



PUBLIC NOTICE FOR DIGITAL ARTISTS

I ART: THE DIFFUSED CENTRE FOR THE URBAN REDEVELOPMENT OF THE OUTSKIRTS OF THE MADONIE MUNICIPALITIES – Acronym “I ART Madonie”

CALL FOR DIGITAL ARTIST: ACTIVITY No. 4: URBAN ART INTERVENTIONS FOR THE REDEVELOPMENT OF THE SUBURBS

THE ACTIVITY WILL TAKE PLACE: Digital works will be available in augmented reality from 13 September 2021

LOCATION: Sicily - 18 municipalities partner of the I ART Madonie project

1. Alimena
2. Aliminusa
3. Bompietro
4. Caltavuturo
5. Castelbuono
6. Cerda
7. Geraci Siculo
8. Gratteri
9. Lascari
10. Petralia Soprana
11. Petralia Sottana
12. Polizzi Generosa
13. Pollina
14. San Mauro Castelverde
15. Sciara
16. Scillato
17. Sclafani Bagni
18. Valledolmo

DEADLINE: 19 July 2021

APPLICANTS:

The Call is open for any artists, regardless of their nationality.

ARTISTIC TECHNIQUES:

The artistic techniques allowed in this notice are the following:

1. 3D digital works

Three-dimensional models created with features suitable for augmented reality display on Smartphones. 3D works should be delivered in . gltf format, without references to external files.

The maximum number of polygons allowed per work is 100K. The work should preferably consist of a single mesh. Works with a maximum of 6 separate meshes are allowed. The total amount of polygons of all meshes must in any case not exceed 100K.

Do not include lights in the 3D model.



A maximum of 6 textures is allowed within each work, with a maximum size of 2048x2048 pixels. Each work must already be provided in real spatial dimensions. The organization will not intervene in any case on the original dimensions of the work provided.

2. IMAGES

The images can be supplied in jpeg or png format. In the case of images with transparent elements use the png format with alphachannel.

The artist must indicate the linear dimensions that the work must have once placed in the vision AR (e.g. 80x120 cm)

INFO: www.iartmadonie.it

Art. 1 - THE PROJECT

I ART Madonie project is based on an integrated strategy of urban requalification and regeneration to be implemented in the 18 municipalities of the Madonie territory involved in the project. All the municipalities are characterized by deep identity traits that transmit values and secular oral traditions as result of long historical stratifications. Intertwining with environmental and landscape peculiarities, today the centres offer a dense richness also expressed in local tangible and intangible cultural and natural heritage considered unique in Sicily.

The objectives of the project are as follows:

- Urban regeneration of involved villages and creation of a diffused cultural system in the Madonie district;
- Improvement of the quality of urban, public and shared spaces;
- Enhancement of urban-scale performances and services, including the development of third sector practices for social inclusion;
- Creation and networking of multi-purpose cultural centres equipped with multimedia tools and immersive content;
- Networking actions, such as the MILLEPERIFERIE platform for urban regeneration projects in the suburbs;
- Workshops and similar activities for territorial animation and skills development;
- Realization of street art and urban art interventions with the involvement of hundreds of international artists;
- Development of local communication and marketing actions.

For further information about the project: www.iartmadonie.it

Art. 2. – OBJECT OF THE CALL: Urban art interventions for the redevelopment of the suburbs – SELECTION OF DIGITAL ARTISTS

This Call concerns the production of "digital" works of urban art, as specified in the previous section "ARTISTIC TECHNIQUES".

The selected digital works will be inspired by themes and images of the intangible cultural heritage of the participating municipalities, as detailed in the following Art. 3. These works will be available in augmented reality, through an APP produced specifically for the I ART Madonie project. In this way they will appear in reality in the mode of a real-time overlap in the camera of the smartphone, or tablet.



The selected works will be geo-localized and spatially usable in the squares, or other highly symbolic spaces, of the partner municipalities, giving life to a real itinerant exhibition of digital art in the "immaterial villages". Each work can be selected by the end users and located in the space of use- or in another place even outside the territory of the Madonie - at will, in this way they can act as "curators" of the exhibition of digital art augmented.

In addition, the APP will allow you to take screenshots of composite images, created by framing the surrounding environment with digital works. These "increased photographs", made by end users, can be collected, published and disseminated on all social networks.

SO.SVI.MA. Spa, through this notice, will select no. 50 digital artists, who are offered the following prizes.

Ranking and prizes:

The conditions offered by the project vary depending on the position of each artist in the ranking, as specified below:

Each artist selected by the Scientific Selection Commission will be able to propose one or more digital works and will receive a cash prize, distributed as follows:

- For the first place, a €2.000 prizes.
- From second to fifth place on the list, a prize of €1,000 each
- From position 6 to position 50 in the ranking, a premium of €420 each.

All the above premiums are gross, including taxes and withholding taxes.

The Commission will also be able to give special mention to artists whose projects are particularly interesting, but who are ranked above position 50 and therefore not in a position to have awarded a cash prize. These will be granted the possibility to create their digital works of art that will be inserted in the database of the App, so as to be equally accessible interventions and therefore will be inserted in the promotional network of the project and communication paths, press releases, website, social media and publications.

Art. 3 – SUBJECT OF THE ARTWORKS: THE INTANGIBLE CULTURAL HERITAGE OF THE TERRITORIES CONCERNED

The interventions of urban art will be realized in villages rich in historical, architectural and anthropological stratifications, stuck over the centuries and crossed by intimate streets flowing like veins of a secular living organism. Therefore, the interventions will necessarily confront the deepest and most authentic aspects of the communities that inhabit them and their tangible and intangible cultural heritage.

We refer to the universe of oral traditions, handed down orally from one generation to the other for centuries, which define the highest identity of each village and represent characteristic elements, jealously guarded and proudly shown by the inhabitants. A universe that includes religious celebrations, often of pre-Christian origins, closely interconnected with productive cycles such as propitiatory rites, celebrations in honour of the deities for the crops - become syncretically holy, ancestral and millennial ritual celebrations that still mark time and moments of strong collective identity. A universe that also concerns the traditional expressions of dances and artistic practices handed down over the centuries.



The intangible heritage of the Madonie territory includes:

Celebrations

The work and the relationship with landscape and nature, which have always guarded and governed the existence of rural communities, cross another fundamental aspect of the life of villages in the Madonie district: **celebrations, rituals and festivals**. Rituality in its various forms, as an expression of collective aggregation and as an essential moment in the identity of communities, sees the mixing of elements of Christian religious life with aspects of archaic pagan cults. The processions, which carry through the streets of the country the feretory with the statue of the saint, are often full of propitiatory symbols, aimed at ensuring the reproduction of life, the fertility of men, animals and fields. Wheat and its derivatives, seeds, fire and manufactured products, symbol of wealth, are combined with the sacredness of the icons, as happens in San Mauro Castelverde with the most long-lasting festival of the Madonie. Or in Sciarra, where, in the middle of the night, the believers accompany the statue of the Virgin Mary with torches of *ampelodesmo*. The men reproduce chaos to restore order, to welcome spring with the rites of the **Holy Week**/Easter and with the celebrations for **Saint Joseph**. In mid-March, the community gather around large tables with traditional dishes, fruit of the work of housewives, as happens in Lascari with the longest table in Italy. Man's relationship with nature also leaves its traces in the "tuccata di lupi du juovi di' mastri" (Thursday of master craftsman). At the beginning of June, the masters of crafts go around the streets of Gratteri to play drums all day, as hunters did in past centuries, to disorientate, scare and then chase the wolves that besieged the forest and the village.

The traces of the pomp of the past emerge in the re-enactments that revive the history of the territory and the eminent families who lived there. In Geraci Siculo velvet fabrics, falconers and flag-wavers every year report the life of the country back of seven centuries, recalling the most significant moments of the great epic of the **Ventimiglia**, which played a central role in the history of the Kingdom of Sicily.

The footprint of another illustrious family has marked the life of the villages nestled between the winding curves of the Madonie. The **Targa Florio**, an event commissioned by Vincenzo Florio in 1905, is one of the oldest and most famous car races in the world. The "Cursa" reached the 104° edition: a real collective ritual that has its beating heart in the Circuit of the Madonie and that still attracts lots of spectators, dangerously clinging to the hills and the curves of the route. A sense of aggregation and collective recognition that today we only find in football competitions.

Living human treasures and characters

If it is true that people belong to places and identify themselves in them, the opposite is also true: places are made by the **people** living there. It is relationships and the awareness of belonging to a collective entity that weave the dense net of the community. Each one is a node of this plot, whose intertwined threads give life to cultural heritage. The words, gestures, stories and knowledge of these people "make" the community: the embroiderer, the carver, the poet, and the weaver, often elderly, as well as kings, revolutionaries, stylists, directors or actors internationally renowned. They are the personification of centuries of knowledge and stories handed down, holders of the collective heritage, of which they preserve the precious treasure. Domenico Dolce (Dolce&Gabbana), Martin Scorsese, Vincent Schiavelli are some of the world famous characters who have their roots in these places!



The traditional knowledge

In places and landscapes the footprints of the past are also visual tales that transmit sensations through images and colors. Among the amber shades of yellow in Caltavuturo, we find the sweet product of the laborious art of beekeeping: honey. In the most pronounced golden shades, symbol of the summer heat of the Sicilian lands, **wheat** sprouts in the fields, prince ingredient of the most delicate Sicilian fragrant notes. The result of the hard work of the fields, symbol of rebirth and comfort, before arriving on the tables in its most famous form, that of bread, is taken care of in the different passages, from the tireless peasants from its cultivation up to the milling passing through the plowing and weighing. There are days and festivals dedicated to the wheat, in order to remember its importance and essentiality.

A green landscape in all its shades is enhanced by olive trees and its delicate fruits, as well as artichokes that dot the territory adjacent to the small town of Cerda. The artichokes are served in the most varied gastronomic preparations, and add sweet flavors to the notes of colour offered by these slopes.

The color of a fruit that is symbol of the Sicilian lands, the tomato - main ingredient on the tables of Sicily - fills with joy the Madonie's fields and is celebrated every year in Valledolmo with an important festival. Consumed raw or processed to obtain sauces to accompany different dishes. Under the sun of the hot summer days it is dried to be consumed throughout the year: It will not be difficult to run into stretches of sweet red fruits lying in the sun to slowly dry. Less pronounced notes, orange with red and velvety veins, those that color the orchards of the countryside around Scillato. Delicate in color and taste and inebriating in scent, apricots lend themselves to the most varied preparations and triumph in jams accompanied by delicious local dishes.

Black, purple, blue, but also green, yellow and golden are the colors of the grapes to be consumed fresh or to be transformed with the long process of viticulture, harvesting and crushing, like the one that is recalled every year in Petralia Soprana, in one of the most popular drinks: wine. Rich images of colors and suggestions from the vines that go up the slopes, the scent of the must in the streets, the happiness of sharing the banquets during the holidays. During the holidays, at Polizzi Generosa, you can come across several delicacies: hazelnuts, fruit that lends itself to the most delicious preparations; the *badda* beans, with their unmistakable two-tone black and white, enrich the tables and caress the palate. Similarly, the *pipidda polizzani*, peppers to eat roasted and with fragrant bread of the house. To honour the festivities, we can find other fruits, those linked to **pastoralism** such as the ritual cheeses, *cavadduzzi and palummeddi*, in Geraci Siculo that with their white candor pay homage to the ritual celebrations. White as the color of **manna**, extracted from ash in Castelbuono and Pollina for culinary and cosmetic purposes. The wise hands of the ash-grower carve the bark of the tree, from whose wound the white resin flows, like blood. An ancient technique, handed down and shared within families.

In the journey through the Madonie villages it will not be difficult to come across **traditional handicrafts**. In the villages we can meet wise hands that, with art and skill, weave wicker and rush to make magnificent baskets, as in Sclafani Bagni or Alimena with their *carteddi and furrizza*. At Aliminusa and Bompietro delicate and fine are the hands that, with dedication and wisdom, are committed to the art of embroidery with white cotton threads, while other workers work powerful and austere materials such as wood and iron.



The expressions of oral traditions

Tangling threads in the art of embroidery and weaving is an action that, with the vitality of its movements, refers to the flow of life, the driving forces of nature. This is what evokes the traditional dances such as the “Scottish”, in which pairs of dancers trade places and twirl. Intertwining - of bodies this time - is the **Ballo della Cordella** of Petralia Sottana. Dancers in pairs move around a rod adorned with wheat ears and colored ribbons. This representation presents many symbols: the pole replaces the tree and the weaving of wheat and colors thanks nature symbolizing seasons and constellations. Traditions, work, people and landscapes are inextricably linked, in a cross section, the one of Madonie’s area, waiting to be discovered and told. A journey that nourishes the senses and fixes in the heart images to share.

Art. 4 - SUBMISSION OF PROJECTS

Each candidate has to submit a preliminary project proposal. The project should be inspired by historical and anthropological aspects and, in particular, by the intangible cultural heritage of the Municipalities partner of the project as specified in the previous Art.3.

In this regard, the video and the images attached to this Call and accompanied by a brief description may be of useful reference. Each artist will be able to restore this universe of identity through his own work, created according to a free personal interpretation.

Art. 5- RESPONSIBILITY OF THE ARTISTS

The SOS.VI.MA Spa, the Project Management, the Curator and the Municipalities partners will not be responsible in cases where the works carried out should be covered by copyright held by third parties.

Art. 6- Facilities

SO.SVI.MA Spa offers participants the following:

- **Support** from the APP’s maker and its technical staff;
- **promotional support to the works and the artist himself** through all the information channels of the project, including press releases, editorial, brochures, video documentaries, social media, etc...

Art. 7- Eligible Persons

The call is open to artists of all nationalities who have already reached the age of 18.

Art. 8 - Modalities of participation

To participate in this Call, it is necessary to complete in all its parts Annex A - Application, an integral part of this notice, which includes:

- motivational letter: maximum 2000 characters;
- Schedule of each proposed work. The number of works that can be proposed and that will be realized will be between 1 and 4.

The schedule of each proposed work should include the following:

1. description of the proposed work: max 2000 characters (including spaces), explaining the consistency with the theme of the competition referred to in Art. 3 of the Notice. Description of the chosen subject and the technique to be used;
2. explanatory image of the work to be realized: max 1 image attached (max 2 mb)



The following documents should be added to the application:

- curriculum vitae/artistic presentation in European format;
- copy of a valid identity document;
- digital documentation of the most recent and representative works (max 5 images, maximum overall size 8 mb), or link to personal website and/or social profile, with access to the gallery of the candidate's works.

The Request of Participation and the aforementioned attachments, duly completed and signed where required, must be sent **no later than 13.00 on 19 July by email to the following address:**

sosvima@gmail.com.

Art. 9- SELECTION

The selection committee will be composed of the Artistic Director, the Curator and 3 members experts in the field of contemporary visual arts and will designate the winning artists at its sole discretion.

The commission reserves the right to interview the candidates by telephone or teleconference. The submitted material will not be returned.

From the Communication of successful selection the candidate will have 8 days to reply and sign the application form to the program that will be completed, signed and sent to the address that will be indicated on the form. At the expiration of the 8 days the eventual lacked confirmation will be considered like renunciation and the sliding of the ranking will be proceeded.

The names of the winners will be published on the website www.sosvima.com within the first week of August 2021 and communicated by e-mail only to the subjects selected as winners.

The selected artists will have until August 30 to realize the proposed works.

Participation in the competition is free of charge and implies acceptance of all the rules contained in this public call.

Art. 10 - EVALUATION CRITERIA OF APPLICATIONS

The received requests will be evaluated by the Evaluation Committee on the basis of the following criteria:

- coherence of the project with the theme of residences;
- quality of project proposal;
- number of works proposed during the period of residence;

Art. 11 - TIMELINE

- Publication of the notice: **3 June 2021**
- Deadline for the acceptance of the application : **19 July 2021**
- Communication of the list of the admitted candidates : **by 23 July 2021**
- Realization of the works proposed by the artists and upload them on the site: **by 30 August 2021**
- Insertion and geo-location of works on the APP: **by 13 September 2021**
- Use of works: **from 13 September 2021**



ATTACHMENTS:

The following documents are attached to the present Call:

- 1 . Annex A) – Application form;
- 2 . Photographic collection of some intangible heritage and landscapes of the Madonie area, for information only
(<https://drive.google.com/drive/folders/18nvHUSN45CAObeW2Cc9PIJvNPdIz0Tkx?usp=sharing>)

Any questions or requests for clarification can be sent by e-mail to the following address:
iartmadonie@gmail.com.

Castellana Sicula, 3 June 2021

***Sole Administrator
Alessandro Ficile***

Responsible for the procedure
Surveyor Carmelo Macaluso

Progetto *“I ART: IL POLO DIFFUSO PER LA RIQUALIFICAZIONE URBANA DELLE PERIFERIE DEI COMUNI DELLE MADONIE”*,
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