



COMUNE DI GENOVA



Camera di Commercio
Genova



REGULATIONS

"PESTOCHAMPIONSHIP MASCOT"

INTERNATIONAL COMPETITION OF THE MUNICIPALITY OF GENOA - DEPARTMENT OF COMMERCE, HANDICRAFT, PROTECTION AND DEVELOPMENT OF VALLEYS, MAJOR EVENTS, HISTORICAL CENTRE - WITH THE COLLABORATION OF THE CHAMBER OF COMMERCE OF GENOA AND THE PALATIFINI CULTURAL ASSOCIATION.

The Municipality of Genoa (Department of Commerce, Handicraft, Protection and Development of Valleys and Major Events) is going to issue a call for competition for the identification of a mascot that will represent the Genoese Mortar-made Pesto World Championship whose final takes place every two years in Genoa, in the prestigious Palazzo Ducale, the historical seat of the ancient Genoese Republic. During the two years in between the finals, we organize many other cultural events and preliminary competitions for the production of Genoese pesto.

The "**PESTOCHAMPIONSHIP MASCOT**" competition aims at identifying a Championship mascot intended as a symbolic imaginary character in human or animal likeness, or other at the discretion of the participants, which will be used to better identify and emphasize the identity of the occurrence during events, in gadgets and communication initiatives.

The mascot must comply with the purposes and communication methods of the Championship and somehow recall its image and the style and/or the origins of Pesto and/or Genoa and Liguria and/or the ancient use of marble mortar and pestle and/or the food traditions of Ligurian culture and/or the spirit of the competition in which people of all ages and social background take part and/or any other aspects highlighting a specific identity, and which for this very reason may be used to support our Pesto World Championship. On our web site www.pestochampionship.it you can find information about the Championship and how it takes place, about its participants, about the history and ingredients of Genoese Pesto and about many other useful aspects in order to understand its meaning and the value of the initiative.

Participation is open to all people, artists, graphic designers, design experts, comic book and/or cartoon creators, drawing and communication enthusiasts, whether professionals or not, provided they are over 18 years of age at the closing date of the Competition (**Sunday 17 January 2021**) and it is also open to art schools, academies, graphic design studios on behalf of which an official representative of legal age may compete.

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The jury is made up of professionals and experts chosen by the Promoter Committee (Municipality of Genoa, Chamber of Commerce of Genoa and Palatiferi Cultural Association). The names of its members, as well as the names of the members of the Promoter Committee, will be disclosed before the final prize-giving ceremony, on the website of the Municipality of Genoa and on the official website of the World Championship, which is scheduled for **March 20, 2021**.

The prize shall be awarded to the work ranking first.

Ex aequo and other extraordinary awards or special recognitions may also be granted at the discretion of the jury and by any sponsors. In addition, a maximum of 50 works shall be selected and exhibited at the award ceremony itself and during other cultural or promotional events or during competitions of the Pesto World Championship, and they may also be used in publications.

The awards, as well as the recognitions, shall be assigned according to the unquestionable and irrevocable judgement of the jury, which shall include well-known arts, design and humour-graphic professionals. If it deems it appropriate, the Promoter Committee reserves the right to involve audiences outside the competition (citizens, enthusiasts, Championship fans, etc.)

The authors of the award-winning works shall be notified by e-mail and by publication on the website of the Municipality of Genoa and on the website www.pestochampionship.it.

The authors of the award-winning works will be hosted in Genoa at the expense of the organizers in order to attend the award ceremony which will be held in conjunction with the exhibition of the 50 noteworthy works during the final of the Pesto World Championship scheduled for March 20, 2021.

The "PESTOCHAMPIONSHIP MASCOT 2020/21" award, which shall be assigned to the winner, amounts to **Euro 2,500 (INCLUDED CHARGES) against which, subject to the conclusion of a private agreement, the designer shall transfer all the rights of use to the Municipality of Genoa - Trade Development Directorate and to the Chamber of Commerce of Genoa.**

PARTICIPATION METHODS

The applicant must access the website www.comune.genova.it at the following link <https://smart.comune.genova.it/mascotte-pesto>, read the Regulations and download the application form to which only one graphic design (maximum one work per author) and his/her identity document shall be attached.

Regardless of the original file format (vector or bitmap) **works must be submitted in jpg digital format max size A4 300 dpi (portrait orientation)**. Please note that for the selected works we will always require also the file in vector format.

The works may be submitted from 5 December 2020 until 17 January 2021.

The name of the jpg attachment relating to the work must comply with the following format: NAME SURNAME (OR PSEUDONYM, IF ANY). JPG

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The graphic project, accompanied by the application form and identity document, must be sent to the following email address:

mascotte@comune.genova.it

The works must not have been awarded prizes in previous competitions and must not have been published in print or on websites.

The names of the authors of the selected works shall be made public on the website www.comune.genova.it at the following link <https://smart.comune.genova.it/mascotte-pesto> in the above said page after the award ceremony and on the website www.pestochampionship.it

The original copy of each work awarded in the PESTO CHAMPIONSHIP MASCOT competition (or the digital print of the work duly signed by the author, as a single original copy) must be submitted to the Organizer Committee (or handed in at the award ceremony) and it shall remain the property of the Municipality of Genoa and of the Chamber of Commerce of Genoa.

The Promoter Committee (Municipality of Genoa, Trade Development Directorate, Genoa Chamber of Commerce and Palatificini Cultural Association) reserves the right to use all the selected works both for travelling exhibitions and to advertise the event in the press without having to pay any specific amounts. Where it is not already available, the vector format shall be required for the selected works.

If it is published, the catalogue of the event shall be sent free of charge to the authors of the selected works.

Official website of the event www.comune.genova.it www.camcom.gov.it, and www.pestochampionship.it

for more information valorizzazionecommercio@comune.genova

Attachments:

APPLICATION FORM TEMPLATE

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