

Official Rules

"#SocialClip"

2021



PREMISE

The "Università Cerca Lavoro" (UCL) Cultural and Social Advancement Association, has designed and promoted since 2007 the artistic project "Tulipani di Seta Nera" International Short Film Festival (TSN). The aim is to bring stories about diversity (disability, world of work, poverty, ethnicity, gender, opinions and sustainable development) to the attention of society, media and institutions through the immediacy of short films, documentaries and video clips. For fourteen years, we have pursued the goal to create moments of cultural growth, through the word of cinema, capable to interrogate the national and international community about the issues of integration and the enhancement of the peculiarities of each one, without ever seeing diversity as an object of pity. Our main purpose is to give prominence to the very heart of people's diversity, highlighting their skills and hopes, using the big screen to increase people's culture.

1. EVENT VENUES AND DATES

The Festival will take place in spring 2021, in Rome (Italy). The Promoters reserve the right to communicate later 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.

In particular, in compliance with the anti-Covid regulatory provisions, the event could be subject to changes and postponements of dates.

Contest deadline: the **video clips** must be submitted by **March 15th 2021**, 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 reflects on the themes of **diversity** and **fragility**. The event aims to promote the works of accomplished or budding 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 one kind of fragility, but to value the core of diversity, protecting people from violence and discrimination"**.

The **#SocialClip** Awards are 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 **Registration Form and the Release for use of audio-video material** (form provided by the administrative office), accompanied with a **valid identification document**, the **poster in jpg / tiff / jpeg image file format**, the **Technical Notes** (form provided by the administrative office), a **photo of the director in jpg / tiff / jpeg image file format** and a **photo of the singer/band/orchestra 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 Artistic Director may exceptionally allow a minimum exceeding of the 4 minutes at her discretion.**

The works which do not have subtitles and 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 Participants can pre-register their work, filling out all required fields of an Entry Form on the website www.tulipanidisetanera.it.

Please remember to follow the instructions and feel free to contact the festival office at (+39) 344.15.99.261, if necessary.

The Entries, both 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) **One poster** (A4 paper size) in jpg / tiff / jpeg image format;
- 3) **One picture of the director** of the work in jpg / tiff / jpeg image format
- 4) **One picture of the singer/band/orchestra** in jpg/tiff/jpeg image format
- 5) **The Technical notes** of the work, which will be sent to you by email, once the pre-registration has been completed;
- 6) **A valid ID document** of the owner of the work.

Please note that the singer have to be no more than 35 years old and that the video clip have to be made in 2018 or later.

Singer over 35 years old will be able to compete only for the:

- Best “#Over SocialClip” Award

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 Participants will receive the instruction about the registration materials by e-mail (iscrizione.tsn@gmail.com) a few days after the pre-registration.

The works, both **with and without subtitles**, and the required documentation must be sent by using services such as WeTransfer, Google Drive, or via Vimeo link with the corresponding password and download authorization.

Incomplete registrations imply the exclusion from the competition. It is important to respect the deadlines communicated by the administrative office for the submission of all the required documentation.

Contest deadline: the video clips must be sent by **March 15th 2021**.

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 AWARDS

A Jury of experts in the field of music will judge the works submitted. The Jury is composed of a president and a Committee. The winner will receive the following prizes:

“L’Università Cerca Lavoro”

University Student Association

Registered Office: **Via Campagnano, 60 00196 Rome**

Website: www.universitacercalavoro.org

- *Best #SocialClip*
- *Best Lyrics*
- *Best Direction*
- *Best Subject*
- *Best Over #SocialClip (only singer over 35 years old)*

The Promotes reserve the right to modify or eliminate the prizes, depending on the works submitted, and to establish additional prizes or special mentions.

ANMIL (National association of victims of workplace injuries) , **ASVIS** (Italian Alliance for Sustainable Development), **INAIL** (National Institute for work-related injury insurance), **ENIT** (Italian government tourist board) and **ENS** (Italian National Agency for the Deaf) will be able to established cash prizes or award plaques, which will be awarded to those works that will mirror the mission of said bodies. Additionally, the logo of the body in question will be applied on the poster and possibly on the other registration materials of the work selected by it.

6. JUDGING CRITERIA

In addition to evaluating the technical quality of the Entries, the Judges will give a positive assessment to the works that:

- Talk about the fragility of people victim of violence and discrimination;
- 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;
- Talk about the relationship between humanity and nature, with particular attention to the concept of sustainable development;
- Talk about the value of the legality and safety at work, debating delicate and actual topics such as irregular work, organized crime, illegal recruitment and jobsite safety.

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. SPECIAL CATEGORIES

"Tulipani di Seta Nera" International Short Film Festival also opens up to new areas of interest through the Special Categories:

- World-class *Tulipani* – Budding Talents

This Special Category collects and awards a prize to those works produced in the context of schools of all levels. The projects can be the result of the collaboration of students, teachers, directors and both professional and amateur technicians. This school projects have to be aimed at creating a video clip focused on social themes.

The TSN Festival aims to bring the attention of the audience to the value of the scholastic contribution not only in teaching notions, but also in raising students' awareness to social debate, to the culture of legality and inclusion.

The video clips must last **4 minutes or less**, including opening and closing credits. **The Artistic Director may exceptionally allow a minimum exceeding of the 4 minutes, at her sole discretion.**

- Endemic Solidarity

TSN Festival has designed this Special Category to collect works written and shot during the different stages of the health emergency endangered by Covid-19 pandemic.

The limitations, the social distancing and all the other measures against the spread of Covid-19 have not been able to impede people's creativity and solidarity. As proof of this, many works were born during the emergency; they are helping to document, represent and overcome this historical chapter.

Through this new Category, “Tulipani di Seta Nera” wishes to give space to this kind of works. The video clips must last **4 minutes or less**, including opening and closing credits. **The Artistic Director may exceptionally allow a minimum exceeding of the 4 minutes, at her sole discretion.**

The Evaluation Committee will give a good assessment to those works that will best describe all the unprecedented challenges that involved Italy and the whole world.

The Promoters reserve the right to establish the Awards dedicated to the Special Categories, depending on the works submitted, or to organize a meeting or a debate focused on the said topics.

8. MAIN THEMES AND THE 17 SUSTAINABLE DEVELOPMENT GOALS

From this year, Tulipani di Seta Nera will begin a new collaboration with **ASviS** (Italian Alliance for Sustainable Development). The video clips submitted will be divided by their main topics, in order to find a coherence between the works and the **17 Sustainable Development Goals** approved by the United Nations Member States according to the **2030 Agenda for Sustainable Development**.

The Participants will be able to choose the Main Theme of their work from a list, during the pre-registration. After that, they will be able to choose two or less Goals combined with the chosen Theme. We list the combinations below:

MAIN THEMES	17 SUSTAINABLE DEVELOPMENT GOALS
Immigration	10. Reducing Inequality; 8. Decent Work and Economic Growth; 16. Peace, Justice, and Strong Institutions
Bullying	4. Quality Education; 10. Reducing Inequality
Eating Disorder	3. Good Health and Well-being
Homophobia	10. Reducing Inequality
Disability	3. Good Health and Well-being; 10. Reducing Inequality
Gender Stereotype	4. Quality Education 5. Gender Equality; 8. Decent Work and Economic Growth; 10. Reducing Inequality
Environment	6. Clean Water and Sanitation; 7. Affordable and Clean Energy; 12. Responsible Consumption and Production; 13. Climate Action 14. Life Below Water; 15. Life on Land
Society and Technology	7. Affordable and Clean Energy; 9. Industry, Innovation and Infrastructure; 11. Sustainable Cities and Communities; 12. Responsible Consumption and Production
Racism	4. Quality Education; 10. Reducing Inequality; 16. Peace, Justice and Strong Institutions
Social Inequality	1. No Poverty; 2. Zero Hunger; 4. Quality Education; 8. Decent Work and Economic Growth

Historical memory	4. Quality Education; 10. Reducing Inequality; 16. Peace, Justice and Strong Institutions
Culture of legality	8. Decent Work and Economic Growth; 11. Sustainable Cities and Communities; 16. Peace, Justice and Strong Institutions; 17. Partnership for the Goals
Undeclared work (organized crime, illegal recruitment, etc...)	8. Decent Work and Economic Growth; 10. Reducing Inequality; 16. Peace, Justice and Strong Institutions

It is possible to choose **one Main Theme** and **no more than two Goals**. The Artistic Director reserves the right to create additional or different combinations after viewing the video clip. The Jury will give a positive assessment to those works that will **mirror the Theme** and that will be able to represent the issues with which it deals, in an original and coherent way.

In addition, those video clips that will be able to **inform the audience about the importance of the Goals** and to encourage their achievement, will be evaluated positively.

It is possible to indicate more Themes, writing them in the “note” field of the Entry Form.

Further information about the 17 Goals and target, are available at this link: <https://sdgs.un.org/goals>

9. 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.

10. FESTIVAL ARCHIVE

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.

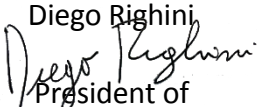
11. GENERAL PROVISIONS

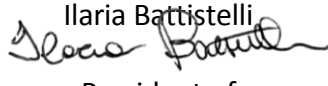
Entering into the Festival implies full acceptance of the above Regulations.

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 official representative. The secretariat will not send any prize. The decision of the Judges is unquestionable.

12. 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.

Diego Bighini

President of
Festival Tulipani di Seta Nera

Ilaria Battistelli

President of
“L’Università Cerca Lavoro”
Association

Grazia di Michele

Artistic Director
#SocialClip