

MARCA CORONA

CERAMICHE DAL 1741

MARCA CORONA PRIZE
Art contest for national and international Artists Under 35
Edition 2022-2023
EQUILIBRIO PERCETTIVO
Competition notice

Premessa:

Marca Corona is the oldest ceramic company in the Sassuolo district, its origins dating back to 1741. Since 1982, Marca Corona has been part of the Concorde Group, Europe's largest ceramic group with wholly Italian capital, and, over the years, has established itself on the highest segments of the international market as a lively symbol for Made in Italy style throughout the world.

A bridge that is spanning almost three centuries from craftsman's knowledge to industrial precision and embodying an entrepreneurial and artistic link between the present and the past.

In its long history, Marca Corona has cyclically activated collaborations with artists that with their style and creativity often initiated new stylistic periods of the company production.

This creative process is still strengthened today, and it is in this context that Marca Corona organises dialogues with young artists with the aim of promoting the research and cultural development of new talents through competitions for works that are an interpretation of the various themes proposed. The works, realised by the Company under the direction of the Artist, will be placed in the company's spaces and, over the years, these works will prolong the stylistic and creative path that the company has traversed in its almost 300 years of history.

1_ Purpose

Marca Corona organises a competition (hereafter: contest) for young artists aimed at promoting emerging art and the development of young talents.

2_Contest objective:

The contest objective is to identify the work created by the artist that best interprets the theme proposed for the contest

The theme to be developed proposed by the company is:

EQUILIBRIO PERCETTIVO [PERCEPTIVE BALANCE]: opposing hues, complementary colours, what is saturated, what is neutral, the beauty of telling harmony through composition.



Ceramiche Marca Corona S.p.A.
Società a socio unico appartenente al Gruppo Concorde S.p.A.
Via Emilia Romagna, 7 41049 Sassuolo (MO) ITALY
www.marcacorona.it info@marcacorona.it
T+39 0536.867200 F Italia +39 0536.867351
F Export +39 0536.867320

Cap.Soc. € 12.500.000 int.vers.
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The work proposed by the artist must be designed to be physically realised, using the ceramic technique, on a flat two-dimensional surface with a maximum size of 100x250 cm

3_Conditions for participation

Participation in the Contest is free of charge.

The contest is open to Italian and foreign artists who have reached the age of 18 and are under 35.

In order to participate in the contest, it is preferable to have at least 2 solo and/or group exhibitions of national and/or international importance, held in art galleries, recognised museum structures, cultural associations and/or works forming part of museum collections.

Each participant may only submit one application with a single work.

The proposed work must be innovative.

4_Modes of participation in the Contest

The application must be made exclusively through the online form on the website <https://www.marcacorona.it/contest2022/> where name, surname, date of birth, references for participation in exhibitions, project description and e-mail address will be requested, as well as an explicit declaration of knowledge of this competition notice and its unconditional acceptance. Any further information or explanations may be requested from info@marcacorona.it

Each participant, after completing the registration, will be able to upload their project and works according to next point.

5_Required entries

There are compulsory and optional entries for participation in the Contest, as follows:

Compulsory entries required for participation in the Contest, in one file .ZIP o .RAR (Maximum upload size 50 MB):

- **Presentation** of one's artistic career and possibly participation in solo and/or group exhibitions of national and/or international level, held in art galleries, recognised museum structures, cultural associations and/or works forming part of museum collections. The file, of a maximum of 2 folders, must be submitted in one of the following formats: DOC, PDF, JPG.



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- A **summary description** of the project, maximum of 3,000 characters (including spaces), with the **title** of the project and its **inspiring reasons**; the file must be submitted in one of the following formats: DOC, PDF, JPG
- **Image(s)** capable of representing the work, material component, colour range. File format JPEG, PNG or TIF. A maximum of 5 images can be sent with a resolution that allows a good viewing of the image and any details.
- **Copy of a valid identity document** (PDF or JPG format) that will be requested from the finalists to ascertain their identity and age, to avoid any possible fraud and abuse.

*Additional optional materials that may be sent to present the project:
(inside the previews file .ZIP o .RAR):*

- Video in any format, of a maximum of 2 minutes.
- Power Point or Keynote **presentation** of a maximum of 20 slides, aimed at **presenting the concept and the proposed project**.

6_Calendar

The contest will be **open from 20 October 2022 for a duration of 90 days**

The application for participation and the required entries in digital format must be submitted via the online form at <https://www.marcacorona.it/contest2022/> **no later than 18 January 2022, by 12.00 noon GMT+2**, deadline by which it will no longer be possible to upload the entries on the site.

7_Jury

The jury shall be composed of the following members:

- Martina Bagnoli – Director Gallerie Estensi Modena
- Irene Biolchini – Guest Curator MIC Faenza
- Leonardo Caffo – Professor, philosopher, curator and editorial
- Rosa Cascone – Curator
- Daniele Crippa – Collector, art critic and Director Museo delle sculture di Portofino
- Luca Fiandri – Marca Corona R&D Manager
- Annapaola Negri Clementi – Expert lawyer in art law
- Mariachiara Russo – Marca Corona Product Manager
- Giuseppe Stampone – Artist
- Sara Zambon – CEO R&P Contemporary Art
- Parasite 2.0 – Collective of architects and Design and research agency

The Jury will express its preferences by assessing the quality and originality of the proposals, as well as



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adherence to the contest theme.

The Jury's assessments will be final and no feedback will be given regarding the selection process and decision of the winners.

8_Exclusions

The following persons may not participate in this contest:

- Members of the Jury, their spouses, relatives and relatives-in-law up to the third degree, including those who are employees or employers, or who have ties of collaboration or continuous and notorious relations with members of the Committee;
- Those who do not meet the requirements and do not comply with the conditions set out in this competition notice;
- Those who incorrectly or incompletely submit the required documentation;

9_Communication of results

By 31 January 2023, the Jury will identify 5 finalists who will be notified in writing by email. The results will also be published on the website www.marcacorona.it

10_Prize

At a dedicated event in February 2023, the five finalists will present their projects and the winner will be announced.

The winner will be awarded a cash prize of 1,500.00 EUR (one thousand five hundred euro and zero cents) and the opportunity to spend a period of time working with Marca Corona's marketing department and laboratory to physically realise the work on a two-dimensional ceramic substrate. The costs for the realisation of the work will be borne by Marca Corona.

For tax purposes, the prize will be treated as follows, according to the cases:

- For VAT purposes: the consideration will be subject to VAT depending on the subjective characteristics of the winner (professional who usually operates with VAT registration number or other). If due, it will be paid.
- For direct tax purposes: the consideration will still be taxable income as business income or other income in the hands of the winner. Marca Corona will apply the deductions required by law.
- For contribution purposes: Marca Corona will apply withholding taxes, if due.

11_Disclosure of contest projects and use of images



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Participants, by entering the Contest, authorise Marca Corona, without claiming any remuneration and without any time or territory limit, except for the obligation of the author's citation, to disclose, publish and communicate, in any form that the company deems appropriate and on any media, the entries submitted. Furthermore, by entering the Contest, the images of the participants, of the 5 finalists and consequently, those of the winner, will be disclosed, published and communicated in any form that the company deems appropriate and on any media (e.g. magazines, website, social media, other communication channels).

12_Miscellaneous

The projects shall be the exclusive property of the Contest until the 5 finalists have been announced, and until that date the contestants are therefore obliged, under penalty of exclusion from the contest, not to publicise the projects submitted in any form whatsoever.

By submitting the requested documentation, participants accept and adhere to all the rules specified by the Contest and also agree not to include material protected, in whole or in part, by copyright in the entries and documentation submitted, assuming all consequent liability.

Applicants are entirely responsible for the content, visual and textual material submitted

All documentation material submitted with the application will not be returned.

Any collaborations that may arise between the artist and Marca Corona will be regulated later and separately.

13_Intellectual property

All submitted projects are subject to Italian law in relation to intellectual and industrial property.

By entering the Contest, participants declare definitively and irrevocably to waive any claim of an economic nature and/or exploitation rights on the project presented in the contest and on the work that may derive therefrom in favour of Marca Corona, without prejudice to the right to be recognised as the author of the same and to be cited as such.

14_Responsibility

Marca Corona cannot be held liable in the event of modification or cancellation of the contest due to causes beyond its control or in any case due to force majeure.



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Marca Corona guarantees the utmost care in the organisation of the Award, but declines all responsibility for any theft, fire or damage of any kind to the works that may occur during the event. The artist can take out insurance privately if wished.

Participation in the Contest implies the use of an Internet connection. Marca Corona disclaims all liability for any Internet malfunctions, as well as for bugs, viruses, damage caused during document uploads or the unauthorised intervention of a third party that in any way affects the proper functioning of the site.

15_ Protection of Personal Data

Pursuant to Article 13 of the European Regulation 2016/679 Ceramiche Marca Corona, as Data Controller, collects and processes the information of the data subjects for the purpose of carrying out the procedures of this competition and to fulfil the obligations provided for by the laws in force. The data will be processed by personnel duly authorised by the Data Controller and will be communicated to external parties necessary for the management of the contest. .

At any time, the data subject may exercise their rights under Articles 15 et seq. of European Regulation 2016/679 by writing to privacy@marcacorona.it . The Data Controller is Ceramiche Marca Corona S.p.a. Via Emilia Romagna 7, Sassuolo (MO) - Italy, e-mail: privacy@marcacorona.it

[The extended information notice is available in the registration form](#)

www.marcacorona.com/contest2022, or can be requested by writing to privacy@marcacorona.it

16_Applicable Law and Court with Jurisdiction

The settlement of any disputes relating to the interpretation and/or execution of these regulations shall be in accordance with the laws and Jurisdiction of the Italian State. The court with jurisdiction will be exclusively that of Modena.



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