



Consulate General of Italy
Hong Kong



1. OBJECT

The Consulate General of Italy in Hong Kong and Macau is pleased to launch an open contest addressed to candidates with academic background in filming, audiovisual, digital media and creative communication, which aims at elaborating a short promotional video on the topic “Made in Italy”.

2. BACKGROUND INFORMATION

On the 15th of April each year, Italy celebrates the “Made in Italy Day”. The creation of a national day dedicated to Made in Italy is a recent initiative of the Italian Government, aimed at celebrating, promoting and protecting the excellence and creativity of Italian products, which have made the “Made in Italy” label as a signifier of quality craftsmanship.

On that occasion, the Italian global diplomatic network is called upon to organize initiatives to promote the industries that have consolidated over time the concept of made Italy as a cultural and commercial power. The goal is to draw attention and give visibility and resonance among Institutions, business community, stakeholders, civil society, and local media to the concept of Made in Italy and the reasons for its success.

The Consulate General of Italy in Hong Kong and Macao has been selected as one of the leading Italian diplomatic representations abroad to take part in the celebratory initiatives sponsored by the Italian Ministry of Foreign Affairs.

3. OBJECTIVE

The Consulate General of Italy in Hong Kong and Macau, in partnership with the IED - Istituto Europeo di Design, intends to organize an initiative entitled "**Made in Italy, the history of its future**". The final goal of the contest is the **creation and production of a short video** (from one to max two minutes) focused on the concept of Made in Italy and its future evolutions. Participants will be free of identifying the preferred expression of creativity, including: live action filmmaking, animation, art-tech, metaverse and the most modern communication platforms.

The contest aims at engaging the young generations. **The participants target is university and institutes students or recently graduated (aged max 30 yo) based in Hong Kong and Macau.** The overall scope is to use the short video produced to promote a whole-comprehensive understanding of the concept of Made in Italy, thus broadening the young generation’s perception of Italy, besides the most known commonplaces and stereotypes.

4. TIMELINE

The contest will include two main sessions addressed to participants.

The first session will focus on the knowledge of Made in Italy and it will be divided in three lectures, in presence and/or online, in three different days: a) history of made in Italy, b) made in Italy and creativity; c) made in Italy and products. Attendance to the lectures is not mandatory nor necessary condition to participate to the contest.

Participants will then be asked to submit to a judging panel their project proposals composed of a detailed-description of not more than 1000 words in English, as well as a mood board. The judging panel will select the best ten project proposals, which will be invited to the second session, focused on made in Italy and practical experiences. Participants will be invited to participate to practical experiences of made in Italy in Hong Kong (furniture design shops, fashion and jewellery shops, Italian sailing boats, Italian cars, Italian food & beverage, etc.), when they will have the opportunity of recording images.

After the two sessions will be completed, participants will have three weeks to implement their project and submit a short promotional video to the judging panel for evaluation.

Timeline in details:

Session 1

- ☐ **15th April 2024**
 - Seminar on “Made in Italy and creativity” by Mrs. Paola de Luca, Creative Director Producer
 - Seminar on “Is there an “Italian Way” in creating audiovisual contents? 10 golden rules for creating an effective video” by Prof. Max Giovagnoli, Transmedia Producer, Story architect and Academic Head, IED - Istituto Europeo di Design (Rome branch);
- ☐ **14th May 2024 (TBC)**
 - Seminar “Made in Italy and products” by various speakers from some of the most renowned Italian brands in various fields
- ☐ **26th May 2024**
 - deadline for registration of participation to the contest
- ☐ **10th June 2024**
 - deadline for the submission of project proposals

Session 2

- ☐ **from 17th June to 1st July 2024**
 - practical experiences of Made in Italy
- ☐ **22 July 2024**
 - deadline for the submission of short videos on “Made in Italy”. The final result will be announced by the end of August 2024

5. PARTICIPATION

The competition is open to university and institute students and recently graduates (aged max 30 yo), in the field of filming, audiovisual, digital media and creative communication, based in Hong Kong and Macau.

In case of groups (of maximum 3 participants for each group), the submission of the proposals must clearly indicate the name of the group leader to whom will be assigned the final prize in case of victory.

Each participant can submit only one project proposal for the first session and one video for the second session.

Videos will be accepted in any audio language with mandatory English subtitles.

Along with the video file, each participant shall submit a specification sheet.

File upload methods, video technical specification requirements and specification sheet will be indicated in due course to the ten finalists.

By joining the competition, participants will be deemed to be bound by the terms and conditions contained hereinafter and the Consulate General reserves the right to exclude any entry from the competition at any time if it has reasons to believe that a participant has breached such rules.

6. PRIZE

Among all the proposals received, the Judging Panel will select a single winner who will be offered the opportunity to attend, free of charge, a three-week training course at the IED - Istituto Europeo di Design in Rome, titled “Rome Architectural Sketchbook”, which will take place in July 2025 (the prize includes the return flight ticket in economy class and the accommodation, upon availability. It does not include personal expenses). Moreover, the winning short film will be screened at the Panel dedicated to Hong Kong cinema to be held during the 71st International Film Festival in Venice. Second and third classified will be offered media equipment.

Winner/s will be announced on the website of the Consulate General of Italy in Hong Kong and Macau. The winner/s will also be notified individually by email.

The prize is non-transferable and cannot be exchanged for other service(s).

8. REGISTRATION AND SUBMISSION FORMAT AND METHOD

All participants may register through the following form (a Google account may be required):

<https://forms.gle/g1gRExpnewboqqPk7>

Alternatively, registration to the activities can requested to the e-mail address:

hongkong.events@esteri.it

Subject should indicate: ***Made in Italy contest – ‘NAME’, ‘FAMILY NAME’ and ‘UNIVERSITY’***

For either registrations procedure, mandatory information to indicate:

- Title
- Name of participant (as stated on the identification document)
- Date of birth
- Nationality and Country of residence
- Phone number
- Email address
- University/Institution affiliation
- Copy of the Identity Card or Passport
- Copy of the school/university enrollment or copy of the graduation certificate

9. SELECTION CRITERIA

All proposals will be evaluated by the Judging Panel based on the following criteria:

- Originality
- Aesthetic quality
- Creativity
- Communicative effectiveness and immediacy
- Reproducibility

- Consistency of the proposal with the theme of the competition
- Flexibility of use and application
- Scalability

11. ENQUIRY

Requests of further information and clarifications can be addressed to the e-mail address: hongkong.events@esteri.it.

12. INTELLECTUAL PROPERTY RIGHTS

All participants who submit project proposals to the competition, agree to assign the intellectual property rights of the winning design to the Consulate General of Italy in Hong Kong and Macau.

By the act of entering the submission, each eligible participant is assigning a perpetual, royalty free, unlimited, unconditional use and reproduction rights of his/her submission(s) to the Consulate General of Italy in Hong Kong and Macau.

All submissions must be original and free from infringement of any existing intellectual property rights.

The participants shall bear full legal and related responsibilities arising from any possible breach of intellectual property rights in respect of their entries, and shall indemnify the Consulate and other concerned parties against any claims and liabilities arising from any such breach.

If a participant is found to have disposed of to a third party, such as by assignment, transfer or provision as security, or is making application or registration procedures, etc., for all or any part of the intellectual property rights or any other rights concerning the submitted entry after the submission, the submission will be made invalid.

The winning designs are subject to investigations regarding originality and eligibility for trademark registration. If they do not comply with the requirement, the Consulate has the discretion to forfeit the prize involved without any liability to the selected participant or any other persons, and other entries may be selected as the winning designs.

By joining the competition, the participants agree to accept that the Consulate has the right to display or publish selected designs from the competition for the following purposes: (i) printed publication; (ii) online publication; and (iii) promotion of the Festival in any other media.

The Consulate reserves the right, at its sole discretion, not to initiate the competition procedure, to revoke it, extend it, suspend it and/or postpone it to another date without the bidders being able to make any claim in this regard. Nothing is due to the competitors by way of compensation or reimbursement for any charge connected to the participation in the competition.

13. USE OF PERSONAL INFORMATION

Any information supplied by the participants for the purpose of the competition will be treated as confidential and will not be released by any third parties without the participant's permission. Personal information of participants will only be used for communications regarding the submission and selection and otherwise to the extent necessary for administrative matters for the selection.

The data holders retain the rights provided by the articles 7, 8, 9, 10 of Legislative Decree 196/2003 and the European Regulation 2016/679: "General Data Protection Regulation".

The data controller is the Consul General of the Consulate General of Italy in Hong Kong and Macau.