

**MUSAE  
2010 Edition**

**ENTRY REGULATIONS AND APPLICATION FORM**

**City Management S.r.l.** – a company participated by the National Union of City and Province General Secretaries and specialised in the creation and management of large-scale events for the Public Administration, announces the third edition of MUSAE – the Experimental Urban Museum of Contemporary Arts.

**Art. 1 *Who can apply and acceptable forms of art***

Female and male artists **aged 18-35 years old** that work in the **figurative and plastic arts**, including: photography, art installation (multimedia, light, video, etc.), video art, illustration, graphical art, land art, body art, applied arts (design, fashion) and performance arts may apply.

**Art. 2 *Application Procedure***

The artist, or the group of artists, that wishes to apply, may do so in any moment of the year with up to **three works of art**, signing a specific request to be entered in the **artist database**. If you are applying as a group, the application must be completed by the artist or a legal delegate. The selected work/s of art is/are introduced in the MUSAE itinerary and may be displayed in one or more cities (please refer to [www.eventomusae.com](http://www.eventomusae.com) for a list of some of the participating cities of the past editions). The artist will remain in the 2010 database until the end of March 2011, unless s/he decides to interrupt his/her participation with a three-month written notification. City Management allocates the works of art to one or more of the events on the MUSAE tour in Italy according to criteria such as logistics, theme, representation of the art forms and art media, notifying the artist beforehand.

**2a) *Dimensions and specifications of the work of art***

The size of the works of art must allow for being displayed in large and sometimes not fully fenced or totally open spaces, where viewing may also occur from greater distances than would normally be the case in a traditional context. This means that the more adequate works of art will be those of a medium-large size. Rather than setting maximum dimensions, we advise for works of art that are not difficult to transport; maybe by being built in compoundable units. The works of art must also be capable of resisting to climatic and environmental exposition without risking partial or complete damage and without putting at risk, direct or indirectly, the artist's and the viewer's health when exhibited in open spaces. If the work is of a kind that does not allow open-air exhibition, covered areas will be preferred. It is advisable to communicate eventual further necessities the artist has in relation to his/her artwork. MUSAE staff will not be able to exhibit that artworks of illegal nature.



### **2b) Selected works of art – substitution or integration**

The artist may request the substitution or the integration of the work/s of art originally presented with more recent or significant ones during the entire time period in which s/he is part of the MUSAE database. Whether the substitution/integration is possible or not will be a matter to discuss with the MUSAE team and will be agreed upon as long as it doesn't imply further complications for the staff during the exhibition or further costs for the organising company.

### **2c) Requested documents**

After registering on [www.eventomusae.com](http://www.eventomusae.com), the artists must **mail the following documents** in a single envelope to CITY MANAGEMENT S.r.l., Via F.lli Bronzetti 25, 20129 – Milano – Italia:

1. **this application form**, undersigned with a legible signature;
2. **the detailed documents of the work/s of art**, including:
  - a) a project that brings to light the author's artistic research
  - b) images of the work/s of art (on digital files with both high and low resolution)
    - i. for paintings, photographs, etc.: at least one image (of each work of art)
    - ii. for sculptures, installations, etc. images from different points of view, with explanations and drawings that are useful for the understanding of the preparation and setting up of the work of art
    - iii. for videoart: frames and a copy of the video on DVD.

**N.B. the quality of the images of the works of art and their relative documentation is extremely important as these will be used for the catalogue and the website.**
3. **the personal data protection and privacy code** referring to the Italian Legislative Decree no. 196 dated 30 June 2003, undersigned by each author and the consent to use the images of the presented works of art in conjunction with the objectives of MUSAE (please read carefully article 8).

#### **N.B.:**

- All the mailed documents must contain, in each part and in a legible manner, references to the author and the work of art.
- Material such as catalogues, brochures and other printed material may be sent and will be considered during the selection procedure.
- The material sent by the artists during the selection procedure will not be returned and remains propriety of City Management.

### **2d) Reimbursement of secretarial expenses**

The artist is only expected to pay 25 euros (twenty-five) as a reimbursement of the secretarial expenses. The payment may be made online after registering on [www.eventomusae.com](http://www.eventomusae.com) or through a bank transfer to:

City Management S.r.l.  
Via F.lli Bronzetti 25, 20129, Milan, Italy

IBAN IT21 V061 7501 6010 0000 5150 580

SWIFT CODE / BIC CRGEITGG381

BANCA CARIGE  
AG. SANTA MARIA DEL SUFFRAGIO – MILAN

### **Art. 3 Artist selection and admission**

#### **3a) Selection procedure – being part of the MUSAE database**

The selection procedure is based on the mailed application (project and artist's profile) and the committee's decision is final and unquestionable. You are therefore strongly advised to carefully follow the terms and conditions hereby described. The selected artists will be contacted by email and/or may check the "Selected Artists list" on the website [www.eventomusae.com](http://www.eventomusae.com) and, once selected, will be included in the MUSAE database.

The artists present in the database are usually notified of selection for a specific event with at least a 30-day warning and must present themselves, together with the original work of art, at the agreed upon meeting point. If the artist is unable to attend the event, s/he must nonetheless provide for the delivery of the work/s of art.

**N.B.:** if the selected work of art arrives in loco by postal service and/or courier, it must be sent directly to the office specified for each event – indicating clearly the subject: "MUSAE 2009". The reception of the works of art is set on specific times for each event.

The company and the specific office assigned for the reception of the works of art at each event, is not liable for any responsibility. If the work/s of art is/are to be returned through courier by our offices, the MUSAE organization will inform the artist of the chosen means and the predicted moment of delivery. The returned works of art will only be delivered if the expenses are covered for by the receiver.

**Works of art coming from abroad will only be accepted if sent with temporary importation in Italy, exempt from delivery expenses and VAT.**

#### **3b) Unsuccessful applications**

The material related to the works of art (previews, still frames, abstracts, etc..) that are not selected will not be returned.

### **Art. 4 Exhibition and use of the work of art**

Once selected, the work of art will remain available for MUSAE until the end of March 2011, unless the artist decides to interrupt his/her participation with a three-month written notification. It is in the artist's best interest and in MUSAE's mindset to display the work of art as often as possible with a positive image return for the artist. As such, City Management holds the right to promote MUSAE and its artists through related venues such as screenings, in publications and through the media.



When applying, the artist may proceed in one of the following manners:

- request the return of the work of art at the end of each specific event, allowing it to be used in other events that MUSAE decides upon and will communicate of;
- hand over the work of art definitely to MUSAE that will exhibit it as often as possible within logistics limits, thematic limits, etc.

#### **Art. 5 Sale of the works of art**

If the work of art is asked for by potential buyers, City Management is allowed to mediate and conclude the sale within the limits agreed upon with the artist in the application phase. If the work of art is sold, City Management will make a down payment to the artist of 50% of the value agreed upon. If the work of art is handed over to City Management, the artist maintains nonetheless his/her right to receive 50% of the value if it is sold. The artist is required to present a fiscally valid receipt.

#### **Art. 6 Catalogue and Website**

All the selected works of art will be included in the catalogue relative to the MUSAE event/s in which they are exhibited; the catalogue will be promoted by local entities and partners. By the first few months of 2011 (in case of annual catalogue) or 2012 (in case of biannual catalogue) the final catalogue will be published. The successful candidates have the right to buy the catalogue with a 50% discount if they book one by signing the slip at the end of this application form. If the artist is selected for the MUSAE final critics choice award, s/he has the right to receive a free copy. A virtual gallery with selected works of art from each event will be published on [www.eventomusae.com](http://www.eventomusae.com).

#### **Art. 7 Return of the selected works of art**

The works of art must be picked up personally, or by a representative with a written delegation, during a set and previously communicated timetable. If not, the work of art will be returned to the artist with expenses to the receiver via courier or similar service.

#### **Art. 8 Rights and ownership of the projects, works of art and images**

The rights on intellectual propriety for the displayed works of art is, always and in all cases, the artist's. When the participation time period expires (period during which the artist is part of the MUSAE database), the artist may hand over his/her work/s of art free of charge and become thereafter part of MUSAE'S PERMANENT COLLECTION. The works of art in the Collection are displayed at similar events, therefore multiplying the promotion of the artist's name.

The images of the works of art may be used by City Management for MUSAE's and the artist's promotional activities, in the marketing of each event and of the national circuit. The images may equally be used on any other useful or necessary circumstance during the MUSAE program and during all the artistic activities related direct or indirectly to it. By signing the present form, the artist authorises City Management to use photographic materials for five years without being owed anything for this use of image. The artist may

also, depending on specific and signed agreements, authorise City Management or her associate companies to use images that are not specifically related to the event.

#### **Art. 9 Awards**

MUSAE's main goal is to give visibility to contemporary art projects and works of art by means of exhibitions, temporary group exhibitions, printed and virtual catalogues, favouring the dialogue between viewers and professionals. To reach this goal, in each of MUSAE's events, there is a prize awarding ceremony that distinguishes the best artists (with no further costs for the artists). The jury is composed of art experts and may consider the Local Authorities' opinion as well as that of the Art Academies' and those of other institutions that support MUSAE. However, the jury's choice is final and unquestionable. The final awarding intends to make an official acknowledgment of the artistic work.

#### **Art. 10 Responsibility**

The artists are aware that MUSAE implies outdoor displays and, usually, in locations that are not meant for artistic exhibitions and that there is a close contact between the works of art and the viewers. These elements make the MUSAE settings more risky than other traditional museum settings.

The staff does not take any responsibility for damage of the works of art, whether this is caused by tampering, fire, theft or other causes that may occur during the event itself, the storage, the display, the stocking and the transport.

This agreement is regulated by the laws of the Italian Republic.

Any action at law or in equity arising out of or relating to this agreement shall be filed in the Court of Justice of Milan, Italy only after parties have preventively discussed subject of litigation to solve the matter peacefully.

#### **Head Office:**

CITY MANAGEMENT S.R.L. - Via Fratelli Bronzetti 25 20129 MILAN - TEL. (+39) 02 70009811 FAX (+39) 02 70006124  
E-mail: [cityman@edmitalia.it](mailto:cityman@edmitalia.it) - [www.eventomusae.com](http://www.eventomusae.com)

Supported by the Italian Ministry of Culture Heritage and Activities, the Italian Art Academies and Local Authorities



Signed for acceptance:

Date \_\_\_\_\_, Place \_\_\_\_\_.

\_\_\_\_\_  
(the Artist)

In agreement with the Italian laws "artt. 1341 e 1342 c.c.", I expressly declare that I, the undersigned, am aware and of the terms and conditions present in Articles 2 (Application procedure), 3 (Artist selection and admission), 8 (Rights and ownership of the projects, works of art and images) and 10 (Responsibility).

\_\_\_\_\_  
(the Artist)

VALUE OF WORK OF ART N.1  
.....

VALUE OF WORK OF ART N.2  
.....

VALUE OF WORK OF ART N.3  
.....

\_\_\_\_\_  
(the Artist)

IF MY APPLICATION IS SUCCESSFUL, I WISH TO BOOK A COPY OF THE MAIN CATALOGUE – MUSAE 2010.

.....  
.....

\_\_\_\_\_  
(the Artist)

## PRIVACY AND PERSONAL DATA SECURITY

I (first name) ..... (surname) .....

born in (city/town) ....., (country) .....

on (date of birth dd/mm/yyyy) ...../...../.....

resident in (street and n. of actual residence) .....

(city/town) ....., (country) ....., (postal code) .....

telephone number (+...) (.....) .....

email .....

website (if available) .....

I.D. number (passport or i.d. card) .....

authorize City Management Srl to receive, store and use my data in conjunction with the purposes of what aforementioned in relation to MUSAE, in accordance to privacy and data protection laws (ex 193/2003 and compatible European laws).

Date (dd/mm/yyyy): ...../...../.....

Signed for acceptance:

.....