



arteinbarriera.com

*International Call for Application  
for artists, designers and graphic designers*

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*deadline: ~~11 June 2014, 4 PM~~ 30 June 2014, 4 PM*

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CITTA' DI TORINO



Nell'ambito del programma Urban Barriera di Milano, cofinanziato da





In 2011, the city of Turin launched the Integrated Programme of Urban Development, URBAN BARRIERA DI MILANO. Funded by the City of Turin, the Piedmont Region and the European Union, Urban is a complex system of more than 30 specific projects that aims to trigger a process of regeneration of the Barriera di Milano area in terms of physical, economic, social and cultural development. From the physical-environmental point of view, the main interventions include the redevelopment of former industrial areas for the creation of public spaces and green areas, urban quality interventions, and strengthening the urban green system. On the economic-employment level, the projects operate in support of business, vocational training, and integration into the labour market. At the same time, action is taken to improve social cohesion, strengthen cultural activities and active participation of local residents.

In particular, the socio-cultural axis acts to provide the area and its residents new opportunities for socialisation, cultural satisfaction, local services, relations through the active involvement of citizens and a lively associative system that has always been a distinctive character of the Barriera area. Among the planned projects, “B.ART - Art in Barriera” seeks to identify art as a vector of urban regeneration that is able to interpret, restore and enhance the complexity and richness of identity and resources of the area.





## *Article 2 // Features and constraints*

Artistic proposals must comply with the following guidelines:

- > **The Concept:** requires the creation of a unique art/graphic concept that includes all 13 facades;
  
- > **Maintenance:** proposals should be designed to allow time for maintenance/restoration carried out by qualified personnel in the maintenance field, and not necessarily in the artistic or restoration fields;
  
- > **Longevity:** proposals should be designed to be long-lasting both on a technical level (limitation of future maintenance) and on a thematic level (e.g. concepts related to fashion, current events, social contingencies could be less enduring than those related to universal human rights, history, nature, people, etc.)
  
- > **Everyday objects:** at least one (to a maximum of three) proposals for the adaptation of the concept onto everyday objects



## *Article 3 // Conditions of participation*

Participation is free and open to all visual artists, graphic designers, architects, whether individually or in groups





#### *Article 4 // Admission criteria*

To be eligible, competitors must abide by the rules and meet the following requirements:

- be of legal age (in the case of a group: all members are to be of legal age)  
(Annex 1: valid identity document/s)
  
- a delegate, in the case of the group, to act as the leader for all other members of the group  
(Annex 2);
  
- having professional experience in the art world, graphics, design, architecture (in the case of the group: at least the leader)  
(Annex 3: Portfolio of works);
  
- to guarantee authorship of the works (in the case of the group: at least the leader)  
(Annex 4: self-declaration of authenticity and artistic authorship);
  
- declare a willingness to attend to the creation, as well as possessing the ability and/or know-how to physically create what is proposed (in the case of the group: at least the leader) (Annex 5: self-declaration of commitment to handle the construction);



- declare the willingness to not apply any constraint on the non-commercial use of the contents of the winning works of the call for applications by the City of Turin, the Urban Committee and the Fondazione Contrada Torino Onlus (Annex 6: declaration of transfer of publication rights)
- having read and accepted all the clauses in the Regulations in the event of victory (Annex 7)
- deliver all required documentation on schedule



## *Article 5 // structure of the proposal*

The artistic/graphic proposal must provide for:

- Descriptive report of the chosen concept and how it is to be applied to the 13 walls

(Annex 8: The concept - a maximum of 5000 characters);

- Prepare a table of all of the 13 works that are to be created

(Annex 9: overview);

- development of individual works for each of the 13 facades

(Annex 10: 13 tables);

- development of a graphic table on the adaptation of the concept onto everyday objects.

(Appendix 11: table of the adaptation of the concept onto everyday objects)





## *Article 6 // Evaluation criteria*

The assessment will be carried out in two phases:

- first phase: a jury of experts will be named who will evaluate all proposals and draw up a list of up to 5 works.
- second phase: a local jury will be nominated, composed by citizens involved in the process in various ways, who will evaluate only the first (up to five) proposals on the list

The jury of experts will be assigned a valuation weight of 50%; the remaining 50% will be assigned to the local jury.

The final evaluation will be determined by the following formula:

$$(EJ \text{ vote } \times 0,5) + (LJ \text{ vote } \times 0,5) = \textit{final vote}$$

(EJ vote = expert jury vote; LJ vote = local jury vote)



The juries will consider the following criteria:

- > quality of the concept (25 points)
- > aesthetic quality (35 points)
- > longevity of the message/theme (15 points)
- > conservation longevity (15 points)
- > quality of the concept applied to everyday objects (10 points)

*Article 7 // Awards*

Participation in the pre-selection process is free, and does not offer compensation and/or reimbursement of any kind. The winner of the call for applications will be awarded a prize of €10,000.00. The winner will create works using a total gross budget of € 30,000.00, made available by the organisers, including materials and labour. The organisers, with other resources, will deal with the preparations of the wall surfaces and lifting equipment which can be used by artists. With the exception of the artist who will carry out the work, each of the first (up to) 4 selected artists will be awarded a gross award of €1000.00