



VERDI OFF AWARD

THEMED COMPETITION FOR YOUNG ARTISTS

As part of **Verdi Off**, the series of Verdi Festival side events which Teatro Regio di Parma is organizing in collaboration with the Municipality of Parma and with the support of the "Parma, io ci sto!" Association and which will take place in Parma from September 23 to October 30, 2016, the cultural association 360° Creativity Events is launching the first edition of the **Verdi Off Award**, aimed at the selection of **visual art works (painting, photography, sculpture, drawing, illustration, digital art, graphics)** around the theme of "Giuseppe Verdi".

The following invitation is open to all artists willing to engage and test their creativity with the legend of Giuseppe Verdi.

The competition offers artists the chance to express themselves, make themselves known and communicate their talent. The **Verdi Off Award** provides artists with the opportunity to exhibit their work in front of an audience, enhancing creative energies in the context of contemporary artistic experimentation, and stimulating its creativity, quality and innovation.

Notice of Competition

Requirements for participation

The Award is open to professional, emerging and established artists, students and/or autodidacts of Italian and/or foreign nationality of any ethnic group and origin. There are no age limits for candidates, nor any conditions as to qualifications or curriculum. The award encourages the participation of artists at all levels and from all professions.

The competition is free to enter.

The theme

The theme of the competition is the figure of the composer **Giuseppe Verdi**, with complete freedom of interpretation. Art works can be freely inspired by the iconography of the famous composer, by his biography, his works (characters, costumes, set design, etc), or by the places in which the artist lived and worked.

Size, technique, material

There are no restrictions as to size, technique or material to be used for the art work, provided that the work is relevant to the theme of the competition (see above).

Selection of art works

The **Verdi Off Award** adjudication panel will select **by September 4, 2016** the art works to be displayed in the different sites of the Verdi Off **exhibition circuit**.

The exhibition

From **September 23, 2016**, the date of the inauguration of **Verdi Off**, until **October 30, 2016**, the selected art works will be exhibited in the **Off exhibit circuit** comprising art galleries and creative spaces, shops, bars and restaurants throughout the historical centre of Parma.

The prize

The adjudicating panel will select two art works that stand out for their artistic skill and depth, contemporaneity of thought, and formal quality: the first prize winner will receive 1,000 Euros while the runner up will receive a supply of technical materials.

The 20 best art works will be displayed at the end of the 2016 Verdi Festival.

The adjudicating panel will consist of the following: Laura Ferraris (Culture Councillor for the Municipality of Parma), Giovanni Marani (Sports and Youth Policy Councillor for the Municipality of Parma), Anna Maria Meo (Managing Director of Teatro Regio di Parma), Barbara Minghetti (Development and special projects consultant for the Teatro Regio di Parma Foundation), Alessandro Chiesi (President of the "Parma, io ci sto!" Association), Matteo Bergamini (editor-in-chief of Exibart), Michele Bonuomo (Giorgio Mondadori Art Director), Matteo Galbiati (curator, art critic and editor of "Espoarte"), Stefania Provinciali (art critic and journalist responsible for the art page in the newspaper "Gazzetta di Parma"), Chiara Canali (art critic, journalist and independent curator).

How to participate

Contestants must register by September 2, 2016 and may enter one or more art works. The art work does not need to be newly produced. Registration is free.

Contestants must send an email to **premioverdioff@teatroregioparma.it** with

SUBJECT: "Verdi Off Competition of NAME and LAST NAME" and attach the following documentation:

1. **Fully completed entry form** (available on www.teatroregiodiparma.it)
2. Good-quality **photograph of the art work**, stating the **artist's name and last name**, the **title and the technical characteristics of the art work**, in digital format (extension *.jpeg, *.tiff) with a maximum resolution of **300 dpi**
3. **Informal biography** (maximum 1 page, approximately 2000 characters).
4. **Description of the art work's theme** (maximum 1 page, approximately 2000 characters).

Selected art works

The artists whose **art work/s** is/are **selected** will be notified by email on **September 4, 2016** and they will be notified by email about the **venue** chosen for the display of their art work by September 15, 2016.

Installation

Each artist will be responsible for installing their own art work/s and if unable to do so will let it be known as soon as possible by writing to **premioverdioff@teatroregioparma.it**.

The installation period of art works is **from September 16, 2016 to September 21, 2016**.

Taking down art works

From **October 31, 2016 to November 5, 2016**, all artists will be responsible for taking down their art works and if unable to do so will let it be known as soon as possible by writing to premioverdioff@teatroregioparma.it.

PLEASE NOTE

Those unable to personally set up their art works must have them delivered **between September 5 and September 2016** at their expense, by post or express courier, to the following address:

**Associazione Culturale 360° Creativity
Events, Via Borgo Riccio da Parma 19, Parma**
stating "Premio Verdi Off"

The return of the art work will also be the responsibility of the artists.

Should they deem it necessary, artists must also arrange for their own insurance for art works for the duration of transport and exhibition. The decision of the Organization about the location of works within the Verdi Off exhibition circuit is final. The art works will not be insured during the duration of the exhibition.

As for sculpture and installation works, any costs incurred locally for materials and installation will be met by the artist.

Teatro Regio di Parma and 360° Creativity Events disclaim any liability for damage, loss or tampering, while ensuring that the utmost care is given to safeguarding the integrity of the art works.

Teatro Regio di Parma and 360° Creativity Events reserve the non-exclusive right to use photographic material for promotional and communication purposes.

ACCEPTANCE AND PRIVACY

1. By accepting online the **Verdi OFF Competition** Notice when registering or when signing the entry form, the artist accepts all the provisions contained in the notice.

2. Artists retain the rights to the images of the works presented for the competition, but grant to Teatro Regio di Parma and 360° Creativity Events their free use for communication and promotion: for promotional materials associated with the award, and their publication within the websites of the Award and of the Teatro Regio di Parma.

3. The organization reserves the right, but not the obligation, to use and reproduce free of charge the images of the works entered in the competition through any kind, way, means and system of use currently known or invented in the future on each type of medium, also partly modifying and editing them at the discretion of the Teatro Regio di Parma and 360° Creativity Events and without limit of territory, duration or partial or total transfers to third parties.

4. The candidate expressly authorizes the Organization and its direct representatives to treat the participating artist's personal data pursuant to Legislative Decree no. 196/2003 (Privacy Code), also for inclusion in databases operated by the aforementioned persons. Any dispute will be resolved in Italy and in accordance with Italian law. Personal data, images of the award art works and/or other art works included on the website, and films/videos taken by the Organization during an event may be freely used by the Organization to promote the artists and itself, or in other contemporary art events, for web promotion, communication or marketing.

For any further information, please contact: premioverdioff@teatroregioparma.it