

NOTICE OF PARTICIPATION

Jema by Gerardo Cesari and Compagnia editoriale Aliberti present:

Jema International Photo Award–

The Colour

**RULES
Edition V – 2023**

1. ^a

PARTICIPANTS

Jema International Photo Award by Gerardo Cesari and Aliberti Compagnia editoriale is reserved to photographers, professionals and beginners, without any limits of age or nationality, who will present a photographic work that represents the theme of The Colour (see the following paragraphs for further specifications). Those who do not respect the terms and conditions for the presentation of the works established by this regulation will be excluded from the Award.

2. ^a

WORKS

Jema International Photo Award– The Colour is reserved only to unpublished photographic works. Therefore, works published in whole or in part in any format will be excluded from the Award.

Authors can participate in the Award with only one photographic work.

3. ^a

PHOTOGRAPHIC WORKS SUBMISSION

All those wishing to compete for the Award must send an e-mail to jema@cesari.it within July 31st 2023.

It is not possible to ask an email confirmation receipt of the works submitted.

Participants must attach to the e-mail:

- 1) the application form for the Award, compiled in all its parts. It is possible to download it at the end of this announcement or on the websites www.cesari.it and www.aliberticompagniaeditoriale.it.
- 2) the chosen work to be nominated for the competition, complying with the technical specifications for which further specifications are below.

Photographic work features:

candidates can submit a free theme photo (portraits, landscapes, abstract images, etc.) as long as it represents the idea of "The Colour".

Concept

The Colour

In the tension between light and its absence are displayed all the expressions of colour as a physical phenomenon, a physical characteristic of reality. Colour does not limit itself only to the empiric aspect; It is indeed charged with symbolism, emotions, psychological references, unconscious associations, ideological values and even political contents. In the symbolic systems built by societies throughout history colour has always communicated through its evocative power, becoming a proper visual and cultural code: for instance in western civilization black is linked to mourning and grief, while white is tied with the concept of purity and innocence or red is used in road sign to express prohibition, warning and even danger.

In Painting the experience of colour, besides representing the way it expresses itself and actualise into various shapes on different painting media, has acquired a highly symbolic value, being encoded in actual and well identified cultural archetypes with shared meaning: for instance, in the traditional iconography and in the contemporary artistic research, blue is related to spirituality and transcendence, whereas purple red is identified as a symbol of royalty, also for the preciousness of the raw materials from which they were sourced.

Photography inherits from painting this symbolic value of colour and use it as a tool of story-telling.

Through a synesthetic process, therefore colour becomes expression of psychic contents, occasionally even ideological and it represents a means to feed emotional effects in the observer or it contributes to build spatial relationships between different elements of the photographic composition.

In wine colour is a key aspect of its organoleptic examination and it represents an important marker of its youthness, maturity, intensity and freshness. Anticipating the sensations conveyed through tasting, colour becomes a tool of sensory analysis and, in some respects, it is a forerunner of aroma and taste in the interpretation of wine.

Technical requirements:

1. The Photo should be saved as a .jpg file and it should be max 3MB (in case of selection you will be asked for a high-resolution photo file - 300 dpi, suitable for printing in exhibitions).
2. The file must be renamed as follows: SURNAME_NAME_WORKTITLE (es. White_James_TheColour.jpeg).

Presentation:

the photo must be accompanied by a short presentation text (min 5 lines, max 15 lines).

Jema by Gerardo Cesari and Aliberti compagnia editoriale will keep the participants informed through press releases and website updates: www.cesari.it , www.aliberticompagniaeditoriale.it

4. a

TITOLARITY, ORIGINALITY AND DISSEMINATION OF WORKS

The presentation of a work in the competition, necessarily implies the total acceptance of the following conditions by participants:

1. The author gives his/her consent that the photo information, including name and description, may be shared with event partners and media, if his/her photo is selected among the finalists.
2. Participants relieve Jèma by Gerardo Cesari and Aliberti compagnia editoriale from any responsibility about the ownership and originality of the presented work. Furthermore, participants ensure that the work is not a copy or a partial/entire modification of another art work of others.
3. The author ensures the unpublished condition of their work in the whole world and the exclusive ownership of the work by the author. They also have to prove that the photo has not already been presented in other competitions, while waiting for it to be evaluated.
4. The author accepts the print out of the work, if the latter is selected for the final exhibition.

The submission of the photographic work itself ensures the commitment not to withdraw it during the Award.

5. a

CATEGORIES AND AWARDS

The competition is open to beginners and professional photographers without distinction of category. To this single section is added a **Social Media Popular Jury Award** and a **Special Editorial Mention**. Below the specifications of the different sections:

The works submitted will be evaluated by a jury (jury members will be presented in section 6). The jury will select five winners in the three sections listed below. All these five works (1st prize Jema Photo Award, winner Social Media Popular Jury Award, and the three works selected for the Special Editorial Mention) will take part in the exhibition planned for September in Verona (location in the city and date, still to be defined).

Among all the works submitted, the jury will select the Award's winner.

The winner of the single section of Jèma International Photo Award (1st Prize Jèma Photo Award):

- will have their photo exposed in a preferred position during the already mentioned exhibition;
- will receive a professional photographic equipment: an action camera GoPro;
- will receive 3 liters of Amarone with silver plate

In any circumstance there will be a winner and the award will not be shared between two or more works. The contest cannot be declared void.

Social Media Popular Jury Award - Jema by Gerardo Cesari – The Colour

All the candidate works will be put to a social vote on the Facebook profile of Gerardo Cesari. In particular, it will be created an album, renamed "*Jema International Photo Award –The Colour,*" where the organizing committee will upload all the candidate photos.

People will vote the photos on Facebook reactions, each click will correspond to a vote. The ten most clicked photos by the 31st July, 2023, will be submitted to the evaluation of the jury and from this final vote will result the first classified, awarded according to the following modalities:

- the first classified in the Social Media Popular Jury Award selection will receive 1,5 liters of Jèma and will have the right to have their work exposed during the already mentioned exhibition. In any circumstance there will be a winner. The contest cannot be declared void.

Special Editorial Mention

The Aliberti compagnia editoriale editorial committee will assign a special mention to three photos. These photos may be used as a cover image for future publications of the publishing house. The authors of the three selected works will receive a Magnum of Jema, 1,5 L bottle and will have their works exposed in the final exhibition.

6. ^a

SELECTION COMMITTEE

The selection committee, namely by now jury, will be composed by members, freely nominate by Jema by Gerardo Cesari and Aliberti compagnia editoriale:

- 1) **Claudio Marra**, President of the Jury, (Professor of contemporary Art History and Photography at the University of Bologna);
- 2) **Federica Formiga**, (Professor at the University of Verona and director of the Master in Publishing);
- 3) **Luca Mantovani**, (Journalist and editor-in-chief of L'Arena Newspaper);
- 4) **Aldo Fiorillo**, (freelancer photoreporter and winner of the fourth edition of Jèma Photo Award);
- 5) **Angelo Falmi**, (Professor of Contemporary Art at the Brera Academy of Fine Arts);
- 6) **Francesco Aliberti**, (Publisher of the "Aliberti compagnia editoriale" publishing house);
- 7) **Mario Menozzi**, (Commercial Director of Gerardo Cesari S.p.A).

The system of analysis, selection and evaluation of the presented works will be unquestionably established by Jema by Gerardo Cesari and Aliberti compagnia editoriale with the collaboration of the technical jurors.

The longlist of the twenty selected works will officially be announced in August 2023 on www.cesari.it and www.aliberticompagniaeditoriale.it, and released on social media and by public announcements and press releases.

The twenty selected works will take part to the *Jema by Cesari – The Colour* exhibition, held in September in Verona. To these twenty works will be added the three works selected for the Special Editorial Mention.

The exhibition catalogue will be published by Aliberti compagnia editoriale in digital format and released on the online stores.

The jury will choose the winner of Jèma International Photo Award among the twenty finalists previously selected. The decision of the jurors is final and no negotiation will be entered into with respect to any such decision.

The winner will be announced by August 2023.

The first classified of Social Media Popular Jury Award will be publicly announced one week before the exhibition on the Cesari's website, www.cesari.it.

Any jury decision will be secret.

Jema by Gerardo Cesari and Aliberti compagnia editoriale will not respond to opinions related to works, showed by members of the jury, before and after the assignment of the Prize.

7. ^a

TRANSFER OF WORK RIGHTS

The winner of the Prize accepts to assign all the rights of the photographic work to Jema by Gerardo Cesari and Aliberti compagnia editoriale for economic purposes in Italy.

The author agree to give to the organizing committee an exclusive, irrevocable license for the use of the photo throughout the world on all media for any use purpose related to the promotion of the author and the *Jema International Photo Award – Harmony*, including, but not limited to: printed publications, commercial purposes, translation, audiovisual and cinematographic use, elaboration in an artistic or literary way, reproduction of single parts, in union with other art works, electronic and online use, inclusion in databases, etc.

The authors of the selected photos commit to subscribe an application form to testify the correct formalization's transfer of the rights about the work.

8. a

REFUND OF WORKS

Files will not be returned to the authors who has not won and it will not be possible to ask a copy of evaluation forms about each work.

Although not expressly provided, this photographic Award must be considered to be governed by the provisions of the Civil Code. The literary competition, in particular, is not subjected to the regulation of Presidential Decree 430/2001, relating to the regulation concerning the protocol of competitions and prize operations, having as object the production of an artistic work, for which the awarding of the prize represents a recognition of personal merit and, consequently, the exclusion case referred to in art. 6 paragraph 1 letter a) of Presidential Decree 430/2001.

9. a

JEMA AWARD – THE COLOUR TO AUTHOR, JOURNALIST OR SHOW BUSINESS ENTERTAINER

For the current edition of the Jema Award by Cesari, an award will be given to the personality of journalism, culture and entertainment related to the topic of wine and Literature, Arts, or Photography. The jury will choose the winner among those who have represented in the best way the topic expressed in this announcement. The winner will be announced and awarded In the evening of the September 2023 event.

CONTACTS:

jema@cesari.it

