



PREMIO MODA®
International Competition for Fashion Designers
7th Edition

Matera (Italy) - June 28th 2016
The subject of the competition is:
“Fashion, Elegance and Creativity”

(Deadline: FEBRUARY , 29th -2016)

REGULATIONS AND GENERAL CONDITIONS

The competition takes place under the patronage of the Institutions **with the unique aim to highlight the personal value in the field of creativity for fashion and elegance;**

The competition is realized also in cooperation with the cultural organization “Centonote” / Matera (Italy).

PURPOSES

Premio Moda “Città dei Sassi” is an event entirely dedicated to designers, artisans/creators of fashion in women's total look. Coming from all over the world, whoever wants to participate to show its artistic abilities and become known throughout the international media by major exponents of fashion, the press, television networks and the public. The competition aims to identify and reward creators and fashion designers to promote and enhance their talent.

To the competition are allowed:

Competitors over eighteen, graduates of academies, universities and/or State and Private Schools, professional designers, fashion designers, operators, and self-learners.

THE ORGANIZATION

The organization promoting the competition is Publimusic.com of Gallitto S.A., based in Matera (Italy) - Via Lucana n° 184 f/g, referred as the Organizer.

Publimusic.com is the owner of **Premio Moda "Città dei Sassi"**.

Names, symbols, and the FORMAT of the event belong exclusively to Publimusic.com who owns the rights.

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REWARDS

Winner : Premio Moda “Città dei Sassi” 2016 € 1.000,00; (1 thousand Euro/00) by Partner Sponsor; as well as the certificate of attendance;
from 2° to 8°:certificate of attendance;

Moreover some finalists recommended by a special jury, may take part in Haute-Couture fashion show in partnership with Premio Moda®.

PLEASE NOTE: the money reward will be divided equally between all winners in case of ex equo.

Will also be awarded the following prizes:

- **Critics Award;**
- **Fashion Award for the Cinema (* see theme and * conditions)**
- **Fashion Award “Matera2019” European Capital of Culture (* see theme and * conditions)**

(* Theme) Fashion Award for the Cinema

The award is dedicated to Cinema, in particular to the Italian and Foreign Stars.

Fashion Award for the Cinema; an award inspired by the movies, which will be given to the person who, during his fashion show, will be able to interpret the meaning and the role of the cinema in the world of fashion.

The Fashion Award for the Cinema (2016 Edition), is dedicated to the actress **Marilyn Monroe**, one of the most important movie stars in the world.

* Mode :

The competitors **must** propose **in addition to the six models in the form of sketch** required by the regulation, n°1 dress dedicated to the chosen Movie Star, **Marilyn Monroe**.

The "model" will follow the same judgment provided for this contest.

The dress will model together with the designer finalist.

The dress , together with the six works, will be display, at the incontestable discretion of the Organization, in public open places by the same organization:

- **No. 1 model in form of sketch**, made with free techniques, with possible pics;
- Data sheet for each **single sketch** providing indication of fabrics, colours and materials used;
- Description of Accessories chosen;

(* Theme)

Premio Moda Fashion Award “Matera2019” European Capital of Culture

Moreover, to the Fashion Award it is also added another Award of excellence on the occasion of the designation , to City of the Sassi, as European Capital of Culture 2019.

Matera, the symbol of the peasant's condition in the first half of the last century, throughout history redeems its conditions from "National Shame" to "World Heritage".

The site has been recognized as worldwide interest due to its geo-morphological characteristic. A land in which still survive physical traces of the technical capabilities of the man, who over the centuries has adapted the calcarenitic territory to his needs.

* Method:

*Participants in the competition **must** create, **in addition to the six models**, (as well as one dedicated to the Fashion Award to the Cinema), that this regulation requires, n.1 outfit dedicated to **Matera** as designated European Capital of Culture in 2019;*

The "model" will follow the same judgment provided for this contest.

The dress will parade together with the designer finalist.

- **No. 1 FIGURE**, made with free techniques, with possible pics;
- data sheet (sartorial data sheets) descriptive **of the single sketch** for the creative project with indication of fabrics, colours and materials used;
- Description of Accessories chosen;

Please Note: The dress made, (dedicated to Matera2019) together with other clothes, even not linked to the winner of the dedicated prize will be exposed, with the discretion of the organization, in places open to the public by the same organization, or, will be part of another show during the year 2019.

All material posted by each finalist, designer profiles, videos, etc., will be published for free on the web at: www.premiomoda.it owned by Publimusic.com. Will be also published "format" of the parades. The same "format" of the parades will be put on air on local , satellite and/or national TV channels.

DEVELOPMENT OF THE COMPETITION

All the finalists will receive detailed information regarding the competition, including information about their arrival and how to stay in Matera.

(For this reason any change in the address of the competitors or their contact phone number must be promptly reported to the administration office).

Please note that the registration fee will not be given back if the selected competitor will not be able to take part in the competition or if he does not turn up in the competition.

The organiser, reserves, however, the ability to make changes to the date, location and times at the event if needed.

In case of changes which may prevent the development of competition on the date and in the manner indicated, finalists will not be given back refund of the participation fee as the organizational function has already been created. The Organizer, however, is committed to researching the possibility of creating a similar contest in another date or on another site by notifying participants 20 (twenty) days before the new manifestation. This new event, defined by the same rules, will replace that initially indicated.

Modalities of Participation/Registration and Expiration of Terms

The call for participation/registration must be received no later than 00:00 a.m. of

29th of February 2016 (Deadline)

Participation involves filling out a template (**participation/membership card**) papermade or downloaded free online from www.premiomoda.it, (**section competitions – registration modules**).

This model, built in block letters (readable) in its entirety **must be received** at your own risk to the organiser (Publimusic by Sabrina Gallitto Arianna – street Lucana No.184/f-g – 75100 Matera - Italy) **to the** email: concorso@premiomoda.it.

For information :

- from Monday to Friday from 16.00 to 21.00;
- Saturdays from 09 .30 to 13.00 and from 16.00 to 21.00
- direct line +39 331.7156600 – +39 3283527651
- E-mail: office@premiomoda.it

Press Office:

- E-mail: press@premiomoda.it

Registration Fee

In support of this model the competitor must attach a copy of a payment in favor of the Organizer (see the application form) in the amount of **€ 37.00 22% VAT INCLUDED** (contribution to the selection of the finalists in the contest, followed by regular invoice).

After sending the **application form** together with a copy of the payment, all applicants **must send the following documentation** by **March,7 - 2016** (the postmark will attest it) :

DOCUMENTATION REQUIRED BY MARCH, 7 - 2016

PAPER FORMAT only:

- **Original Participation Form** (completed in all parts);
- Copy of the registration fee payment;

All sketch collections **in Italian Language** must have the following requirements:

- They must be drawn on **numbered A4 sheets** and **they must be signed on each page;**
- **N.8 fashion sketches** (6 of them belonging to the collection **+1 dedicated to the Fashion Award for Cinema +1 dedicated to Matera2019**), created by using a free technique, and pictures, where possible;
- Datasheet (sartorial datasheet) describing **each fashion sketch** and including information about fabrics, colors and materials used;
- Information about accessories;
- A short biography of the designer participant, including a passport photo (in colour);
- A short essay of the **topic chosen** by the competitor complying with the object of the competition (HIGH FASHION);

OPTIONAL DOCUMENTATION:

- Photos and/or videos of creations in possession with respective collections (**only “IF” already realized**);
- Other possible material already realized, considered interesting and explanatory of the own style, logos (where owned);

DIGITAL FORMAT (Obligatory) :

- Cd-rom including two different files (with two different names):
 1. **DATA FILE** including:
 - a) a short biography (**doc format**) (**English and Italian**);
 - b) high quality photo (**horizontal**) (jpeg format);
 - c) A short essay on a **topic chosen** by the applicant complying with the object of the **Competition (HIGH FASHION)** (**Italian**) (**doc format**)
 2. **CREATIVE PROJECT FILE**, including:
 - a) **N.8 fashion sketches** belonging to the collection, in digital format (jpeg). (6 of them belonging to the collection **+1 dedicated to the Fashion Award for Cinema +1 dedicated to Matera2019**)

PLEASE NOTE

All the clothes created or still to be realized must perfectly match to the **n.8 fashion sketches and the datasheet submitted.**

The sizes to be used for the creation of the clothes are:

- 40 /42 italian sizes for women (8 / 10 uk sizes)

By signing all the documents, the contestant agrees and is responsible for the authenticity of the sketches provided, to respect the trademarks, copyrights and anything else that relates to artistic and intellectual property.

JURY/SELECTION

The documentation described above **will be judged** , not later than **March 20, 2016**, by a special jury composed of five qualified individuals in the fashion industry .The jury will make the final rankings, showing the contestants allowed to take part into the competition.

***The list of names, the first 8 finalists, will be posted on the website:**

www.premiomoda.it (*not binding on the organizer)

The first 8 (eight) finalists, immediately informed, will participate in **the final selection expected in Matera (Italy) in June 28, 2016**, with the fashion event, made primarily with the clothes produced by the competitor to be submitted **no later than 9.00 of the day before the event in order to allow the Fittings.**

The approval of the clothes on the female models and/or male models as well as make-up and hair style, will be subject to final approval by the person in charge of the test fittings.

NEWS: The 8 finalists will be able to take part (**optionally**) **fo free** to the WORKSHOP, upon notice from the same finalist.

The participation to the WORKSHOP does not include room and board.

Note: read carefully the operating conditions.

The candidate who **DOES NOT TURN OUT** to be finalist of the Fashion Reward 2016

will be allowed to participate to the **WORKSHOP IN "CREATIVE FASHION MANAGEMENT"**

which will take place in Matera in June 24/25 2016

at an established cost, upon registration. Deadline **March 25, 2016.**

(see REGISTRATION FORM TO THE workshop) www.premiomoda.it

FINALISTS PARTICIPATION FEE

The top 8 finalists, for their participation in the final selection expected in Matera (Italy) in June 28, 2016, will have to make a deposit of € 350,00 (three Hundred and fifty Euro/00)-(organizational contribution) in favor of the organization, by bank transfer within and no later than 48 hours after the nomination as one of the confirmed Finalists (**will follow regular tax document- invoice**).

If the fee is not given and received, within 48 hours, we will proceed at the scrolling on the final graduatory about the selection previously done .

TO FINALISTS

WILL BE REQUESTED AN ADDITIONAL DOCUMENTATION INDICATED BELOW:

Documentation (music tracks) :

- each **FINALIST** must send in MP3 mode (zip) **by** E-mail (address: **info@premiomoda.it**), **no later than April 30, 2016: n. 1 / max 2 individual audio tracks lasting a total of 16/18 minutes (if more than two already mixed)** for the fashion moment linked with the fashion parade of the collection of 6 outfits that the competitor will produce and present. Tracks (**high quality music**) chosen by the competitor must include: a) title of the music ; b) author of the music; c) minutes / duration of each track. **Sending the e-mail, under the object: specify name and surname (finalist).**

Please NOTE: REGARDING to THE TRACKS FOR THE SINGLE DRESS PARADE DEDICATED TO "FASHION AWARD to the CINEMA" FASHION Award "Matera2019" - EUROPEAN CAPITAL OF CULTURE those ones WILL BE chosen BY THE ORGANIZATION.

In addition to the first eight classified, will be invited to attend the parade **out of competition** even **stylists** specially reported eventually by the **thecnical jury**.

BED AND BOARDS

For the finalists

organization will pay for n. 2 days for n. 2 (two) people (stylist finalist and his companion). (Ex. Arrive the day before the event - starting the day after the event) .

organization will NOT pay the restaurant services and living costs of the hotels (to stylists finalists will be given the names of the restaurants in partnership with premiomoda.it)

The friends/parents/relatives/assistants of the finalists for the food/accommodation, can book at their own expenses, at favorable prices, in Hotel//Restaurants in partnership with PremioModa. The names of those restaurants/hotels will be provided by the organization personally to designers finalists by March,20 – 2015.

RESPONSIBILITY

The collection, together with all the accessories, must be given by the finalists to one of the person working for Publimumic.com the day before the competition.

Each gown must have its own coat hanger and its own case (showing the name of the designer), and it needs to be equipped with a picture or drawn describing the costume itself (the promoter of the event will be responsible for assigning the stands). The Organizer, although taking maximum care of all collections, accepts no responsibility in case of damage, theft, loss, or selections during transports and during the entire duration of the event in Matera (Italy).

Publimumic.com is not responsible for the content of any material and file provided by the contestant, including any copyright and S.I.A.E. (Association of Italian Authors and Publishers).

Moreover, Publimumic.com is not responsible for anything related to third parties, firms or corporations .

With such materials or "file" arising from paper, printed paper, from websites or related services, the customer/participant implicitly declares to have full title to the exhibition of clothes, accessories, pictures, logos, texts, illustrations, etc. exposed to the public and to have been authorized to reproduce the same even though they are covered by copyright. By signing the application form, the contestant/finalist authorizes, under his/her own responsibility, the publication of the material and files provided, discharging "Publimumic" from any kind of responsibility.

ACCEPTANCE

The contestant declares to have read the regulation, to have accepted and authorizes the Organization Publimusic.com the use of all material received, in the manner and for the purposes which it considers more appropriate for the realization of the event. By participating in the contest, the entrant acknowledges and accepts implicitly the rules contained in this regulation and conditions, none excluded.

MATERIAL RESTITUTION INSTRUCTIONS.

The contestant is responsible for taking back all the material provided for the competition.

The contestant is allowed to take back all the material belonging to him/her on the day following the end of the event (from 17.00 to 20.00 p.m.).

The material must be taken back no later than the 31.10.2016 **with the exception of the period between 10.07.2016 and 31.07.2016**. Said material may, on specific request, be sent by means of the postal service after reimbursement of postage to be quantified at the time of the request, or the contestant can add a double envelope inside the envelope containing the figures already franked.

After 31.10.2015 all the material not given back to the contestants will be thrown away.

INFORMATIVE ON PRIVACY (Law n.196/2003)

In accordance to our Law art. 13 of Legislative Decree No. 196/2003, the data shown on the registration form about the user and/or the participant or collected from the same, will be treated in accordance to correctness, lawfulness and transparency for the success of the event. The participant enjoys the rights referred to in art. 7 of Legislative Decree No. 196/2003, including to obtain from the holder the confirmation of the existence of your personal data, to request the update or deletion of data and to oppose to their treatment ; may exercise them by applying in writing to the holder of the data: Publimusic of Gallitto Sabrina.A., Via Lucana 1 84-F/G 75100 Matera (Italy), or send an e-mail: privacy@publimusic.com.

COURT OF JURISDICTION

The tribunal of Matera (Italy) is the only Institute entitled to solve any controversy related to the regulations. The contestant, according to articles 1341 and 1342 of the Italian Civil Code, states to have carefully read, to have understood and to have accepted the regulations in all its parts. In particular, the contestant is aware of all responsibilities deriving from the publication of the material provided.

www.premiomoda.it