

PREMIO GINSANA
L'ARTE
VESTE
L'AZIENDA

70

Years
of Excellence



ginsana

PREMIO GINSANA
L'ARTE
VESTE
L'AZIENDA

**INTERNATIONAL
COMPETITION FOR ARTISTS
GRAPHIC AND VISUAL DESIGNER**

COMPETITION THEME

Transformation for

SUBMISSION DEADLINE

16th July 2012

PRIZES

1st prize: 5'000 CHF

2nd prize: 3'000 CHF

3rd prize: 1'000 CHF

20'000 CHF budget for the production
of the winning artwork

INFO

www.premioginsana.com

premio@ginsana.ch

THE GINSANA PRIZE L'ARTE VESTE L'AZIENDA
is promoted by Ginsana SA

COMPETITION NOTICE

CLAUSE 1 PARTICIPANTS

The competition is open to professional artists, emerging artists and students, as well as graphic and visual designers.

The competition is international, participation is free and there are no age limits. Groups of artists may also participate, and must appoint a group leader who will act as the sole representative and point of contact.

CLAUSE 2 COMPETITION THEME

Participants are invited to reflect on the theme proposed by the company. The theme "*Transformation for*" centres on Man, his well-being and harmony with himself and the environment around him. Nature plays a fundamental role in achieving this condition. Observing and studying nature enables us to benefit from its properties, which can be captured and transformed by Man for Man.

CLAUSE 3 WORKS

To participate in the competition, contestants must present a piece of installation art, or vehicle wrapping, or a graphic, painting and/or photographic work.

The works may be produced using various expressive means. Any technology and any type of material may be used.

The works must be new, or must never have been shown in the press or through other means of communication, nor previously exhibited. Students intending to present works created or being created during their academic courses must enclose authorisation from the institute they attend.

CLAUSE 4 PROJECT AREA

The artistic project will be carried out on the surface of the main eastern façade of the company's warehouse, with the following dimensions: length 85.7 m x height 13.9 m, with a total area of 1,191.2 square metres.

The piece may cover the entire surface, or one or more parts, including the upper perimeter line of the building.

Participants may also use the rear western façade of the warehouse (length 85.7 m x height 13.9 m, with a total area of 1,191.2 square metres), and the lateral northern façade (length 15.0 m x height 13.9 m with a total area of 208.5 square metres).

The roof (dimensions: length 85.7 m x width 15.0 m, with a total area of 1,285.5 square metres) has no restrictions upon the placement of supporting structures for works and may be used for the purpose of setting up the piece.

Image, views and plans of the intervention area may be downloaded from www.premiogsana.com. The building may be inspected independently.

CLAUSE 5 PROJECT CONDITIONS

The works presented must be designed to ensure that they do not deteriorate when installed outdoors during the scheduled period.

It is not possible to work directly on the warehouse walls. In the event of pictorial or other types of works, the artwork must be installed on a specific support.

The works must be created for a limited time period and therefore cannot be permanent. The work awarded first prize will be produced and exhibited for a fixed period, after which it will be removed.

Because of the presence of an airport in the immediate vicinity of the warehouse, works may not include expressive means which could cause interference (light sources of any kind, projections, lasers, etc.)

The winner shall be responsible for ensuring that the setting up, maintenance and dismantling of the winning work take place according to good standards of workmanship, in order to eliminate risks of any sort to people or objects.

CLAUSE 6 DOCUMENTATION

To be accepted for the competition, competitors must send the following documentation to the headquarters of Ginsana SA (Via Mulini, 6934 Bioggio Switzerland) or to the e-mail address premio@ginsana.ch:

1. Address, contact details (telephone number, fax, email) and brief CV including personal details.
2. Plan of the work to be entered in the competition, namely:
 - a. Explanation of the idea developed in relation to the topic "Transformation for";
 - b. Sketch of the work with outlines and an artistic rendering;
 - c. Description of the technical characteristics and materials required;
 - d. Description of the project;
 - e. Detailed report of the production methods;
 - f. Calculation of expenses (estimate for production, setting up the work and any maintenance costs);
 - g. Infrastructure requirements and production times.
3. A summary of past artistic activities, in particular publications relating to participation in individual or collective exhibitions as well as reviews.
4. The competition entry form and the approval of all clauses of the Competition Notice, signed by the participant. (The form may be downloaded from www.premioginsana.com).

CLAUSE 7 SUBMISSION DEADLINE

The material requested must be sent to Ginsana SA through mail or e-mail, with the specific subject line PREMIO GINSANA.

The documentation must reach Ginsana SA by 16th July 2012 at the latest. Material submitted will not be returned.

ARTICLE 8 JURY

The plans for the works will be examined by a Jury composed of:

Viviana Vergerio Guerra, Art advisor, curator PREMIO GINSANA L'ARTE VESTE L'AZIENDA

Marco Franciulli, Director of Museo Cantonale d'Arte and Museo d'Arte di Lugano

Edoardo Bonaspetti, Director of Mousse, international contemporary art magazine

Luigi Fassi, Artistic Director of ar/ge kunst Galerie Museum in Bolzano, curator

Cesare Viganó, Director of Operations, Ginsana SA

The company's employees. A survey will be conducted among employees, and the results will influence the Jury's final decision.

The Jury's decision is final and not subject to appeal.

CLAUSE 9 AWARD CEREMONY, PRODUCTION AND INAUGURATION

Prizes will be awarded to the three winning artists on 18th October 2012. The winning work must be completed by 13th December 2012, the inauguration date of the work. The three winners will be contacted personally when the Jury has reached its decision. This information may not be disclosed until the prizes have been awarded.

CLAUSE 10 PRIZES

The winning artists will be awarded the following prizes:

1. First prize: CHF5,000
2. Second prize: CHF3,000
3. Third prize: CHF1,000

The work awarded first prize will be produced. The company will provide a maximum budget of CHF20,000 for this purpose.

The budget will cover the following activities: design, production, setting up, maintenance, if any, and the dismantling of the work. The winner is required to stay within the aforementioned budget respecting the estimate (CLAUSE 6 paragraph 2 item f), and in any case complete the setting up, guarantee maintenance and take responsibility for dismantling the work, at his/her own expense, if the budget is exceeded during set up, maintenance or dismantling for reasons not attributable to Ginsana SA.

The work will remain on display for a maximum period of six months, as agreed with the company.

CLAUSE 11 RIGHTS TO THE WORKS

The participant awarded first prize, or in any case the participant whose work is produced, definitively transfers to Ginsana SA all rights of ownership over the work, which may not be modified and/or sold to third parties.

The winners and participants in the competition shall retain copyright over the works and designs, but shall permit Ginsana SA to use their name and the image of their work in catalogues, pamphlets, websites and in other company promotional material, without being entitled to receive any payment, it being understood that Ginsana SA may not transfer to third parties the aforementioned usage rights and the right to name the winners of the competition and the participants therein. It is understood that all sketches and plans will become the property of Ginsana SA and will remain in its possession.

The use of the copyright over the works submitted to the competition by the winners and participants may not be connected with Ginsana SA, its image, its premises and activities, except with reference to participation in this competition.

All participants guarantee that the drawings and plans of the works do not breach any third party rights, and in the event of any breach they shall be personally and exclusively liable.

CLAUSE 12 SET UP AND REMOVAL OF THE WORK

The artist awarded first prize will be responsible for organising the setting up, maintenance and removal of the artwork. The company may not be held responsible in the event of damage to the work or theft during the exhibition period. Depending on the nature of the work and at the company's discretion, Ginsana SA may cooperate in the setting up, maintenance and dismantling of the work.

CLAUSE 13 ACCEPTANCE OF THE COMPETITION NOTICE

Participation in the competition implies full acceptance of all clauses of the Competition Notice.

Ginsana SA reserves the right to modify the regulation at any time. Any modifications will be announced on the competition website and will come into force on the day after publication on the website. Such modifications may be made until the date of delivery of the first project, without prejudice to the dates under CLAUSE 9, which may be modified by Ginsana SA at any time.

The present competition notice is the translation into English of the original Italian version: in case of controversy the Italian version prevails

CLAUSE 14 APPLICABLE LAW AND JURISDICTION

This Competition Notice is governed by Swiss law; should any dispute arise regarding this notice, the courts of Lugano shall be deemed competent to settle it.

Publication date of the Competition Notice:
Thursday 29th March 2012



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