

The Heart of Venice

International Competition for Ideas to design glass objects

REGULATIONS

Article 1

COMPETITION DEFINITION AND OBJECTIVES

The Vetro Artístico® Murano mark was introduced by the Veneto Region with Law no. 70 of 23 December 1994 to protect and safeguard the important artistic and cultural heritage represented by Murano glass.

The Promovetro Consortium, exclusive administrator of the mark, has always been committed to the promotion, valorisation and safeguarding of the traditional art of local glass production. As part of this commitment, it has launched *The Heart of Venice* International Competition for Ideas aimed at putting companies on Murano and their technical and cultural heritage in contact with innovative design ideas by establishing a far-reaching dialogue with Italian and international designers.

As part of its work to promote and innovate the culture of glass, the Abate Zanetti School of Glass has been nominated to draw up the Competition Announcement, coordinate the Competition and help the work of the Commissions.

The first *The Heart of Venice* International Competition for Ideas is promoted by the Promovetro Consortium with the patronage of Venice City Council, the Province of Venice and the Chamber of Commerce, Industry, Trade and Agriculture of Venice. It is dedicated to **designing in glass** and includes four categories of product:

cat. A - LIGHTING IN GLASS

design of glass lighting elements to visually enhance interiors, with particular attention to the relationship between light and construction material;

cat. B - CONTAINING IN GLASS

design of glass objects with a functional purpose;

cat. C - LIVING IN GLASS

design of glass objects to visually improve the home;

cat. D - DECORATING IN GLASS

design of glass objects to visually improve everyday life and the person;

The competition selection will propose a rich range of models applicable to Murano production, **capable of reinterpreting the types, styles and techniques of the Venice glass making tradition** through the aesthetic and cultural issues of today.

The Competition is structured in two phases:

Phase 1: the companies authorised to use the Mark will select and adopt 20 designs and a workshop will be set up on Murano during which the designers and master glassworkers will collaborate to produce the prototypes;

Phase 2: aimed at selecting the four winning prototypes (one for each category) and awarding the People's Prize and The Heart of Venice Prize.

Article 2

PARTICIPATION IN THE COMPETITION

Participation is free and open to all designers and students at Italian and foreign universities. The competition is open to individuals or interdisciplinary groups. In the case of temporary groups, the members should indicate a group leader who will be responsible to the Competition Organisers in every respect, according to the regulations in force at the date of publication of this announcement. Nomination of the group leader must be communicated by means of a written declaration by all members and annexed to the application for participation. It is not possible for someone to belong to a number of different groups or to take part both as an individual and as a group member. Failure to observe this requisite will result in both designs being excluded from the Competition.

Article 3

EXCLUSIONS

The following are excluded from taking part in the Competition:

- members of the technical and/or scientific commissions, their spouses, relatives and other persons related to them by affinity.
- administrators, board members and employer-coordinated freelance workers of the Competition Organiser and/or concessionary companies.

- all those employed, including on short-term contract, by the Competition Organiser and/or companies involved in the Commissions.
- those who have taken part in organising the Competition, drawing up and approving the Competition Announcement and appointing members of the Competition Commission.

Article 4

COMPETITION REGISTRATION PROCEDURES

Application to take part in the Competition should be sent to the Competition Secretariat by internet or registered letter with advice of receipt.

The form can be downloaded from www.theheartofvenice.it

The last date for sending in the registration form and designs is **4 December 2006**.

Applicants whose request is received after midnight on that day will be excluded from the competition.

In the case of registration by registered letter, the postmark of the point of departure will be considered.

Article 5

PRESENTING AND CONSIGNING DESIGNS

The designs entered in the Competition must be original, or they will be excluded.

The designs and annexes listed below must be received by the Competition Secretariat by and no later than **4 December 2006**. If they are posted, the postmark date will be considered. Designs and other documents reaching the Secretariat more than ten days after the deadline for presentation will be excluded.

Designs and relative annexes must be sent by post to:

Segreteria Concorso The Heart of Venice
c/o Scuola del Vetro Abate Zanetti
Calle Briati 8/b
I – 30141 Murano Venezia

or by e-mail to: info@theheartofvenice.it

Participants must provide the following material by the deadline for application:

- registration form with every part filled in;

- a description of the design in .doc, .rtf or .pdf format (maximum two A4 pages) clearly giving all the elements indispensable for correctly interpreting the design intentions of the proposer;
- at least two illustrations in .jpg or .pdf format, preferably in 1:1 scale, containing all the technical information necessary for producing the prototype;
- a CV for each participant.

The material sent will not be returned and will become the property of the archive being set up at the Abate Zanetti School of Glass. The aim of the archive is to make information on innovation and research in the field of artistic glass available to academics for cultural purposes.

Article 6

RELATED ACTIVITIES AND INFORMATION

The Competition organisers reserve the right to propose further related activities in order to offer the necessary opportunities for interchange and development of the initiative's themes. All information on participation and Competition registration forms can be found on the site www.theheartofvenice.it.

Article 7

COMPOSITION AND TASKS OF THE COMMISSIONS

The programme of work provides for the nomination of two commissions, one for each phase of the Competition:

- the **Technical Commission** is made up of representatives of the concessionary companies, a representative of the Promovetro Consortium and representatives of the School of Glass in a coordinating role. It will meet (not in plenary assembly) to select the material received by the Competition Secretariat and identify the companies and master glassworkers who will collaborate with the selected designers in subsequent phases. The minutes of the Technical Commission will therefore specify the work teams consisting of the company, the master glassworkers and the designer who will produce the prototype which will later be assessed by the Scientific Commission in a later phase.
- The **Scientific Commission** consists of eminent personalities in the world of culture, business and society, a representative of the Promovetro Consortium and a

representative of the Abate Zanetti School of Glass. The Scientific Commission will evaluate the prototypes produced by the work teams during the workshop, awarding the prizes it is responsible for in compliance with article 9 of this Announcement.

The composition and chairmanship of the Commissions will be made known by the deadline for receipt of proposals (4 December 2006).

The decision of the Commissions is final.

Article 8

PUBLICATION OF THE MINUTES

The result of the Commissions' activities will be made public through publication of the minutes on the site www.theheartofvenice.it.

The selected designers will, in any case, be contacted during the first phase of the Competition to be informed of the results of the selection and agree the subsequent programme for the workshop.

Article 9

PRIZES

The 20 designers selected will be offered a workshop on Murano to collaborate in production of the design which will then be displayed to the public.

During the workshop, accommodation will be provided by the Competition Organisers. Travel expenses will be reimbursed up to a maximum of €150 for travel within Europe and a maximum of €300 for travel outside Europe.

The prize winner in each category will be awarded a prize of €2,500.00.

The winner of *The Heart of Venice* prize will be selected from among the four prize winners in the respective categories and will be awarded a further sum of €3,500.00.

A prize of €1,000.00 will also be awarded to the most popular design identified by means of a survey in internet.

Phase 1 of the Competition:

Selection prize (workshop and production of design)

Phase 2 of Competition:

Cat. A prize - LIGHTING IN GLASS
Cat. B prize - CONTAINING IN GLASS
Cat. C prize - LIVING IN GLASS
Cat. D prize - DECORATING IN GLASS
THE HEART OF VENICE prize
People's prize

Article 10

PRODUCTION OF DESIGNS AND RIGHT OF UTILISATION

The designs will be produced by the concessionary companies during a **workshop** lasting **5 days** to take place during the period 15 January - 11 March 2007 on Murano, during which the various phases of production of the prototypes will be established and agreed.

Even if awarded a prize, the design and rights of utilisation remain the property of the creator in compliance with the Law. The creator of the design, however, undertakes not to transfer these rights to third parties for one year after the end of the Competition. Given similar terms and conditions, the creator also undertakes to offer the company (or one of the company's associates) with whom he or she collaborated to produce the prototype the right of first refusal.

The various prototypes produced before arriving at the final version will remain the property of the designer and will be marked as "*P.d.A.*" (author's trial) by the creator and master glassworker. These prototypes will be covered by the same conditions as specified above.

In the event of mutual interest, it will if necessary be the responsibility of the companies involved in collaboration with the designers participating in the Competition to define a contract for the commercial exploitation of the designs themselves.

Any controversies between designers and the companies involved in the Technical Commission are not the responsibility of the Competition organisers who may not mediate.

Article 11

DISPLAY AND OWNERSHIP OF THE DESIGNS PRODUCED

The final prototypes produced will remain the property of the Competition Organisers who will auction them during a **charity evening** to take place on **30 March 2007**. All proceeds will be donated to charity.

The final prototypes produced will be displayed to the public in an important museum venue in Venice in March-April 2007.

Article 12

PROTECTION OF PERSONAL DATA

In compliance with current legislation, the personal data of participants will be acquired and processed exclusively for the purposes specified in the Competition Announcement and in connection with competition procedure.

Article 13

PROGRAMME

9 October 2006: *publication of Competition Announcement*

4 December 2006: *deadline for receipt of entries*

from 5 December to 24 December 2006: *work of the Technical Commission*

from 15 January to 11 March 2007: *Murano workshop*

from 19 March to 30 April 2007: *display of the selected works to the public*

from 12 March to 29 March 2007: *work of Scientific Commission*

30 March 2007: *prize awards and charity evening*

Article 14

FINAL REGULATIONS

Registration of participants implies unconditional acceptance of the regulations in this Competition Announcement. The regulations are final and cannot be waived by the Commissions or Competition Organiser.

The official language of the Competition is **English**.

The Competition is regulated by Italian legislation. The competent body for resolving any controversy arising during the Competition will be the Court of Venice.