



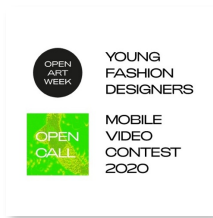
YOUNG
FASHION
DESIGNERS



MOBILE
VIDEO
CONTEST
2020

TERMS AND CONDITIONS

ENGLISH



1. INTRODUCTION

OPEN ART WEEK (OAW) is a project initiated by the non-profit organization REA to connect and support independent artists and spaces around the world.

For its 2020 edition, in response to the COVID-19 pandemic, OAW supports young talents in one of the most affected creative sectors: the fashion industry.

To this end, in collaboration with prestigious institutional and private sector partners, it launches a competition for short - mobile fashion videos.

The competition aims to promote young designers through the organization of an online exhibition curated by OAW together and the coordinator of Saint Laurent Couture Institute and through the award of two prizes.

The call, initiated in partnership with the Italian Cultural Institute of Tunis, is open to Italian and Tunisian designers.

PARTNERS

The initiative is organized with the support of the Italian Cultural Institute of Tunis and D&B it is promoted in collaboration with the Italian Embassy in Tunis, the Tunisian-Italian Chamber of Commerce and Industry and by recognized international design schools: IED - Istituto Europeo di Design; ESMOD Tunisie.

WHY?

The fashion industry is rapidly changing following the COVID-19 pandemic. Closure of shops, health restrictions concerning sales of clothing, impossibility of organizing fashion shows and downsizing of productions have led to rethink economic and aesthetic models of the industry.

New approaches and visions on creativity, sustainability and technology are challenging new forms of responsible creation.

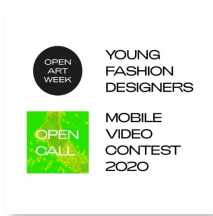
What can be created in response to these challenges?

What kind of world can we imagine through fashion?

This call for applications seeks to explore innovative themes and solutions, through the gaze and creations of young talents.

THEMES

- Experimenting
- Live and act in the world to come - new visions and ideals
- Sustainability
- Local know-how



AWARDS

10 finalist videos will participate in a collective online exhibition curated by OPEN ART WEEK and the coordinator of Saint Laurent Couture Institute and they will be screened on-air by OAW, the Italian Institute of Culture in Tunis and the project partners in November 2020.

The first best video selected will be awarded 1.000 euros

The second best video selected will be awarded 500 euros

2. ELIGIBILITY

The call is open to

- fashion students
- young designers at the beginning of their career
- new brand owners

*under 30 years old - as of the 15th of September 2020
and with Italian or Tunisian nationality or residence.*

3. CONDITIONS FOR PARTICIPATION

The call is open **from the 31st of July to the 15th of September 2020 at 24h00 (CET).**

Registration is free.

To participate, send the following documents to **contest@openartweek.com**, via **www.sendgb.com**:

- the registration form (completed in English, French or Italian), available at www.openartweek.com.
- a photograph
- a portfolio in PDF (max 10 MB)
- a short mobile video - presentation in HD (max 30 seconds) in which the applicant tell us: 1) who he/she is and where he/she comes from, 2) where he/she learned to design; 2) yhis/her creative vision; 3) what he/she creates; 4) what he/she would like to become / or do in the future.
- a short mobile video on the *mood* of his/her collection/s in full HD; 30 FPS; horizontal format (1920X1080); with extension * .mp4; lasting min. 60 - max. 120 seconds; with original or free license music - to present and promote his/her world view through your creations / collections.

Projects carried out by more than one person are eligible, but one representative must be nominated as responsible spokesperson.

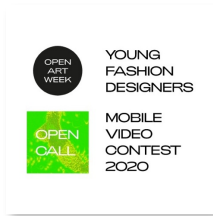
The documents must be saved and sent in a folder named:

name surname - YFD CONTEST OAW 2020

ex: Hedi Rossi -YFD CONTEST OAW 2020

4. COMMISSION AND SELECTION

A commission of experts, nominated by OPEN ART WEEK, will evaluate the applications and videos received according to the following criteria:



- experimental dimension (visual, technical and aesthetic)
- innovation and craft value of the collections
- clarity of vision and message
- consistency with the themes of the call.

10 finalist videos will participate in a collective online exhibition broadcasted in November 2020. Selected finalists will be informed via email by the 10th of October 2020.

The two winners will be communicated via email by the 9th of December and awarded their prizes by the end of the month.

5. INTELLECTUAL PROPERTY

Participants are responsible for the originality and authorship of the videos sent and they declare that they legally hold all the intellectual property rights of both video and music and other authorizations required for the video/s to participate to the contest. In this respect they ensure the use by OPEN ART WEEK. They ensure that the video presented is an original product and does not constitute plagiarism and / or counterfeiting of pre-existing works, that the contents of the video do not violate applicable laws or the rights of third parties and are not defamatory, outrageous and offensive.

6. REPRODUCTION RIGHTS

The applicant / author authorizes OPEN ART WEEK to reproduce, and if necessary, translate and disseminate the videos and material provided by any technical means for communicating its activities and for promotional purposes. In any case, the liability deriving from reproductions, imitations or improper use by third parties will not be borne by OPEN ART WEEK.

7. RIGHT TO WITHDRAW

If the applicant wishes to withdraw from the contest, he/she must communicate it by email to contest@openartweek.com, attaching a signed letter, with a notification address and a copy of his national identity card or equivalent document, no later than the 5th of October 2020.

8. PERSONAL DATA PROCESSING

OPEN ART WEEK processes personal data as indicated in the privacy policy available at www.openartweek.com.

9. ACCEPTANCE OF THE TERMS AND CONDITIONS

Participants, by sending their application, accept these terms and conditions.