

Prot. **8701/19/A**

"It's when I'm standing right in front of you that I just cannot resist. When I feel your soul I abandon my reason.

What I see, affects what I feel, and your divine power is like lightning under the skin. "

Emanuele Cappelli

ANNOUNCEMENT - RUFA CONTEST 2019 **"DIVINE AESTHETICS"**

RUFA Rome University of Fine Arts promotes the fifth edition of the RUFA Contest, for 2019; this is contest of Visual Arts, Design and Media Arts, born with the aim of enhancing and supporting the talent of the Academy's students.

Rules

1. PURPOSE OF THE CONTEST

The RUFA Contest 2019 is an award established for purposes of determining 25 finalists and a winner. The choice of the 25 finalist projects is entrusted to a highly qualified Panel. The master class in RUFA for finalists and the contextual selection of the winner is entrusted to an internationally renowned figure; the Chairman of the RUFA Contest.

All students enrolled in any Rome University of Fine Arts degree course on the date of publication of the Announcement, including incoming and outgoing Erasmus students and graduating students, will be able to participate in the RUFA Contest 2019. For the 2019 edition, former RUFA graduate students may also participate with a work outside of the competition, being limited to the master class and exhibition.

To participate in the Contest, candidates must present a project that responds, in an original and creative way, to the theme proposed in the following Section 2 of this Announcement, following the procedures and timing referred to in sections 3, 4 and 9 of the announcement itself.

2. PROPOSED THEME AND CHARACTERISTICS OF THE WORKS.

"DIVINE AESTHETICS"

We want to celebrate shapes as words create confusion.

We want to be able to think, without disturbances and assumptions.

In this fifth edition of the Rufa Contest we will address a direct, visual, impact theme:

Divine Aesthetics, where the meaning of aesthetics is linked to beauty.

It identifies the absolute features of form and colour, of harmony and of dynamic balance.

Ignore trends and the ephemeral. Make your project "divine" through the value of content and the simplicity of the message.

We try to free ourselves from interference, let's rise and follow the the artistic concept of the work.

You can carry out your work in the form you prefer.

We also ask you to please think about the following questions:

- Is there a connection between form and content in aesthetics?*
- Is true beauty perfect or imperfect?*
- Is the concept of "Divine" subjective or objective?*
- How long can eternity last?*
- Are your projects inspired by nature?*

Attach with the first submission a .doc file with a maximum of 500 characters per response.

We will use the participants' answers for some choices during the performance on the day of the awards ceremony.

Each candidate may freely choose the techniques for creating his/her project and how to present his/her work, provided that the latter is not dangerous in any way, even indirectly. The project may include one or more images, a video, a sculpture, a facility, a pictorial, graphic, multimedia, interactive work, an exhibition, a performance action, etc.

3. HOW TO TAKE PART

The RUFA Contest 2019 can be attended individually or as a working group, consisting of a maximum of 5 members. In the case of group participation it will be mandatory to provide the name of a group leader.

Registration in the contest takes place exclusively on-line, by accessing the appropriate form on the website www.unirufa.it, active from 14 January, 2019. Entries sent by e-mail or other methods other than the one stated shall not be considered.

4. CONTEST STRUCTURE.

In order to take part in the RUFA Contest 2019, it is necessary to follow and comply with what is envisaged in the following stages:

a. CONTEST REGISTRATION

Candidates must complete the [form](#) with the personal details of the participant, or of the group leader and of the other components, **by 25 February 2019**, and upload the work of art concept to be implemented in the appropriate section.. In particular, it will be necessary to provide:

- Personal data;
- Registration number (for RUFA students) - Out of Contest (for other participants);
- Title of the work;
- Project concept. Text of 1200 characters max (including spaces) in which the project to be implemented is described;
- Accompanying images (optional).

The images must be produced in jpeg format with resolution between 150 and 300 dpi and maximum size of 2 Mb. During this stage it is possible to send at most 3 images related to each project/design.

Attention: image files must be named exclusively with the participant's surname (or the group leader's) followed by a short dash and the name of the work.

b. PRE-SELECTION

All project concepts presented will undergo an initial review by an internal Commission, which will select, by 5 March, 2019, the designs to be implemented in the final version, to access the final selection.

c. CREATION OF PROJECTS AND SUBMISSION OF DIGITAL FILES

The concepts selected by the Internal Commission must be developed in the project and implemented at the participant's expense. Images and other digital documents necessary for describing and understanding the project, must be uploaded in the appropriate form, be accompanied by a technical sheet in Italian, **by April 29, 2019**, following instructions on the contest website event.unirufa.it, based on the specific procedures requested.

d. CHOICE OF FINALISTS

By 6 May 2019 the Panel composed of well-known experts from outside the Academy and representatives of the institution, will meet (also by on-line means) to select the 25 finalist projects and the 3 out-of-contest works that will subsequently be exhibited in the Academy, during the master class. During the above stage, the Panel can assign a special mention among the 25 finalist projects and a special mention for out-of-contest works.

e. DELIVERY OF WORKS

Selected candidates must to deliver to the Academy - at RUFA's headquarters where the master class and the exhibition of the works will be held - projects carried out so they can be undergo a final assessment, **by 5 June 2019**. Failure to comply with the scheduled date of delivery of works will result in exclusion from the contest.

Finalists' work must be accompanied by a technical sheet and the material necessary for their setting-up.

The electronic documentation sent through the form will be forwarded to partners and sponsors of the consent for purposes of awarding any special prizes, will be published on the contest website and will become part of the RUFA Contest 2019.

f. FINAL ASSESSMENT AND ANNOUNCEMENT OF WINNER

Finalist projects displayed in the Academy will be presented by their artists to the chairman of the RUFA Contest, on Tuesday **11 June 2019** during a master class reserved to them and organised specifically by the Academy. During the above master class, the RUFA Contest chairman will declare, from among the 25 works of art submitted by finalist students (excluding out-of-contest works), the winner of the 2019 edition; this will be announced on the day itself, during a major event open to the public at the Teatro Olimpico in Rome.

g. RUFA CONTEST EXHIBITION

An exhibition of finalist works will be rearranged at the headquarters of the master class and will be open to the public for ten days.

5. AWARDS AND SPECIAL MENTIONS

The participant who makes it through both selection stages and who is declared as the winner of the RUFA Contest 2019 will be entitled to a cash prize of € 2,500.00 (two thousand five hundred Euro / 00) and one-way plane ticket for one person.

The Panel, the partners and the sponsors of the competition reserve the right to select some projects to be awarded special prizes / mentions. The announcement and awarding of the latter will take place simultaneously with the announcement of the RUFA Contest 2019 winner.

With the acceptance of the prize, the RUFA Contest 2019 winner grants RUFA, in addition to the work, all the rights of publication and economic use, without prejudice to the right to always be mentioned as the work's creator.

6. TERMS OF PARTICIPATION AND EXCLUSION

The RUFA Contest 2019 is aimed at:

- students regularly enrolled at RUFA - Rome University of Fine Arts, on the date of publication of the Announcement;
- former RUFA graduate students, who will be able to participate with a work out of contest, limited to the master class and exhibition in the Academy.

They following will not be able to participate in the contest:

- those who are not students or former RUFA graduate students - Rome University of Fine Arts (this exclusion concerns both individual participants and members of any groups);
- those who submit the application form after 25 February, 2019;

The Director reserves the right to exclude from the Contest:

- participants whose behaviour is incorrect towards the other competitors and disrespectful of the values of the organising Institution, at any stage of the contest;
- works lacking the requirements of uniqueness, originality and authorship;
- projects created and delivered for the final stage, including any materials accompanying the presentation, in the event of evident inadequacy.

7. TEACHERS' ROLE

Coordinators and teachers have the task of promoting the initiative among all the students, facilitating the broadest participation, identifying and organising the procedures

for verifying the project quality expressed (in terms of originality and contents) and collaborating actively in order to achieve a large number of registrations in the Contest for each course of study.

8. INTERNAL COMMISSION AND PANEL

The Internal Commission - made up of professors belonging to the various departments of the Academy and chaired over and appointed by the Director - is in charge of pre-selecting the works.

The Panel - composed of highly qualified experts from outside the Academy and the subject of a subsequent nomination decree, the Academy Director, the RUFA Contest Artistic Director and the Academic Council faculty members - will evaluate, at their sole discretion, the works presented in the contest to select 25 finalist projects, considering in particular the conceptual elements of submitted work, the quality of the piece and the possibilities for developing the project.

The selection of a maximum of 3 out-of-contest works - which will participate in the master class and the RUFA exhibition of works, with the exclusion of prize awards - is entrusted to the Contest Panel, which may award a "RUFA special mention for the an out-of-contest work".

9. SUMMARY OF STAGES AND DEADLINES

- **by 25 February, 2019:** registration in the competition and submission of the project concept;
 - **by 5 March 2019:** pre-selection of project concepts by the internal Commission;
 - **by 29 April, 2019:** submission of electronic documentation of completed projects;
 - **by 6 May, 2019:** selection of 25 finalists and 3 out-of-contest works by the Panel;
 - **by 5 June 2019:** delivery of the works carried out at the headquarters of the master class;
 - **11 June 2019:** master class and announcement of the winner.
- RUFA reserves the right to change the stages and the relevant dates and deadlines in which the competition is organised, based on any organisational needs, promptly informing all interested parties.

10. EVENT DUTIES AND ORGANISATION

Project supervision: Emanuele Cappelli.

General management: Fabio Mongelli.

Corporate office: Laura Campana.

11. CUSTODY AND INSURANCE

The organisers guarantee the utmost care in terms of custody of any works received but do not assume any liability for any damages due to transport, tampering, fire, theft or other causes during the period of the event, staging, exposure and storage. If they deem it

appropriate, artists will be able to provide for insurance of their works on their own account.

12. USE OF MATERIALS AND WORKS

Participation in the competition entails, by participants, the authorisation for images of the works and documents sent as per Section 4 of the Announcement so they can be used by the organisation in the manner and for the ends that it considers most appropriate, without any right to economic claim. In particular, the organisation's right to use the aforementioned materials on its websites and in communications as well as promotional material of the event, in addition to any exposures related to the award is recognised. Furthermore, the author authorises the use of the image of his/her work on the promotional material of partners, sponsors and institutions linked to the initiative. The works, with the exception of the winning work, shall nevertheless remain the property of the artists that created them and their names shall appear when reproduced. The methods and timing for withdrawal of the above works by their creators will be notified by the Organising Secretariat to those directly involved following 11 or 18 June 2019.

13. ACCEPTANCE

By participating in the initiative, students acknowledge and implicitly accept the rules contained in this announcement, excluding none.

14. PRIVACY

The information and data collected will be used in compliance with the provisions by current legislation (Article 13 of the General Data Protection Regulation, also referred to as RGPD) for participation in the competition, for sending informative material and for promotional purposes relating to the Prize and public presentation and will be kept in the "RUFA Contest 2019" Archives.

15. TRANSPARENCY

RUFA guarantees maximum transparency at every stage of the contest and undertakes to promptly publish updates and records of each stage on the contest's website at event.unirufa.it

16. INFORMATION

For more information write to contest@unirufa.it.

Roma, 3 January 2019

signed The Director
Fabio Mongelli