

ANNOUNCEMENT OF COMPETITION

UMBERTO CESARI ART CONTEST 3rd ed.

1. INTRODUCTION

MOMA is a wine produced by Umberto Cesari and dedicated to the world of art. In choosing the name MOMA, acronym of My Own Masterpiece, the company wanted to play with the double meaning of the word masterpiece: the wine and the painting on the label.

The project originated with MOMA Red in 2005; in 2007, MOMA White was added, in 2010 MOMA Rosè and, in 2012, the collection was enriched with a new component: MOMA Spumante.

An integral part of the MOMA project is the desire to promote emerging artists and new talent. The UMBERTO CESARI ART CONTEST originated from this desire and has now reached its 3rd edition.

2. THEME OF THE CONTEST

Umberto Cesari (trade name Cesari Srl) organises a contest for the realisation of a visual artwork which, best expressing the identity of the MOMA line of wines, has the objective of replacing the work *Futurwine* of Donatella Carollo, winner of the 2nd edition of the UMBERTO CESARI ART CONTEST, and thereby becoming the subject of the new bottles of the Bolognese company. The definitive decision of replacing the artwork currently present on the MOMA bottles will be exclusively up to the company Umberto Cesari.

3. GUIDELINES FOR REALISING THE ARTWORK

The actual size of the artwork must be the same as the space on the label dedicated to the painting (width 50.8 mm by height 87.8 mm); in fact, it is not foreseen that the label will undergo any change in form. The artwork can be of pictorial or graphic cut, without the necessity of indicating the name of the wine (indicated on another part of the label). The packaging of the MOMA bottles will undergo slight restyling; the rendering of the new packaging can be downloaded from the following websites www.umbertocesariartcontest.it / www.umbertocesariartcontest.com. The participants must consider this new packaging as a reference for the creation of the artwork they intend to submit to the contest. Proposing a colour for the foil sleeve of the MOMA Red bottle is also requested, in line with the artwork presented, for the area not taken up by the band with the MOMA logo (see the rendering for greater clarity).

4. PARTICIPATION

The contest is open exclusively to natural persons. At the moment of enrolment, each participant must furnish their fiscal code for the necessary tax compliance. Foreigners who do not have a fiscal



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code must, instead, furnish the other data necessary for tax compliance. The contest is open to everyone without limit of age, gender or nationality; if the participant is not of legal age, the enrolment forms for the contest, the transfer of rights and the authorisation required by the legislation regarding privacy must be signed by both parents exercising parental authority. Employees and collaborators of the promoting companies are excluded from participation in the Contest.

5. ENROLMENT AND MATERIAL REQUIRED

Enrolment will be open from Thursday 24 January 2019 at 1 pm (Italian time) to 11 March 2019 at 1 pm (Italian time). The artist must enrol in the contest exclusively through the sites www.umbertocesariartcontest.it / www.umbertocesariartcontest.com. The artist must complete and sign the application form attached to this announcement, accompanied by authorisation to use their personal data and the transfer of rights regarding the artwork to Cesari Srl if this person wins the contest, and upload it to the website responsible for the registration together with the artwork in digital format.

Projects presented after the date and hour of the deadline of the contest will not be considered valid. Projects which do not respect the indications contained in the present contest will not be accepted.

Participation in the Umberto Cesari Art Contest stipulates that the visual artwork developed is accompanied by a title and a brief but exhaustive description/explanation of it (max 15 lines) and that it is uploaded in digital format in the appropriate section of the enrolment form for the contest. Characteristics of the file to be uploaded to the website at the moment of enrolment: pdf or jpg format, 300dpi, natural size (width 50.8 mm by height 87.8 mm). Furthermore, at the moment of enrolment, the participant must upload the rendering of the bottle of MOMA Red with the label and the foil sleeve they propose to the website. The rendering must be realised starting with the file furnished by the promoter of the Contest which can be downloaded from the website www.umbertocesariartcontest.it / www.umbertocesariartcontest.com in the appropriate section.

Artwork containing elements which – even if only in part- are in violation of the law or breach the rights, also of third parties, or offend the common sense of decency, people, morals, religious sentiments, the State and public institutions as well as artwork which, directly or indirectly, pertains to current politics or which is determined to be in violation of legal provisions will be excluded.

Moreover, uploading a photo of the student and a short biography to the predisposed spaces of the website is required.

6. PHASES OF THE CONTEST AND SELECTION CRITERIA

First phase

The artworks presented will be examined by an internal jury which will select 6 finalists on the basis of the following criteria:

- the artwork reflects the link between art and wine on the basis of the positioning of this wine
- the artwork points out the link between Umberto Cesari and MOMA
- the artwork is adapted to the structure of the MOMA label.

The decision of the jury is final and cannot be overturned or appealed.

Second phase

The result of the first selection phase will be announced on the www.umbertocesariartcontest.it / www.umbertocesariartcontest.com websites. Furthermore, the 6 finalists will be presented to the press by means of a press release published in the local newspapers and those of the sector and/or



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by a press conference; from that moment, it will be possible for the public to vote for their preferred artwork on the www.umbertocesariartcontest.it / www.umbertocesariartcontest.com websites and, in this way, proclaim the final winner of the Umberto Cesari Art Contest.

7. PRIZE

The winner of the contest will be given a monetary prize of 5000€.

8. CALENDAR

17 January 2019: Announcement of the contest

24 January 2019: Opening of enrolment

11 March 2019: Enrolment deadline and selection of the 6 finalists

18 March 2019: Presentation of the 6 finalists and opening of the online voting at the www.umbertocesariartcontest.it / www.umbertocesariartcontest.com websites

3 April 2019: Closing of online voting

7 April 2019: Presentation of the winning artwork of the UMBERTO CESARI ART CONTEST at Vinitaly 2019

9. SUPPLEMENTARY DOCUMENTS

By means of the www.umbertocesariartcontest.it / www.umbertocesariartcontest.com websites, it will be possible to download 4 detailed descriptive files relative to the various aspects of MOMA wine and the rendering of the new packaging of the MOMA bottle, the object of the present contest. Compliance with the aesthetic criteria and the content is essential.

10. WINNING PROJECT

The results of the contest will be announced on the website of the Umberto Cesari Art Contest and the winning artwork will be presented to the press by means of a press release published in the local newspapers and those of the sector. Moreover, the winning project will be presented at Vinitaly 2019. The author of the winning project will be invited by Umberto Cesari to participate in the award ceremony.

11. COPYRIGHT

By compiling the attached form, the participant declares to be the sole author and the exclusive proprietor of the artwork presented in the Contest, and that the artwork itself is original and exclusively the result of their creative activity, therefore absolving Cesari Srl from any eventual responsibility towards third parties for plagiarism and/or imitation and/or claim of ownership. Pursuant to and by the effect of law no. 633/1941, the law regarding copyright, the winner undertakes to surrender all rights of economic utilisation of their artwork to Cesari Srl, no one excluded, and except for the moral rights. The Author will not be able to publish, reproduce, diffuse or distribute, or have published, reproduced, diffused or distributed either on their own or in collaboration with others, neither anonymously nor using a pseudonym any other artwork which, by



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its nature, can be in direct competition with the object of the present transfer without the authorisation of Cesari Srl. Compensation will be constituted exclusively by what is offered in the contest and, in particular, by the monetary prize offered by Cesari Srl. The winner of the contest renounces any additional economic request.

12. JURISDICTION AND APPLICABLE LAWS

The present contest is subject to Italian jurisdiction and, by mutual will of the parties, will be completely subject to Italian law.

The Umberto Cesari Art Contest 2nd Ed. is not subject to application of D.P.R. 26 October 2001, no.430 regarding the "Regulation concerning the organic revision of the discipline of competitions and prize competitions as well as local manifestations of L. 27 December 1997, no.449" according to article 6, paragraph 1, let. a) of the cited D.P.R. n. 430/2001 since it is aimed at the production of artistic works, and the prizes cover the type of payment for the artwork and recognition of the personal merit of the artists.

The present contest is of Italian origin. Any controversy which arises between the parties, also relative to interpretation, application and execution of the present agreement, will be transferred to the ordinary proceedings of the Judicial Authority of Bologna.

13. PRIVACY POLICY

The participant in the contest is informed that their personal data will be used only to administer the contest in question, in the plan with respect to EU Regulation 679/2016 (GDPR) regarding the protection of natural persons with reference to their personal data. The data of the participant will not be communicated to third parties not involved in the procedure of the present contest. Complete information regarding the treatment of personal data on the part of Cesari Srl is available at the www.umbertocesari.com website.

ATTACHMENT 1 – Enrolment application for the Umberto Cesari Art Contest

Fill out and send according to the contest instructions

ATTACHMENT 2 – Form for authorisation of the economic use of the artwork

Fill out and send according to the contest instructions

ATTACHMENT 3 – Data sheets of the wines in the MOMA line



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