



Regulation CONTEST

IMMAGINA LUCCA

The duration Period of the Contest is from April 1st to September 30th 2016.

The deadline for sending the photographs is set at Friday, 30 September 2016 at 11:59 p.m.

PREMISE

This Regulations (hereinafter "Regulation") governs the terms and conditions applying to photo prize entitled "IMMAGINA LUCCA" (the "Contest" hereinafter), sponsored by UniCoop Florence in collaboration with Fratelli Alinari (Alinari hereinafter) and coordinated by Photolux Festival (hereinafter Photolux).

The competition is intended as a tribute to the city of Lucca by Unicoop, on the occasion of the opening of the new store Coop in town.

Alinari owns in its archives an exceptional photographic record, a **"Panorama circolare della Città di Lucca e monti circostanti"** (Circular Panorama of the City of Lucca and neighboring mountains), made in about 1870, the work of the photographer R. Bertini from Lucca (overview hereinafter).

Unicoop Florence, by statute and by will, has a close connection to the territory and through this contest aims to offer all the people from Lucca a piece of their history, a jewel of photography held in the Alinari Archives and still undiscovered. This overview of the photographer Bertini will be an inspiration for participants in the contest. The contest asks you to imagine Lucca on the continuous thread of time and to ideally keep the overview of the city by sending three images.

All participants in the Contest are given the opportunity to participate for free on a series of 3 photography workshops edited by experts in photography. The first lesson will be held in the Archivio Fotografico Lucchese where you can learn the history of photography through photographic materials and equipment that mark significant moments in the history of the City. Next external lesson will explore styles and techniques of urban landscape photography and a lesson aimed at deepening techniques, applications and methods of recovery and iPhoneography post-production.

All participants in the Contest are also given the opportunity to attend a Lectio Magistralis on cityscape photography held by Alberto Campanile, photographer of the Alinari Contemporary staff and Gabriele D'Autilia.

Places and dates will be soon announced on the website www.photoluxfestival.it



THEME OF THE CONTEST

The overview is a folding album with cover in almost square stiff cardboard (24.2 cm x 23 cm, basis to height) that, when opened, is more than 290 cm large. It consists of 12 parts on 9 of which are glued the vintage shots - made with albumin printing technique - that make up the "almost entirely" image, missing in fact 3 parts of this great work. The contest becomes a sort of work in progress that tries to return the city in its entirety: a real, realistic, imagined or dreamed wholeness. The overview captures the entire city from the outside, clarifying the urban form in a vision that favors the roofs and therefore clearly defining the streets and highlighting the landscape.

The Contest considers to use the overview as a source of inspiration and to work on vision and representation that each Participant intends to return the city.

The operation conceptually highlights the continuous thread linking the past and the present, with an aim on the importance of roots and of our personal history, through the creative potential in each of us.

The aim of the Contest is to identify the three authors (one from each of the Contest sections) of photographs or artistic productions considered the best in technic and artistic terms and according to the theme of the Contest.

ART. 1 CONDITIONS FOR PARTICIPATION AND SECTIONS

1.1 The Contest is open to photographers (professionals and lovers), and artists, meaning all those who practice forms of expression such as (but not limited to): painting, drawing, wall art, spray, sticker art, stencil, video projections, sculpture, comics, collage, computer graphics...) and anyone, aged 18 years on, interested in participating (the "Participants" and individually "Participant").

1.2 Participation in the Contest implies the unconditional acceptance of this Regulation by the Participants.

1.3 Participation is free. When registering, each participant must indicate one or more sections including those mentioned below which he intends to compete for in the following categories:



- 1) PHOTOGRAPHERS: This section is reserved to photographers wishing to participate in the Contest with pictures that tell their own vision of the city of Lucca, starting from the Alinari panoramic.
- 2) ARTISTS: This section is reserved to those who intend to participate in the Contest with works of art which, in any form, tell their vision of the city of Lucca, starting from the Alinari panoramic. In this section you will find space for integration or reworking of the theme with creative languages and different techniques (as in Section 1.1).
- 3) INSTAGRAMERS: This section is reserved to all photographers who post on Instagram using compulsorily the following 4 hashtag: #ImmaginaLucca #UnicoopLucca #PanoramicaAlinari #Photolux16

ART. 2 APPLICATION

2.1 In the period between 04/01/2016 and 30/09/2016 (the "Period of the Contest Duration"), Participants can enroll by logging on to the website www.photoluxfestival.it (hereinafter the "Website"), filling in the proper form with the required data and sending the Organizer the photography/ies and the photographic reproductions of works in compliance with the requirements for each section (1- Photographers, 2- Artists as in paragraph 1.3 in this Regulation (hereinafter "Images")).

2.2 To participate in the Contest you must connect to the site, and access the specific section:

- (I) fill out the registration form;
- (II) declare to have read and accepted the terms set out in this Regulation and disclosures Policy published on the Website.

2.3 Pictures must be sent via email at info@photoluxfestival.it and must not exceed the size of 5Mb. Images of higher dimension will not be taken into account. Images must be equipped with the data of the Participant (name, surname, email address) used at registration.

2.4 Participants of the Artists section will send images of the work following the directions specified in paragraph 2.3

2.5 As for Instagramers category the rules are expressed in paragraph 1.3: it will be only selected images that will be edited on Instagram using compulsorily the 4 following hashtag: #ImmaginaLucca #UnicoopLucca #PanoramicaAlinari #Photolux16

2.6 Each Participant may enroll several sections, even using one or more images for different sections.



2.7 The Promoter reserves the right to change the Contest Period Duration giving prior notice to Participants exclusively through the Website.

2.8 Participants data must be truthful and will be collected under the terms in the Privacy Policy on the Website and in full compliance with Legislative Decree nr. 196/2003.

ART. 3 IMAGES FEATURES

Images sent by Participants must have the following features:

- (a) They can be in any format according to dimensions and sizes specified in paragraphs (c) and (d) whether in color or black and white;
- (b) Photographs and photographic reproductions of the works can be made with both digital and analogue cameras, although the Organiser submission, in order to participate, shall be made in any event exclusively in digital format;
- (c) the submitted images must not exceed the size of 5Mb;
- (d) they may be sent in .jpg or .png format, max 1080 pixels on the short side, 72 dpi. After the selection by the jury, the winners of the Contest will be asked to provide the images in a format suitable for printing;
- (e) they must be specifically made for this contest, it being understood that all the pictures and works submitted must be unpublished;
- (f) Images can be processed in digital post-production;
- (g) Participants must be the authors of the Photographs and Works;
- (h) Images can portray people only if (i) they are not recognizable, or (ii) the Participant has previously obtained from them a suitable release note that allows the uses referred to in this Regulation.

ART. 4 THE JURY

4.1 Images will be discussed by a jury of experts in art, photography and visual arts, artists and photographers, identified by the Organizer and they will be listed on the Website. Images will be submitted to the jury anonymously and will be identified only by number assigned to them at registration, thus ensuring the absolute impartiality of the vote.

4.2 Each juror will give each picture a score from 1 to 5, in order to establish the Participants that, for each section, have obtained the greatest number of votes.



ART. 5 THE WINNERS

5.1 At the end of voting, the jury determines the winners, meaning the Participants whose images, for different categories of Contest, have obtained the greatest number of votes. A tie vote, the jury will be asked to cast their vote up to the identification of the winners.

5.2 Winners will receive an email to the address indicated at the time of the registration, with the instructions to accept the prize.

5.3 Winners must demonstrate the requirements for participating in the Contest and, for that purpose, must explicitly express their will to accept the award and send by email at contest@photoluxfestival.it within 10 business days after the notification of the winning from the Organiser's staff, the copy of an identity document. In case of a winning group, it will be request a statement including the list of the members of that group.

5.4 If one of the winners (i) would not accept the prize under the terms or should give up, or (ii) should not satisfy the requirements in this Regulation, the Participant in the next place in the ranking will be designated winner and will in turn express acceptance the award and demonstrate the requirements for participating in the Contest in accordance with art. 5.3.

Once awarded, the names of the winners will be published on the Website.

ART. 6 AWARDS

6.1 As a recognition of personal merit, the winners will be awarded the following prizes:

PHOTOGRAPHERS section

- The winner will receive a replica in scale 1: 1 of the work "Circular Panorama of the City of Lucca and neighboring mountains" complete in its missing parts, with the image of the winner. A digital printing on Fine Art media bearing Digigraphie® by Epson mark of excellence: a limited edition with a print run of 5 collectible copies. The Printing is made by Alinari that affixes Digigraphie engraved stamp, numbered and accompanied by a certificate guaranteeing a quality that keeps intact over time. The estimated value of the press Fine Art is 1,000 euro. The winning works will become part of the Alinari Collection, alongside the biggest names in photography.
- The winner will be granted a Coop shopping voucher worth 1,000 euro.



ARTISTS section

- The winner will receive a replica in scale 1: 1 of the work "Circular Panorama of the City of Lucca and neighboring mountains" complete in its missing parts, with the image of the winner. A digital printing on Fine Art media bearing Digigraphie® by Epson mark of excellence: a limited edition with a print run of 5 collectible copies. The Printing is made by Alinari that affixes Digigraphie engraved stamp, numbered and accompanied by a certificate guaranteeing a quality that keeps intact over time. The estimated value of the press Fine Art is 1,000 euro. The winning works will become part of the Alinari Collection, alongside the biggest names in photography.
- The winner will be granted a Coop shopping voucher worth 1,000 euro.

INSTAGRAMERS section

- The winner will receive a replica in scale 1: 1 of the work "Circular Panorama of the City of Lucca and neighboring mountains" complete in its missing parts, with the image of the winner. A digital printing on Fine Art media bearing Digigraphie® by Epson mark of excellence: a limited edition with a print run of 5 collectible copies. The Printing is made by Alinari that affixes Digigraphie engraved stamp, numbered and accompanied by a certificate guaranteeing a quality that keeps intact over time. The estimated value of the press Fine Art is 1,000 euro. The winning works will become part of the Alinari Collection, alongside the biggest names in photography.
- The winner will be granted a Coop shopping voucher worth 1,000 euro.

6.2 The Promoter reserves the right to use the best 50 among Images and artwork as part of an exhibition dedicated in the Contest ("Exhibition") on the occasion of Photolux 2016, to place them in publications dedicated to the Contest, as well as in further events or activities organized by the Promoter.