

International Festival of VideoTales for the Promotion of the Territory FIRST EDITION

Cittadellarte-Fondazione Pistoletto, in collaboration with the Agenzia di Accoglienza e Promozione Turistica Locale di Biella (Local Tourism Agency of Reception and Promotion of Biella), the Agenzia di Promozione Turistica Regionale (Regional Agency of the Promotion of Tourism), the Turin Cinema Museum and with the contribution of the Piedmont Region is organizing the first edition of the International Festival of VideoTales for the Promotion of the Territory that will take place in Biella on **September 11th and 12th 2008**.

The aim is to activate a circuit for the production and distribution of artworks that tell and promote a territory presenting it through video-narration of life-stories and personal experiences. To describe, enhance or interpret an aspect of the rapport with ones own territory presenting it through video, is a new and engaging way to stimulate and increase the supply of experience based tourism, that is ever more replacing destination tourism.

Coherent with the Cittadellarte mission, *to inspire and produce responsible change in society through ideas and creative projects*, the videoTales for the promotion of the territory opens up a channel of interaction with the articulated socio-economic reality of a specific territory, to artistic creativity.

Art engages with the landscape, the history and the stories of the inhabitants, implicating itself directly into the research of possible lines of glocal cultural development.

OPEN CALL FOR COMPETITION

Object of the call

The object of the call is the conception and realisation of short movies having as a theme, independent from the narrative language, a specific aspect of a territory told through a life story and having as an objective, the promotion of tourism and culture of the territory itself.

As an example, two videoTales of territorial promotion are downloadable from the website **festivaldelvideoracconto/cittadellarte.it**, along with the call and the application form. The two videos have been made in Biella by Aziz Ceho and Michele Fontana, who participated in the 2005 *UNIDEE – University of Ideas*, the International Summer Programme of Residence by Cittadellarte.

Those eligible

Young Italian and international video maker, without age limit.

Requirements

The videos should respond to the theme of the call's object, and can have been previously presented in other Italian or foreign events. There is no limitation on the date of production itself.

Each applicant can participate with one work only.

Required format is DVD PAL.

It should last no longer than 15 minutes.

All videos in foreign languages, including English, should be subtitled in English or Italian.

Video animation is also eligible.

Deadline

The works should arrive no later than **11:59 pm 30th June 2008** along with a CV and application form downloadable on the web site, filled out in Italian or English and signed by the author, sent to the following address:

**Festival del VideoRacconto di Promozione Territoriale
Cittadellarte-Fondazione Pistoletto
Via Serralunga 27
13900 Biella Italia**

The organisation assures the greatest care in the handling of the submitted works, however it does not assume any responsibility for the possible damage that may incur during transportation and their stay at the home of the Festival.

Selection

Participation at the Festival is free; the participants cover only the costs of posting the works.

The submitted works will be viewed by a relevant committee, that during **July 2008** will preselect the 10 videos that will be placed into competition.

If selected, the authors will be contacted by email by **20th July 2008**. No communication by that date means no admission.

Within 7 days of the communication of admission, the authors should confirm their participation and send two stills taken from the work (300 dpi jpeg) by email, along with a list of dialogue in English for the foreign works (in Italian for the Italian works).

All the works submitted for selection will not be returned and instead will make up the video archive of the Festival.

The organisation will not use the works for any commercial purpose.

The author of authors, authorise the use of their works only for promotional, cultural and educational purposes, and for all those initiatives connected to the Festival of VideoTales for the Promotion of the Territory 2008, even after the event itself.

Jury and prizes

A qualified jury, made up of seven members whose names will be announced on the web site **festivaldelvideoracconto.cittadellarte.it** will choose the three best videos and will award an amount of money to the winners, to be used for the production of a new video of territorial promotion dedicated to one province of Piedmont. This video is to be made after a period of residence in the territory. Part of the money will cover living expenses; the rest will cover travel and all costs of the new video production. The video should be made within one year and will be presented at the following edition of the Festival of VideoTales programmed for 2009.

The three videos made by the winning video makers of each Festival, could be distributed and used by the Local Tourism Agencies of Promotion of Piedmont and subsequently also by other Italian regions, in order to introduce innovative and original forms of a territories own promotion.

A prize will also be awarded to the best video responding to the requirements and completely realised using free software.

The Festival

The first edition of International Festival of VideoTales for the Promotion of the Territory will take place in Biella, at Cittadellarte Fondazione Pistoletto on **September 11th and 12th 2008**.

The festival dates, as well as projecting and exhibiting, will also include two afternoons of round tables with local and institutional experts, followed by an aperitivo and dj-set.

The selected works will be projected and viewed by a jury during the two evenings of the festival. The projection will be followed by discussions music and readings.

For the duration of the Festival, a video station will be available to view all the nonselected works.

The detailed and definitive programme of the event will be published on the Festival's website.

Hospitality

The Festival's organisation will cover travel expenses and board and lodging of the authors of the works participating in the Festival (one person per video) on September 11th and 12th.

General Rules

With their participation in the competition, the owners of the rights of the works selected authorise for the promotion of the Festival, the use of parts of the works, and the projection of the entire work for cultural and promotional purposes of the Festival, without any commercial intent. The owners of the rights will be considered responsible for the contents of the works and for the use of music protected by copyright.

Participation in the competition implies the acceptance of these rules.