

NOTICE OF PARTICIPATION

"Scatta la cultura" photo contest

For the promotion of the architectural heritage of Emilia-Romagna registered on www.tourer.it

INTRODUCTION

The Region of Emilia-Romagna during the European Year of Cultural Heritage and in the context of the awareness campaign **"Energie Diffuse" - Emilia-Romagna a heritage of cultures and humanity** and in collaboration with the Regional Secretariat of MiBAC for Emilia -Romagna, the Emilia-Romagna Naturalistic Artistic Heritage Institute (IBC), the Municipality of Reggio Emilia, the Palazzo Magnani Foundation, the European Photography Festival of Reggio Emilia and FIAF (Italian Federation of the Photographic Associations- Emilia Romagna Delegation), organizes the photographic contest **"Scatta la cultura"** addressed to all citizens, without limits of age and nationality.

AIMS

The aim of the contest is to increase the picture archives of the architectural heritage of Emilia-Romagna with photographs that document its wealth and widespread diffusion.

These heritage sites, collected in the interactive map www.tourer.it developed by the Ministry for Cultural Heritage and Activities, are determining factors for the enhancement of the territories in which they are present.

All citizens and travelers are invited to enrich the site permanently with their photos.

THEMES

The architectural assets comprised in the maps of the site www.tourer.it (about 6500) are the object of the competition.

Among all the photos received, 4 finalists will be selected for each province and among these **three winning** photos will be chosen.

There are also **two special prizes**, for each of which **three winning photos** will be identified:

- "Scatta l'inedito", that will reward the best photos that document an architectural asset without images on the site www.tourer.it at the start date of the contest
- "Scatta l'Estense", which will reward the best photos of the assets linked to the ancient Duchy of Este, object of a specific project of cultural valorization by the Ministry

The architectural sites connected to the special prizes are highlighted in the www.tourer.it website

RULES

1. Method of participation

Participation is free and open to all citizens with no age or nationality limits

Photos must be uploaded to the www.tourer.it website from **1 September 2018 until 4 October 2018**, regardless of their shooting date. Images treated with a simple post-production intervention aimed at improving their quality will also be accepted.

Entering www.tourer.it, you find on the map the selected heritage site(s), you associate the photo (up to a maximum of three photos for each site, one of which at least must be representative of the site in its entirety). At the time of loading you are asked to associate a title to each photo and a brief description or suggestion (max 200 characters). Photos can be uploaded even at different times, as long as you respect the duration of the contest, and must be free of logos or other identifying elements, whilst the name of the author of the photograph must be indicated only in the appropriate field.

To participate in the selection of the two special prizes upload photos on www.tourer.it related to sights highlighted by specific buttons. The photos uploaded for these two categories will also contribute to the overall selection.

2. Acceptance of the rules and of the release for the use of the images

To take part in the contest, when uploading one or more photos, the photographer will have to give his/her consent to the regulation and the release for the use of the photos within all the institutional initiatives by the promoters. These initiatives comprise, for example, the publication

of the images on the site www.tourer.it or on the promotion portals of "EnERgie Diffuse", or on the online / offline communication channels of the Municipality of Reggio Emilia and of the Palazzo Magnani Foundation as well as the exposure expected during the 2019 Edition of the European Photography Festival.

3. Jury

The selection of the finalist photos and winners will be responsibility of a Jury composed of the following experts:

- Walter Guadagnini - president
- Olivo Barbieri
- Laura Gasparini
- Ilaria Campioli

The Jury will proceed to the first selection of the 4 photos for the 9 provinces and then reward the 3 winning photos of the general contest. It will also identify the three winning pictures of each of the two special prizes.

AWARDS

The winners will be announced in Reggio Emilia on October 13, 2018 on the occasion of the event dedicated to the European Photography Festival 2019, edition at the Cloisters of San Domenico (Via Dante Alighieri 11), which is part of the "EnERgie Diffuse" program.

The finalist photos as well as those selected for the special awards "Scatta l'inedito" and "Scatta l'Estense", for a total of 42 photographs, will be exhibited in an exhibition dedicated to the architectural heritage of Emilia-Romagna hosted within the edition 2019 of Fotografia Europea. Legami. Intimità, relazioni, nuovi mondi, the festival sponsored by the Municipality of Reggio Emilia and the Palazzo Magnani Foundation to be held in Reggio Emilia from 12 April to 9 June 2019. The winners will be mentioned in the Festival catalogue.

Finally, all the participating and deserving photos will become part of the iconographic patrimony of the www.tourer.it site, where they will be published permanently and associated with the author's name.