

NOTICE OF PARTICIPATION

Jema by Gerardo Cesari and Compagnia editoriale Aliberti present:

Jema International Photo Award–

The Harmony

**RULES
Edition IV – 2022**

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 Harmony (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Jema International Photo Award– Harmony is reserved only to unpublished photographic works.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 August 31st 2022.

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 "harmony".

Concept

The word Harmony derives from the Greek ἁρμονία, Harmony, which properly means "to compose, to tune." In a broader sense and common use, the pleasant and euphonic impression resulting from a musical juxtaposition of sounds is called harmony and the pleasing proportion of several parts or elements of a whole. Therefore, it can be defined as a balanced synthesis of elements. A wine reaches harmony with suitable maturation and it is harmonious when it contains all the organoleptic elements in pleasant proportion. Achieving harmony means, for wine, giving an experience where colour, bouquet, tactility and taste are in perfect balance. Harmony has been a theme since Pythagoras in the fourth century B.C., which lent itself to represent an important starting point for reflection on the relationship between life and virtue, recognizing, precisely in Harmony, the secret of happiness.

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_TheTime.jpeg).

Presentation:

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

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

4.^a

TITULARITY, 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 compagna 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 hasn't already 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 divided into two main sections of participation, **Master** and **Open**, to which is added a **Special Editorial Mention**. Below the specifications of the different sections:

Master category

The Master category of *Jema International Photo Award – Harmony* is addressed to professional photographers.

In this category, the works will be evaluated by a jury (jury members will be presented in section 6). The jury will select twenty finalists. All these twenty works will take part in the exhibition planned for September in Mantua (location in the center of the city, still to be defined).

Among these twenty works the jury will select the Award's winner.

The winner of the Master Category:

- will have their photo exposed in a preferred position during the already mentioned exhibition;
- will be hosted, with a date of theirs, by Gerardo Cesari for a weekend;
- will receive 3 liters of Amarone with a plate

In any circumstance there will be a winner and the award won't be shared between two or more works.

Open category - Jema by Gerardo Cesari – Harmony

The Open category of *Jema International Photo Award – Harmony* is addressed to beginner photographers.

All the candidate works in this category 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 –Harmony, Open category*" 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 March the 31st August, 2022, will be submitted to the evaluation of the jury and from this final vote will result three classified, awarded according to the following modalities:

- the first classified in the Open section will receive 3 liters of Amarone with a plate and his photo will participate in the final exhibition, together with the photos of the Master category.
- the second and third classified will also see the participation of their photo at the final exhibition of the Master category. Furthermore, a magnum bottle of Jèma will be given to each one.

In any circumstance there will be a winner.

Special Editorial Mention

The Aliberti compagna editoriale editorial committee will assign a special mention to three photos.

These photos may be selected from both the prize's categories and they may be used as a cover image for future publications of the publishing house.

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) Fulvio Merlak, (President of the Italian Federation of Photographic Associations, FIAF);
- 3) Massimo De Manzoni, (Co-director of the newspaper "La Verità");
- 4) Elisa Ferrarini, (Municipal Councilor of the Municipality of Fumane and Restaurateur at the Enoteca della Valpolicella);
- 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 twentieth selected works will officially be announced in September 2022 on www.cesari.it and www.aliberticompagniaeditoriale.it, and released on social media and by public announcements.

The twenty selected works will take part to the *Jema by Cesari – Harmony* exhibition, held in September in Mantua. To these twenty works will be added the first three works classified in the Open category, the first of special editorial mention and the Special Mention to Accademia di Brera Photography School.

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

The jury will choose the Master category winner among the twenty finalists. The decision of the jurors is final and no negotiation will be entered into with respect to any such decision. The winner of the Master category will be announced at the vernissage opening. The three classified of the Open category 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 won't 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, commerce, translation, audiovisual and cinematographic use, elaboration in an artistic or literary way, reproduction of single parts, 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 – HARMONY TO AUTHOR, JOURNALIST OR FAMOUS PEOPLE

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 on the evening of the September 2022 event.

CONTACTS:

jema@cesari.it