

Award guidelines

1st edition, 2019-2020

1. Introduction

Starhotels S.p.A. (hereinafter “Promotor”), a leading company operating for many years in Italy and abroad in the high-end hospitality sector and long dedicated to presenting its guests with the secret of “living like an Italian,” is a promotor of “La Grande Bellezza,” a project whose main objective is to highlight the creativity and authentic patrimony of Italian craftsmanship (hereinafter “Project”).

The Project’s partners are the Cologni Foundation for the Métiers d’Art, OMA - Osservatorio dei Mestieri d’Arte in Florence and Gruppo Editoriale (hereinafter “Partners”). For the Project, the Promoter has decided to host a competition whose primary aim is to valorize the repertoire of Italian crafts and artisan masters.

For every edition, a theme is created ad hoc to call together candidates. The candidates will have to present an artistic artisan product of their own creation related to the theme. The themes will always be linked to the world of hospitality, and they can refer to spaces (bar, lounge, bedroom, etc.) or specific categories (lighting, interior decoration, etc.).

2. OBJECTIVES OF THE COMPETITION

Through the competition, the Promotor aims to award talent, skill, design ability and practical ability, as well as the initiative of artisans in Italy.

The award money is intended to support the winner’s craft, demonstrating how, with hard work and talent, doing business in the world of craftsmanship in Italy is still possible.

3. THEME OF THE COMPETITION

The first edition of the competition is dedicated to “**A light source**”.

Participants are invited to present works tied in various ways, including figuratively, to the theme of lighting: all kinds of lamps, such as candlesticks, candles, mirrors and dressing tables, glass and objects that emanate or reflect light. Participants are also allowed to present personal interpretations of this theme, so long as they are suitably motivated.

4. CHARACTERISTICS OF THE ARTWORK, TECHNIQUES AND MATERIALS

The artworks must be freely created, contemporary, original. It is requested that they have not already been submitted in other competitions.

Participants are required to declare in written form that the work is an original creative piece made by them and that they are the sole owners.



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Every technique and material is permitted, so long as the object is strictly produced by hand or mostly by hand, in accordance with the criteria and procedures of craftsmanship.

5. REQUIREMENTS FOR PARTICIPANTS

Participation is free and reserved for artisans residing and regularly active in Italy. Organizers, promoters and patrons of the competition cannot participate, nor can members of the jury and their families.

6. TERMS AND CONDITIONS FOR PARTICIPATION

Between November 5, 2019, and May 25, 2020, until midnight, artisans can submit their application through Starhotels' website, following the directions. At the same time, they will be expected to accept the present guidelines, print the waiver and submit it with their signature on every page as confirmation of having read and accepted the conditions.

For purposes of participating in the competition, in addition to the signed waiver, candidates are asked to send the following documents to *concorsolagrandebellezza@starhotels.it* via WeTransfer:

- a *curriculum vitae* and a brief presentation of oneself and their business;
- at least 5 (five) high-res photos (a portrait of the candidate and some photos of their object and its production);
- a technical presentation and detailed description of the piece, describing its inspiration and characteristics, materials and any other information considered useful to know;
- a certificate proving regular activity.

The Promoter is released from any and all responsibility regarding incomplete submissions or submissions received after the competition's deadline. Each participant can provide only one submission; subsequent proposals will not be considered for the competition.

The Promoter reserves the right to reject submissions that are incomplete or do not adhere to the present guidelines.

The Promoter is released from all responsibility deriving from participants' failure to meet these guidelines in so far as such failure is caused by circumstances due to force majeure. Owing to exceptional circumstances outside its reasonable control and only in cases in which such circumstances make it inevitable, the Promoter reserves the right, at any time, to cancel or modify the competition.

The Promoter is released from any and all responsibility for possible damages, losses or injuries suffered by the participants during the course of their participation in the competition and following their acceptance of the award.

Each participant agrees to hold the Promoter harmless for any and all complaints and/or legal action tied to their participation in the competition.



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7. THE JURY AND CRITERIA FOR EVALUATION AND SELECTION

The Jury will be composed as follows:

Elisabetta Fabri, President and CEO of Starhotels and President of the Jury;
Alberto Cavalli, General Director of Fondazione Cologni and curator of Homo Faber;
Maria Pilar Lebole, Coordinator of OMA – Associazione Osservatorio Mestieri d'Arte;
Matteo Parigi Bini, founder and owner of Gruppo Editoriale;
Sara Ricciardi, designer and art director of "La Grande Bellezza";
Stefano Boeri, architect and urban planner, President of Triennale Milano;
Barnaba Fornasetti, designer and owner of the famous brand;
Marva Griffin Wilshire, founder of the Salone Satellite in Milan and true muse of design;
Ugo La Pietra, architect and designer, historic promoter of applied arts and crafts;
Livia Peraldo Matton, director of Elle Decor Italia;
Ippolita Rostagno, founder of the Artemest portal, the most authoritative online network of high-end craftsmanship.

The Jury will select 10 (ten) finalists and the winner.

Godmother of the Award:

Cinzia TH Torrini, Florentine director and screenwriter, internationally awarded for her films and short films, well known for her successful television activity with some successful films and fiction, including "Pezzi unici", on the air on RAI 1 and set in the world of craftsmanship.

8. EVALUATION CRITERIA

The jury will select, on the basis of the material received by the candidates, the 10 (ten) finalists. The jury will favour works that valorize the important theme of Italian beauty and those that highlight the fitting combination of manual skill and creativity, with a contemporary interpretation of obsolete, complex and traditional techniques.

The evaluation parameters will be the following:

- conceptual and aesthetic content;
- innovation and originality;
- Market potential.

Each parameter will be assigned a vote from 1 to 10 and the classification of the finalists will be organized on the basis of the sum of the votes earned for each work, with reference to the aforementioned parameters.

The 10 (ten) finalists will be asked to send, at their expense, their pieces to the Promotor in order to present it directly to the jury in Florence on a specific day, which will be



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communicated in advance by mail. The artisan can accompany their work or they can send it at their expense.

The Promotor will then announce the winner, the decision of which will be considered final. The finalists must loan their works to the Promotor so they can be placed on display during the award ceremony in Venice; they will subsequently be returned at the Promotor's expense.

The Promotor, where interested, reserves the power to evaluate whether it wants to purchase the single works submitted for the competition, subject to stipulating a separate agreement that will be formalized with the artisans.

9. AWARD

The Promotor will award the winner a sum of € 10,000, which will be provided through a wire transfer.

The award ceremony will take place in September/October 2020 during the event *Homo Faber. Crafting a More Human Future* in Venice: for the occasion, the winning piece and the runners-up will be placed on display at the Splendid Venice or in other locations selected by Starhotels.

Without prejudice to the Promotor's obligations regarding taxes, the winner will be responsible for any obligation and/or burden, even tax-related, that can derive from winning the competition.

The winner will receive notice via email, with a read receipt, within 5 (five) working days of when the works are presented to the jury in Florence, as described in section 8. Should the final decision need to be postponed for technical problems or any other reason, the Promotor will continue the competition as soon as responsibly possible and will not be held responsible for the delay.

The winner will need to confirm their acceptance of the award within 5 (five) working days of the receipt of communication sent by the Promotor.

In the event that the Promotor cannot accept the prize by the aforementioned deadline, the Promotor reserves the power to revoke the award and reassign in to the second-place finalist.

By confirming their acceptance, the winner agrees to participate in promotional initiatives following the competition and consents to the use of their name, image and work in all Starhotels' communications related to the competition/award.

10. PARTICIPANT RESPONSIBILITY AND COPYRIGHT

Every participant, in confirming to be the maker and owner of the work, excludes and fully releases the Promotor and Partners from any and all responsibility deriving from claims and/or legal actions by third parties regarding the originality and ownership of the work or part of it, which will be declared for the purposes of participating in the competition. The



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rights of intellectual property regarding the works submitted for the competition remain in the hands of the respective participants.

11. PRIVACY

In the matter of privacy legislation, the Promotor adheres to Regulation (EU) 679/2016 and D. Lgs n. 196/2006 regarding “Data Protection,” updated with D. Lgs. n. 101/2018. Accordingly, the Promotor will manage participants’ data for activities related to institutional aims or promotional purposes tied to the competition, in full compliance with the aforementioned legislation. Specifically, participation in the competition implies that candidates have read the statement regarding the processing of personal data in art. 13 of the Regulation (EU) 2016/679 published on the Promotor’s website.

12. DISPUTES

The parties will strive to amicably resolve all disputes that may arise in relation to or in implementing the present guidelines. In the event an amicable resolution cannot be achieved, the Florence Tribunal will oversee related litigation.