

# ▶ OPEN CALL II

FONDAZIONE PISTOLETTO

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PAV PARCO ARTE VIVENTE

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ESPRONCEDA

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OK BIO

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COLLETTIVO IF

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ACCADEMIA ALBERTINA

# VIDEO ART CALL

## SUSTAINABLE VIEWS

punti di vista differenziati



## I. INTRODUCTION

The call is addressed to Italian and International artists involved in video making, who want to propose a creative view in terms of environmental sustainability and responsible recycling.

The contest is the result of cooperation between different companies and organisations from Turin, Biella and Barcelona - Ok Bio, Collettivo IF, Cittadellarte - Fondazione Pistoletto, PAV - Parco Arte Vivente, Espronceda - Institute of Art & Culture - and patronized by Albertina Academy of Fine Arts of Turin. It is promoted by Ok Bio, a company from Biella, during the event “Dove lo getto? - Quello che devi sapere sul monouso compostabile e il riciclaggio”.

Project promoters:

**Ok Bio:** a new brand focused on disposable compostable products for the catering industry, in line with the new European policies regarding single-use plastics.

**Collettivo IF:** an association that focuses on the study, the planning, the curatorship and the set-up of artistic exhibitions, shows and cultural-artistic activities with the aim to inform people on environmental and social subjects and create awareness in an innovative way.

**Cittadellarte - Fondazione Pistoletto:** an artistic and cultural institution focused on the study, the experimentation and the development of practices for responsible social transformation through the direct interaction with art.

**PAV - Parco Arte Vivente:** an experimental centre of contemporary art, a meeting place that offers workshops focused on the communication between art and nature, biotechnologies and ecology, audience and artists.

**Accademia Albertina:** an historic Art Academy in Turin that offers new technologies and art classes, and enhance the artistic heritage.

**Espronceda - Institute of Art & Culture:** an innovative centre of contemporary artistic production founded in Barcelona in 2013. Espronceda offers an international and multidisciplinary environment for artists, curators and anyone who believes in the importance of arts, culture and education. The centre promotes prominent and budding artists and it helps them in the development of their projects and creativity, spreading the inspiration beyond their permanence in Espronceda.

The winning works will be exhibited during the event, promoted by Ok Bio, taking place on March 20th, 2021 in Cittadellarte - Fondazione Pistoletto.

## 2. FOCUS - contest goals

The contest is addressed to video artists. The goal of the contest is to enhance the artistic production in video making, by using new technologies as new creative ways to raise awareness in terms of **environmental sustainability**.

The contest focuses on environmental sustainability.

The aim is to provide ideas for a sustainable lifestyle through the video-documentation of solutions already in place, or to approach the issues of environmental sustainability (including recycling and waste disposal) with a proactive, utopic and positive view, in order to stimulate reflection on climate change.

## 3. HOW TO PARTICIPATE

The contest is addressed both to individual artists and to collectives.

If collectives or groups made up of several artists wish to apply, a single contact person must be specified in the Application form (Attachment A).

Each artist/group of artists can submit one single video.

To apply, the following documents must be submitted:

**Application form** (Attachment A)

**Consent form** (Attachment B)

**Video description + video**

**Curriculum Vitae / Portfolio**

## 4. FORMATS

Videos must be submitted in one of the following formats:

### Video Settings

- Video Codec: H.264
- Extension: MP4, AVI, WMV, MOV, MPEG4, DIVX, MPEG

### Audio Settings

- Audio Codec: AAC
- Channels: Stereo S - Mono
- Sample Rate: 48khz

**Audio:** Videos can be in Italian or in the artists' native language. In the latter case, videos must be provided with English or Italian subtitles.

**Duration:** The duration of each video will not exceed 15 minutes (end credits included).

## 5. SELECTION

The committee will select the videos that meet the requirements provided for in point 4 and the artists that submit all documents specified in point 3.

There will be two winners for two prizes. In addition, both winning videos will be exhibited at Espronceda - Institute of Art & Culture (see point 6).

### Selection criterias:

- Content relevance
- Originality and proactivity of the contents
- Research quality
- Audio/video quality

### Committee:

Collettivo IF: **Alessia Gervasone** (Co-founder and Responsible for Planning) and **Alice Porasso** (Co-founder and Assistant for Planning)

Fondazione Pistoletto: **Juan Esteban Sandoval** (Art Office Manager)

OkBio: **Clarissa Scarlatta** (Marketing and communication)

PAV - Parco Arte Vivente: **Orietta Brombin** (AEF/PAV Curator) and **Valentina Bonomonte** (Event Planning)

Accademia Albertina: **Andrea Balzola** (Professor in New Media Art)

Espronceda - Institute of Art & Culture: **Savina Tarsitano** (Co-founder and Artistic Director) and **Holger Sprengel** (Co-founder and Director)

## 6. PRIZES

**Artistic Residency Prize:** promoted by Cittadellarte - Fondazione Pistoletto.

A week long residency with Unidee (University of Ideas).

The winner video will be projected at events and exhibitions in accordance with Cittadellarte - Fondazione Pistoletto.

**Workshop Prize:** promoted by PAV - Parco Arte Vivente.

Two workshops with artists from the PAV art program.

The winner will be allowed not only to participate at the workshops, he/she will also be allowed to film them.

The winner video will be projected at events and exhibitions in accordance with PAV Parco Arte Vivente.

**Exhibition Prize:** promoted by Espronceda - Institute of Art & Culture

The two winners will also have the opportunity to show thier videos during an exhibition at Espronceda - Institute of Art & Culture, under the Collettivo IF curatorship.

The two winners will be awarded publicly during the event "Dove lo getto? - Quello che devi sapere sul monouso compostabile e il riciclaggio", in a ceremony that will include the projections of their videos.

## 7. PUBLIC ANNOUNCEMENT

Results will be announced on the website and social media of the organizing bodies on February 1st, 2021.

The winner artists will be directly contacted via email.

## 8. DISTRIBUTION

The received material will be granted maximum visibility through social media and websites of the organizing bodies.

Participants, sending their applications, agree to the use of the submitted artworks as declared in the consent form (Attached B).

## 9. APPLICATION PROCEDURE

For admission, all video material must be provided via online systems like WeTransfer, Transfernow, Dropbox or Google Drive.

Use the email [videoartcall@gmail.com](mailto:videoartcall@gmail.com) for sharing and send options.

## 10. COSTS

There are no application costs. No fee is due.

Costs of travel and accommodation are not refunded.

Residency (Fondazione Pistoletto Prize), Workshop (PAV Prize), overnight stay (Espronceda - Institute of Art & Culture Prize) are offered by our partners.

During the final event in which the winning videos will be publicly projected, will be projected the following equipment: projector and projection sheet.

Any other equipment is not provided and are artist's responsibility.

## 11. DEADLINES

Call Deadline: Tuesday December 1st, 2020

Winners Announcement: Monday February 1st, 2021

Award Ceremony: Saturday March 20th, 2021

## 12. PROVISIONAL EVENT SCHEDULE:

- h. 16.00 welcome and introduction
- h. 16.30 award ceremony (Artistic Residency, Workshop and exhibition Prizes)  
and projection of the winning videos
- h. 17.30 first talk - speech by Christian Aimaro (Amiat Spa e Iren Spa President)
- h. 18.00 second talk - speech by Alessandro Pizzi (Onda Verde)
- h. 18.30 music performance and catering

For further information, please write to [videoartcall@gmail.com](mailto:videoartcall@gmail.com)





# APPLICATION FORM (attachment A)

Name and Surname \_\_\_\_\_ Place of birth \_\_\_\_\_ Date of birth \_\_\_\_\_  
Address \_\_\_\_\_  
Social Security Number \_\_\_\_\_ Telephone number \_\_\_\_\_  
e-mail \_\_\_\_\_ Website \_\_\_\_\_  
Profession / qualification \_\_\_\_\_

## REQUESTS

the participation to the call with the following artwork:

Title \_\_\_\_\_

Short description \_\_\_\_\_

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“DESIGN TEAM” SECTION (it must be filled out only by design team)

Name and Surname

Signature

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Name of the team referent: \_\_\_\_\_

Date

Signature

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## CONSENT FORM (attachment B) Form for the regulation of copyright

Name and Surname \_\_\_\_\_ Place of birth \_\_\_\_\_ Date of birth \_\_\_\_\_  
Address \_\_\_\_\_  
Social Security Number \_\_\_\_\_ Telephone number \_\_\_\_\_  
e-mail \_\_\_\_\_ Website \_\_\_\_\_  
Profession / qualification \_\_\_\_\_

### AUTHORIZES

The promoters (Fondazione Pistoletto, OkBio, Collettivo IF, Pav - Parco Arte Vivente, Accademia Albertina di Belle Arti, Espronceda - Institute of Art & Culture) to use the video (title: \_\_\_\_\_) as possible communication and publication content, on promoter's websites and social channels (Youtube, Facebook, Instagram) freeing the partners from the obligation to ask for other authorizations. Artworks may be used to every kind of use, on any support, in any form and manner (adaptations included), in the present and future.

The promoters undertake to quote always, correctly and extensively, the authors of the artworks. A copy of valid identity document is required.

### POLICY

In accordance with article 13 of Italian law 196/2003 we inform you that the personal data entered in this consent form will be kept in a digital folder and/or on paper lists kept in personal archives for professional purposes. There are no links to other databases in which such data will be entered.

### DECLARATION OF CONSENT

The undersigned agrees to the processing of his/her personal data for the above mentioned purposes and for the transmission of the relative answer. He/she also accepts that the provision of the artwork is totally free and without any reimbursement of expenses.

Date

Signature

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