



## **RULES OF THE "PROGETTO GALLERY" ARTISTIC EVENT**

Event organised and intended exclusively for the production of artistic works, excluded from the application of Italian Presidential Decree 430/2001 and subsequent amendments pursuant to art. 6 paragraph 1, letter a

### **INTRODUCTION**

Autolinee Toscane s.p.a., which provides the local public transport service in the Region of Tuscany, is the promoter of "Progetto Gallery", which aims to promote Tuscan artists or those who have chosen to pursue their artistic activities in the field of drawing, photography and writing in Tuscany. "Progetto Gallery" aims to explore, get to know, support and produce emerging artists and their work.

The selected works will be promoted and disseminated via the interior spaces of Autolinee Toscane buses, in the various local areas of Tuscany in which the local public transport service is provided.

Specifically, they will be made visible to the public (bus users) using "hanging posters" which will transform the buses into authentic travelling art galleries.

Moving art galleries, museums on wheels, which in turn will be used to improve cultural awareness and communications.

Through this initiative, Autolinee Toscane intends to promote art exhibitions throughout the year, financing printing and display costs, supporting talent and developing the company's presence in the field of art.

The "hanging posters" will therefore become printed works of art which create a kind of moving exhibition.

### **Art. 1 – PROMOTER**

The artistic event "Progetto GALLERY" (hereinafter, for brevity's sake, also the Event) is promoted by Autolinee Toscane s.p.a., with registered office in Borgo San Lorenzo (FI), no. 6 via del Progresso, tax code 02194050486, represented by its CEO and pro tempore legal representative Jean Luc Laugaa.

### **Art. 2 - PURPOSE**

The artistic event "Progetto GALLERY" is identified by a specific brand and/or logo and aims to promote, in the Tuscan territory, the works of emerging artists resident or domiciled in Tuscany, or who have chosen to pursue their artistic activities in Tuscany, in the following sectors:

- words: poetry, visual poetry, aphorisms, stories (N.B. each hanging poster has space for stories of 300 characters spaces included)
- drawing: illustrations, art prints, digital graphics, collage
- photograph: individual shots and photographic projects of all types

raising awareness among users of the local public transport service and the general public about the importance of art as a form of cultural expression to be experienced and appreciated in a transversal way in the various places and moments of everyday life.

The aim is to help promote the works of emerging artists, bringing them to the attention of the public while at the same time encouraging the public to appreciate art in all its various forms as an expression of humankind and freedom which can find space in all aspects and moments of individual and collective life, including the use of local public transport buses.

### **Art. 3- DURATION**

The event "Progetto GALLERY" will take place according to the following timeframes for the various phases:

- From the launch of the open call to 1 November 2023: presentation of the artworks for the purpose of participating in the event, as better explained in art. 6 below;
- by the end of each month preceding that of the promotional activity to be carried during the following month according to the timeframe indicated in the following point (for example by 30 June for the exhibition in August 2023, and so on): evaluation and selection of artworks in order to identify the works to be exhibited and promoted, as better explained in art. 7 below;
- from 1 June 2023 to 31 December 2023: exhibition and promotion of the selected works, for individual monthly periods corresponding to the individual calendar months, as better explained in articles 7 and 8 below.

### **Art. 4 - SCOPE OF PARTICIPANTS**

All persons of legal age who reside or are domiciled in Tuscany or who reside or are domiciled in Italy and have chosen to pursue their artistic activities in Tuscany may participate, according to the methods and terms indicated in article 6 below.

Under penalty of exclusion, employees, collaborators and consultants of Autolinee Toscane s.p.a., including temporary workers or employees of a subcontractor of Autolinee Toscane s.p.a. or a supplier of goods and/or services to Autolinee Toscane s.p.a., may not participate in the competition, nor may their relatives up to the fourth degree or relatives by marriage up to the second degree.

### **Art. 5 – ACCEPTANCE OF THE RULES AND GROUNDS FOR EXCLUSION**

By participating in the "Progetto Gallery" event through the submission of your artwork, you agree to these rules in full, unconditionally and without reservation.

In accordance with these rules, the absence of just one of the conditions validating your participation in the event shall result in your automatic exclusion from the event.

## **Art. 6 – TERMS AND CONDITIONS OF PARTICIPATION**

To participate in the competition interested parties must access the web page [at-bus.it/gallery](http://at-bus.it/gallery) and fill out the dedicated form, providing the following information:

- First name
- Surname
- Artist name
- Date of birth
- Place of birth
- Residence – address, province
- Tax Code
- Artistic field
- Project title
- Short description of project (max 350 characters, including spaces)
- Long description of project (max 1600 characters, including spaces)
- Project files
- Link to the project (wetransfer, dropbox, google drive)
- Preferred exhibition location
- CV
- Portfolio
- Declaration in lieu of affidavit
- Tell us the name that inspired you for this project

For more information send an email to [gallery.at@ratpdev.com](mailto:gallery.at@ratpdev.com)

Participation is free and does not require the purchase of any products or services from the Promoter or third parties.

Only original works which do not include elements covered by copyright are permitted.

Each participant may submit one application and one work of art only.

It is necessary to attach to the submission a valid front / back copy of an identity document and a statement in substitution of an attested affidavit, as per the model attached to these Rules, suitably completed and signed.

Applications that do not comply with the above specifications and/or are incomplete will be rejected and not taken into consideration.

The Promoter shall not assume any responsibility for applications and/or messages that are lost, damaged during online transmission, received after the deadline or which contain incorrect and/or incomplete data. It is the responsibility of the participant to ensure and check that their application is submitted correctly and by the due deadline.

The Promoter shall not assume any responsibility for access problems, impediments, malfunctions or difficulties regarding technical instruments, computers, telephone lines, cables, electronics, software and

hardware, transmission and connection or Internet connections that may prevent the interested party from participating in the initiative.

#### **Art. 7– EVALUATION, SELECTION AND DRAFTING OF THE EXHIBITION CALENDAR**

The Jury is appointed by the Promoter and consists of 3 members chosen from among its employees in the Marketing, Brand and Communication sector.

The Jury will examine and evaluate, at its sole discretion, the works submitted and regarded as admissible, on the basis of its artistic and human sensibilities and considering the quality of the work, the values of the content and the emotions it arouses.

The opinion of the Jury shall be final and unquestionable and may not be contested.

By the end of the month preceding that of the promotional activity to be carried out in the following two months, according to the duration of the Event, the Jury will meet and choose the works to be exhibited and will draw up the calendar for the following two months, as follows:

- by 30 May 2023 for the exhibition to be held in June and July 2023;
- by 30 June 2023 for the exhibition to be held in August 2023;
- by 31 July 2023 for the exhibition to be held in September 2023;
- by 31 August 2023 for the exhibition to be held in October 2023;
- by 30 September 2023 for the exhibition to be held in November 2023;
- by 31 October 2023 for the exhibition to be held in December 2023.

Selected participants will be given prompt notice of their involvement with details of the exhibition dates and location via an email sent to the email address they indicated in the application form.

The Promoter shall not assume any responsibility for access problems, impediments, malfunctions or difficulties regarding technical instruments, computers, telephone lines, cables, electronics, software and hardware, transmission and connection or Internet connections that may prevent a user from receiving and being informed of the results of the selection process.

It is understood that it will be the sole responsibility and duty of the recipient to ensure, for as long as necessary, that the email account they indicated in the application form is active, up-to-date and has the requisite capacity to receive the message, as well as to access the same email account to check and read the message sent by the Promoter.

#### **Art. 8– PROMOTIONAL ACTIVITIES**

Selected participants will be the subject of activities to promote, disseminate, reproduce and exhibit their artwork to the public, to be regarded as consideration for the artistic contribution submitted and with the

aim of recognising artistic merit and encouraging them to carry out their artistic activities, according to the methods freely chosen by the Promoter.

In particular, except as provided in the last paragraph of this article:

- these activities will consist of the printing, preparation and exhibition - on no. 1 (one) Autolinee Toscane local public transport bus in service in 1 of Tuscany provinces with n. 10 (ten) hanging posters bearing a graphic reproduction of the selected work;
- they will be performed in the Tuscan territory covered by the local public transport service provided by the Promoter according to the exhibition calendar prepared by the Promoter in accordance with the provisions of art. 7 above;
- at the application stage artists can choose one of the 10 Tuscany provinces indicated;
- the promotional activities between June 2023 and December 2023 inclusive will also include the preparation and dissemination of a monthly newsletter on Progetto Gallery which provides the public with information on the participants whose artworks have been selected and scheduled for that calendar month and on related promotional activities; this monthly newsletter will be available on the Promoter's website at [at-bus.it](http://at-bus.it) (news section) and may also be disseminated via its social media channels and any other means of communication that the Promoter, at its sole discretion, regards as useful and appropriate; this monthly newsletter will be published once the selection and evaluation phase has terminated and will include, for each calendar month, the names of the chosen participants, the promotion period, on a monthly basis, the territories in which said promotion will take place, as well as information on buses, lines, cities and other useful information about the exhibition of the artworks;
- once the onboard exhibition has concluded, as per the above calendar, images and reproductions of the artworks exhibited and published by the Promoter the previous month will be added to and published in a dedicated Gallery on the Promoter's website at the web address [at-bus.it/gallery](http://at-bus.it/gallery) indicated in the previous point; this Gallery will therefore be updated on a monthly basis from 1 July 2023, for the month of June, through to the end of the promotional activities on 1 January 2024 for the month of December 2023; the Gallery will remain accessible, for year 2023 of the Project, until the start of the Project for the year 2024, with the Promoter retaining the right, at its sole discretion, to extend the online publication of the works until after 31 January 2024; The Promoter may also decide, and is within its rights, to publish, disseminate and use the Gallery also in subsequent periods, without any limits;
- the hanging posters will be double-sided and 17x29 cm for the Sienna area and 17x25 cm for all other areas;

- the front of the hanging posters will be completely dedicated to the artwork while the back will display the following information: Progetto Gallery logo; name, surname and pseudonym (where relevant) of the artist; title of the work; concept of the work; QRcode link to [at-bus.it/gallery](http://at-bus.it/gallery), link to artists web pages.

The Promoter will bear all promotional costs, as well as the costs of printing, displaying and taking down the hanging posters, drafting and communicating the program and artistic calendar on a monthly basis, divided for each month in the various territorial areas of promotion of the works, as indicated above.

In the event that the Promoter is not able to guarantee, for any reason, the promotion, dissemination, reproduction and exhibition to the public of the artworks according to the times and methods indicated in these rules, the Promoter reserves the right to replace these activities with others of equal or greater value, which it will communicate to selected participants using the same methods indicated in art. 6 above, without any need for approval.

Participants may not in any way or for any reason contest or oppose the activities carried out by the Promoter to promote, disseminate, reproduce and exhibit to the public their name, surname, pseudonym or the title of their artwork, nor may they request the corresponding cash value of such activities or the change, replacement and/or modification of said activities.

#### **Art. 9 – TRANSFER OF THE WORK AND RELATED RIGHTS**

By participating in the competition, participants grant and give the Promoter their express and free consent for the disclosure, dissemination, communication, publication, citation and use of their name and surname and pseudonym, as well as the title of their artwork and other personal data and information related to their artwork communicated in their application, via any medium and by any means, without any limit.

By submitting their application to take part in the competition, participants also assign the Promoter, free of charge, the right to use also economically, publish, disseminate, quote and freely reproduce, via any medium and by any means (including but not limited to the display of posters and materials, printed paper, Internet, social media, television, radio and any other means of communication and dissemination), the artworks presented and selected, as well as their name or title or any other information relating to said artworks as communicated at the application stage, giving the Promoter the right and the power to use these for any further purpose it sees fit provided that it is lawful and not prohibited by law, and may not claim any economic consideration by way of copyright.

Participants guarantee that they are the sole authors of the submitted works and the exclusive and legitimate owners of all copyright and rights to the exploitation, also economic, use and dissemination of said works, exempting the Promoter from any civil or criminal liability in this regard, also towards third parties, and holding the same Promoter harmless from any damage that may arise from the performance of promotional activities and other connected activities, as better explained in Articles 8 and 9.

Participants also declare they have pre-emptively obtained from the relevant parties – also pursuant to and for the purposes of the provisions of EU Regulation 2016/679 (GDPR) and Italian Legislative Decree no. 196/2003 – all consents and waivers provided for by current regulations regarding the use and publication of the material submitted for participation in this event and for the conferral / transfer to the Promoter of the rights indicated above.

#### **Art. 10 – ADVERTISING AND MODIFICATIONS**

The competition and its results will be appropriately advertised through the website of Autolinee Toscane [at-bus.it/gallery](https://www.at-bus.it/gallery) and possibly also via social media.

The Promoter reserves the right to modify, also partially and at any time, the methods of participation in the prize competition, providing adequate notice, not introducing harmful changes and safeguarding the rights already acquired by participants.

#### **Art. 11 - PROCESSING OF PERSONAL DATA**

Pursuant to Articles 12, 13 and 14 of EU Regulation 2016/679 and in relation to the information and personal data that shall come into its possession as part of this event, Autolinee Toscane s.p.a., as Data Controller, makes the full privacy policy available to view at [link https://www.at-bus.it/it/privacy](https://www.at-bus.it/it/privacy).

By submitting the application form, the participant declares that they have read and received this information and consents to the processing of the personal data they provided as part of the event and for all purposes and activities related to and necessary for the performance of said event.