



# The Art of Gelato 2014

## The 1<sup>st</sup> International Annual Children and Youth Visual Art Competition

### ABOUT THE COMPETITION

“The Art of Gelato 2014” - the 1<sup>st</sup> International Annual Children and Youth Visual Art Competition organized by Together In Arts Foundation (Canada), Bruto and Poerio Carpigiani Foundation, and Gelato University (Italy).

Its goals being: to encourage children and students to discover and express their inner creativity, to enhance intercultural exchange and communication through visual arts.

“The Art of Gelato” competition is going along with the fundraising campaign “Visual Art Can Change Life”. The funds raised during the campaign will be granted to eligible organizations that develop visual arts programs for people with special needs in order to accelerate their individual development and help them to be an integral part of their communities.

### RULES OF ENTRY

#### Eligibility

The Art of Gelato 2014 is open for all children and youth who meet the following requirements:

- a) Contestant must love gelato or ice cream;
- b) Contestant's age is from 7 years up to 21 years;
- c) Contestant must be a resident of Italy, Canada, or the USA.

#### Terms

Contestants must be 18 years or older (21) to apply themselves. Applications from contestants ages 7 – 17 years must be filled and submitted by parents or caregivers.

Each contestant must pick any theme from the list below (maximum two themes) and create artwork(s) (maximum two artworks) inspired by the theme chosen:

1. **If I were a Gelato maker...**
2. **Gelato Jazz**
3. **Adventures of Gelato**
4. **Me, My Mom and Dad, and my favourite Gelato cup!**
5. **Gelato Style- it's cool!**

Artworks submitted should be presented by digital image ( .jpeg format up to 2 MB) through either uploading images to “The Art of Gelato” Facebook page or via e-mail. Digital image must be a true copy

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of the original. Please name the images as follows: last name, first name, age, country, # of the theme chosen, and short title of the work. Please make separation by dash.

Example: **Dole-Jim-8-USA-6-Dancing with Gelato.jpeg**

**Deadline for submissions: September 30<sup>th</sup>, 2014.**

The entry fee is \$3.00 for one artwork and \$5.00 for two artworks.

### **Artworks submission process**

**Step 1:** Choose the theme(s);

**Step 2:** Create artwork(s);

**Step 3:** Make the digital image of the artwork(s)

**Step 4:** Make a payment at **Together In Arts** website. During the payment process make sure to fill out all the fields. Please, use the option “Add special instructions” for the following important information about the contestant and his/her artwork submitted:

- Contestant name, age;
- Media (e.g., oil on canvas, watercolor on paper, crayons, mixed media, etc.);
- Size of artwork (cm / in);
- Title(s) of artwork(s)

**Step 5:** Submit your artworks either through uploading on “**The Art of Gelato**” Facebook page or via **e-mail**.

#### How to submit your artwork(s) via Facebook:

- Log in to your Facebook account;
- Go to <https://www.facebook.com/pages/The-Art-of-Gelato-2014/615550588512039> (or you can search for “The Art of Gelato”);
- Upload your artwork onto “The Art of Gelato” page (be sure to include your last and first name, age, country, # of the chosen theme, and the short title of your artwork within the description field).
- \*Optional\*: write 1 – 2 sentences about your artwork in the description.

#### How to submit your artwork(s) via e-mail:

- Email your artwork images to: [artofgelato.contest@gmail.com](mailto:artofgelato.contest@gmail.com) along with last name, first name, age, country, # of the chosen theme, and short title of the work (in that order). You may also write one – two sentences about your artwork there.

**Step 6:** Keep the original artwork(s).

We expect that all contestants will provide a broad and diverse variety of each theme.

### **Jurying and awards**

We divide all contestants into three groups:

Group 1: Age 7 – 13 years.

Group 2: Age 14 – 18 years.

Group 3: Age of 19 – 21 years.

There are two rounds of competition:

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[www.togetherinarts.org](http://www.togetherinarts.org)



[www.fondazione carpigiani.it](http://www.fondazione carpigiani.it)



[www.gelatouniversity.com](http://www.gelatouniversity.com)

The qualifying works of the first round will be published in “The Art of Gelato” fine art album. It will be promoted and distributed in Italy, Canada, and the USA.

The winning works of the second round will continue on to the second round and will be exhibited at “The Art of Gelato” Art Show during International Trade Show SIGEP 2015, Rimini (Italy) in January 2015. There are special nominations and valuable prizes for second round winners with the Grand Prize of “The Art of Gelato 2014” for each group - a week trip to Italy including visiting major museums in Rome, Florence, Milan, and Venice.

The international Jury Panel will evaluate each artwork according to the following criteria:

- Staying on the chosen theme
- Composition
- Techniques and color

There are also three “People’s Choice” Awards, one per each group of contestants. Every resident of Italy, Canada, and the USA can vote for the artwork he/she likes: just “Like” the artwork in the Submission Album on “The Art of Gelato” Facebook page.

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