



MILANO WORLD CITY

Creative Contest

Competition Announcement

A – PROMOTERS & AIMS

The **M-WAM – MILANO WORLD Arts Map project** – in collaboration with the **European Commission**, and under the patronage of the **European Council in Venice**, the **Municipality of Milan Cultural Council** and **Federculture**, announces the first International **MILANO WORLD CITY Contest**.

The contest aims to promote Milan as a creative, productive city with a strong European, international and multicultural leaning, in the year that will see it become even more of a World City since “The World is coming to Milan” with Expo 2015.

MILANO WORLD CITY is an art contest with no entry fee, organised into two sections respectively reserved for **Young Emerging Artists under 35, living and working in Italy** and **International Artists working in Milan** (co-ordinated by the M-WAM MILANO WORLD Arts Map project and promoted by the CubeArt Cultural Association and The Round Table Communication Workshop).

MILANO WORLD CITY wishes to promote artists by simultaneously promoting the visual arts in their different languages and expressive forms: thus painting, sculpture, installation, photography, video, new media art, street art and performance art.

The winners of the **Young Emerging Artists** section will be awarded prize money. The winners of both categories and several selected artists will be the featured artists in the MILANO WORLD CITY group exhibition and therefore have their work displayed at the World Expo Commissioners Club, dedicated to the commissioners of Expo 2015 participant countries and their teams. A selection of participating artworks will be available for viewing on the dedicated platform on the www.m-wam.org website. The site will also give other opportunities to promote the winning artists and other selected artists, in the section dedicated to the contest.

B – CONTEST THEME





The contest theme is the same for both categories: MILANO WORLD CITY, or how would you creatively present the city of Milan to the visitors who will be arriving from all over the world for Expo 2015? What places, particular features, suggestions and experiences make Milan a city that's strongly interconnected with the world?

C – CONTEST CATEGORIES AND ADMISSION CRITERIA

I - YOUNG EMERGING ARTISTS CATEGORY.

With the collaboration of the European Commission

C 1 – Admission criteria and how to participate

The category is open only to emerging artists, of every nationality or origin, students and/or self-taught, who live and work in Italy, born after 1st January 1980.

Artworks must be inspired by the MILANO WORLD CITY theme, as described above. There are no limits on dimension, technique, material, expressive form and language for the works submitted.

You may participate in the Creative Contest even with an artwork produced recently (in the three years prior to registering). The work is therefore not required to be previously unseen.

C 2 – Conditions for the Young Emerging Artists Category.

Registered artists will have the right to freely publish submitted works in the dedicated MILANO WORLD CITY Contest section of the online platform www.m-wam.org.

Registered artists, judged as finalists, will participate in the MILANO WORLD CITY group exhibition scheduled approximately for March 2015 at an exhibition space in the **Fabbrica del Vapore in Milan**, an important space for promoting Contemporary Art. The exhibition includes setting up and curatorial assistance. Artists are responsible for organisation and payment of transport and insurance of artworks. The artists selected and resulting finalists of the contest will be sent written communication by email about how and when to send artworks in order to allow the exhibition of the artworks to be set up. All finalist artworks, including the winning artworks, will remain property of the artist or legitimate owner.

C 3 – Type of PRIZES *(arranged with the support of the European Commission).*

The three top-ranked artists will respectively receive:

- first prize € 3,000 (three thousand Euros)
- second prize € 2,500 (two thousand five hundred Euros)
- third prize € 1,500 (one thousand five hundred Euros)

The winners will be the key figures in the on- and offline Communication and Press Office activity planned by the MILANO WORLD CITY Contest Organisers.



The three top-ranked artists, along with other selected artists, will see their works displayed at the World Expo Commissioners Club in Milan at a time to be defined.

Images of those artworks will be included in the **MILANO WORLD CITY Gallery**, on the www.m-wam.org website platform.

Further recognition and opportunities for promoting the artists participating in the contest and their artworks may be granted through collaboration of the Contest Organisers and partners and the M-WAM -MILANO WORLD Arts Map.

D – CONTEST CATEGORIES AND ADMISSION CRITERIA.

II - INTERNATIONAL ARTISTS CATEGORY.

D 1 – Admission criteria and how to participate

The category is open only to foreign artists, of every nationality or origin, professionals, students and/or self-taught, who live and work in Milan – Metropolitan City Area, without age limits or curricular restrictions.

Artworks must be inspired by the MILANO WORLD CITY theme, as described above. There are no limits on dimension, technique, material, expressive form and language for candidacy of the work. You may participate in the creative contest even with a work produced recently (in the three years prior to registering). The submitted work is therefore not required to be previously unseen.

D 2 – International Artists Category Conditions.

Registered artists have the right to freely publish submitted artworks in the section dedicated to the **MILANO WORLD CITY** Contest of the online platform www.m-wam.org.

Registered artists, judged as finalists, will participate in the MILANO WORLD CITY group exhibition scheduled approximately for March 2015 at an exhibition space in the **Fabbrica del Vapore in Milan**, an important space for promoting Contemporary Art. The exhibition includes setting up and curatorial assistance. Artists are responsible for organisation and payment of transport and insurance of artworks. The artists selected and resulting finalists of the contest will be sent written communication by email about how and when to send artworks in order to allow the exhibition of the artworks to be set up.

Registered artists will have the right to freely publish submitted works in the dedicated MILANO WORLD CITY Contest section of the online platform www.m-wam.org. All the finalist artworks, including the winning artworks will remain property of the artist or legitimate owner.

D 3 – Type of PRIZES

The first prize winner will have a personal show organised during 2015 at an exhibition space in Milan (to be defined). The exhibition includes setting up and curatorial assistance. The artist is



responsible for organisation and payment of insurance of the artworks; the prize includes production of a personal catalogue with colour images of the artworks, in a print run quantity to be defined.

The winners will be the key figures of the on- and offline Communication and Press Office activity planned by the MILANO WORLD CITY Contest Organisers.

The three top-ranked Artists, along with other selected artists, will see their artworks displayed at the World Expo Commissioners Club in Milan at a time to be defined.

The images of those artworks will be included in the MILANO WORLD CITY Gallery, on the www.m-wam.org website platform.

Further recognition and opportunities for promotion of the artists participating in the contest and their artworks will occur thanks to the collaboration of the Contest Organisers and partners and the M-WAM MILANO WORLD Arts Map.

E – JURY AND SELECTION PROCESS FOR BOTH CATEGORIES

The artworks of both categories will be judged by a distinguished jury composed of 5 members including art critics, curators, directors of museums and collections, critics and art historians and communications experts. The members of the jury will be disclosed even partially before the closing of the competition announcement. Selection of the finalists and choice of winners will be decided according to the jury's irrevocable judgement.

Curator and co-ordinator of the jury and final Creative Contest exhibition is art critic and curator, **Chiara Canali**. Creative contest jury co-ordinator is art critic and curator, **Laura Cornejo**.

During the prize-giving event, the jury will decide on the winning artists of the two categories, **Young Emerging Artists** and **International Artists**.

Prize money will be awarded and the name of the winning artist (for the **International Artists** category), for whom a personal show will be organised in Milan, will be announced.

If the winning artists decide not to accept the prizes awarded to them, the jury will nominate a substitute artist to receive those prizes.

The online platform will allow art critics, curators, organisations and cultural, artistic and social sector experts to meet emerging Italian artists and international artists registered in the contest and, thanks to the online network, to get to know and appreciate their work.

F – HOW TO REGISTER

Participation in the International **MILANO WORLD CITY** Contest is free for both contest categories.



Registration can only be carried out online. Registration for the International **MILANO WORLD CITY** Contest opens on 1 January 2015 and closes on 28th February 2015.

Participants can register by midnight on 28th February 2015 by visiting the dedicated section on the www.m-wam.org website and following the instructions published on the website.

The following documents must be attached to the registration form (personal information, contact information, biographical profile, description of the artworks), at the risk of exclusion: An image of the artwork submitted to the MILANO WORLD CITY creative contest and two images of a further two of your artworks not submitted (images in JPEG, PNG, GIF or TIF format, not exceeding 2 Mb). All obligatory data fields on the registration form must be filled. Failure to do so puts you at risk of exclusion from the contest.

H – EXHIBITION: INDEMNITY AND LIMITATION OF RESPONSIBILITY

The artists declared finalists by the jury will take part in the MILANO WORLD CITY group exhibition which will take place approximately in March 2015 at the Fabbrica del Vapore in Milan.

If selected, the finalist artist will bear the costs of return transport of his/her artwork, and if (s)he considers it necessary, the costs of insurance for the period of transport and exhibition. The exhibition includes setting up and curatorial assistance. The position of the artwork in the exhibition layout will be decided by the curator. Artworks will not be insured during the period of their exhibition. The artist will be responsible for cost of materials and setting up for sculptural, installation and performance artworks. Despite guaranteeing utmost care and protection of the selected artworks, the Organisers decline all and any responsibility in case of loss or damage to the artworks, for any reason and of any nature, which may occur during any stage of the contest.

I - CONSENT

Each candidate in the International MILANO WORLD CITY Contest grants the M-WAM project promoters – for the purpose of advertising the artworks on the Prize website and other forms of communication, advertising and publications in the context of M-WAM projects – the right to publish photographs of his/her artworks presented at the contest, and also texts transmitted to M-WAM projects, indicating his/her name, without requesting rights or rewards. Participation in the International MILANO WORLD CITY Contest implies knowledge and full acceptance of this set of regulations which can be downloaded on the www.m-wam.org website.

All the participating and winning works in the International MILANO WORLD CITY Contest will remain property of the artists.

L – PROCESSING OF PERSONAL DATA



Every candidate in the MILANO WORLD CITY Contest authorises processing of his/her data according to Italian Legislative Decree 197/2003 (Privacy Law) for the purposes connected with the execution of this contest. Personal data is processed electronically with systems set up to memorize, manage and transmit those data, and strictly used for reasons connected to the aforementioned purposes, in compliance with the rules of correctness and confidentiality and in full accordance with the provisions of law.

Provision of data is obligatory for participation in the MILANO WORLD CITY Contest. Data collected and processed may be communicated and spread to employees and collaborators of M-WAM projects, partners and suppliers of the M-WAM project, and members of the MILANO WORLD CITY Contest jury.

The personal data of the selected candidates and winners may furthermore be printed in the catalogues published for the MILANO WORLD CITY Contest. Each candidate may obtain from the Controller the cancellation, updating, correction and integration of his/her personal data in accordance with sections 7, 8, 9 and 10 of Italian Legislative Decree no. 196 30th June 2003. The Data Controller is Progetto WAM at The Round Table, with registered office in Milan in Via Leopardi 2, Fiscal Code and VAT Number 08279750965.

M – APPLICABLE LAW

The rights and obligations deriving from the contest are governed by Italian law.

The International MILANO WORLD CITY Contest falls outside of the application of Italian Presidential Decree No. 430 26th October 2001 attesting “Regulation concerning the organic revision of the discipline of contests and prize competitions, and local manifestations of Law no. 449 27th December 1997, in accordance with section 6, subsection 1, letter A) of the aforementioned Presidential Decree no. 430/2001, in that its purpose is for the production of artistic works and the prizes are a retribution of the creation of the work and recognition of the personal merit of the artists.

N – INFORMATION AND CONTACTS

This competition announcement is published on, and can be downloaded from the dedicated section of the www.m-wam.org website.

MILANO WORLD CITY Contest Administrative Office: contest@m-wam.org.

Artists are invited to keep themselves informed of contest developments, which will be constantly published on the www.m-wam.org website. The organisation will send communications about each phase of the prize and any modifications which are applied to this contest to all those who subscribe to its mailing list. Remember to supply a valid email address and add the address: contest@m-wam.org to your contacts.