

Official Rules

#SocialClip 2019





PREMISE

The "Università Cerca Lavoro" (UCL) Cultural and Social Advancement Association, has designed and promoted the artistic project "Tulipani di Seta Nera International Short Film Festival" (TSN) with the aim of bringing stories about diversity (disability, world of work, poverty, ethnicity, gender, opinions) to the attention of society, media and institutions through the immediacy of video clips. For twelve years, we have pursued the goal to create moments of social inclusion and opportunities to bring the features of each individual and the variety of contexts out, without ever seeing diversity as an object of pity. Our main purpose is to give prominence to the very heart of people diversity, highlighting their skills and hopes, by the big screen and all its resources, hoping that for everyone there will always be a way for true inclusion and integration.

1. EVENT VENUES AND DATES

The Festival will take place in May, at the "Cinema Quattro Fontane" (Via delle Quattro Fontane No. 23) and at the *Branaccio Theatre*, in Rome (Italy). The Promoters reserve the right to communicate later any modification of venues, programme and notices, which will be published on the official Festival website www.tulipanidisetanera.it.

The Promoters also reserve the right to change the dates of the Festival if necessary.

Contest deadline: the **video clips** must be submitted by April 5th 2019, except in case of extensions, which will be announced on the Festival website www.tulipanidisetanera.it.

2. PROJECTS AND REQUIRED DOCUMENTATION

The "Tulipani di Seta Nera International Short Film Festival" focuses on the theme of **diversity**. The event aims to promote the works of young filmmakers who could be film school students, graduates or directors, as long as authors are capable, by means of their work, not only to **"tell stories about diversity, but to value the core of diversity itself"**.

The Prize **#SocialClip** is dedicated to the video clips, as the main artistic means for a journey around the world of music and web.

Through musical video clips (by majors or independent producers), we want to emphasize how lyrics and music can tell stories of great social value as long as music is an universal instrument of communication. This award category, which wants to involve also the younger, allows and encourages the use of smartphones for filming, as they have now become the communication means of everyday life par excellence and they are also used for the creation of video clips by professional singers.

In order to be admitted to the Competition, the following documentation must be attached to each video clip: the **Release Form**, accompanied with a **valid identification document**, the **poster** in **jpg / tiff / jpeg image file format**, the **Technical Information** and a **photo of the work director** in **jpg / tiff / jpeg image file format**. Each video clip, with a **maximum duration of 4 minutes, including opening and closing credits**, must be sent **both with and without subtitles**.

The works which do not have subtitles do not respect the criteria listed above will be excluded a priori from the Competition.

3. HOW TO PARTICIPATE

The "Tulipani di Seta Nera International Short Film Festival" is open to everyone.

Only 3 works per author and/or director are accepted.

The pre-registration of the Entries must be completed filling out all required fields on the website www.tulipanidisetanera.it.

The Entries, with and without subtitles, must be accompanied by:

- 1) **Registration form and release form**, which you will receive by e-mail once the pre-registration has been completed;
- 2) **Poster** (A4 paper size) in jpg / tiff / jpeg image format;
- 3) **Photo of the director** of the work in jpg / tiff / jpeg image format
- 4) **The Technical Information** of the work, which will be sent to you by email, once the pre-registration has been completed;
- 5) **A valid ID** of the owner of the work.

Works from all over the world are accepted to the Contest and will be examined by the Artistic Committee during the selections.

The works must be equipped with subtitles in Italian language, the absence of subtitles will be a reason for exclusion from the competition.

4. SUBMISSIONS

No payment is necessary to enter the Contest.

The works, **with and without subtitles**, and the required documentation must be sent to the following email address: segreteria.tsn@gmail.com by using services such as WeTransfer, Google Drive, or via Vimeo link with the corresponding password.

Incomplete registrations imply the exclusion from the competition.

Contest deadline: the video clips must be sent by **April 5th 2019**.

Only works that respect the technical parameters guidelines in these regulations, and accompanied by the required documentation, as per art. 3, on pain of exclusion from the contest, are accepted. The material sent will not be returned and will become part of the historical archive of the TSN Festival.

The Winners will be announced on the website www.tulipanidisetanera.it.

- **FILE DETAILS**

File Format: Codec: Quicktime H264

Frame Size: 1920x1080

Minimal Bitrate: 25.000 kbps (approximately 18 minutes and 3.5 gb) and 25 fps

Audio: uncompressed

Titles and Subtitles must be inside the safe area; files must be named as follows:

Title_director.mov.

Please, send the files to the email address provided by Tulipani di Seta Nera.

N.B. the works must be sent both with and without subtitles.

5. JURIES AND PRIZES

A Jury of experts in the field of music will judge the works submitted. The Jury is composed of a president and two vice presidents. The winner will receive the **#SocialClip** Award.

6. JUDGING CRITERIA

The finalist works will be judged by the Jury, not only on the basis of their technical quality. The Judges will give a higher rating to the video clips that:

- Deal with the theme of diversity in a natural and original way;
- Foster awareness of diversity and above all value it, focusing on overcoming prejudices;
- Underline clichés and stereotypes in the collective imaginary;
- Enhance diversity as a resource;
- Maintain the right to be different, expressing it also with creativity and irony;
- Identify a pathway for integration and inclusion of the outcasts.

Contestants are required to specify in the Synopsis (filling on the corresponding field inside the Festival Participation Form) what kind of diversity and/or Categories' topic their work is about. The absence of the Synopsis and the required documentation will be reason for exclusion from the Contest.

7. PRIVACY POLICY

By registering their work to the competition, Contestants will allow to process their personal data, pursuant to Legislative Decree No. 196 / 2003 and as to per Art. 13 of the European Regulation 2016/679 - GDPR.

The participants authorize the Cultural Association "Università Cerca Lavoro" (UCL), founder of the Tulipani di Seta Nera Festival, or the Company chosen by said Association, to publish the images, photos and videos released during the Festival on its website, on catalogues, and/or other supports, and during public and private events, without compromising personal dignity and decorum. The participants also confirm that this Authorization does not infringe any contractual term and/or right of other representative Agencies, relieving the "Università Cerca Lavoro" Association, or the Company chosen by said Association, from any claim by third parties. The Contestants authorize the use of the image/s and music, which is to be considered as free of charge.

The participants, pursuant to Legislative Decree 196/2003 and Article 13 of the 2016/679 European Regulation - GDPR., declares to be fully informed about the purposes and methods of processing personal data and authorize to collect this material in the TSN Festival Archive.

All personal data and those protected by the privacy Law are and will be processed accordingly to principles of correctness, lawfulness and transparency, protecting your rights, for the purposes and with the methods described in the informative report of TULIPANI DI SETA NERA, available in the dedicated area of the website <http://www.tulipanidisetanera.it>.

The participants declare to hold the right of use and the exploitation right of the works registered to the Festival in accordance to the Law No. 633/1941.

The Promoters reserve the right to use all the material received and the works submitted to the Judges, for the purpose to promote the social message related to the festival. Consequently, they may be screened during promotional events or public events set by the UCL Association, or the Company chosen by said Association.

8. FESTIVAL ARCHIVE

Le The works sent for the pre-selection will not be returned, but will become part of the Archive of the TSN Festival. The U.C.L. Association, founder of the Festival, or the Company chosen by said Association, reserves the right to use this material only for the non-profit purpose to promote the message related to the Festival. By submitting an Entry, the author and/or the right holders of the work authorize its use for the screenings during the Festival and/or film exhibitions, for the sole purpose of promoting the event. They also authorize the use of part of the work submitted (up to 20%) for the promotion of the Festival also on television networks.

9. GENERAL PROVISIONS

Entering into the Festival implies full acceptance of the above Regulations.

All works of a racist, pornographic or defamatory nature and/or which violate the Law will be automatically rejected. Prizes will be awarded only in the presence of the winning director or his authorized substitute. The secretariat will not send any prizes. The decision of the Judges is unquestionable.

10. CONTROVERSIES

Entering into the Contest constitutes an acceptance of these Regulations. The Promoters reserve the right of final decisions on everything not specified in these Rules. The Court of Rome shall be the Court competent for the resolution of any controversies.



(Paola Tassone)

Author of the Tulipani di Seta Nera Festival
Vice President of UCL Association