following special prizes will be awarded:

Prize for the best project presentation

Prize for the best pertinence to the subject/theme

Prize for the best collection image

Prize for the best execution of the work

The results will be communicated to the participants at the end of the fashion show and then distributed through a press release and posted on the Municipality of Jesi website and also on Art & Work Agency websites as well as Specific Association websites.

As mentioned above, the amount of the awards are guaranteed for a number of 10 Institutes attending the final stage. Proportionally reduced awards could be provided in the case of a reduced number of attendees at the final stage.

The winners agree to use the prizes solely for training activities in goldsmith art, and metal and jewellery laboratories.

5) Initiative Promotion and Technical support

The Art & Work Agency S.r.l.s., the Municipality of Jesi, the Confesercenti Marche Region and the Confartigianato Artistic Ancona will promote the initiative through its communication channels.

The Art & Work S.r.l.s. Agency ensures the preparation of the location, the stage, the catwalk, sets, sound, lights, videos, models and the direction of the fashion show.

6) Copyright

Every moral and paternity rights on the project and on the collections presented by the Institutes during the first stage are a property of the Art & Work S.r.l.s Agency, and it reserves all rights to publication and distribution of images to television. Thus, the attendee Institutes agree that the images of the collections be used by the Art & Work Agency for promotional activity and in publications that will be created for press campaigns and web advertising.

The attendee Institutes, while creating their collections, undertake not to violate the intellectual rights or industrial property rights of third parties. With regard to this, the Heads of the attendee Institutes personally make the commitment to indemnify the organizers from any loss, damage or expense, in the event of disputes advanced by third parties in relation to the collections made, as well as for any other prejudice brought ahead by a third party.

7) Expenses, liability

The attendee Institute must directly cover any expenses for the realisation of the collection, the shipment of the materials and participation at the final event (travel, accommodation and meals).

Any responsibility of the organizers is excluded in case of theft or damage to the artwork or to the collections during transport , selections, and/or storage

8)Acceptance and signing the participating announcement

With the completion of the application form and the signature for acceptance of the participating announcement, the Institutes accept, without exception, the conditions expressed, as well as any decisions made by the jury.

Date _____

Signature for acceptance of the regulation by the Executive Head of the School

Name and Surname (in block letters)

Signature

For any further information, please contact:

Art & Work Agency

Via P.P. Agabiti, 12

60035 JESI (AN)

Mob. + 39 3355613690

mail: info@artework.it