



*“Creativity Contest-Il gioiello si mette in posa”*

**Creativity Contest – The Posing Jewel  
International competition -1st edition**

**-Introduction**

Creativity Oggetti, an arts' space in the heart of Turin, dedicated to the Applied Arts, jewellery and bijoux, launches an international competition aimed specifically at jewellery designers and artists. The objective of this competition is based on the research of various materials, forms and innovations, with an award and prize of professional photographic services.

The title of the competition and of the exhibition to follow, is “Creativity Contest - The Posing Jewel”. In addition to being a professional opportunity for the participants, its goal is also to be a playful exhibition for visitors who will be involved in voting.

**-Competition aims**

Support for artists/designers through the promotion of their work by means of an exhibition of images and a portfolio made by a professional photographer. A direct encounter with the purchaser who will be able to provide a fundamental element of evaluation.

**-Competition and exhibition**

The competition is open to all professionals, national and international artists, artisans and professional designers that, with the maximum freedom of expression, will submit a collection that complies to the selection criteria. The selected works will be on show at the exhibition “Creativity Contest-The Posing Jewel” set up at the new venue of Creativity Oggetti, in the centre of Turin, held from mid September to the end of October 2014. They will also be featured in the catalogue published for the occasion.

## **-Selection Criteria**

The jewellery must be created using alternative materials compared to those used in traditional jewellery making.

Jewellery in gold, precious stones, gems or pearls will not be accepted.

Gold or silver plated jewellery will be accepted

Silver jewellery will be accepted

Each item of jewellery must be wearable and marketable.

Accepted types of jewellery : rings, earrings, bracelets, brooches and necklaces.

One item from each collection submitted must be especially suitable for the production of an artistically finished macro photograph that will be printed in the catalogue, on a rigid support in measurements to be defined, and to be displayed in the exhibition.

The jewellery must be accompanied by original packaging and descriptive material. A collection of a minimum of 3 pieces should be submitted.

Artists/designers must declare that their designs are their own and not a copy.

All the entries will be selected by Susanna Maffini Massera, owner of Creativity Oggetti ([www.creativityoggetti.it](http://www.creativityoggetti.it)), by Federica Cioccoloni ([www.federicecioccoloni.it](http://www.federicecioccoloni.it)), freelance photographer, and by Montserrat Lacomba ([www.mardecolorrosa.com](http://www.mardecolorrosa.com)), artist and blogger for contemporary jewellery.

By **March 22<sup>nd</sup> 2014**, the jury will select entries for admission to the competition and exhibition. Entries that have been accepted for the competition on the basis of the images sent cannot be replaced by other works; if the works do not correspond to the images, they will be disqualified from the competition. The works must be received by **April 11<sup>th</sup> 2014**, with all transport charges paid by the applicant. Applicants will be informed of acceptance to the competition, methods and rules of delivery via e-mail.

The selected works will be on show in the exhibition “ Creativity Contest-The Posing Jewel” set up at the new venue of Creativity Oggetti, in the centre of Turin. It will be held from mid September to the end of October 2014 and will be featured in the catalogue published for the occasion.

### **-Jury**

The jury and the visitors to the exhibition will be the judges of the competition.

### **-Criteria for Prize Awards:**

Jewellery and bijoux that are distinguished for their technical innovation and /or aesthetics and potential for adornment.

Jewellery and bijoux that beautify the person, and that transformed into images can become decorative elements and furnishings.

### **-The prizes**

The prizes will be assigned at the end of the exhibition.

**1st Prize:** photo shoot of the entire collection (max.10 pieces) executed at the studio, and professionally post-produced. The finished product will be presented in high resolution and all rights will be granted.

A digital file of the images of the work included in the catalogue in high-resolution print format and in a version optimized for the web; A file of the artistically finished macro photograph of the image on show in high-resolution print and in a version optimized for the web;

Items of the collection to be photographed will be discussed with the winner, who may be present at the photo shoot, according to their availability.

**2nd Prize:** A file of the images of work in the catalogue in high-resolution print format and in a version optimized for the web; A file of the artistically finished macro photograph of the image on show in high-resolution print and in a version optimized for the web.

**3rd Prize:** (awarded to all participants): A file of the images of work in the catalogue in high-resolution print format and in a version optimized for the web;

-All images will be photographed free of charge by Federica Cioccoloni at her studio in Rome.

-The produced material will be presented in high resolution and all rights will be granted.

- Participants agree to the use of the images by Creativity Oggetti for promotional activity.

-Participants agree to the use of their name and images, mandatory by law (art. 20 Law 633/41)

### **-Criteria for Admission**

It is possible to enter the competition by downloading the application form from the website: [www.creativityoggetti.it](http://www.creativityoggetti.it) and by sending it completed in full to:

Creativity Oggetti di Susanna Maffini,  
via Mazzini, 29/e -10123 Torino – Italy.

A CD-ROM with a maximum of 9 images (in JPG format 72dpi) must be attached to the application form, Curriculum Vitae with the artist's training and any eventual exhibitions.

To gain entry and acceptance to the competition, the completed application form, CD with images and curriculum vitae should be signed and dated by the applicant, and sent in a sealed envelope with delivery costs paid by the applicant **by March 15<sup>th</sup> 2014** (the date on the postal stamp will be taken as proof of the delivery date). Envelopes can be sent by post, express courier, or delivered by hand.

A scanned version of the application form may also be sent via e-mail to: [designer@creativityoggetti.it](mailto:designer@creativityoggetti.it) with a maximum of 3 attached images in low resolution (in JPG format 72 dpi), accompanied by the descriptive data necessary of the work and a Curriculum Vitae with the artist's training and any eventual exhibitions. Documents must be in PDF format.

Applications must be submitted **by 15th March 2014**. The participants will be notified via e-mail of admission to the competition and the related exhibition no later than **March 22nd, 2014**. In some cases other images may be requested via e-mail.

### **- Despatchment of works**

The jewellery selected for the production of the macro photography, **one for each participant**, must be properly packaged, shipped or delivered in person, and must be received by

Creativity Oggetti di Susanna Maffini,  
via Mazzini, 29/e -10123 Torino – Italia

By and no later than **April 11th, 2014**. The choice of jewellery that will complete the collections, will be discussed directly with Susanna Maffini.

- Creativity Oggetti will be responsible for the safekeeping of the works, of any theft or damage to the items, from the time of possession until the time of their restitution. At the end of the exhibition the jewellery will either be paid for or returned.

Creativity Oggetti declines any and all responsibility for damage or breakages caused to works at any stage of delivery or return.

Delivery and return costs are borne by the participants. By sending the signed application form, each applicant authorizes the processing of his or her personal data in accordance with law 685/96(ART. 10 ) and accepts all terms and conditions stated .

**- Organization**

By Susanna Maffini Massera owner of Creativity Oggetti  
([www.creativityoggetti.it](http://www.creativityoggetti.it)) .