

## ANNOUNCEMENT INTERNATIONAL PRIZE GENERAZIONE CONTEMPORANEA

### COMMA 1 – PURPOSES

The Luiss Creative Business Centre announces the sixth edition of the International Prize Generazione Contemporanea aimed at promoting Italian and International contemporary art, supporting artists **under 35**, and expanding Luiss Business School's permanent collection of contemporary art.

The objectives of the award are in line with those promoted by Luiss Creative Business Centre's Master programme. The programme's research focuses on the creative industries, with the aim of monitoring the evolutionary trends of the industry, market opportunities, emerging professionalism, and industrial policies aimed at the growth and development of these important sectors of the Italian and global economy. Over recent years, Luiss' Master of Art, specifically, has made Luiss Business School an influential educational institution for young professionals in the art world.

This initiative brings forth a new field of cultural innovation, not only devoted to educating young artists, but also to supporting them and researching new talents internationally. The competition provides the winner with a cash prize valued at € 4,000.00, awarded to the first place winner by a jury of experts. The cash prize is to be intended as a **purchase-prize**, with the artwork being purchased by Luiss Guido Carli.

The candidates' artwork will be evaluated and selected by a jury of experts. The **three finalists' work**, including the winner, will become crucial assets of the Luiss Master of Art 2020/2021 exhibition project. There will be, indeed, a final exhibition entitled "*Reazioni*" [*Reactions*], accompanied by the publication of a catalogue. The jury reserves the chance to assign a special mention to the work of one or more artists which particularly distinguished themselves in terms of originality and the research expressed in their work.

The competition requires that the works submitted develop the same theme as the exhibition "*Reazioni*": *'The term **reaction** means to act in response to an action and / or in opposition to it. This 'opposing' motion has affinities with the concept of irony, when seen in terms of simulation and dissimulation. In literature, irony is a rhetorical procedure in which words take on an opposite meaning compared to what one actually expresses. This attitude offers, through art, one of the possible antidotes to an era that requires not only the individual, but the entire community to accept the sense of abandonment of their freedoms and ideals.'*

### COMMA 2 – ADMISSION CRITERIA

All artists of Italian or foreign nationality can be admitted to the competition – individually or as a group. Artists must be working consistently on Italian territory, must not have turned thirty-six years of age at the time of the deadline scheduled for **11<sup>th</sup> October 2021**, must have carried out their education at an Italian or foreign institute, and must have already exhibited in a gallery, cultural centre, foundation, public or private museum, and/or institution that can be verified and recognized as such.

Candidates may enter the competition with a single piece of artwork, either previously released or not, which clearly adheres to the Prize's theme. All artistic media are allowed, including painting, sculpture, installation, photography, graphics, and video, with no restrictions.

#### COMMA 3 – PRIZE

A final cash prize of € 4,000.00 will be awarded exclusively to the first prize winner, at the sole discretion of the technical jury composed of experts in the field. By adhering to this announcement, each participant declares to be fully aware and accept that, in the event of being awarded first prize, Luiss Guido Carli will acquire full ownership rights and any right of use, including economic use, pursuant to law no. 633 of April 22, 1941, of the work. **The artwork must also be accompanied by a certificate of authenticity.** The prize-purchase will be paid against a regular invoice or payment note from the winner, which may be issued from the date on which the name of the final winner of the competition will be announced. Payment is expected at **60 days end of month** from the date of issue of the invoice. The proclamation of the winner of the contest will take place during the inauguration of the exhibition scheduled for December 2021.

The Luiss Creative Business Centre is also committed to ensuring visibility to the finalist artists through its official communication channels.

#### COMMA 4 – JURY AND SELECTION

The candidates' artwork is going to be evaluated, selected and the prize awarded by the unquestionable judgement of the **technical jury** thus composed:

- Peter Benson Miller – Art Historian and Curator
- Achille Bonito Oliva – Art Critic, Scientific Director of the Luiss Master of Art
- Roberto Cotroneo – Journalist, Writer, and Photographer
- Pia Lauro – Independent Curator with a Luiss Master of Art diploma
- Gianfranco Maraniello – Art Historian and Curator
- Giovanna Melandri – President – Fondazione MAXXI
- Mons. Paolo Nicolini - Deputy Director for the Administrative-Management Sectors, Musei Vaticani
- Domenico Piraina – Director, PAC - Padiglione d'Arte Contemporanea, Milan
- Luca Pirolò – Director, Luiss Master of Art
- Guido Talarico – Director, InsideArt
- One representative from the Curatorial Collective of the 11th edition of the Luiss Master of Art

The jury will express its preferences by evaluating the quality and novelty of the proposals, as well as their adherence to the theme of the competition. The three pieces of artwork which obtain the highest number of votes will be considered finalists and will become part of the exhibition project organised by the students of the Luiss Master of Art 2020/2021, expected for December of the same year, as well as published in the catalogue presented for the occasion. If two or more pieces of art are to obtain the same number of votes, the jury will choose which one of these will be part of the finalists' shortlist. The Organization reserves the right to exclude the artists selected from the competition if the artwork to be exhibited or the materials for the catalogue are not delivered within the deadline. The technical jury will decide and announce the winner of the competition, who will be awarded the cash prize, on

the inauguration of the exhibition event scheduled for December 2021.

#### COMMA 5 – ATTENDANCE MANNERS

The deadline for submitting the artwork for the Prize is **11<sup>th</sup> October 2021, no later than 12 pm (Italian time)**.

**In order to participate, the candidate must send, via e-mail, the following documents (attached) completed and signed in their original for acceptance:**

- Registration form (Attachment A)
- Participation form (Attachment B)

**The following attachment must also be added:**

- Image of the artwork presented for the competition;
- Complete caption of the artwork intended to compete with;
- Curriculum Vitae, highlighting personal and group exhibitions, projects, residencies and publications;
- Updated portfolio;
- Valid I.D. document.

**All documentation must be sent in two separate documents, in PDF format, divided as follows:**

#### **Attachment 1:**

- Registration form (Attachment A);
- Participation form (Attachment B);
- Image of the work intended to compete with;
- The complete caption of the work intended to compete with;
- Curriculum Vitae;

## **Attachment 2:**

- Updated portfolio;
- Valid identity document.

## **The documentation must be sent by email to [lcbc@luiss.it](mailto:lcbc@luiss.it) with the subject: “Generazione Contemporanea 2021 – Application Name and Surname”.**

If the artwork presented uses video as the medium, please upload it to an external website and include the link for it to be evaluated.

Documentation received through other channels will not be taken into consideration.

We strongly recommend reading the following document (in attachment):

- [Informativa Privacy](#) - autorizzazione al trattamento dei dati personali (art. 13 d. lgs. 196/2003)

## COMMA 6 – EXIBITION

The **three** finalists’ artwork, including the work of the Prize winner, will be shown at Luiss’ Master of Art’s final exhibition.

**The insurance of the three finalists’ artwork will be provided by Luiss Guido Carli.** The artwork will be covered by an all-risk, nail to nail insurance policy. Specifically, the policy will cover: the no-recoveries clause against carriers, packers, manipulators and their agents, as well as the clause of defects, faults, and inadequacy of packaging. On the other hand, the costs related to the artworks’ transportation will be covered by the artist.

Each artist will be given a space that takes into account the size of the artwork presented. The set-up is under the care of the students of the Luiss Master of Art 2020/2021 and the Master’s Scientific Director in collaboration with Luiss Guido Carli, who agrees to ensure the availability of structures and materials strictly necessary for the exhibition of the finalists’ artwork. The artwork must be delivered within the deadline, subjected to the exclusion from the competition. The exhibition will be inaugurated with an event that will take place in December during which the winner will be announced. Following the event, the artwork will remain on public display for a duration of about thirty-five days. With the exception of the winning artwork, acquired by Luiss Guido Carli thanks to the purchase-prize formula, the other finalists’ artwork will remain property of the artists.

## COMMA 7 – CATALOGUE

The exhibition will be accompanied by a fully illustrated catalogue featuring critical essays regarding the winning artwork.

## COMMA 8 – ACCEPTANCE AND COPYRIGHT

By signing the Competition entry form, the participant declares to have full knowledge and to accept fully and unconditionally each and every provision of this announcement.

In addition, each participant, by signing the application form, declares and guarantees, pursuant to and for the purposes of law no. 633 of April 22, 1941, that the works submitted are original and that he/she has full, sole, and unlimited territorial ownership of all intellectual property rights and use, including economic, inherent in the works themselves. The participant agrees to hold Luiss exempt and indemnified from claims, reservations and disputes of any kind made by third parties as a result of or in connection with the violation of what has been declared.

Each participant, by signing the application form, pursuant to and for the purposes of law no. 633 of April 22, 1941, expressly authorizes the reproduction in the catalogue referred to in art. 7, as well as the public availability of the works without being able to make any claim, including economic, against the university.

All documentation submitted with the application form will not be returned.

Applicants are entirely responsible for the content, visual and textual material submitted. The Organization reserves the right to remove defamatory or obscene texts or images unless formally motivated by the artist.

Any dispute will be dealt with in Italy and according to Italian law. Personal data, images of the works of the award and/or other works included on the site, or films/videos shot by the Organization during an event, to promote the artists and itself, for web promotion, communication, or marketing, may be used by the Organization without necessarily requiring the consent of the parties.

Any dispute relating to the provisions of this notice and the conduct of the competition will be reserved for the exclusive jurisdiction of the Court of Rome.

## COMMA 9 - PROTECTION OF PERSONAL DATA

Luiss - Libera Università Internazionale degli Studi Sociali Guido Carli, as Data Controller, collects and processes the information of the interested parties in full compliance with the general principles and rules enshrined in the legislation on the protection of personal data (EU Regulation 2016/679 and Legislative Decree 196/03 as amended by Legislative Decree no. 101/18).

The processing is functional to the proper conduct of the procedures of the call for entries relating to the "International Award Generazione Contemporanea" and the obligations connected and consequent thereto: the characteristics of the processing are brought to the attention, by means of appropriate information, of the data subject, who is also requested to consent to the processing of his/her information, if necessary in relation to the purposes pursued by the Data Controller.

At any time, the interested party may exercise the rights recognized by law (for example, the right to access, rectification, cancellation, limitation and portability of data) by contacting the Data Controller, Luiss Guido Carli, Viale Pola, 12 - 00198 - Rome, e-mail [privacy@luiss.it](mailto:privacy@luiss.it).

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