

Contest Rules

The beauty of the useful

4th Edition 2025-2026

1. INTRODUCTION

Starhotels S.p.A. (hereinafter the “Promoter”), leading company with a longstanding presence in Italy and abroad in the luxury hotel sector and always committed to sharing the secret of “Italian living” with its clientele, has launched “La Grande Bellezza” (The Great Beauty), a project whose fundamental objective is to highlight the creativity and rich heritage of Italian craftsmanship (hereinafter the “Project”).

Partners in the Project are Fondazione Cologni dei Mestieri d'Arte, OMA - Osservatorio dei Mestieri d'Arte di Firenze and Gruppo Editoriale, hereinafter the Partners.

Within the scope of the Project and given the success of the previous editions, the Promoter has decided to launch a fourth edition of the Contest which, like the others, has the primary objective of enhancing the repertoire of Italian artistic crafts and master craftspeople.

Each edition focuses on a specific theme on which entries are based. Candidates must present an artistic handicraft product they have made that relates to the given theme. The works can be created ad hoc or be part of pre-existing collections, already in the artist's catalogue. The work does not have to be created from scratch. The themes selected will always be linked to the hospitality industry and may refer to settings (bar, restaurant, lounge area, library, guest rooms, bathroom etc.) or to specific product categories (lighting, interior decor, etc.).

2. AIMS OF THE CONTEST

Through the La Grande Bellezza Contest, the Promoter aims to reward the talent, expertise, design and skill in the creation of works, and to foster the communication and promotion of the art of craftspeople working in Italy.

3. CONTEST THEME

For the fourth edition of the Contest, candidates are invited to submit works on the theme:

“The beauty of the useful”. Objects in which aesthetics and functionality blend harmoniously, drawing inspiration from Italy’s rich cultural and natural heritage. The inspiration stems from materials and tradition, giving rise to functional solutions that meet real needs through intelligent and effective forms.

Eligible items include objects designed for all areas of a hotel, from furniture accessories to items for guest rooms and bathrooms.

The concept is to create products that are both smart and practical in their use, while also being aesthetically refined. These objects take inspiration from Italian culture and nature, and are based on the use of traditional and/or innovative materials. The goal is not to replicate past forms, but to reinvent them in response to contemporary needs, all while preserving artisanal excellence.

In Italy, artistic craftsmanship is often perceived as something purely decorative or aesthetic. The Beauty of the Useful shifts the focus, emphasizing that beauty is not an end in itself, but rather integrated into function. This is a hallmark of high-quality Italian craftsmanship: objects that are not only beautiful, but also well-made and thoughtfully designed for real use.

The common thread is the harmonious combination of functionality, aesthetics, quality materials (often with references to Italian tradition), and intelligent design that addresses practical needs, enhancing the guest's experience and improving operational efficiency for hotel staff.

Examples include:

In the Room: Courtesy tray, kettle, cup, bedside lamp, wardrobe, closet, chest of drawers, coat rack, mirror, luggage stand, stationery set.

In the Bathroom: Dispenser, mirror.

For the Table: Plates, glasses, cutlery, buffet containers, serving stands, service trolleys.

In Common Areas (Lobby, Bar, Lounge): Coffee tables, storage accessories, seating (armchairs, sofas), vases, brochure displays.

4. CHARACTERISTICS OF THE WORK, TECHNIQUES AND MATERIAL

The work must be freely created, contemporary and original. The work does not have to be necessarily created from scratch.

A work created by several artisan companies or in collaboration with designers, artists, architects, etc. may also be submitted. The official participant in the Contest and owner of any subsequent prize will exclusively be the applicant i.e. an artisan company regularly registered with the Chamber of Commerce (ongoing registration with the Chamber of Commerce) or a freelancer working in the creative sector who fills in and sends the application for the work.

Participants must declare in writing that their entries are original works of creative ingenuity, have been created by them and are their sole property.

All techniques and materials are allowed, provided that the workmanship is strictly or predominantly manual, according to the criteria and methods of artisanal excellence, and that the theme is observed, though this may be interpreted freely and personally.

5. ENTRY REQUIREMENTS AND MAXIMUM NUMBER OF CONTEST PARTICIPANTS

Participation is free of charge and reserved to craftspeople resident and regularly working in Italy.

The organisers, promoters and sponsors of the Contest, as well as the members of the panel and their relatives, are not eligible to participate in the contest.

The ranking will not be published and will remain confidential. Only the ten finalist works will be made public.

Winners from the previous three editions are not eligible to participate in the current edition of the Award.

Works may be submitted even if they have already been presented in other exhibitions. If the work has participated in previous awards or competitions, it may still be submitted provided it did not receive a winning placement.

6. TERMS AND CONDITIONS OF PARTICIPATION

From **14th September 2025 until 8pm on 15th December 2025**, anyone wishing to enter the Contest can do so on the website [La Grande Bellezza – The beauty of useful](#) by filling in the relevant application FORM.

Candidates must complete all the mandatory fields of the Technical Data Sheet on the FORM and upload the required documentation.

Here is the complete list of information and documents required for the FORM:

- **Name of the company or candidate**
- **Registration Form, filled in and signed with the applicant's data in pdf format**
- **Curriculum Vitae of the applicant in pdf format** (upload)
- **Short personal presentation** (max 2500 characters)
- **Short company presentation** (max 2500 characters)
- **Certification confirming professional activity in PDF format** (upload)

The eligible professional categories are:

- Artisan company duly registered with the Chamber of Commerce (valid Chamber of Commerce certificate)
 - Self-employed person with a VAT number working in the artistic handicrafts sector (subject to assessment by the panel)
- Acceptance of these Rules
 - Finally, to take part, the following must be sent through the WeTransfer file transfer service to premiolagrandebellezza@starhotels.it:
 - 5 (five) high-resolution photos (minimum 300 dpi): 1 photo of the candidate, 3 photos of the work and 1 photo the making process;

The Promoter is indemnified from any and all liability for entries that are incomplete or received after the Contest entry deadline. Each participant may submit one entry to the Contest; subsequent entries submitted by the same person will not be considered for the purposes of the Contest.

The Promoter may, at its sole discretion, reject entries that are incomplete or that do not comply with these Rules.

The Promoter declines any responsibility for non-compliance with the Rules when such non-compliance is caused by circumstances resulting from force majeure. In the event of exceptional circumstances beyond its reasonable control, and only if such circumstances render it unavoidable, the Promoter reserves the right to cancel or modify the Contest at any time.

The Promoter shall not be liable for any and all damages, losses or injuries suffered by the entrant as a result of participating in the Contest or accepting the prize.

The Promoter is indemnified from any and all liability for any damages, loss or injury sustained by the participant as a result of their participation in the Contest or following acceptance of the prize.

By accepting these Rules, the finalists and the winner of the Contest undertake to lend the works on the occasion of the presentation events and exhibitions organised by the Promoter.

7. MEMBERS OF THE PANEL

The Jury is chaired by Elisabetta Fabri, President and CEO of Starhotels, and composed of the project's partners: Fondazione Cologni dei Mestieri d'Arte, OMA – Osservatorio dei Mestieri d'Arte Association, Gruppo Editoriale; along with experts in the fields of applied arts, design, lifestyle, art, and culture.

The patron of the award is Cinzia TH Torrini, a Florence-born film director and screenwriter known internationally.

Jury Members:

- Elisabetta Fabri, President and CEO, Starhotels
- Alberto Cavalli, Executive Director, Fondazione Cologni dei Mestieri d'Arte
- Maria Pilar Lebole, Head of OMA Association for Fondazione CR Firenze
- Matteo Parigi Bini, Publisher, Gruppo Editoriale
- Stefano Boeri, President, Triennale Milano
- Barnaba Fornasetti, Creative Director, Fornasetti
- Marva Griffin Wilshire, Founder and Curator, SaloneSatellite
- Ugo La Pietra, Artist, Architect, and Designer
- Livia Peraldo Matton, Editor-in-Chief, Elle Decor
- Sara Ricciardi, Designer
- Maurizio di Robilant, President, Fondazione Italia Patria della Bellezza
- Ippolita Rostagno, Founder, Artemest

The Jury, as composed above, will select the winner at its sole and unquestionable discretion.

8. EVALUATION CRITERIA

Based on the materials received with the applications, the Jury will select 10 (ten) finalist works on the theme “*The Beauty of the Useful.*” Particular consideration will be given to works that highlight the broader theme of Italian beauty and tradition, as well as those that showcase the successful union of craftsmanship and creativity, with special attention to innovative experimentation.

The evaluation parameters are:

- Conceptual and aesthetic content
- Innovation and originality
- Market entry potential

A score of 1 to 10 will be awarded for each parameter and the ranking of the finalist works will be drawn up based on the total score awarded to each, based on the above criteria.

The Promoter will select the winning work at their sole discretion. The finalist works must be loaned to the Promoter to be exhibited during the final award ceremony at a place and date to be decided. They will subsequently be returned at the care and expense of the Promoter.

If interested, the Promoter reserves the right to consider the purchase of individual works entered in the Contest, after signing a separate agreement with the craftspeople.

9. PRIZE

The winner will receive a cash prize of €10,000 from the Promoter, to be paid via bank transfer.

Without prejudice to the Promoter's obligations regarding taxes, the winner will be responsible for any duties and/or charges, including taxes, that may arise from winning the prize.

The finalists and the winner will be notified by email (with read receipt) no later than July 2026. If selection of the winner is postponed due to technical problems or for any other reason, the Promoter will resume normal running of the Contest as soon as reasonably feasible and declines any responsibility for such delay.

The winner must confirm acceptance of the prize via email within 5 business days from receiving notification from the Promoter.

If the winner does not accept the assigned prize within the designated deadline, the Promoter reserves the right to withdraw the prize and award it to the next participant in the ranking.

By confirming their acceptance of the prize, the winner agrees to be willing to participate in promotional initiatives after the Contest and consents to the use of their name and photos of themselves and their work in all Starhotels communications relating to the Contest/Prize.

10. PARTICIPANTS' RESPONSIBILITIES AND COPYRIGHTS

Each participant, by confirming that they are the creator and owner of the work, exempts and fully indemnifies the Promoter and Partners from all and any liability arising from claims and/or legal action brought by third parties with regard to the originality and ownership of the work or part of it, which must be declared under the conditions of admission to the Contest.

The intellectual property rights relating to works submitted for the Contest shall continue to be held by the respective participants.

11. PRIVACY

With regard to the privacy policy, we refer to Regulation (EU) no. 679/2016 and to Legislative Decree 196/2006 "Privacy Code", as updated by Legislative Decree 101/2018. Consequently, the Promoter will manage the data of participants for the activities relating to the business or promotional objectives of the Contest, in full compliance with the above-mentioned legislation. In particular, participation in the Contest requires each participant to read the disclosure on processing of personal data pursuant to Art. 13 of Regulation (EU) no. 679/2016, available on the Promoter's website.

12. DISPUTES

The parties agree to find an amicable resolution to any disputes arising in relation to or in the implementation of these Rules. If this is not possible, the Court of Florence will have jurisdiction.