



festival per l'art
a valència
2017

FIRST. General characteristics of the call

The Intramurs cultural association announces the selection process of artistic projects for the fourth edition of "INTRAMURS, festival per l'art a Valencia" (INTRAMURS, festival for art in Valencia), a sample of urban and interdisciplinary character that will take place between the 19th and 29th October 2017 in Valencia.

The Intramurs cultural association is composed of professionals from the contemporary art: artists, designers, producers and managers.

The convocation to select artistic projects is aimed at all kinds of designers, architects and artists, regardless of their age, nationality, address, their relationship with the neighborhood or the city, etc.

The purpose of the festival is to promote contemporary art in all its aspects and bring it closer to citizens, promoting that the arts and culture are affordable and can be enjoyed by all. The intention is its pre-eminently urban character, enhancing the public character of all activities. With this intention, we want to move away from the use of institutional exhibition halls or the more traditional exhibitions to enhance the artistic and cultural exhibitions in urban or unconventional spaces, allowing the public to be present and part of the art in its urban context.

The area of celebration of the Festival is bounded by the surrounding urban space within the ancient walls of the city of Valencia, which is known as the district of "Ciutat Vella" and including: "La Seu", "La Xerea", "The Mercat", "The Carmen", "Velluters" and "Sant Francesc". Also the selection of virtual pieces is contemplated whenever they are linked with the district.

The festival wants to be in permanent contact with associations, institutions and shops of the area, with the intention to boost it culturally. So urban space will be used entirely as a context and framework for all artistic expressions, in many private spaces (studios, halls, bars, restaurants) and public spaces (streets, squares, gardens, pieces of wasteland, shop windows ...).

Bases that govern the selection of projects for window dressing in stores of the Historical Center

INTRAMURS shop window dressing in the historical centre is a section of the festival aiming to boost the city livelihood, promoting its singular shops by means of providing designers and architects to create a route of artistic shop window displays.

This is an occasion for artists and related crafts people to present their work in the heart of the city by way of using the nominated shop window venues. Given the popularity of the INTRAMURAL Festival, shopkeepers involved will benefit from the increase of public attendance to step-up their business and promote the artistic proposals within their business context.

The project thereby requires designers to take into account the needs of the shopkeepers and the products they wish to display and, likewise, allowing expert designers and related upcoming professionals to advise them accordingly.

The window dressing displays will be on show for a whole month, between the 5th of October and the 5th of November 2017.

After the celebration of the festival, INTRAMURS intends to set up a gallery or permanent bank online data with pieces of the festival (once made and documented), as well as any other kind of record that has been obtained, such as routes, photos, videos, lectures, debates, interviews with artists and the public, etc., to serve as a catalog of data and consulting for artists and art professionals.

SECOND. Requirements for participation in the call for shop windows

Somehow projects must be integrated into the context of the historical center, either with its history, its society, its architecture, etc., and if possible, to claim the historical center of Valencia as a space of cultural and artistic diversity for the XXI century.

This year there is a theme: EN CRU, EN CRUDO, IN THE RAW.

Each project must be self-sufficient in production, assembled and disassembled. And it is provided with the specific technology if the piece requires it.

Projects must not infringe the honor of others, human or animal rights, and will be dismissed those who cause social rejection: racism, sexism or xenophobia.

Intramurs organization will be responsible for selecting the artists with businesses that have to intervene. All those businesses registered in the action may have a designer to carry out in there effective, spectacular storefronts with sustainability criteria. Businesses must provide the registration fee and the cost of supplies used.

THIRD. Presentation of projects

Artists, designers, architects and related crafts people willing to participate in the shop window dressing in the historical centre project should register with the Festival organization before April 30, 2017.

- Artistic name (as you would your name or signature appears in the media) *
- Full name of the author
- Email
- Telephone contact
- Copy of ID card or passport
- Title of the project *
- Images of the project (possibly more than one) whether photos, drawings, illustration, etc. *
- Place of the showcase: if you already have a final showcase indicate where, or if you have not already pointed it out where would be the ideal/s. If otherwise you don't have it, the organization will seek it and consider the most appropriate.
- Any questions or specification about it is welcome.
- Links to your work: personal web or other suitable sites, as well as a profile on social networks: Facebook, twitter, instagram, Google plus, LinkedIn, ... *
- A brief cv of the artist *
- Photo of the artist or what you value as an artistic image *
- A dossier, if is deemed necessary, which may include explanatory text referring to the piece, data sheet, technical requirements, schedule of assembly and disassembly, images (photographs, sketches, drawings, etc.) in a PDF 5Mb max

What is marked with an asterisk (*) is your data that will appear on the web if you should be selected.

FOURTH. Arrangements of the organization

The INTRAMURS team shall coordinate a meeting with all selected participants in order to allocate display venues.

The organization will be give maximum publicity to the projects undertaken in INTRAMURS. The organization has its own web and social networks to spread everything that happens during the festival, so users can be constantly informed. The web, after the festival, will continue to operate as a bank of documentation and information, which can be modified and adapted.

The organisation shall coordinate guided visits and other related activities to the venues concerned during the Festival so as to enable the public to visit them.

All designers involved in the window dressing project will take special care regarding the safety of their installations and shall be deemed personally responsible of any resulting damages.

INTRAMURS will have a small team of assembly, as well as interns and volunteers that can possibly help. In case you need this kind of help, you have to specify it.

INTRAMURS will ensure the safety of the works, as far as possible, although the organization will not be responsible in case of breakdown, loss or theft of any pieces.

FIFTH. Resolution of the selection

Intramurs organises a yearly contest, under several categories, for which all shop window dressing participants qualify.

The Jury of the awards is made up with representatives of the professional shop window dressing world, artists and specialized media.

The awards will be granted by the Festival during a party which will be celebrated to acknowledge the participation of all shops and people involved.

To ensure ample time is available both, for designer participation and shop allocation, the registration dates this year have been put forward.

CALENDAR:

- During an event in April, an overview of the Festival will be announced to the participant Intramurs' designers, as well as the specific events relevant to the shop window dressing in the historical centre project.
- During June, designers will be allocated their respective shops and introduced to the shop owners involved.
- During September, appointments with the designers will take place so as to coordinate requirements and specify information to be eventually posted in the Intramurs' website.

SIXTH. Intellectual property

The organization may use its database for relating to artists with cultural, national and international agents, always with permission of the artist, in the case of formalizing some link to another platform than INTRAMURS. One of the aims of the association is to generate this kind of relationship between artists and cultural agents.

Participants will maintain unharmed INTRAMURS respect to third party claims about the authorship of the works and intellectual property rights or image linked to them, as well as any kind of liability for the dissemination of works.

The participant grants INTRAMURS sufficient license rights to reproduction, distribution and public communication and making available the images of their works all the time and scope legally possible, always citing the source and the author within the scope of "INTRAMURS Festival per l' art in Valencia". In any case, the moral rights that the author holds over his work will be respected.

The participation in INTRAMURS also involves the consent of participants to their name and image can be used in the media deemed appropriate, for advertising purposes within "INTRAMURS Festival per l'art en Valencia".

SEVENTH. Acceptance of the rules

The artist agrees to accept the present rules for participation in INTRAMURS, rules acknowledged and accepted.

Violate any of the rules can lead to exclude the participant of the festival.

Any issues that may arise and that is not reflected in these rules shall be resolved by INTRAMURS of their knowledge and best judgment.

By reasoned grounds, the INTRAMURS Association may amend these rules.

The rules for participation will be available on the website (www.intramurs.org).

EIGHTH. Data Protection

The participants in this edition agree that their personal data are processed in accordance with the provisions of Organic Law 15/1999 of 13 December on protection of personal data.

Personal data provided will be incorporated into one each files responsibility of the INTRAMURS Cultural Association, located at Recaredo street 31-3, zip code 46001, Valencia, with the aim of managing the participation in "Festival INTRAMURS per l'art a Valencia " as well as for promotional activities and report on other own services or of third parties, in the sectors of art and entertainment. At any time, the participant may exercise their rights of access, rectification, cancellation or opposition by contacting info@intramurs.org.

The user guarantees the authenticity of all data provided and undertakes to keep them updated, and is responsible for all damages and prejudices that may result to INTRAMURS or to third parties for providing incomplete, inaccurate or false information.