

COMPETITION NOTICE

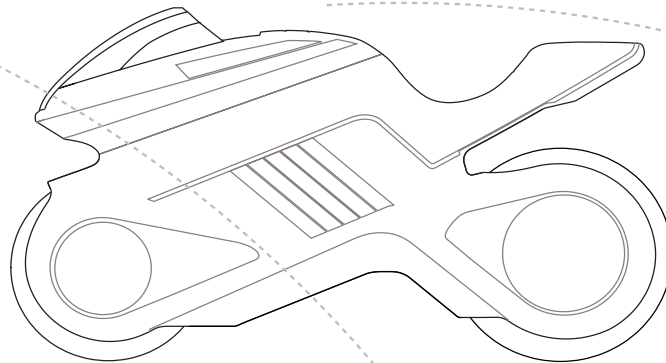
TURN YOUR BRAIN ON, USE YOUR HANDS

Promoted by **Motomorphosis Cultural Association**

with the patronage of



in collaboration with



The 4 most important international design institutes in Milan (Brera Academy, IED, Naba - New Academy of Fine Arts and Politecnico in Milan) together with Motomorphosis interpret some of the brands related to the educational path of the association.

Nolan, Nikon, H3, Ateq TpmTools, Giotto, Clear Channel, CRS, Ancma, Aruba.

These are the brands that the institutes will have to interpret with a graphic idea (a maximum of two) dedicated to each one of them and that will have to be submitted by April 30, 2018.

The proposals will be selected and viewed by and with the companies to choose which one will then be reproduced on the Motomorphosis motorbike, symbol of the association, and will become that way a unconventional and alternative communication means. In order to present their best proposal, the Institutes will be able to contact the branded companies through Motomorphosis. This will help to be more effective and realistic in the interpretation and reflect the reality of the companies.

Motomorphosis makes it possible for the 4 institutes to organize meetings together with the students of the institutes in order

to bring them closer to the reality to be interpreted. During Eicma (Milan, November 7/12, 2017) and Motorshow (Bologna, December 1/12, 2017) the association will organize events and off-site activities.

Purpose of the contest

The "Motomorphosis" cultural association promotes this contest with the intent to spread and develop in the educational system, the culture of safety and health, as well as the respect for the others in road coexistence.

The aim is to get students to think and help them gain greater awareness towards the individual and collective consequences that can come from an improper use of vehicles, motorized and not (also as pedestrians), from rude and bad behavior, and more generally from disrespectful behavior.

It mostly aims to promote:

- the understanding of the issues related to road coexistence since it refers to safety and health
- the awareness of how important it is to assume one's responsibility for safety and health, by behaving properly, respecting the rules
- a reflection on the validity of virtuous behavior in road sharing, but

also the risks that the presence and improper use of means of transport can determine and generate on the local community and on civil society;
-the search of beauty, applied to the graphic design on the motorbike, as a motivation to behave respectfully.

Article 1: Recipients and distribution of the prizes

The contest is addressed to Accademia di Brera, IED - Istituto Europeo di Design, Naba - New Academy of Fine Arts and Politecnico di Milano, to assign the prizes which are the production and sale of the motorbikes with the winning creative ideas.

The works submitted will be examined by the Commission referred to in article 5, that will judge them according to the criteria set in article 6.

The prizes for the institutions that will have submitted the winning graphic projects are:

- production by "Motomorphosis" of the motoparade
- sale of the branded motoparade to the company, where the income will be donated to Moto-morphosis as fund raising, to non profit organizations with which the association collaborates for social purposes and a percentage to the said institute..
- reproduction of one of the chosen proposals on a helmet that will be used for fund raising activities

All received proposals will be however presented to the public during the events organized during EICMA 2018 (location and manners to be defined) and will be used on all communication means made available by Motomorphosis (online and offline)

Article 2: How to participate

Each institute can and should participate with only one proposal (or a maximum of two) for each brand, created by one or more classes, one or more groups, relevant to the brand according to their original creative vision.

The work should consist in the design and production of a graphic/creative/aesthetic idea for the silhouette of the motorbike, symbol of Motomorphosis, (right and left hand side, front and back, according to the format in Annex 1) using traditional or digital techniques according to the artist's taste.

The proposals must be unpublished, original and free from any right of use and copyright to third parties.

Moreover, they can't:

- publicize any kind of product
- publicize/damage political ideas and/or political parties
- offend the common sense of decency
- present cruel scenes
- damage the image of a state, of an institution, of a flag.

Article 3: Evaluation committee

The evaluation committee will be formed by:

- a representative of the Regional School Office for Lombardy
- a representative of the Lombardy Region
- two representatives from Motomorphosis
- a representative of the police

- a representative of the School

The Commission will make its assessments unanimously and its judgment will be unquestionable. The prizes will be awarded to the institutions with reference to the single winning work, regardless of whether it has been accomplished by a class, by several classes, by a group or by several in-terclass groups.

Article 4: Evaluation criteria

The Commission will evaluate unexpectedly the work received, expressing a judgment on the following elements:

- consistency of the product with the aims of the competition;
- technical content and design development;
- originality of the work and creativity demonstrated in the same;
- the effectiveness of the message delivered by the product.

Article 5: Diffusion of the works

The works will not be given back.

Motomorphosis will give visibility to the presented and winning works on its media activities, such as social networks and mailing lists. For the purposes that are intended to pursue with the initiative mentioned in this notice, the sponsoring Administrations reserve the right to disseminate the presented works, even if not winners, in accordance with the procedures to be considered for greater effectiveness and valorisation of the same.

The intellectual property of the works carried out by participating institutions remains protected by current legislation in relation to any use of the same works other than the mere disclosure mentioned above shared between Motomorphosis and the institute, author of the proposal itself.

Article 6: How to submit the proposals

The proposal that will be presented can be made in the preferred technique by each institute (digital, paper, etc.), but ultimately must be sent in PDF format together with the application form by mail at the following address concorso@motomorphosis.it by 10pm of April 30, 2018.

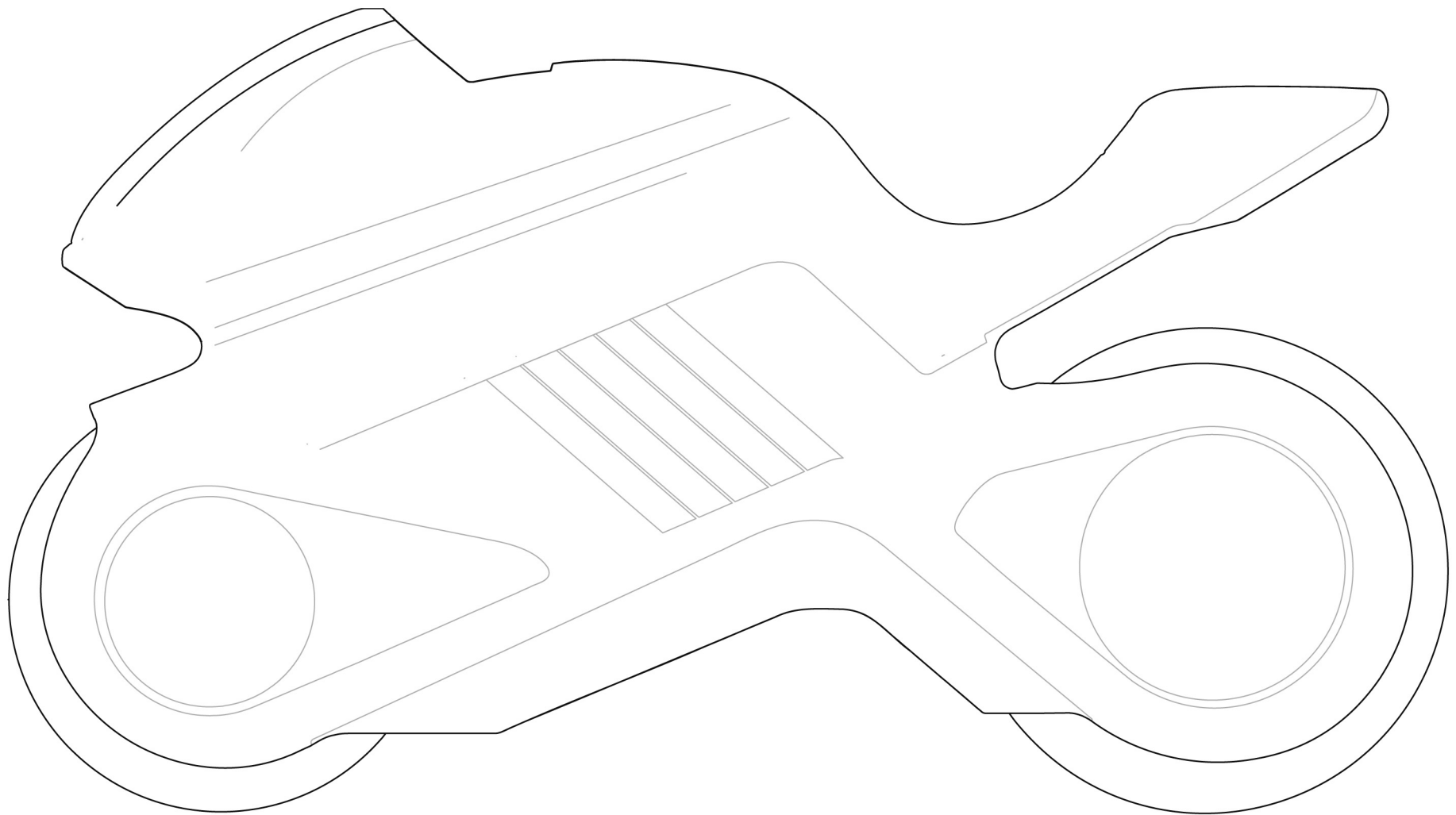
Article 7: Information

For further information contact: Andrea C. C. Ducati
3351320880 / 3335423483 andrea.ducati@motomorphosis.it

Article 8: Attachments

Attachment 1 - Silhouette

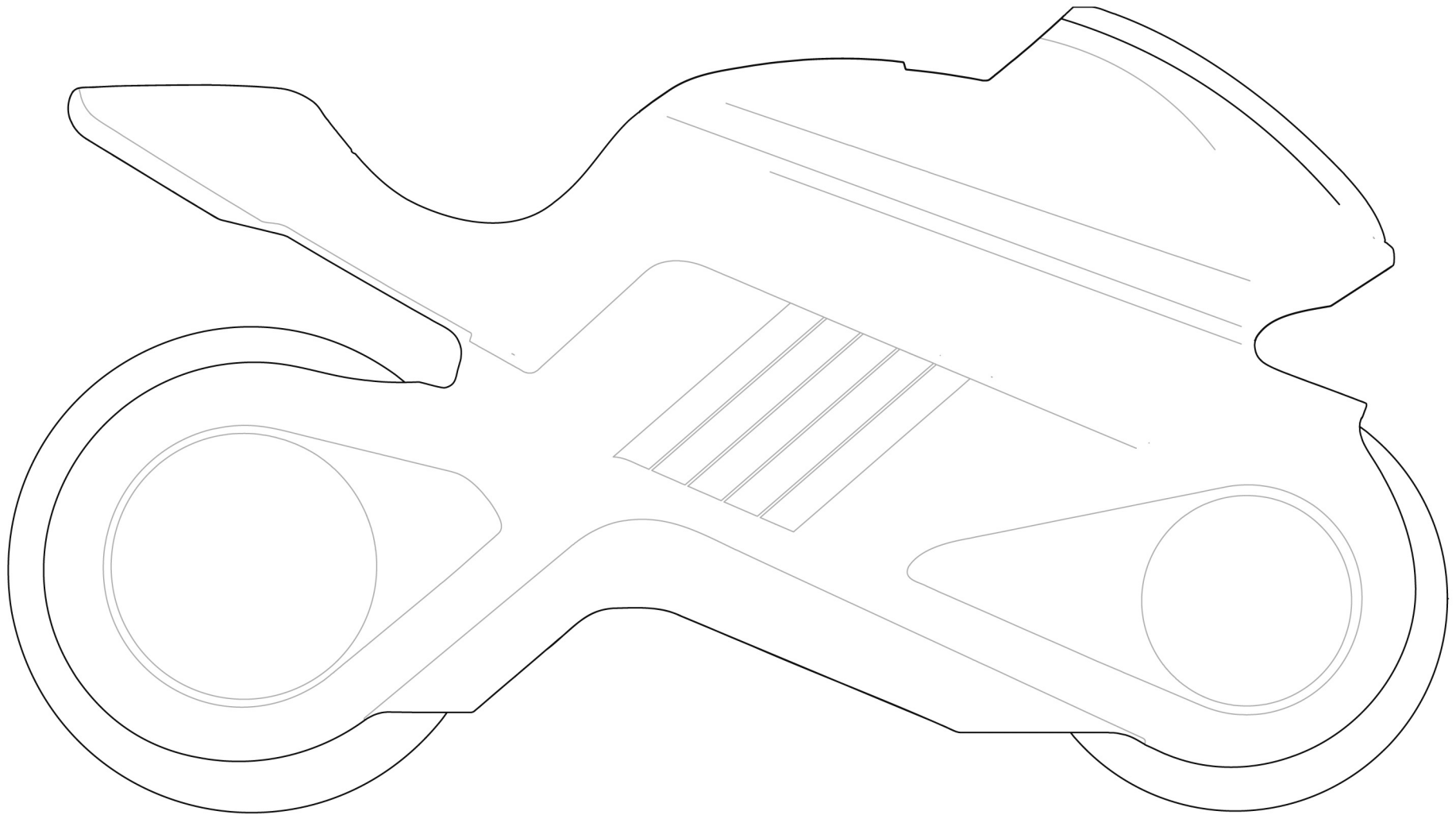
Attachment 2 - Application form



Autore

Data

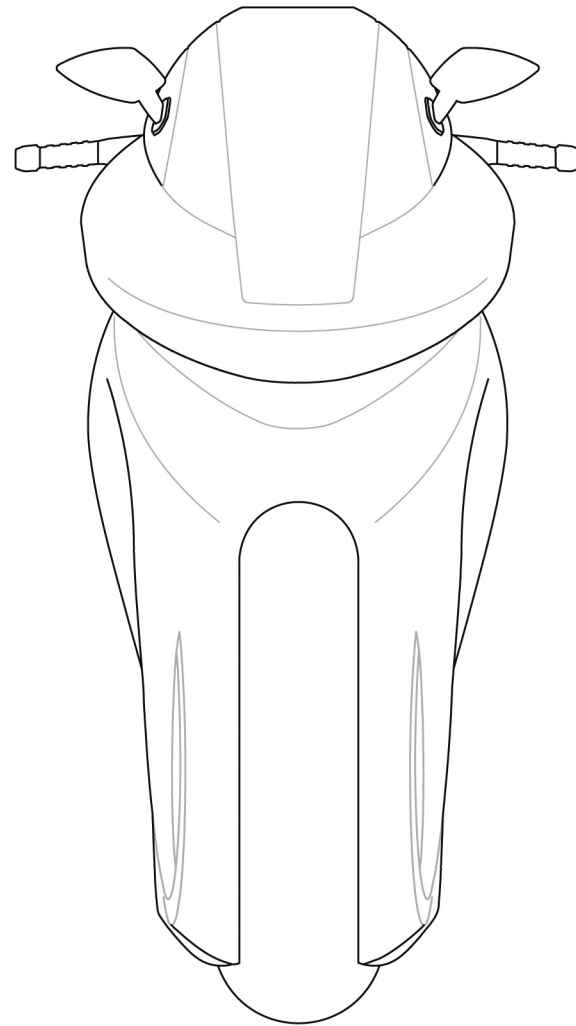
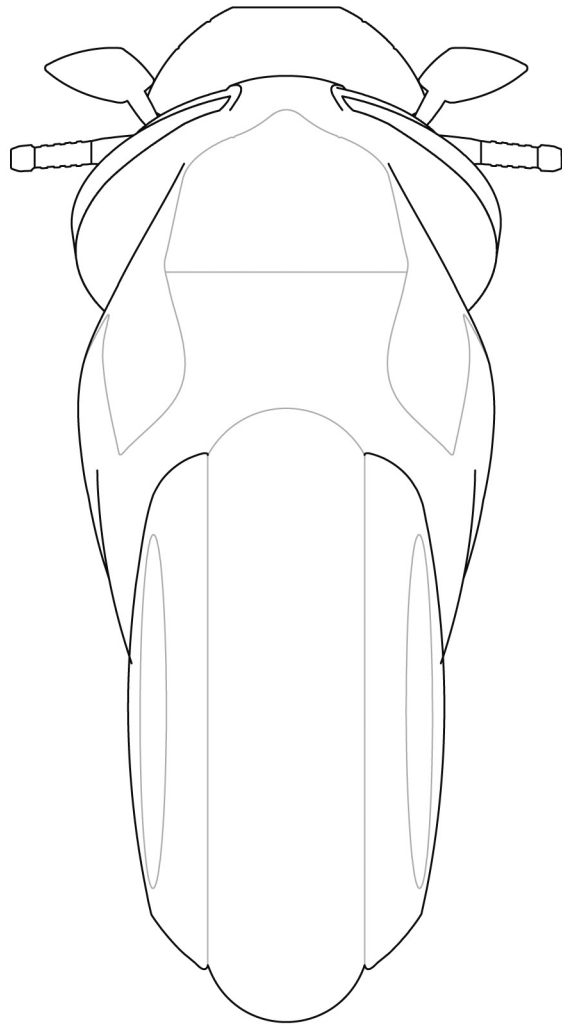
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APPLICATION FORM

AUTHOR/GROUP LEADER | |

AUTHOR PARTICIPATING IN THE GROUP | |

NAME AND SURNAME

DATE OF BIRTH

OCCUPATION

ADDRESS

TOWN

TELEPHONE

E-MAIL

Parent or responsible for the minor

NAME AND SURNAME

DATE OF BIRTH

ADDRESS

TOWN

TELEPHONE

E-MAIL

TERMS OF PARTICIPATION

It is requested permission to reproduce the work for the creation of a catalog and for any other occasion related to the promotion of the exhibition.

Date

Signature for acceptance

I agree to the processing of personal data L. 196/2003

Signature