



Con il patrocinio e la collaborazione di



REUSE [re-use]

national call

1. OVERVIEW

REUSE [re-use] is part of the MED-3R Euro-Mediterranean Strategic Platform for a suitable waste management, a strategic project which brings together 15 direct partners from 5 different nations and 7 associated. The Métropolis of Nice Côte d'Azur is the Lead Partner, coordinating a series of direct partners such as: The Chamber of Commerce and Industry of Nice Cote d'Azur; the Municipality of Genoa, Italy; Eco-Innovation (PRIDES, France); the International Office for Water (OIEau, France); the Euro-Mediterranean Information System on know-how in the Water Sector (EMWIS, France), the Municipality of Hyeres-les-Palmiers (France); the Department of Civil Engineering, Chemistry and Environment of the University of Genoa (Italy); the Municipality of Sousse (Tunisia); the Municipality of Sfax (Tunisia); the Municipality of Jbail-Byblos (Lebanon); the Municipality of Blat (Lebanon); the Aqaba Special Economic Zone Authority (ASEZA, Jordan); the National Agency for Waste Management (ANGed, Tunisia); the Preparatory School for Engineer Studies of Sfax (IPEIS, Tunisia).

This project mainly aims at reinforcing cross-border cooperation by involving public authorities, social and economical actors and local populations to implement differentiated waste management systems by improving prevention and encouraging re-use, re-cycle and sustainable treatments.

A series of Test and Pilot Actions for an operational, transnational management system focusing in particular on organic, food, plastic and toxic wastes will be implemented to reinforce networking activities between cities and experts and develop synergic solutions able to minimize waste production in accordance to local policies.

REUSE [re-use] is one of the Test and Pilot Actions which involves directly the City of Genoa, with the aim of putting into action an innovation strategy for the valorization of waste plastics through art. Between April and October 2015 a series of exhibits, installations and urban displays shall be set up everywhere in the city and their impact will help raise awareness among citizens.

As of Fall 2014, and for the whole duration of this project, Palazzo Verde will host didactic activities, workshops, courses and laboratories targeting schools, families and any other user to improve education and furtherly disseminate the culture of recycling, focusing in particular on the artistic potential of plastic materials according to a new, unconventional approach. Such activities will be coordinated and managed by 'Associazioni in rete per Palazzo Verde'.

Multi-media materials (audio-video clips integrated with artwork and graphics, texts, photos, hyperlinks, etc.) shall document the whole project while dealing with the theme of plastic material regeneration, from waste to art. The webdoc will feature the key steps this process, focusing in particular on regenerating techniques which orient and direct artistic creativity.

2. AIM OF THE CONTEST

The contest is promoted and launched by **Comune di Genova – Direzione Cultura e Turismo , Università di Genova - DICCA, AMIU and Genova Palazzo Ducale Fondazione per la Cultura** in cooperation with and under the auspices of **GAI - Associazione Circuito Giovani Artisti Italiani** [Young Italian Artist Network] to build higher education and involve people into an active process, making them aware of plastic waste impact and sustainable reuse. Original recycled objects and creative art pieces shall offer new outstanding opportunities to valorize urban areas and exhibit spaces in the name of Art and stand as a strategic resource to reshape the city according to a modern approach, aiming at integrating environmental care with feasible development, culture and creativity.

3. HOW TO TAKE PART IN THE CONTEST

The contest is reserved to all artists aged between 18 and 35 till the deadline of this Contest Call. In case of group participations a 'Group Leader' shall be appointed as official contact point for the Contest Organizers. All group members shall expressly empower their Group Leader in writing. Each participant/group of participants can present one only project for each Contest Section.

4. CONTEST THEME

The main theme of the contest, which shall feature any idea, project, exhibit of work presented is the creative reuse of plastic materials, which are to be transformed into projects and/or design objects to live, use, experiment and exploit by the citizen community to encourage co-living solutions and get-together situations inspired to a highly sustainable life quality.

New creations shall be realized in the fullest conceptual and technical liberty and will be able to integrate or use any new or innovative support, including technology, sounds, lights, etc.

The national contest is articulated into four different sections: '*Palazzo Verde*'; '*Street Plastic*', '*Basamenti*', '*SHOT*' to be set up and installed in the city, through a series of diversified interventions, between March and October 2015.

The Sections '*SHOT*' and '*Palazzo Verde*' are open to artists coming from the countries members of the MED-3R Project (France, Jordan, Lebanon, Tunisia).

PALAZZO VERDE

The Jury shall award three works as well as a variable number of special mentions selected among objects, sculptures, projects, prototypes, ideas presented and produced starting from waste plastics.

The exhibition will be held at Palazzo Verde, Genoa between April and June 2015.

The First Prize – or, in case of withdrawal, the following ranked – will be invited in Nice, France to attend a workshop which is part of the exchange programme agreed with the Project Lead Partner.

Budget

No prize money will be awarded to either the first three prizes, or the special mentions, if any.

STREET PLASTIC

Inedit *context specific* projects, originally conceived for this Contest shall apply, proposing an original idea for a specifically identified urban space located in the area between Sala Dogana at piazza Matteotti and Palazzo Verde at via del Molo, thus including via San Lorenzo, Genoa.

Inventive ideas and microactions are encouraged, such as: creating new objects, displays and installations able to develop a direct interaction with the audience; revisiting existing urban contexts or street furniture to improve their functionality or optimize their use; projecting&designing new street or urban structures to provide for new living solutions for the benefit of the whole community; planning for *outdoor* and innovative communication projects to be integrated into the local environment to encourage the civic and responsible use of common spaces; carrying out high-impact artistic creations.

Any proposal shall fully comply with laws and prescriptions presently in force, including the Italian highway code and the legislation on accessibility for the disabled.

Selected artworks and installations shall be set up and displayed in Genoa, in a dedicated area of Palazzo Ducale.

Budget

The First Prize shall be awarded with a total amount of € 4.000,00 net of any charge/tax to cover part of its costs.

BASAMENTI

The 3rd edition of this domestic contest is part of the Sala Dogana Project and is exceptionally included in the REUSE [re-use]/ MED 3R Strategic Project. Inedit *context specific* projects, originally conceived for this Contest shall apply; the First Prize will be temporarily (July/October 2015) displayed on the two marble pedestals located at the main entrance of Palazzo Ducale. In case of need, an iron plate (cm 140 X 140, about 4 mm thick) will be made available for each pedestal to support and display the awarded artwork (installation and welding shall be carried out by the artist). Upon dismantling plates shall be returned in their original condition.

The artwork shall be set up and displayed in Genoa, at Sala Dogana.

Budget

The selected artwork shall be awarded with a total amount of € 1.500,00 net of any charge/tax to cover part of its costs.

SHOT

The 4th edition of this international contest is part of the Sala Dogana Project and is exceptionally included in the REUSE [re-use]/ MED 3R Stratetig Project. Inedit *context specific* projects, originally conceived for this Contest shall apply; the First Prize will temporarily transform the Sala Dogana thanks to an artistic/creative intervention able to reinvent such a physical space to stimulate collective participation as well as an active interaction between the artwork and the audience.

Preference will be given to proposals featuring a relevant transformation of the existing spaces by creating an intense emotional and conceptual link to the outdoor. This Contest Section is open to artists coming from the countries members of the MED-3R Project (France, Jordan, Lebanon, Tunisia).

The artwork shall be set up and displayed in Genoa, at Sala Dogana.

Budget

The selected artwork shall be awarded with a total amount of € 1.500,00 net of any charge/tax to cover part of its costs.

5. SUPPORTING DOCUMENTATION

Palazzo Verde

- short description and mission of Palazzo Verde;
- exhibit area floorplan;
- photos of the venue.

Basamenti

- floorplan of the area where the work is to be installed;
- photos from different perspectives.

SHOT

- short description and mission of Sala Dogana;
- floorplan highlighting relevant details on safety requirements;
- photos of the venue;
- list of materials/equipment available at Sala Dogana.

Street Plastic

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The Contest Call, as well as all supporting documents are available in .pdf format at:

www.genovacreativa.it ; www.palazzoducale.genova.it ; www.comune.genova.it ; www.med-3r.org

6. PROJECT SUBMISSION

Projects shall be submitted as follows:

- digital format is MANDATORY; any other format will be rejected. Files shall be sent via email, within and no later the deadlines indicated hereinafter under Paragraph 7. TIMING, to the following email address: saladogana@comune.genova.it;
- .Pdf files shall be named with the Participant's or the Group Leader's name_surname - any additional video shall be forwarded in Windows Media Player format;
- files exceeding 5 MBs shall be forwarded via large file transfer services, such as WeTransfer. Paper dossiers will be rejected.

Requested materials

- Artist(s) CVs specifying artistic profile and main accomplishments;
- Project description, including aims and technical specification for its implementation and set up;
- Project rendering, including pictures and 300dpi photos;
- Project technical sheet including its connection to the surrounding urban context and few exhaustive hints able to acknowledge execution modes, employed materials, suggested location, size and any additional information which might be relevant to assess the value of the project as a whole.

The Contest Registration Form shall be mandatorily filled in, undersigned and returned by registered letter [raccomandata] to:

Comune di Genova – Direzione Cultura e Turismo – Ufficio Cultura e Città
presso Archivio Generale - Piazza Dante 10, 1° piano
16123 Genoa, Italy

within and no late the deadlines indicated hereinafter under paragraph 7. TIMING

Make sure to clearly type on the envelope: **“Concorso REUSE”**.

The Contest Registration Form can also be directly delivered at Archivio Generale, Genoa - Piazza Dante 10, 1st floor on:

Monday and Thursday 8.30-12.30 | 14.00-16.30

Tuesday and Wednesday 8.30-16.30

Friday 8.30-14.00

Submissions via registered letter shall be mailed **within and no later than the deadlindes indicated hereinafter under paragraph 7. TIMING**; in such a case reference shall be made to the date and time indicated by the Post Office stamp.

Submission received by mail, and for any reason 4 working days after the official deadline, will be rejected.

The Contest promoters and organizers shall not be liable for any delay or missed delivery.

7. TIMING

➤ **Palazzo Verde**

Contest Call Deadline

February 20, 2015

Exhibit

April>June, 2015

➤ **Basamenti**

Contest Call Deadline

March 19, 2015

On Site Production (sala Dogana)

July, 2015

Exhibit

August>October 2015

➤ **SHOT**

➤ **Street Plastic**

Contest Call Deadline

April 15, 2015

On Site Production

August, 2015

Exhibit

8. REQUIREMENTS AND SIZE OF PROPOSED WORKS

Works shall be totally or mainly realized by means of recovered plastic wastes or any other recycled or waste suitable materials, non-perishable and non toxic/hazardous for humans. Sizes and weight shall allow for easy positioning and safe installation.

Specifications:

➤ Palazzo Verde

Each awarded/specially mentioned artist shall be responsible for the roundtrip transportation of his work, as well as for any insurance requirements; any related cost shall be at his own charge. Any electric device/system anyhow integrated in the selected exhibit shall be provided with the relevant declaration of conformity (as per It. D.M. 37/08).

Works can include objects, sculptures, projects, prototypes, ideas presented and produced starting from waste plastics.

The dedicated exhibit area can be reached by lift only; any 3-D work anyhow including interactive systems and/or electric connections, mechanizations, lights, sound, ect shall have a base of max 80x80 cm (lift door width: 90 cm), a height of max 2 m. (lift height: 210 cm) and a total weight of max 100 kg.

➤ Street Plastic | Basamenti | SHOT

The following materials will be made available to create the projects selected by the Jury:

- plastic wastes collected and transported by AMIU – “Azienda Multiservizi e d'Igiene Urbana”, a public company of Comune di Genova – to the new Reuse and Recycling Waste Centre of Genoa-Sardorella;
- industrial plastic scraps collected and made available by REMIDA, Creative Recycling Centre at *Fabbrica del Riciclo*.

Set up and dismantling operations shall comply in full with all Health and Safety at Work Regulations presently in force (as per It. D.L. 81/08).

Any electric device/system anyhow integrated in the selected exhibit shall be provided with the relevant declaration of conformity (as per It. D.M. 37/08).

The Organizing Committee shall take care of all permissions relating to logistics and operations.

To set up and install their awarded work, non-Genoese artists will be offered **accommodation** (room with kitchen use) for **max 1 week (in caso of groups, a max of 3 participants will be accommodated free of charge)**.

9. RESTITUTION OF SUBMITTED MATERIALS. REIMBURSEMENTS.

Submitted materials shall not be returned. No refund or reimbursement shall be made.

10. JURY

The Jury, chaired by the Head of *Direzione Cultura e Turismo* - Comune di Genova (or his delegated representative), will consist of:

3 members duly appointed to select young talents' project and proposals to be installed at Sala Dogana, as well as by a representative of AMIU.

The selection shall also be based upon the technical advice of the Head of *Ufficio Tecnico* at *Fondazione Cultura*, Palazzo Ducale.

For the Street Plastic Section, the Jury shall also take into consideration the technical advice of the Head of the 1st *Distretto di Polizia Municipale* and of the Head of the 1st *Municipio Centro Est*.

Works shall be selected based on highest scores (max 100).

Scoring criteria:

- quality, synthetic and clear project content – max 30 points;

- relevance, coherence and consistency with the contest theme in a personalized and original style – max 30 points;
- *context-specific* content – max 30 points;
- candidate's CV and artistic profile – max 10 points.

The Jury's verdict is final and cannot be anyhow modified.

The Jury also reserves the right to contact artists in case additional materials are required and must be provided within given deadlines, such as:

- static calculations certified by professionals (architects or engineers);
- disclaimer;
- technical specifications on materials;
- final renderings and pictures (300 dpi).

11. BUDGET ALLOCATIONS

The budget allocated to some specific Contest Sessions– Basamenti, SHOT, Street Plastic - shall be made available to winners in a single installment some 30 days after the publication of the Jury's verdict. In case of group participation, the prize money shall be paid to the Group Leader, previously appointed as indicated under paragraph 3. **HOW TO TAKE PART IN THE CONTEST.**

Any other cost relating to the project (i.e. production, realization, transportation, insurance, travel&accommodation, etc) shall be at each participant's charge.

Submitted projects can also be either funded or technically sponsored by third parties; such sponsorships, if any, shall be clearly notified within the project presentation.

In such a case all fundraising activities, as well as any additional action anyhow related to them, shall be at each participant's charge.

Any sponsorship shall be evaluated in agreement with the Contest Organizers to duly consider the actual consistency between the third party's sponsorship and the project itself.

Contest Organizers shall also be entitled to put their formal veto to any improper sponsorship.

12. SET UP AND INSTALLATION OF SELECTED WORKS

Organizers shall notify each awarded artist with the installation timing/mode requirements set for each Contest Session. Applicants commit to accept and comply with all instructions and indications set by the Contest Organizers. Selected projects shall comply in full with the previously submitted presentation and technical description. Any modification to the original project shall be agreed and authorized by the Contest Organizers, who shall otherwise be entitled to exclude it from the contest.

Set up/dismanting, production, realization and installation of selected *context specific* projects shall be carried out by and at each applicant's charge.

Set up/dismantling timing shall be agreed with the Contest Organizers.

REUSE selected projects are part of the MED3R strategic initiative, as well as of its communication plan.

During the exhibition period insurance costs relating to the works already installed at Sala Dogana and Palazzo Verde shall be covered by the Contest Organizers.

Organizers do not provide for any surveillance service for the works placed on the marble pedestals at Palazzo Ducale, or located in the urban area dedicated to the Street Plastic Session; works will be exposed to any weather condition. Contest Organizers shall not be liable for vandalism.

13. NON AWARDED PRIZES

The Jury is entitled not to award any prize.

14. RIGHTS OF USE

Artists are the owners of their works and entitle the Contest Organizers to exploit their awarded projects for any communication purpose or promotional activity anyhow relating to the Contest, as well as to

exhibit or publish their pictures, even in the form of poster, bill or flyer for advertising purposes and by clearly quoting the authors.

Selected materials, along with the quotation of their authors, shall also be included in publications, exhibitions, banners, brochures, etc. and also be diffused in the internet to promote the Contest and the cultural activities of *Comune di Genova* and *Fondazione Palazzo Ducale*.

15. DISCLAIMER. LIABILITY

Applicants state and certify their creative materials are original, available in full and free from any third party intellectual property rights which may give rise to claim for plagiarism, imitation or counterfeiting. Applicants are also aware of the consequences their mendacious statements might imply for the Contest Organizers, due to the publication, display or any other use of their work as per Paragraph 15.

Applicants also accept to be liable against any third party claim relating to the use or exploit of the submitted projects/works or anyhow giving rise to any violation of the intellectual property provisions presently in force, thus indemnifying and holding harmless the Contest Organizers.

16. PRIVACY

Personal details communicated to the Contest Organizers are mandatorily collected in relation to this Contest and are handled for this purpose only in full compliance with the current Privacy Provisions (It. D.L. 196 - 30/06/2003). Applicants authorize the publication of their personal details indicated in the Contest Registration Form they undersigned.

17. DISPUTE AND LITIGATION

Participants commit to accept and comply with all clauses of this Contest Call. Any relationship between applicants and organizers shall be subject to the Italian Law. In case of dispute and litigation anyhow relating to the interpretation of this Contest Call or to the Contest execution the Court of Genoa shall be the competent jurisdiction.

As per Clause 8, It. Law nr. 241, 07/08/1990, and following modifications and amendments, dott. Guido Gandino, Head of *Direzione Cultura e Turismo* – Comune di Genova is Manager in charge for this Contest.

INFO

Comune di Genova – Ufficio Cultura e città

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www.genovacreativa.it/iniziative/progetto-reuse-re-use