

# GIRONA INTERNATIONAL MAPPING FESTIVAL 2014

Girona International Mapping Projects Competition 2014  
Terms and conditions of entry



Girona  
Film  
Office



BÒLIT  
CENTRE D'ART  
CONTEMPORANI  
DE GIRONA



BLOOM  
Centre d'Innovació i Tecnologies Emergentes  
Girona

## 1. PRESENTATION

Girona City Council is launching a new event in the calendar of festivals hosted by the city: the **GIRONA INTERNATIONAL MAPPING FESTIVAL**.

After the positive experiences of the two 3D projection mapping shows held last year ('Museum square' during the Girona Flower Time festival and 'Mythological origins of Girona' during the Sant Narcís Festival), Girona City Council now wants to offer a new summer attraction for the city that links its cultural heritage with contemporary creation. In fact, mapping is nothing new to Girona as, in 2010, the VAD Video Festival provided the first experience of this technology with projections on the river façade of Casa Masó.

Girona is a city committed to culture, creation and innovation. This is reflected in the launch of the BLOOM 3D and Emerging Technologies Centre, which places Girona firmly at the forefront of audiovisual technology.

In addition, Girona provides a magnificent audiovisual setting, whether for shooting feature films, short films, advertisements, or photographic sessions, thanks to the dynamism and work of the Girona Film Office. These aspects are complemented by innovative training opportunities in the areas of audiovisual creation and emerging music. The city's policy of supporting contemporary creation is implemented through the Bòlit Contemporary Art Centre of Girona, a local facility that forms part of national and international networks (Art Centres Network of Catalonia, Network of Centres for Visual Arts Production of Catalonia, and the Cross-border Contemporary Art Network Space) and which has already begun several collaborations with the BLOOM centre.

Furthermore, the city of Girona and its area of influence boast different active agents and creators who are innovators in the field of visual creation using visual and audiovisual technologies (telephony, apps, augmented reality, mapping).

All of these strategies back up Girona's commitment to this Festival, which aims to provide a meeting point and a space for creation and innovation in the area of audiovisual arts.

To sum up, this Festival is an innovative and different proposal to promote the city's monumental heritage and boost its tourism potential.

## *Objectives*

1. Strengthen Girona's position as a creative city and encourage the transfer of knowledge between the technology and cultural sectors.
2. Open up the audiovisual arts and contemporary creation to the general public.
3. Promote audiovisual creation and historic heritage as a way to boost high-quality cultural tourism.
4. Improve the city's cultural offer to make it more attractive as a tourist destination.
5. Energise the city and county's creative sector by providing a new working platform with greater visibility and international scope.

## 2. BACKGROUND

In recent years the city of Girona has taken several decisive steps towards becoming recognised as a benchmark city in technological, artistic and cultural matters.

One of these steps was taken in 2008, with the creation of the Girona Film Office, which was set up to encourage and consolidate the choice of Girona as a film set and location for photographic sessions, by promoting its unique urban and heritage features. The Film Office provides a central point for all consultations and requests of this type and it has managed more than 130 productions in the city since it was set up.

In addition, the Bòlit Contemporary Art Centre of Girona has been conducting research, production and exhibition programmes since 2008. This is a public service offered to creators and society in general as an open and participative space. The centre supports production and creation, presents work, carries out activities and educational programmes and runs an artist residency project. It works with national and international artists, and with guest curators.

Another step was taken in 2012, with the creation of the BLOOM 3D and Emerging Technologies Centre in Girona. BLOOM is a technological centre of excellence specialising in stereoscopic 3D (S3D), neuroscience, augmented reality, motion capture and video mapping. Many of the region's recent artistic, cinematographic and technological initiatives have passed through the BLOOM centre. Among them are three video mappings projected in 2013 onto two of the cities emblematic façades: the City Hall and Casa Pastors.

### 3. AIM OF THIS DOCUMENT

The aim of this document is to define the terms and conditions of entry to the 1st Girona International Mapping Projects Competition, which forms part of the **GIRONA INTERNATIONAL MAPPING FESTIVAL**.

### 4. CATEGORIES

This competition has three categories:

- ✓ Professional
- ✓ Open
- ✓ Educational

#### Professional category

This category is open to audiovisual and video mapping companies and professionals. There is no restriction on age or nationality, although the person in charge of the project must legally be an adult in their country of origin.

#### Open category

This category is open to non-professionals. Companies and professionals from the sector may not take part in this category. There is no restriction on age or nationality, although the person in charge of the project must legally be an adult in their country of origin.

#### Educational category

This category is open to 5th- and 6th-year primary school pupils and secondary school students from schools in the city of Girona.

## Professional/Open category

Anyone wishing to take part in this category must complete the application form found in APPENDIX A of these conditions and send a scanned copy to the specified email address. Once the application has been processed, contestants will be sent graphic material and the dimensions of the different façades, as well as all the other information needed to participate.

Taking into account the different façades, the contestants must prepare a video mapping proposal which includes, as a minimum, the musical style, a design proposal and a reasonably detailed script, indicating three façades, in order of preference, where the mapping could be projected.

Based on the quality of the proposals, and according to the criteria indicated in section 11 of these conditions, the jury will select the finalists in each category and will assign a specific façade to each of the chosen proposals.

The finalists will receive material relating to the façade they have been assigned, which will include:

- ✓ A 2D and 3D template
- ✓ Several reference images
- ✓ Resolution of the deliverable

Based on these templates, the finalists must create a video mapping show (following their proposals) of approximately 5 minutes duration and send it in the indicated format as defined for each of the templates (some of which will be close to 1920 x 1080, while others will have a more panoramic resolution).

## Educational category

Primary and secondary schools interested in participating must complete the application form found in APPENDIX A of these conditions and send a scanned copy to the specified email address. Once the application has been processed, the school will be sent a template onto which the participating students should make a series of images or drawings. The schools should then choose the best 10 drawings and send them to the organisers. The jury will select the best drawings to go on display in a virtual exhibition during the festival. The BLOOM centre will also create a video mapping show from the drawings that will be projected during the festival outside the competition.






## 5. THE FINALISTS

Each finalist will receive an invitation for two people for the entire festival, which will include:

- ✓ Accommodation (with breakfast)
- ✓ Gala dinner with the jury
- ✓ Guided visit around the city of Girona
- ✓ Reception with the Mayor of Girona
- ✓ Excursion within the region (1 day)

## 6. FAÇADES

The façades included in the competition are:

-  Façade of the Generalitat building (inauguration only)
-  Façade of Girona City Hall
-  Façade of the La Mercè Cultural Centre
-  Façade of Casa Pastors
-  Façade of Casa Masó







The Festival inauguration will take place on Wednesday 30 July with a video mapping projected onto the façade of the Generalitat building by the invited artist.

The competition will begin on Thursday 31 July and will run until 3 August.




## 7. CALENDAR

The calendar for this competition is as follows:

### Professional/Open category

-  10 March 2014: Publication of the terms and conditions of entry and start of the period for receiving proposals
-  11 May 2014: Closing date for submitting proposals
-  21 May 2014: Publication of the finalist proposals
-  25 July 2014: Closing date for submitting finalist projects
-  31 July 2014: Start of the display of finalist projects
-  03 August 2014: End of the display of finalist projects and announcement of winning projects.

### Educational category

-  15 May 2014: Closing date for submitting proposals
-  From July 31st to August 3rd, 2014: Virtual exhibition of the drawings made by primary and secondary schools
-  From July 31st to August 3rd, 2014: Projection of the mapping created with the drawings made by the schools (outside competition)

## 8. CONSIDERATIONS

This competition is subject to the following restrictions and considerations:

- ✓ The same project cannot be presented in two categories at the same time.
- ✓ Contestants may submit as many proposals as they wish, on condition that they include all the required information and can feasibly be carried out.
- ✓ There is no restriction on the theme or content of the project, although the jury will favourably consider innovative projects, of a social, tourism or cultural nature, or which represent characteristic elements of the city of Girona.
- ✓ Any project that may cause offense will be excluded.
- ✓ **All the winning projects will form part of the Girona City Council Contemporary Art Collection.** The City Council reserves permanent exhibition rights over the winning projects and will recognise, at all times, the copyright guaranteed by current legislation. The City Council reserves the right to publicly communicate all the winning and finalist projects.

## 9. PRIZES

The prizes for each category are:

- ✓ **Professional category:**
  - **1st prize:** €12,000
  - **Runner up:** €5,000
- ✓ **Open category:**
  - **1st prize:** €2,000 + software licence
  - **Runner up:** €1,000 + software licence
- ✓ **Educational category:**
  - **1st prize:** €1,000 (in school material)
  - **Runner up:** €500 (in school material)

Considerations:

- ✓ All the projects shown during the festival will receive a commemorative plaque.
- ✓ Participation in this competition implies full acceptance of the terms and conditions of entry.

## 10. THE JURY

The jury will be formed of five people of recognised professional and artistic prestige.

The final selection of jury members will be announced before the publication of the finalist proposals.

The jury's decision will be based on several criteria, such as quality, originality, viability and it will be final.

The jury reserves the right to award honourable mentions or prizes to two joint winners, if deemed appropriate.

## 11. CRITERIA

The jury will select the finalists in each category based on the following criteria:

- ✓ Originality
- ✓ Quality of the proposal
- ✓ The project's link with the city

The jury will choose the winner and two runners-up according to the following criteria:

- ✓ Originality
- ✓ Graphical quality
- ✓ Sound quality
- ✓ Composition
- ✓ Synchronisation: integration of sound and image
- ✓ Integration with the façade

## 12. COPYRIGHT

The author of the proposals will be the sole owner of the copyright of his or her intellectual property. Girona City Council undertakes not to use the ideas and proposals that are not selected as finalists.

The finalists, who as such will develop an audiovisual mapping project, grant the city of Girona the permanent right to disseminate and project their work.

The city of Girona undertakes to always reference the author or authors of the work and to keep a copy of said material in a municipal archive to be preserved and studied, as well as enjoyed by all of Girona's residents.



## 13. INFORMATION

Any queries regarding these terms and conditions of entry should be made in writing to the following address:

[info@gironamappingfestival.cat](mailto:info@gironamappingfestival.cat) (files up to 8 Mb)

### 1st GIRONA INTERNATIONAL MAPPING PROJECTS COMPETITION

Please complete the following form fully and send a scanned copy to:  
[info@gironamappingfestival.cat](mailto:info@gironamappingfestival.cat) (files up to 8 Mb).

Company name (if applicable): .....

Company tax number (if applicable): .....

Name of the person responsible for the project: .....

Email: .....

ID/Passport No: .....

Telephone: .....

Nationality: .....

Age: .....

Category:

- Professional category
- Open category
- Educational category

Applicant
Signed:
Date:.....

**Note:** the presentation of this application form implies full acceptance of the terms and conditions of entry.