



TERMS AND CONDITION OF THE 1st INTERNATIONAL PHOTOGRAPHIC PRIZE “DIARI DELLA TERRA”

Art. 1 – Competition Goals

The Veneto Region announces the opening of the Photographic Prize “Diari della Terra” within the communication activities organized for the Rural Development Plan 2007-2013. The Prize is aimed to increase the knowledge and the valorization of the areas and rural heritage of Veneto through different aspects and territorial, environmental, cultural, economic and social features. This initiative's goal is to sensitize citizen to the fundamental role of this area attributed by the European Union and by National and Regional Institutions for a balanced and sustainable development. For this reason these Institutions planned specific incentives and tools to support and to develop rural areas and the agricultural sector. The agriculture and the rural sphere have represented always a central point for the economic, territorial and social development in Veneto as integral part of the Regional system and of its identity and still nowadays they affect important functions for the economic stability and development, for the environment preservation and valorization, for the wellness and health protection therefore for the life quality. The investments and the attention focused on rural sphere that Europe, through the FEARS fund, Italian State and Veneto Region contribute to support and to valorize its abilities and potential, increasing the value and attractiveness of its cultural and economic assets in terms of a collective and general welfare. “Diari della Terra” 's aim is to remember and to tell through images different aspects and features that characterize rural sphere and the agricultural areas of the Veneto Region for highlighting the latest and recent profiles and innovations.

ART. 2 – Theme

The proposed theme is the representation of the Veneto's countryside and its aspects also giving a non-conventional view able to express in an original way the real situation of nowadays and with different way of expression. In line with rural development policies to the participants is asked to catch the countryside and its parts with a special attention to the relationship between agriculture, environment, territory, and to the values of the agriculture and its industries, to the innovative ability and competitiveness of its businesses, to the values and attraction aspects of rural areas which can support and promote new conditions for the development. Also, the participant to this competition will try to give another view of the Veneto's future through a careful and original observation of its evolution.

ART. 3 - Techniques

The Competition is open to all artists without any limits of age, sex, nationality or other qualification. Each artist can submit up to 5 photographs taken in the Veneto Region. It is allowed: colour and b/w analogical photos, colour and b/w digital photos, colour and b/w digital elaborations. The max dimensions allowed per each works are 150x150 cm.

Art. 4 – Jury

The selection will be carried out by a Prize Jury composed by experts of Contemporary Art and by representatives of the Veneto Region: Igor Zanti (Art critic and curator), Roberto Tomesani (Professor of the Course of Photography in the European Institute of Design), Angelo Cucchetto (Editorial Manager of Photographers.it), Walter Signora (Head of Service, Plans and Programs Manager of Primary Industry - Region del Veneto), Domenico Vita (Head Press Office Veneto Agricoltura and UNAGA President - National Union of Journalists of Agriculture).

ART. 5 - Prizes

The Prizes are divided as follows:

INSTITUTIONAL PRIZES

- 1st prize: € 2000,00 *
- The winning photograph (with the name of the artist) will be used in the PSR communication activities by the Veneto Region.
- 2nd prize: € 1.000,00 *
- 3rd prize: Euro 500,00 *

SPECIAL PRIZE

- Best UNDER 25
- Best European Artist (resident within the EU)
- Best Veneto Artist (resident in Veneto Region)
- Gave by the President of the Jury

* The winning works will remain property of the artist, however the Veneto Region has the possibility to use photographs as it is described in these rules. The cash prizes are going to be taxed as planned by the law.



FEASR

European Agricultural Fund for Rural Development. Europe investing in rural areas

REGIONE del VENETO

2007
0 PSR
1 VEN
3 ETO

ART. 6 – Enrolment

The competition is free
The deadline is the 15th November 2009

You can apply for the competition using one of the following ways:

1) **On-line:** filling in the application form on the site www.diaridellaterra.it/subscription.php and attaching the works in digital format

2) **By mail:** sending in a sealed envelope to Segreteria del Premio - Casella postale n.49 Ufficio Postale in Via Roma 71/73, 31021 Mogliano Veneto (TV) ITALY: - the application form filled of this webpage www.diaridellaterra.it/module.pdf, - a brief biography, - a photograph for each work submitted (format min. cm. 15x20 - max format. cm. 20x30) with written on the back: name, surname, nationality, residence and telephone number, title, size, technique, year and place where you take the photo (only in the Veneto Region).
Documentation (including photos) will not be returned.

In the application process NOT SEND THE WORK.

ART. 7 - Exhibitions

The Jury of the Prize will select 30 photographs for a collective exhibition in Palazzo Correr (Campo Santa Fosca) Venice in January 2010. Other collective exhibitions are planned in different Veneto places during the 2010. The works will remain to the organization disposal up to the 31st December, 2010.

Each artist will take care of the round-trip transportation costs and of any insurance. The Veneto Region will take care of the selected works' transportation costs of the for exhibitions in different places in Veneto.

The names of the winners will be announced at the awards ceremony. Moreover it will be created a special dedicated to each of the finalist artists in the Photogallery of www.diaridellaterra.it website which will be on-line for the whole period of Rural Development Program.

The finalist artists have to send not only the photograph ready for the exhibition but also a CD/DVD that contains files and technical features. The Veneto Region can use these materials for printing photos for other exhibitions from the 1st January, 2011 to 31st December, 2013. Prints made by the organization will not use in a commercial way but only for exhibition linked with the Program.

Art. 8 – Responsibilities

The organization and the Veneto Region, by assuring the greatest care and custody of the works, refuse all responsibility in case of thefts, fire or any damages to whichever painting or person that could occur during the event. Any insurance will be supported by the Artists.

Each artist should keep informed about the prize development on www.diaridellaterra.it that will be regularly updated. The organization will send with e-mail all information and news. We invite all artists to give to the organization a active e-mail address and to check it daily.

If the artist has no the copyright for some photo he cannot apply for the competition with these photo. The organization declines all direct and indirect responsibility for damage caused to any person or thing deriving from of the use of this content.

ART. 9 – Agreement

The decisions of the commission are irrevocable. Each participant shall grant to the Veneto Region the reproduction rights of photographs, of the text to publish on the Prize website and for their use in other forms of communication activities relating to Rural Development Program. Each finalist grant the Veneto Region the right to print a copy for further exhibitions within this Project. Each Artist gives the authorization to the treatment of the personal data according to the Italian privacy law (Legislative Decree n° 675/96 and n° 196/2003) also for the inclusion in databases managed by the Segreteria del Premio and the Veneto Region. The participation to the prize implies the knowledge and the total acceptance of this regulation.