



**ART&CAVALLO**

EQUESTRIAN CONTEMPORARY ART

**KAP**<sup>®</sup>

ITALIA

# REGULATION 2021

**Fieracavalli**

a Verona dal 1898



Il cavallo come  
opera d'arte

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## 2021 REGULATION - ART&CAVALLO PRIZE

### Premises

The application for the Art&Cavallo prize implies acceptance of all the articles in these regulations without reservation.

#### ART. 1. PURPOSE OF ART&CAVALLO

1. Veronafiere S.p.A. on the occasion of the 123rd edition of **Fieracavalli 2021** is organising the third edition of Art&Cavallo, a contemporary art exhibition on equestrian themes aimed at enhancing the figure of the horse and promoting a more ethical relationship with this splendid animal, which has always been the object of artistic inspiration for human beings.
2. **Art&Cavallo** presents itself as an art competition in accordance with art. 6 paragraph 1 of the d.P.R. n.430/2001.
3. The exhibition will take place in Hall 2, during the two weekends of the Exhibition: **from 4th to 7th November and from 12th to 14th November 2021.**
4. The exhibition is purely for show and not for commercial purposes.
5. For commercial matters please refer to article 15 of these regulations.

#### ART. 2. SECTIONS AND PARTICIPATION CRITERIA

1. The competition is open to all contemporary artists of all nationalities, without age limits, according to the criteria laid down in the individual sections.
2. The applicant must ensure that the works submitted for the competition comply with all applicable health and safety standards and regulations. You agree to indemnify Veronafiere for any costs, damages, losses or potential expenses that may result or arise from a breach of such standards and regulations.
3. Art&Cavallo is divided into **3 sections: painting, sculpture, photography.** Each artist may participate in more than one section.



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4. The theme is clearly the horse, and its ethical-emotional enhancement.

5. It is possible to enter a **maximum of 3 works** in the same section.

6. **The maximum value of each work is 3,000 euros.**

### ART.3. ACCEPTED TECHNIQUES

1. **Painting:** works made in full stylistic and technical freedom (oil, tempera, acrylic, ink, vinyl, watercolour, graphite, pencil, collage, various types of print, etc.) and on any support (canvas, paper, wood, plastic, iron, etc.). The maximum size allowed is 200 cm per side.

2. **Sculpture:** works created in any material, the maximum measurements permitted are: base 200 cm, depth 200 cm, height 200 cm, with notification of weight.

3. **Photography:** Photographs reproduced on any medium (canvas, paper, wood, plastic, iron, etc.). The maximum size allowed is 200 cm per side. Digital re-editions of photographs and digital illustrations are acceptable.

### ART. 4. ART PROJECTS - OUT OF COMPETITION CATEGORY

1. The 2021 edition also envisages the possibility of submitting a proposal for an artistic installation **without a numerical limit of works to set up a space of about 30 square metres** outside the competition.

2. Participation in this category is not included in the awarding of prizes but includes the publication of an article dedicated to the project in the magazine Cavalli&Cavalieri.

3. A maximum of 3 projects will be selected.

4. It is possible to apply for the "art projects" section even if you participate in other sections.

5. Selection for this category is subject to the submission of a project and conceptual presentation, to be uploaded in pdf format via the application form.



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6. The selection of the installation will be based on the relevance to the theme of the exhibition, the ethical content of the works and the feasibility of the project will be coordinated, supervised and agreed upon directly by the arch. Crestani.

#### ART. 5. TIMING AND MODALITIES OF PARTICIPATION

1. Participation in the third edition of Art&Cavallo is **free of charge**.
2. Artists may send their application from **15 JULY 2021 to 15 SEPTEMBER 2021** by filling in the online form on the Fieracavalli website at the following link: <https://fieracavalli.it/en/news-en/artcavallo-2021/>
3. It is permanently forbidden to submit an application to anyone who has provided false information, or who is not the author of the works submitted, or who has made offensive comments towards other candidates, Fieracavalli, the jury or who has shown a disrespectful attitude in general.

**ATTENTION: Entries containing material of a highly obscene, violent or defamatory nature or which may offend the viewer's sensibilities, as well as material not related to the equestrian theme will be rejected.**

#### ART. 6. JURY

1. In order to guarantee the most complete impartiality and heterogeneity of criteria in the selection of candidate artists, applications will be assessed by a Jury Committee composed of:

-Professionals connected to the equestrian world both as a discipline and as a brand in the sector: in order to guarantee parameters for interpreting the ethical interpretation of the relationship between art and the horse

-Professionalism linked to the contemporary art sphere: in order to establish objective criteria based on quality and contemporaneity and the curricular assessment of the various international and national artists.

-Professionalities linked to the sphere of assisted therapies: in order to maintain over time and support at a technical level the choice of Art&Cavallo to configure itself as an ethical exhibition and to support the workshops that see a close interaction between Art and Horse Therapies.



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2. The official list of 2021 judges will be published on the Fieracavalli website and social channels by **10.09.2021**.

3. The members of the Jury will be appointed by the organisers.

#### **ART. 7. SELECTION PROCEDURE**

The works will be assessed by the Jury taking into consideration the characteristics of contemporary art and according to qualitative criteria, research and technical and interpretative capacity of the ethical theme.

1. The Jury will make the first selection, identifying a **maximum number of 20 artists** who will be admitted to the second selection during the Collective Exhibition.

2. The results of the selections will be announced on Fieracavalli website and social channels on **27th September 2021**.

3. The winning artists will be announced on **6th November 2021** during the Exhibition.

4. The decisions of the Jury of the Art&Cavallo exhibition are final and unquestionable.



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## ART. 8. ART&CAVALLO AWARDS

1. For the ethical and cultural promotion of the project, the Art&Cavallo prizes are donated by the company **Kep Italia**, which supports the initiative.
2. Pursuant to art.6 paragraph 1 of the d.P.R. n.430/2001 the prize to the author of the chosen work has the character of a payment for services rendered or represents the recognition of personal merit or an encouragement in the interest of the community.
3. The prizes are listed below:

**PAINTING: €1,000\*** (the work will remain the property of the artist)

**SCULPTURE: 1,000 €\*** (the work will remain the property of the artist)

**PHOTOGRAPHY: 1,000 €\*** (the work will remain the property of the artist)

**KEP ITALIA PRIZE 3.000 €\*** attention the work will remain the property of the promoting company, and the original or a reproduction will be exhibited in the context of the next edition together with the collector's helmet that will faithfully reproduce the work itself.

*\* FIGURE GROSS OF ANY WITHHOLDING TAX*

## ART. 9. VISIBILITY OF WINNERS AND FINALISTS

1. All finalist artists will be published on the Fieracavalli website in the Art&Cavallo section.
2. All finalist artists will be published in a collective article in the trade magazine Cavalli&Cavalieri.
3. The winning artists will be published in the magazine Cavalli&Cavalieri with an exclusive interview.
4. **CERTIFICATES OF PARTICIPATION:** Art&Cavallo will issue the winning artists and all the finalists with a certificate of artistic merit indicating the year of participation. The purpose of the certificate is to offer official recognition by the Exhibition for those participating artists whose artistic merit and talent have particularly emerged.



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#### **ART. 10. ANY SPECIAL PARTNERSHIP AWARDS**

1. Any special prizes and partnerships will be announced on the Fieracavalli website and social channels in the run-up to the Event.

#### **ART. 11. EXHIBITION OF SELECTED ARTISTS**

1. The selected artists will participate in the collective exhibition to be held in Verona at:

**Veronafiere - Hall 2, from 4 to 7 November and from 12 to 14 November 2021, information on the eventual opening Vernissage will follow.**

2. Each selected artist will be entitled to no. 2 admission tickets to the Exhibition.

#### **ART. 12. SETTING UP AND DISMANTLING AND SHIPPING METHODS**

1. Transport costs (round trip), insurance of the works, if any, and further services not included in this entry will be borne and paid for by the individual artists.

2. The setting up and organisation of the exhibition shall be the responsibility of Architect Federica Crestani with the collaboration of Tatiana Kazadaeva and the organisation of Fieracavalli, which reserve the right to review the number of works by each selected artist on the basis of the functional and qualitative requirements of the exhibition itself.

3. Set-up (delivery of works) will take place on **3 November 2021 from 9.00 a.m. to 5.00 p.m.** under the supervision of Arch. Crestani and by Veronafiere personnel. The works will be dismantled at the end of the event on **14 November 2021.**

4. All relevant operating procedures, including any shipping methods for artists unable to be physically present, will be promptly communicated by the organisation by e-mail.



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#### ART. 13. CANCELLATION OF THE EXHIBITION DUE TO FORCE MAJEURE

1. In the event of cancellation due to force majeure, Art&Cavallo will be organised in the form of a **Virtual Exhibition**, in order to guarantee visibility on the Fieracavalli website and social networks for all selected artists, the online gallery will consist of the photographic material enclosed during registration.

#### ART.14. LIABILITY

1. Veronafiore and Fieracavalli, while guaranteeing maximum care and custody of the works received inasmuch as the hall will be manned by special personnel during the day and night, decline all responsibility for any theft, fire or damage of any kind to works or persons that may occur during all stages of the event. Any request for insurance must be signed by the artist himself.

2. Following the selection process, each artist will be asked by the organisation to sign a release of liability to be uploaded on the online form.

3. Veronafiore and Fieracavalli reserve the right to make changes to this document should they deem it necessary for organisational and/or other reasons.

#### ART. 15. COMMERCIALISATION OF WORKS

If artists are interested in participating with a personal stand for the sale of their works, close to the ART&CAVALLO Exhibition, they are requested to make the relative request on the Fieracavalli website at [www.fieracavalli.it/it/prequalifica-espositori](http://www.fieracavalli.it/it/prequalifica-espositori)- Fieracavalli with the specification sector "**equestrian art - gifts and fancy goods**" and contact directly the **Sales Manager Luca Perini, Tel. 0458298255, [perini@veronafiore.it](mailto:perini@veronafiore.it)**.

#### ART.16. CONSENT AND ACCEPTANCE

1. Application for Art&Cavallo implies acceptance of all the articles in these regulations without reservation.

2. Each artist shall retain the rights to the images and works submitted but shall cede to Veronafiore and Fieracavalli, without any consideration whatsoever, the rights of reproduction, exhibition, publication, translation and communication to the public, by any means whatsoever and without exclusion, for their works and texts participating in the selection. Per ulteriori informazioni si prega di scrivere direttamente a [artcavallo@fieracavalli.com](mailto:artcavallo@fieracavalli.com)