

EUROPEAN PROJECT S+T+ARTS CROSS FERTILIZATION LABS CALL FOR PROPOSALS ADDRESSED TO YOUNG ARTISTS AND CREATIVE WORKERS

APPLICATION RULES AND GUIDELINES

- GOALS

MEET Digital Culture Center, in partnership with ASSOLOMBARDA, promotes the project "**Cross-Fertilization Lab**", part of the European initiative STARTS (Science+Technologies+ARTS).

The goal of the project is to foster the encounter and exchange between digital artists and creative workers and the businesses to generate innovative solutions and processes in the areas of marketing, communication, design of new products and services, in a 'cross-fertilisation' perspective.

To this end, MEET promotes this **Call for proposals**.

- OBJECT

The Call for Proposals is open to artists, creative workers, designers aged between 18 and 35, who work with various professional goals in the different areas of digital artistic production (e.g. media art, interactive design, creative coding, computer graphics, computer animation, virtual reality and augmented reality, sound art, etc.).

Each candidate shall submit a project having, as a goal, the making of a work or an artistic intervention (installation, performance, etc.) that contributes to generating ideas, processes and innovative solutions in one of the following areas:

- improvement of internal management (e.g. employee well-being, team-building, internal communications, etc.)
- marketing and external communication
- planning/implementation of new products and/or services

The MEET Digital Culture Center team will select up to 50 applicants who can:

- **Explain their proposal/project to a qualified audience** of companies, managers and professionals during a series "**meetups**", meetings that will be held at the MEET CENTER in early 2020;
- participate in two **training days** aimed at providing elements for reflection/updating on the theme of the relationship between creativity-innovation-production system and to better define the creative project proposal.

Among the subjects participating in the *meetup* a qualified jury will identify **5 winners** who will be granted:

- access and use of MEET's **Creative Lab equipment**;
- **an economic fund (2000 EUR)** to support the actual implementation of the artistic/creative proposal;
- **a period of "artistic residence" to be agreed with an interested company** to support the winner along the path or implementation of the creative proposal.

- METHOD OF PARTICIPATION

The application form must be submitted directly by the project author.

Projects may also be prepared by groups; in this case the proposal must be submitted by a project manager who will be responsible and also the only reference for the activities provided for in this Call.

Only the applications submitted on-line via the site www.meetcenter.it by completing the on-line form with the personal data, the contacts of the participants and an abstract of the creative proposal/project will be accepted.

The following shall also be attached:

- portfolio, curriculum vitae and any links to websites and social profiles referable to candidates and their project;
- a more detailed description of the proposal/creative project in any format (pdf file, 10 MB max).

Applications may be submitted by **January 31, 2020**.

- MEETUP

The layout of the presentation to be made during the *meetup* is at the candidate's discretion. In the case of groups, the project will be submitted by the project manager. The duration of the presentations will be indicated by the Organisers.

- ECONOMIC SUPPORT (FUNDING)

The financial support for the realization of the artistic proposal/project of the candidates selected by the Jury consists in a fund of **2000 EUR** and an order by MEET Digital Culture Center to each of the 5 artists selected by the jury; in the case of groups, the fund will be provided to the project manager.

The amount is intended as all-inclusive of charges and taxes due by law with the exclusion of VAT if due, and will be paid to the artist at the end of the project, upon submission of a regular "nota di prestazione occasionale" (occasional work bill) or invoice if the recipient of the funding has a VAT number.

- THE JURY

The jury is made up of artists, experts and entrepreneurs indicated by MEET and Assolombarda, and their judgment is final.

- USING THE MEET LABORATORY AND COOPERATING WITH COMPANIES

The use of the "Creative lab" of the MEET Digital Culture Center will take place under the supervision of the laboratory manager and related equipment.

The companies participating in the project will negotiate with the selected creative workers to select times and methods of carrying out the "artistic residence" period at the premises.

- COMMUNICATIONS

MEET Digital Culture Center and Assolombarda will guarantee the visibility of the proposed projects through:

- the organisation of a final presentation and awarding event to be held by June 2020;
- the use of the communication channels of MEET, Assolombarda and the European platform www.starts.eu

- GENERAL RULES

Participation in the Call is completely free and there are no registration costs.

The application procedure via the web can be carried out until 12.00 on the day of the call deadline. Applications and documents not submitted on-line will not be accepted.

The Organisers decline any responsibility for the use of material protected by copyright or other rights.

Submission of incomplete documents or unreadable media will cause the application to be rejected and not admitted in the competition.

Participants in the Call, by signing the conditions of participation, authorise the organizers to use the images/videos, the *meetup* presentation and any works carried out within the project, for the purpose of promoting the initiative and for any other institutional communication by MEET.

Any copyright on the commercial use of the projects/works created shall be agreed by the artist directly with the interested companies and the participants in the project.

The organisers reserve the right to decide on matters not provided for in this regulation.

Participants in the Call by on-line registration - authorise the organizers, pursuant to Law no. 196/2003, as amended (EU Regulation n. 679/2016), also to the electronic processing of personal data and to use the information sent for all uses connected to the call itself.

Participation in the Call implies full acceptance of these regulations.

For further information on the other methods of participation in the call please contact the Organizing Secretariat by e-mail at info@meetcenter.it