

# Terms

## Terms & Conditions

Familydom, Visible White Photography Prize 2015, 4th edition.

New deadline for entries is 16 March 2015 (replaces "Deadline for entries 28 February 2015").

On 14 January 2015 a new prize was added to these terms, called the Best Single Work Prize which awards 1,000 €.

These terms & conditions were published on 3 October 2014.

### Art. 1 – Theme

All photographic works and projects must relate to the theme proposed by the curators of Familydom, Francesca Fabiani and Paul di Felice:

“Since Edward Steichen’s exhibition *The Family of Man* in 1955, the notion of ‘family’ has changed radically. The images Steichen chose carried the values of a closed and human rural community, far away from today’s globalized ethic and aesthetic visions. In the 1980s and 1990s the humanist idea of the family was being replaced by a varied and fragmented conception of representing the world through many postmodern exhibitions. The advent of digital technology, the placing on the market of easy-to-use devices such as smartphones and tablets, combined with the proliferation of social networks, have literally transformed ways of communication, experience of reality, self-representation and representation of individuals and communities.

The home environment and the ‘family’ are not exempt from these changes, rather, in virtue of the change in their social significance, they have assimilated these new ways of communicating and of generating new iconography. In the context of post-human society, of genetic manipulation and cyber-culture, many photographs today question the status of the body, of the individual and the group, by reinterpreting the different genres and human themes in an experimental photographic manner.

In the light of these revolutions, the proposed theme ‘Familydom’ after last year’s more ‘self’-oriented ‘You See Me’, aims to investigate the ‘social’ impact of photography and the crucial role it assumes in the ‘certification’ of identity and understanding (or compromise?) of the real in relation to virtual, fictional and imaginary family issues.”

### Art. 2 – Works & Projects

Works and Projects can be in digital or analogue photography, or computer graphic modelling, software art, presented in a 2D format, digital manipulations, polaroids, mobile phone photographs or images taken with any other photographic devices. There are no limits to the size of works submitted. Images submitted to the prize are uploaded online in JPG or PNG formats from applicants’ personal accounts in Celeste Network. We advise you submit images at least 2,500 pixels on the longest side. Before publishing your work, you can approve or not viewing in high resolution. It is possible to include up to 10 images in a project submitted to Familydom. Projects with less than 10 images are still valid for the prize and will be considered on a par with other projects for selection and prizes.

### Art. 3 – Eligibility

The prize is international, open to all photographers and artists using photography, regardless of age, sex, experience, occupation or geographic location. It is possible to participate as an individual or as a group. Photographic images included in projects must have been taken within the last 10 years, and can or cannot have been exhibited before or presented in other prizes.

### Art. 4 - Prizes

Total of 5,000 € Prizes\*

2,500 € for the Best Project

1,500 € for the Runner-up Project

1,000 € for the Best Single Work

In addition, a workshop or course at Fondazione Studio Marangoni, Florence, Italy, will be offered free to a photographer who enters Familydom.

### Art. 5 - Deadline

Extended deadline to 16 March 2015, midnight Italian time (replaces, 28 February 2015). To submit your work or project, it is necessary to pay the entry fee no later than the deadline hour. Applicants who have paid entry fee before the deadline, can if they haven’t already done so, upload their projects in the following 7 days.

### Art. 6 – Jury & Selections

By 30 March 2015, 10 finalist projects and 5 single works will be selected by the jury and announced online.

Finalist selections will be conducted by the Jury which includes:

Peggy Sue Amison, Artistic Director East-Wing, Dubai

Christian Gattinoni, Professor at Ecole Nationale Supérieure de la Photographie, Arles

Elisa Medde, Managing Editor Foam Magazine, Amsterdam

Award winners will be decided by Francesca Fabiani, head of photography collections department at Architettura\_MAXXI, Rome, and Paul di Felice, senior lecturer at the University of Luxembourg.

### Art. 7 - Exhibition & Winners

The two winning Projects and the winning Work will be chosen by the curators Francesca Fabiani and Paul di Felice and announced on 15 May during the opening of the exhibition. The final exhibition will be held at the FSM Gallery in Florence, Italy, from 15 May to 6 June 2015 (date has been changed, previously: to 12 June). The exhibition of the finalist projects and works will take into account the space available at the exhibition and the spatial characteristics of each project.

## **Art. 8 – Entry & Fees**

It's quicker and cheaper to pay online from your account in Celeste, but you can choose to make a bank transfer.

There are two ways to pay entry fees and enter your project:

### **1. Online with credit card**

You do this from your personal account in Celeste Network. If you don't have an account Sign-up from the link top-right in the website's header bar. If you already have an account, login, in the graphics box 'Familydom' at the centre of your admin homepage click on 'Enter a Project' and use your credit card on PayPal. Activation is immediate, you can proceed to upload images, statement, description of your project and publish by confirming. The first image you upload is the image which will represent your project in Celeste and will be seen in a larger format than the following 9 images. You can add a different title to every work in your project.

### **2. By electronic bank transfer**

Upload your project directly from your account in Celeste. If you choose this method you will have to wait about two working days after payment to begin upload. Make payment to: Celeste Network - Banco Posta - IBAN: IT74 W076 0114 2000 0000 5409 079 - BIC / Swift: BPPIITRRXXX - Send your entry fee in € Euro currency, net, without transfer fees or commissions payable by Celeste on receipt. For bank transfers coming from outside-Europe you must add 10 € Euro to the entry fee. It takes two working days for payment confirmation, activation in your account and therefore possibility for you to begin upload. Once your account has been activated by Celeste staff, login, in the graphics box 'Familydom' at the centre of your admin homepage click on 'Upload Project', and proceed to upload images, statement and description of your project and publish by confirming. The first image you upload is the image which will represent your project in Celeste and will be seen in a larger format than the following 9 images. You can add a different title to every work in your project.

### **3. Western Union**

Send to: Name: Steven; Surname: Music; Address: San Gimignano (Siena); Country: Italy.

Ensure that we receive your entire, entry fee amount in Euro €, net of any transfer charges. If we have to pay transfer charges your application process will be halted. Please include in the description which accompanies your payment the following: 'Entry fee payment for Visible White Photo Prize 2015 by ..(artist's name, surname and country from where the money is being sent)'. Send confirmation email to [info@celesteprize.com](mailto:info@celesteprize.com) with the transaction code. As soon as we receive your entry fee we shall activate in your account in Celeste the possibility to upload your prize work.

## **Entry fees**

- Online: Single Work 20 €, Project 70 € (includes upload of up to 10 single images of your project), for additional single works 15 €, for additional projects 60 €.

- By mail, in which all materials, including text and images of your project are uploaded in your page by Celeste staff, 70 €/single work, 110 €/project. Send to: Celeste Network, Via Sangallo 23, 53036 Poggibonsi (Siena), Italy.

Entry fees are not refundable.

## **Art. 9 - Production & Transport**

Photographers selected and invited to exhibit their work in the FSM Gallery, Florence, Italy, will be responsible for the costs of production of their work, transport and insurance to and from Florence, as well as any personal travel and accommodation expenses.

## **Art. 10 - Catalogue**

A catalogue will be published which includes presentation of the finalist projects, images and texts by finalist photographers, as well as critical introductions by Familydom's curators Francesca Fabiani and Paul di Felice.

## **Art. 11 - Rights**

Every photographer, artist or person submitting images to Familydom retains copyright of the works, images and texts he or she uploads, but gives Celeste Network the authority to use indefinitely the same above mentioned visual and textual materials for communication and promotion purposes only; to create the catalogue or other promotional material, and to use in Celeste's websites. Artists who submit works to Familydom declare and accept that they are the authors of the images they upload and possess all rights to use these images in the competition and onsite in Celeste Network. Photographers, artists or persons uploading work guarantee that they have received permission and authorization, as required by law, from persons represented in their photographic works, or from their legal representatives. Celeste Network as organizer is not and cannot be held responsible for any dispute among photographers, artists, other persons or third parties who might claim author's rights over images of a work submitted Familydom.

• Celeste Network has by Italian law to hand over to the Italian state 25% of prize money for tax purposes. This sum will be withheld by the organizer from each prize winner.