

A LAND, A JOB, A PROJECT

Riviera del Brenta: summer leisure for Venetians in the past, inspiration for artists and poets and a destination for tourists from all over the world.

A land of art and... shoes: since the 1800s it has produced incredible footwear, among the most beautiful in the world.

From school to industry: the Scarpetta d'Oro project, arising from the inspiration of teachers, is now run by ACRIB, the association of footwear manufacturers in the Brenta area.

SHOE-SIZE FIGURES

For childhood, a creative way of learning about local culture.

For illustrators, in the charming setting of an ancient Venetian villa, an international prestigious competition, from which some of the most well known talent has come.

For schools, many competitions, all connected with winning fairy tales.

THREE FEATURES OF OUR COMPETITION

The theme: different each year, but always connected to the world of shoes.

The procedures: participation with one fairy tale only, the winner will illustrate a text selected from the competition for schools and the publication of a book will follow.

The opportunity: prize-winning artists will have the chance to hold personal exhibitions, with the publication of a catalogue.



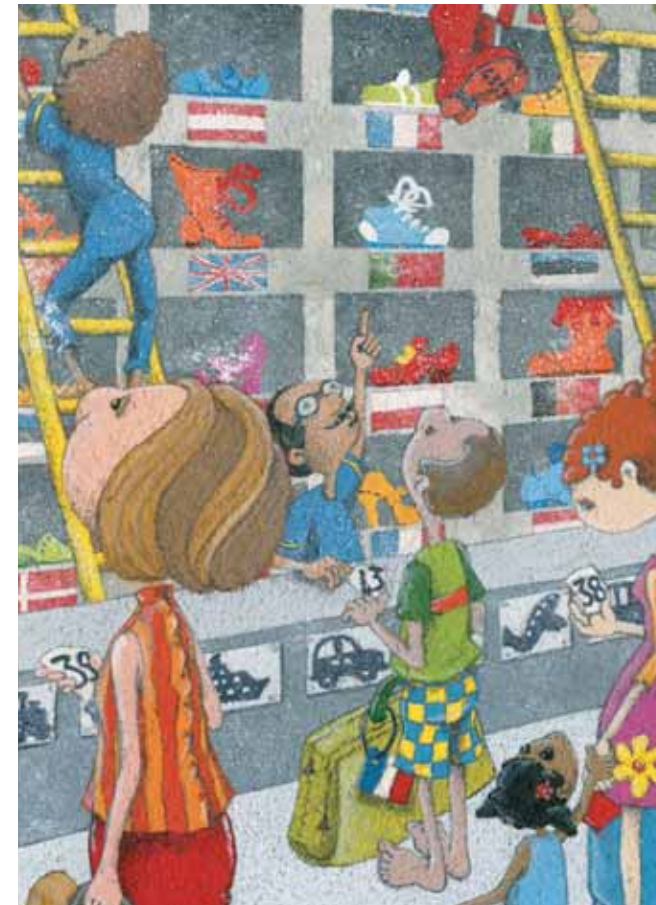
For further information call:
POLITECNICO CALZATURIERO SCARL
via Venezia, 62
35010 Capriccio di Vigonza PD
tel. (+39) 049.9802799
fax (+39) 049.9801469
scarpettadoro@politecnicocalzaturiero.it
www.politecnicocalzaturiero.it



SCARPETTA D'ORO 2010

15th international prize
of illustration for children

TOPIC SHOES, LOVE AND...



with Collaboration of Municipalities of
Dolo, Mira, Vigonovo, Vigonza

In collaborazione con i Comuni di
Campagna Lupia, Campolongo Maggiore, Camponogara,
Fiesso d'Artico, Fossò, Noventa Padovana, Pianiga,
Piove di Sacco, Sant'Angelo di Piove di Sacco, Stra

with the Support of
Rappresentanza a Milano della Commissione Europea
Regione Veneto
Unioncamere Veneto
APT Azienda di Promozione Turistica

The 15th International Prize “Scarpetta d’Oro”, open to both Italian and foreign illustrators, is announced for the year 2010. The aim of the competition is to make people know new illustrators and their creativity. Year after year, the competition has suggested a topic, in which the world of fairy tales coexists with the world of shoes, whose best setting is represented by the Riviera del Brenta - Venice -, a centre well known in Italy and abroad for its footwear production.



RULES OF THE COMPETITION

1. Topic: “SHOES, LOVE AND...”.
2. Both Italian and foreign illustrators may take part in the 15th International Prize “Scarpetta d’Oro”. The participation is free.
Each competitor can present only one work.
3. Only the works arrived not later than the 31 May 2010 will be admitted to the competition. The works will be sent to Politecnico Calzaturiero Scarl /Scarpetta d’Oro - Via Venezia, 62 - 35010 Capriccio di Vigonza (PD)
4. Each artist can send only an original and unpublished work, related with the prize topic. Any drawing technique can be used. The maximum admitted size of the work is 40 cm x 50 (16”x20”).
5. The works must be accompanied with a paper where the artist writes his name, surname, address, phone number, e-mail, short professional curriculum, drawing technique, authorization to show the illustration in international location identify by Jury and Politecnico; possible intention for the sale of the work and its price - which is to be considered irrevocable.
6. Politecnico Calzaturiero Scarl will appoint the judges. Their decisions will not be open to appeal.
7. By July 2010 the judges, with unquestionable decision, will select the best works. All the works that will come after 31 May 2010 and those unrelated to the topic will be left out.
8. At the Jury’s discretion the selected works will be shown in an exhibition set in a building of the Riviera del Brenta, remarkable for its historical and artistic importance. The exhibition may afterwards be set in other places, too. The exhibitions will, anyway, end within December 2010.
9. Politecnico Calzaturiero Scarl will publish a catalogue with the winning works and those considered distinguished and worth mentioning by the Jury.

10. The winning work will remain property and possession of Acrib Servizi Srl, which will be the exclusive user at its sole final judgement, since copyright utilization has been transferred. In particular, the work in question will be used for the competition “Fiabe, scarpe e parole” addressed to schools, which consists in the production of a narrative text by pupils. The winning artist will illustrate this, using plates, for which copyright will be transferred to Acrib Servizi Srl, according to the methods and time established by Acrib Servizi Srl. The resulting narrative text and its illustrations will be reproduced in a specific publication. Illustrators could use the tables outside the “Scarpetta d’oro” event, only under authorization of the copyright holder.
11. The author of the first prize winning work, by Politecnico will receive the “Scarpetta d’Oro” Prize of € 2.000.00 (two thousand). The given sum -which will be awarded in two payments, that is, of € 1.000,00 (one thousand) at the end of the prize giving ceremony and on signing the deed of assignment for copyright and € 1.000,00 (one thousand) on delivery of the aforesaid plates- also constitutes the total sum at bargain for the transfer of property and related copyright utilization for the work and copyright utilization for the plates.
12. At the Jury’s discretion; further awards and other prizes may be assigned.
13. The awarding of prizes will take place by November 2010. The seat and the date will be communicated to the participants in due advance. The authors of the first, second and third position and also of the distinguished and mentioned works will be informed about their classification. The artists who will receive the second and the third prize may, if they wish, hold a personal exhibition in a seat to be decided by Acrib Servizi Srl. The artists who have received the first, second and third prize during the previous editions may take part into the exposition out of competition.



14. Except for the winning work, which will remain property of Acrib Servizi Srl, the works will be given back by January 31 2011 with a free copy of the catalogue. In case the addressee is not found at the address indicated, the works will remain at his/her disposal by Acrib Servizi Srl. If the authors give authorisation, the works may be kept for six months, for future exhibitions.
15. The participating artists will free Acrib Servizi Srl and Politecnico Calzaturiero Scarl from any liability, also for damages to the works, theft and fire. During the exhibitions the works will be insured.
16. Each artist authorizes Acrib Servizi Srl to use his/her work and/or parts of it in the future and free of charge, as well as to reproduce and process it also for “Scarpetta d’Oro” presentation or promotional material.
17. Taking part in the prize means total acceptance of the present rules.