

## COMPETITION CALL AND RULES FOR THE CREATION OF THE BRAND/LOGO FOR COORDINATED GRAPHIC DESIGN OF THE MATERA-BASILICATA 2019 FOUNDATION

### Art. 1 – PROMOTOR OF THE COMPETITION

1.1 The Matera-Basilicata 2019 Foundation (hereinafter also referred to as “the Foundation”) – based in Via Madonna delle Virtù, Matera – is the Foundation that was founded to implement, organise and manage all the projects and events outlined in the bid book with which Matera won the title of European Cultural Capital for 2019. The theme of the Matera 2019 project is "Open Future", title given to the bid book, which illustrates both the general rationale of the programme and its outline according to the sub-themes and main projects ([LINK TO DOSSIER](#)).

The Foundation is announcing a “Competition of Ideas” aimed at obtaining proposals on the creation of a brand/logo, which reflects a coordinated graphic style, to be used as the distinctive symbol of the Matera Basilicata 2019 Foundation. This is to be rewarded with a prize, as described in this call, which regulates the terms and ways in which the competition will be run.

### Art. 2 – OBJECT OF THE COMPETITION AND BRAND/LOGO CHARACTERISTICS

#### 2.1 – What is the European Cultural Capital

The European Cultural Capital is a European Commission project which has been held every year since 1985 and which calls for the involvement of two cities from different EU member states, which are selected from national competitions and honoured with this title by an independent jury. In 2019 the Bulgarian city of Plovdiv will be the proud holder of the distinction alongside Matera.

#### 2.2 – What is the theme of Matera 2019

Matera’s theme as European Cultural Capital 2019 is “Open Future”, an extremely significant and important topic for all European citizens. It is based on the concepts of bottom-up cultural co-production, cultural citizenship, openness, progress and co-creation.

The theme – as shown in the candidature dossier – is broken down into five sub-themes:

1. Antique future
2. Continuity and Disruptions
3. Connections and Reflections
4. Roots and Routes
5. Utopias and Dystopias

The aim of the Foundation is to mobilise attention, resources and knowledge to take on important, complex issues which relate to the basic values of European culture and, at the same time, to seek – like all European Cultural Capitals – to attract and involve thousands of people starting from 2016 until the 2019 event year and to be both popular and innovative in everything it does, so as to leave a lasting contribution to the culture of the European culture.

### 2.3 – Aim of the competition

This competition involves the planning and design of a new brand/logo which reflects a graphic style that clearly encapsulates the theme of the event and that can work as a launch pad and a distinctive sign for all the Foundation's activities, with special attention paid to identity and communication. The brand/logo must be original, innovative and inclusive just as the Matera aspires to being original, innovative and inclusive as the European Cultural Capital; it must thus "speak" to everybody, in a clear and involving way, imparting a positive and modern approach to the important subject of European culture.

### 2.4 – A key concept in the graphic interpretation of the theme of Matera 2019: "OPEN FUTURE"

The significance of "OPEN FUTURE" is as an innovative concept of culture made from the bottom up, collectively and for all, in an exemplary and captivating place like Matera, a city which has been continuously inhabited for over 8000 years, a city which is symbolic of the liberation of the South from poverty and destitution, but – above all – an open space for an on-going workshop on housing, human interaction, art and science issues, with particular attention to the value of time and slowness, of thought and of being open to dialogue as the basis for building new social and economic models.

The key words, reference words in the creation of the brand/logo, can be found on page 84 of the above-mentioned bid book:

Frugality, Collaboration, Accessibility, Courage, Generosity, Passion, Liminality, Magic

The tone of the logo must be as follows:

Contemporary, Engaging, Clear

### 2.5 - Deliverables

Four versions of the brand/logo are required (see art. 6):

- one version in colour, with the words MATERA-BASILICATA 2019;
- one version in colour, with the words MATERA 2019. OPEN FUTURE;
- one black-and-white version, at 50% of original size, with the words MATERA-BASILICATA 2019;
- one colour version, at 50% of original size, with the words MATERA 2019. OPEN FUTURE

The brand/logo should be:

- new, distinctive, original;
- easy to recognise and reproduce, both in colour and in black and white, whether in large or small formats;
- usable in at least two variants, which enables two usage environments to be easily and unfailingly distinguished – one institutional and the other for marketing purposes;
- versatile and applicable, so that its identity and degree of recognition are maintained regardless of the material or format used – ranging from classic coordination (eg. letterhead, envelopes, etc.), to communication formats (eg. posters, folders, web, TV, etc.), to merchandising (eg. pens, t-shirts, etc.). The materials mentioned above should be treated as examples only, and do not seek to be an exhaustive list;
- have a different shape that can provide the basis for the creation of merchandising and three-dimensional materials;
- have all the characteristics and requirements to be suitably registered as a brand by the

Foundation, in Italy and the European Union.

It is to be noted that the Foundation, while respecting the original idea, reserves the right to make any modifications necessary to the winning design so as to get the fullest possible use from the brand/logo.

#### Art. 3 – COMPETITION AND PRIZE DETAILS

3.1 The competition which this announcement concerns is a “competition of ideas”, governed by article 110 of Legislative Decree 163 of 2006 and subsequent changes and additions.

3.2 The procedure is not onerous and is open to all those who fulfil the requisites in article 4 of this announcement. Participation is anonymous and consequently projects and graphic work must not contain any reference, description, sign or identifying symbol that could be traceable to the participant who is the creator of the idea, subject to exclusion from the Competition.

3.3 The official language in which the project and graphic work of the brand/logo for the Foundation must be presented is Italian. However an English-language version is also required, with the wording “Matera 2019 European Capital of Culture”.

3.4 The prize – which will be given to the participant who, whether individually or collectively, has created the best submission and who will thus finish in first place – is €14,000 (fourteen thousand Euro). Participants who, whether individually or collectively, finish in second and third place will each receive €3,000 (three thousand Euro) as expense payments.

3.5 The prize and the expense payments are paid gross and not net, and do not take account of any taxes, fiscal or social security contributions.

3.6 Contestants who take part in the competition as part of a team only have the right to one prize, or – if they finish second or third – to only one expense payment.

#### Art. 4 – PARTICIPATION CONDITIONS

4.1 The following may take part in the competition:

- Sector professionals resident in one of the European Union member states.
- Graduates who are duly enrolled in a Master’s degree in one of the European Member states in one of the following subjects: Architecture, Design and Art, Fashion, Advertising Design, Industrial Design;
- Students duly enrolled in specialisation schools, post-diploma, public or private schools based in one of the European Union member states, in the following subjects: Architecture, Design and Art, Fashion, Advertising Design, Industrial Design;
- New graduates who were awarded an honour’s degree or a bachelor’s degree or who have graduated within the previous 12 months and have not yet been signed up in their respective

professional guilds or registers in their countries – whether in public or private universities, or in public or private recognised institutions, based in one of the European Union member states, in the following subjects: Architecture, Design and Art, Fashion, Advertising Design, Industrial Design;

- Students duly enrolled in public or private universities or public or private recognised institutions based in one of the European Union member states, in the following subjects: Architecture, Design and Art, Fashion, Advertising Design, Industrial Design.

4.2 Participation is admitted individually or collectively, with everyone in possession of the above indicated requirements.

4.3 Those competing as part of a team must name a group leader representative who will represent the group in dealings with the Foundation. In view of this, participants must produce a dated declaration signed by all those participating as part of the team which indicates who will be the representative for the competition.

4.4 Participants competing as a group will, collectively, have the same rights as a single contestant.

4.5 Each contestant may submit a single design proposal, either individually or as a group member, or be subject to group or single contestant exclusion from the competition.

4.6 Contestants must also meet the participant requirements from article 38, c. 1 of Legislative Degree 163/2006; contestants confirm that they are in possession of the requirements with a declaration in line with the consolidated law of the laws and regulations in the administrative documentation field provided for by Presidential Decree 445 of 28.12.2000 (drafted in self-certification using the template - annex A).

4.7 Foundation employees, at any level, cannot participate in the competition even when in possession of the due requirements.

## Art. 5 – REASONS FOR INCOMPATIBILITY AND EXCLUSION FROM THE COMPETITION

5.1 The identification, including subsequent identification, of reasons for not being allowed to enter the competition and the lack of the requirements or other conditions of participation laid out in this announcement entail exclusion from the competition, and this shall be considered cause for the restitution of damages suffered by the Foundation, and there may be other claims, including ones of a criminal nature if there are false or threatening statements made or because of other potential crimes identified by the law.

## Art. 6 REQUIRED DESIGN DRAWINGS

6.1 Candidates must submit the following design drawings:

- a brief descriptive report on the design proposal that explains the meaning, logic and communication intent (max 600 characters, spaces included);
- a design proposal in A4 format, laid out horizontally, that contains 4 versions of the brand/logo:

- one version in colour, with the words MATERA-BASILICATA 2019;
- one version in colour, with the words MATERA 2019. OPEN FUTURE;
- one black-and-white version, at 50% of original size, with the words MATERA-BASILICATA 2019;
- one colour version, at 50% of original size, with the words MATERA 2019. OPEN FUTURE.

This design proposal must be submitted in both jpeg and vectorial (eps) formats.

6.2 The entries must be presented in an anonymous fashion, subject to exclusion from the competition.

## 7. TERMS AND WAYS OF PRESENTING THE REQUEST

7.1 The competition participation documentation is made up of:

- The application for the competition drawn up using self-certification, using the template A attached to this call, written in block letters throughout and signed.
- Photocopy of the contestant's valid ID document (and contestants when participating as a team).
- The statement of assignment to the Foundation, in the event of prize award or expense reimbursement as per art. 3.4, of property and commercial usage rights on the brand/logo and submitted material, duly signed by each competition participant, single or in team (drafted using the template - annex B).
- the drawings as per art. 6 hereto.

7.2 Participation applications must be submitted according to the following, alternative methods: either via PEC (certified electronic mail) or post or hand delivered.

7.3 In all cases, the deadline for participation application receipt is **March 15, 2016 at 1 PM**. Entries which arrive after the time indicated will not be included in the competition.

### **7.4 First way to present an entry: using pec.**

The participants can send their documentation to the pec address [fondazione@pec.matera-basilicata2019.it](mailto:fondazione@pec.matera-basilicata2019.it).

The following must be attached to the e-mail:

- one file called **envelope 1** containing: the application in PDF format, the scanned copy of the ID document and the statement of assignment of property rights in PDF format.
- One file called **envelope 2** containing the drawings as per art. 6 hereto.

The pec registered e-mail must arrive at the e-mail address [fondazione@pec.matera-basilicata2019.it](mailto:fondazione@pec.matera-basilicata2019.it) by or before **1 PM on March 15, 2016**, and will be included in the Foundation's computer records.

The subject line of the pec registered e-mail must indicated "competition for the creation of the Matera

2019 brand".

### **7.5 Second way to present an entry: by post or by hand.**

In order to guarantee proposal anonymity, contestants must insert the two sealed envelopes in another sealed envelope, as indicated below:

- A4 format envelope called ENVELOPE 1 containing: the application, the photocopy of the ID document and the statement of assignment of property rights.
- A4 format envelope called ENVELOPE 2 containing the drawings as per point 6. In addition to the printed version of the design proposal in its 4 versions and descriptive report, the envelope must also contain a multimedia support (CD-ROM/DVD) containing the electronic version of the designs in jpeg format (A4 dimensions), laid out horizontally and in vectorial format (eps).

The envelope containing the two other envelopes, as indicated above, should be sent to: Matera-Basilicata 2019 Foundation, Via Madonna delle Virtù, 75100 Matera, Italy and must arrive by or before **1 PM on March 15, 2016**, including deliveries by hand. The stamp of the registry office of the Foudation will be taken as an authentication of receipt in all cases.

As well as the name of the sender, the envelope should also have the following written on it: "*Competition for the creation of the brand/logo representing a coordinated graphic style for the Matera-Basilicata 2019 Foundation*". Postal fees shall be borne by contestants.

Files can be hand delivered to the address indicated above from 10 AM to 1:30 PM and from 4 PM to 7 PM, Monday through Friday, except holidays and the application due date on which hand delivered applications will be accepted by or before 1 PM.

The Foundation cannot be held liable for failed delivery and any fraud, damages, losses, theft during shipping or delays that occurred in file receipt. The Foundation cannot be held liable for technical difficulties that affect competition enrolment and cannot be held liable for any loss of data, damages, errors or delays incurred by contestants caused by IT devices, software, hardware or the Internet.

### ART. 8 - EVALUATION CRITERIA

The Selection Panel described in article 9 will assign points to each entry for each of the following criteria:

- coherence with the values of the candidature, with the Open Future theme and 5 sub-themes described in art.2.2 max: **30/100**
- Originality and readability, or ability to be *Contemporary Engaging Clear*: max **40/100**.
- Versatility and Adaptability in various formats and communication materials, even in video and 3D version, max **20/100**.
- Distinctiveness and the recognisability of the institutional and marketing brands: **10/100**

The final rankings scale will be made up of all work that has achieved a minimum score of **60/100**.

## Art. 9 – SELECTION PANEL

9.1 After the deadline for presenting projects – the Foundation will name the Panel of Judges made up of three members, experts in the issues covered by the competition, at least one of whom will be a Foundation employee. One of the three members will be nominated as Panel Chairman by the Foundation.

9.2. Each panel member shall have 1/3 of the attributable points at his/her disposal; in the event of a draw, the Chairman's judgement shall prevail.

9.3 Once the selection procedure for the entries has finished and the various entries assessed, the Panel of Judges will proceed to draw up the final rankings scale.

9.4 Should the competition end without a winner because of a lack of proposals considered satisfactory by the Panel of Judges, the Foundation will proceed to not announce a winner, in a judgement that cannot be challenged.

9.5 Members of the Panel of Judges will not be paid in any way, except for any travel and board and lodging expenses incurred during the selection process.

## Art.10. SELECTION PROCEDURE

10.1 CLASSIFICATION - the Foundation shall:

- attribute an ascending number to each entry received in line with the preceding article 7; subsequently, the same number will be added to Envelope 1 and Envelope 2;
- open the envelopes containing the applications, as well as the pec registered e-mails used to submit the applications, and verify that the contents of Envelope 1 are in order requesting document adjustments or supplements where necessary and to send to the Evaluation Committee, by hand or electronically, only the numbered, anonymous Envelopes 2.

10.2 SELECTION PANEL EVALUATION Within 30 days of the competition due date, the Panel shall draw up the rankings based on their assessments to be varied out in closed sessions and that will only concern the anonymous entries.

10.3 CHECKS After putting together the final rankings of the competition, and subject to the declarations and guarantees provided in relation to them by the contestants, the Foundation will proceed within 20 days to make the necessary checks on the top three entries to confirm the existence of the requirements requested for the brand/logo, including, for example, a clearance search to see if there are potential claims to existing rights by third parties or verification of the self-certified statements enclosed with the participation applications.

If the Foundation verifies that the brand/logo does not have the requirements requested, in particular with regard to the existence of rights potentially held by third parties or finds statements not proven by the documentation, the entry in question will be removed from the final rankings and the rankings list will be adjusted accordingly. In this phase, the positive outcome of the checks does not imply that the entry has been accepted by the Foundation, nor does it imply the exclusion of guarantees which may have been provided by the contestant and the respective responsibilities with respect to the Foundation and any third parties, which will continue to be fully valid and effective.

10.4 PUBLIC VOTE Upon conclusion of the clearance searches, the entries placed first, second and third in

the final rankings will be subject to a public vote. The choice of the winning project will thus be made by the vote of a popular jury: specific notice will be given as to how and when to vote.

10.5 AWARD The brand/logo which gets the most votes will be definitely declared the winner of the competition. The result of the competition will be made public in the “Calls” section of the Matera-Basilicata 2019 Foundation website ([www.matera-basilicata2019.it](http://www.matera-basilicata2019.it)).

Full and exclusive rights to the first winning idea, as well as the second and third in the classification – which will only be rewarded with expense payments – pass to the Matera Basilicata 2019 Foundation, which will be able to use all rights relating to intellectual property of the brand/logo, and all related material presented by competitors, freely and exclusively.

The Foundation reserves the right to ask for the chosen design to be appropriately modified so as to augment the full use of the brand/logo, or to add them directly in exercising its own exclusive rights.

#### Art. 11 – ASSIGNMENT OF EXPLOITATION RIGHTS AND COMMERCIAL USAGE RIGHTS AND FURTHER INFORMATION

11.1 By signing up for the competition and accepting the terms included in this announcement, contestants irrevocably cede to the Matera Basilicata 2019 Foundation, for the whole world and for the time established by relevant laws, the full and exclusive ownership in the event of selection, including the full and exclusive intellectual property rights and commercial usage rights on the winning entries, including the brand/logo and all material presented for the competition. In relation to those entries that do not win a prize, the right for usage in communications and publications involving the promotion and documentation of the competition itself will be the only rights passed to the Foundation.

11.2 Each participant, whether single or as a group, guarantees that its creative idea is new, distinctive and original, and that it has all the necessary requirements to be properly registered as a brand name in Italy and in all the countries of the European Union, and does not break existing laws – including but not limited to – legislation on personal data, image rights, good character and reputation, copyright, trade marks and all industrial property and third-party intellectual rights.

11.3 Every contestant, whether competing as an individual or as a team, guarantees that their entry does not break any intellectual property law and/or third-party rights of a different kind, and that there are no third party rights in existence on this which could in any way limit or compromise its usage, exhibition and/or the publication in any media by the Matera Basilicata 2019 Foundation or by those commissioned by it.

11.4 In every case, each contestant, whether competing as an individual or as a team, agrees to release the Foundation from any liability, request or demand advanced or proposed by anybody, and exonerate the Foundation from any responsibility.

#### Art. 12 - PUBLICATION AND ADVERTISING OF THE ANNOUNCEMENT

This call will be published on website [www.matera-basilicata2019.it](http://www.matera-basilicata2019.it); the publication in the aforesaid manner shall be communicated through the media and specific press releases.



Art. 13 – KEEPING DRAWINGS AND EXCLUSION OF THE MATERA-BASILICATA 2019 FOUNDATION FROM RESPONSIBILITY.

13.1 Three months after the designs are awarded prizes, the Matera Basilicata Foundation will no longer answer as to the safekeeping of the designs. Contestants that have not won a prize cannot make demands or ask for payment for work done, designs drafted and expenses incurred.

Art. 14 – FOLLOWING THE ANNOUNCEMENT AND ACCEPTANCE OF THE CONDITIONS

14.1 Taking part in the Competition of Ideas entails the full and unconditional awareness of, adhesion to and acceptance of all the conditions contained in this announcement.

Art. 15 – PROCESSING OF PERSONAL DATA

15.1 Pursuant to article 13 of Legislative Decree 196 of 30 June 2003, the Matera Basilicata 2019 Foundation informs contestants that requested personal data will be collected and processed so that they may take part in the competition for the creation and design of the brand/logo for the Foundation's coordinated graphic style.

15.2 Provision of data is obligatory so as to understand if contestants meet the participation requirements, subject to exclusion from the competition. Data will be processed, including through the creation and running of a central archive, using IT equipment to which specialist, authorised personnel will have access, so as to guarantee the confidentiality and security of the data itself.

15.3 The correction, blocking and cancellation of data can be requested at any time, as can other rights pertaining to interested parties laid out in article 7 Legislative Decree 196 of 2003 can be put into action.

15.4 The data controller is the Matera Basilicata 2019 Foundation, represented by the Director General, Paolo Verri.

15.5 By sending in an entry, contestants thus take note of the above argument, and agree that the personal data they supply can be processed.

Art. 16 – PERSON IN CHARGE OF THE PROCESS

14.1 The person in charge of the procedure is the Director General Paolo Verri. For any clarification or question concerning the competition, those interested can send an e-mail to [info@matera-basilicata2019.it](mailto:info@matera-basilicata2019.it) indicating "request for Matera 2019 idea brand competition information" in the subject line.

The Director General  
Paolo Verri