



ARTICLE 1- PURPOSE

The cultural Association Smartup Optima announces the third edition of the contest by the same name "Smartup Optima" aiming at promoting contemporary art and supporting emerging artists under 40. The announcement includes four awards: a prize in money, a residency prize at the Fondazione Bevilacqua la Masa in Venice, and a Visibility prize for the artwork and the artist. Furthermore, an artist will be selected among all the contestants for a residency at the offices of Optima Italia in Naples (award denominated "Corporate Residency"). Finally, among all the participants in the competition, five under 35 artists will be selected to participate directly in the ten finalists of the "Pezzuti Award for Art", an initiative in memory of a young artist who died. The winner will have the opportunity to install a permanent artwork in the Vanvitelli Station of the Metro of Naples, considered the most beautiful in Europe.

The goals of the prizes are consistent with the corporate goals, where much room is given to creativity and young people in order to develop their potentials within a national and international context.

The participation to Smartup Optima is free of charge and reserved to artists under 41 year of age as of 19 November 2017, date of expiration of the announcement.

The competition awards four prizes: a prize in money worth € 5,000.00, awarded by a board of experts in the field; a residency prize at the Fondazione Bevilacqua la Masa awarded by the curator Mr. Stefano Coletto; and a visibility prize awarded by people's choice on the website of the competition. The media and forms of advertisement will be designed according to the nature of the winning artwork. A residency prize only for painters will take place in the offices of Optima Italia and finally the artist will have the opportunity to participate to the "Pezzuti Award for Art" with the chance to place a permanent artwork inside the Vanvitelli Station of the Metropolitan of Naples.

In addition to the three prizes, an exhibition will be organized including the artworks of the first 20 artists selected by the experts' board, and the artworks selected by the prizes Fondazione Bevilacqua la Masa and Visibility, should these latter not already be included among the twenty artists selected by the experts' board.

A catalogue will be published.

Smartup Optima is willing to increase their direct involvement, by proposing – in this third edition – to experiment the project Smartgallery, which consists of an exhibition and commercial network for the competing artworks. Finally, Smartup Optima has also decided to widen the project by giving each artist the chance to sell their artwork thanks to the e-commerce platform called E-smartgallery.

ARTICLE 2 – THE TOPIC OF THE COMPETITION

The competition provides that the nominated artworks develop the topics related to the activities and services offered by Smartup Optima, promoter of the contest.

Contestants are invited to present artworks pertaining to the mission: "Simplifying the complexity". Making life simple is the goal that Smartup Optima is setting as concerns the daily life of all Italian citizens.



ARTICLE 3 – ADMISSION CRITERIA

The participation to Smartup Optima is free of charge.

The Competition is open to all Italian and foreigner artists under 41 years of age as of 19 November 2017, date of expiration of the announcement.

The candidates can participate in the competition with one artwork, either published or unpublished, provided that it has not already won other competitions or awards, and which clearly pertains to the topic of Smartup Optima.

The artwork will develop the topic: "Simplifying the complexity", in its broader meaning, from a formal, conceptual and material standpoint.

The competition can be entered by all artworks created with all the languages of visual expression: painting, sculpture, installation, photography, graphics, video, performance, without any technique limitations.

The maximum allowed size is 150x150cm for two-dimensional works, whereas three-dimensional works can have a maximum size equal to 150x150x200 (height) cm. The maximum allowed weight is 100 kg.

The length of videos entered in the competition must last less than 10 minutes.

It is possible to present the project of an artwork, accompanied by written and graphic documents. Should the artwork be included among the finalists, the work will have to be ready on time for the exhibition scheduled for March 2018. If not, the Organization committee reserves the right to exclude the selected artist.

ARTICLE 4 - PRIZES

The competition provides for a final prize in money worth € 5,000.00 awarded by the experts' board made of at least three experts in the field. The prize has to be understood as a purchase-prize, meaning that the artwork will be purchased by Smartup Optima.

The purchase-prize will be paid upon presentation of invoice or payment note by the winner. The payment will be settled within 60 days from the issue date of the invoice.

The prize named after the Fondazione Bevilacqua la Masa is the result of the partnership entered by Smartup Optima and the Institution of the Municipality of Venice. The prize, awarded by a board made of the managers and curators of the Fondazione, consists of a 15 day residency at the Venetian premises, during which a studio will be made available to the winner to develop brand new projects. The residency is likely to start in March/April 2018.



The Pezzuti Award, in memory of a young artist who died in tragic circumstances in 2002, contemplates the possibility, among all participants in the competition, to select 5 artists under 35 who will be directly into the ten finalists of the "Pezzuti Award for the" Art". The winner will have the opportunity to install a permanent opera at the Vanvitelli Station of the Metro of Naples, considered the most beautiful in Europe.

Furthermore, a people's choice award will be launched via the website of the contest www.smartupoptima.com: by entering the page of the work that one is willing to vote for, the individual user, via his/her Facebook account, will express his/her preference with one like. The competing artwork collecting the highest number of likes will be awarded the web prize, therefore getting a remarkable opportunity of visibility.

The media and forms of advertisement will be designed according to the nature itself of the winning artwork. Finally one artist will be selected for a 15 days residency that will take place in the offices of Optima Italia.

Web vote will start on 11 September and will end on 19 November 2017, at midnight.

It is specified that valid votes are solely those clicked and visible on the official profiles of the works available on the homepage of the official Internet website of the contest www.smartupoptima.com.

Smartup Optima refuses any responsibility arising from the voting mechanism managed by Facebook, from possible system bugs and the possible fraudulent use of the Facebook platform.

Smartup Optima reserves the right to make sample controls and disqualify possible violators.

The winning artist will be awarded during the final event of the competition, scheduled in March 2018.

Furthermore, Smartup Optima undertake to give visibility to the finalist artists via their own communication media.

ARTICLE 5 – SELECTION METHOD

Candidate artworks will be judged and selected by a board of experts. For the prize in money, this panel will express their preferences by giving to each artwork a mark (star) from 1 to 5, by taking into account the quality and originality of the proposals, as well as the compliance with the topic of the contest. The twenty artworks getting the highest number of votes will enter the final and will be displayed in the closing exhibition at the premises of Smartup Optima (Corso Umberto I, 174 – 00138 Naples, Italy), and published in the catalogue printed for this event. Should two or more artworks get the same number of votes, the curator will choose which one will be among the finalists.

As regards the prize Fondazione Bevilacqua La Masa, a single name will be selected among all the contestants.

The twenty finalists of the prize in money, the winner of the prize Fondazione Bevilacqua La Masa and the winner of the Visibility prize will be notified the results of the contest at least one month prior the



opening event and, at the same time, the materials for the catalogue will be requested. The Organization reserves the right to exclude the artist selected in the contest should the delivery of the materials for the catalogue not be made within said terms.

Furthermore, the board of experts will proclaim the winner of the prize in money, who will be announced during the opening of the exhibition scheduled on the 3rd of March 2018. During the same event, the prize Fondazione Bevilacqua La Masa, the residency prize at Optima Italia and the Visibility prize will be formally awarded, the latter awarded based on the highest number of likes collected via website vote.

ARTICLE 6 - PARTICIPATION

The expiration date to present the artworks candidate to the Prize is 19 November 2017. Within this date, candidates will have to enter and register on the website www.smartuptoptima.com through which it is possible 1) to fill in the participation form with one's own personal data; 2) to write down the information related to the candidate artwork in the proper fields; 3) to upload the requested documents:

- Photograph of the artwork that one is willing to present to the contest [min 620 pixels width, max size 250 kb]. Each image will be named with one's own family name underscore artwork title (for ex: Rossi_landscape). Should the artwork be a video, it will have to be uploaded to an external site and the relevant link included in the proper field in order to view it. The videos presented must not last more than 10 minutes.
- Full caption including technical data of the artwork: technique and materials, size/length (video), year of production
- Description of the artwork presented, where the compliance with the topic of the contest is shown (max 500 types).
- Portfolio in .pdf format with resume of the exhibition activity and documents relating to previous works. The document size must not exceed 2Mb and must be named with one's own family name underscore "portfolio" (for ex: Rossi_portfolio).
- A selfie-video 60 seconds that could also be used as content for social networks.

Filling in the online form on the website www.smartuptoptima.com is the only valid application to enter the contest. Documents sent by other media will not be taken into account.

ARTICLE 7 - CATALOGUE

The images and descriptions of the twenty finalist artworks and of the artworks awarded the prizes Fondazione Bevilacqua La Masa and Visibility will be included in the official catalogue of Smartup Optima – Third Edition.



A copy of the catalogue will be given free of charge to each of the twenty finalists and to the winners of the second and third prizes.

The finalists will be given (30) days to present the materials for the catalogue, starting from the official communication from the Organization; failure to comply will result in the exclusion from the catalogue and, subsequently, from the list of finalists.

ARTICLE 8 – EXHIBITION OF THE FINALISTS

The twenty finalist artworks and the winners of the other prizes will be displayed at an exhibition that will be held at the premises of Smartup Optima (Corso Umberto I, 174 - 00138 Napoli). Each artist will be given a space that will take into account the size of the artwork presented. The staging will be carried out by the Organization which undertakes to guarantee the structures and materials strictly necessary to display the finalist artworks.

Possible additional fees to assemble the artworks will be discussed with the Organization and, if not approved, will be borne by the contestants.

The selected artists are required to deliver the artwork at least four (4) days prior the staging of the exhibition, including all the necessary material and possible assembly instructions. The fees of transportation, delivery and return, are to be borne by the artist. The Organization reserves the right to exclude the artist from the contest should the delivery of the artwork not be made within said terms.

The exhibition will be opened by an event taking place in the month of March 2018, during which the three winners will be awarded. Following to the event, the artworks will be displayed at the premises of Smartup Optima for thirty days and will be available to the public, without official invitation, from Monday to Friday, from 10,00 am to 1,00 pm and from 2,30 pm to 6,00 pm.

At the end of the exhibition, the artist is responsible for the collection of the presented artwork and the shipment fee is fully at his/her charge. Should the artwork be not be picked up within 15 days from the end of the exhibition, the Organization reserves the right to consider it as a legacy to the company and to use it as it wishes. Except for the winning artwork, acquired by Optima Italia S.p.A. via the purchase-prize formula, the other finalist artworks are owned by the relevant artists.

ARTICLE 9 - RESPONSIBILITY

Smartup Optima and the Organization of the contest – even if guaranteeing the best care and safekeeping of the delivered artworks – decline each and any responsibilities for possible thefts, fires or any kinds of damages to the artworks which may occur during the stages of the event. Any possible requests of insurance will have to be subscribed by the artist him/herself at his/her own charge.

ARTICLE 10 – THE EXHIBITION AND COMMERCIAL NETWORK

Starting from this edition, on the portal of the contest, www.smartuptoptima.com, there will be the possibility to purchase the artworks via the e-commerce (called E-Smartgallery). Furthermore, all the artworks will have the opportunity to be displayed within an actual exhibition network (called Smartgallery), made of representation areas within companies all over the national territory and turned into art galleries for this event. The works can be purchased by the companies themselves or by their clients. This network aims at offering to the artworks and relevant authors broader opportunities of visibility and market than those already offered by art galleries on the Italian territory. The organization reserves the right to keep 15% of the value of the work in case of sale. The artworks displayed and for sale will be selected directly by the companies which will participate as partners in the project Smartgallery. The selected artworks will be displayed at the premises of the companies for no less than 6 months.

Thanks to the creation of this national exhibition network, the philosophy pushing Smartup Optima to display artworks in their own premises (making visible and real, to the employees and guests of the company, the concept that innovation can only result from creative research) finds broader room for spreading, that not only increases the opportunities for the artists, but it also encourages to improve the quality of experiences in the working environments.

Each artist applying to the contest can optionally choose to participate only in the selection for the awards or also in the Smartgallery and E-Smartgallery.

Transportation, staging, dismantling and insurance of the artworks for the Smartgallery are to be borne by the hosting subjects.

ARTICLE 11 – CORPORATE RESIDENCY

One artist among the contestants and working in the field of painting will have the opportunity to be contacted to participate in a residency at the Neapolitan premises of Optima Italia.

The decision made by Optima Italia to select only artists working in the field of painting for this residency comes from the need to deal with a medium which is distant from the working context of the company. As a matter of fact, since Optima Italia is a service company, the aim is to create for the employees a direct contact with artists working in a traditional way, without using the technology, leading to a creative convergence of opposite working methods and standpoints.

The corporate residency results from the will of Optima Italia to invite artists to observe the company from within and to tackle in a critical way the working environment to improve one's own work based on an external critical standpoint.

To the selected artist will be offered a working space for 15 days at the Neapolitan premises of Optima Italia, accommodation, working materials and a fee amounting to 800.00 € to create an artwork for the premises. At the end of this period, the artwork will be displayed to the public.



ARTICLE 12 – CONTEST SECRETARIAT

The contest secretariat headquarters are located at:

Smartup Optima
C.so Umberto I, 174 - 80 138 Napoli
info@smartupoptima.com
www.smartupoptima.com.it

Arakne Communication S.r.l.
Via del Parco Margherita, 34 - 80121 Napoli
info@araknecommunication.it
www.araknecommunication.it

ARTICLE 13 - CONSENT

Each candidate explicitly authorises Smartup Optima and Arakne Communication S.r.l., as well as their legal representatives to treat the personal data transmitted pursuant to Law 675/96 ("Privacy Law") and subsequent modifications and integrations Leg. Decree 196/2003 (Privacy code), also to include them into databases managed by the above-mentioned subjects. Each contestant grants free-of-charge reproduction rights of the artworks, video, photo and the texts delivered to the Contest to Smartup Optima and Arakne Communication S.r.l., as well as their legal representatives, in order to publish the catalogue, for the website of the Award and other communication and promotion media and activities of the Organization. The artists will keep the ownership of the artworks and their names will be mentioned on the reproductions. The material delivered for the application will not be returned. The Organizers of the contest will be entitled to make any final decisions concerning all matters that are not specifically mentioned in this announcement. The Organization reserves the right to make changes to the announcement if deemed necessary. The application to and participation in the Contest implies the full and unconditional acceptance of the articles of these announcement.