

20”

exd'09 call for entry

The international Biennale ExperimentaDesign is launching a worldwide Call for Entry for 20” Video Competition to find a promotional video for this year’s edition. We are looking for daring creative work, unique visions that are both inspired, insightful, challenging and outside the box. Distinctive artistic statements in their own right, these video works must reflect the Biennale’s spirit and/or convey a particular vision of the theme for EXD’09: It’s About Time....

The winning video will be featured as part of the EXD’09 communication strategy including EXD events internationally, in a variety of channels, including tv, web, press conferences and street video display panels.

The author(s) of the winning video will be invited to attend EXD’09 in Lisbon as a participant, including a Free Pass to all the venues and events, and accommodation in central Lisbon for two people (Altis Hotels) during the Opening Week (Sept 9 to 13, 2009), or other 4-night-period between Sept 9 and Nov 8, 2009. EXD will shortlist 5 runners-up who will receive Free Passes to the Opening Week and special rate for accommodation (Altis Hotels).

EXD

EXD is the international Biennale dedicated to design, architecture and creativity. Positioning itself as forward-thinking, dynamic platform, EXD fosters and analyzes contemporary culture through discussion and reflection. It is a springboard for up-and-coming talent and experimentation in disciplines across the creative spectrum, showcasing original projects and ideas in different formats, from exhibitions to urban interventions, debates and lectures. With a focus on people and ideas, the Biennale’s programme is designed to provide insight and incentive both to a specialized audience and the public at large, disseminating information and fuelling debate. Taking place in Lisbon (since 1999) and Amsterdam (since 2008) with different programmes in alternating years, the Biennale engages a worldwide network of agents in various fields, promoting innovation and creativity as driving forces for sustainable development at all levels. Themed “It’s About Time”, EXD’09 looks at time as material, resource and challenge: time to take action, time to collaborate, time to make, time to reflect.

It’s About Time...

How are we thinking about time these days? As a subjective experience or a socially defined concept? In a sense, everything in our lives is about time; it is the one resource that no individual or activity can do without. But in a world on the brink of environmental and financial collapse, there is a pressing need to take action – but do we think before we act? It’s about time to concentrate on mature reflection and persistent change. EXD proposes to translate the double meaning of its 2009 theme into a programme: to think about the way we use time in design. EXD looks at the various ways in which time plays a role in creative disciplines, and how they in turn can address shifting notions of time and urgency. How can creative practitioners reconcile the ever-increasing speed of life with the need for reflection? Can designers develop a new notion of ‘time-based design’? How do we deal with the social dimensions of time? Keywords here are intimately connected to notions of time and urgency: improvisation, networking, sharing and parallel development. It’s all about time.

Rules and regulations

Overall Structure

1. Call for Entry for 20" Video Competition is an initiative of EXD for its 2009 edition, set to take place from 9 September to 8 November in Lisbon, Portugal.
EXD is an international cultural Biennale and a trademark of Experimenta – Association for the Promotion of Design and Design Culture, with headquarters in Lisbon.
2. The goal of 20" Video Competition is to select a promotional video for EXD'09. The selected video will be shown non-commercially in various outlets and channels (internet website, blog, newsletter, live presentations and other communication moments), for promotional use and/or the dissemination of information only.
3. Given the non-profit nature of Experimenta's activity and the above stated non-commercial use of the promotional video, no royalty will be paid to the video's author(s).
4. Full credit will be awarded, as per the author's indications, with the exception of TV and outdoor screenings.
5. EXD is looking for a video that reflects both the spirit of EXD and its theme for 2009: 'It's About Time'. Participants must use EXD'09 Tags in their video entries. All video entries that do not meet this condition will not be considered.
6. The EXD'09 tags are the property of EXD and cannot be used for any other purpose other than the video(s) for 20" Video Competition.

Participants

1. The 20" Video Competition competition is open worldwide to professionals and students over 18 years old.
2. The participants can submit individual or collective proposals.
3. The maximum number of proposals admissible per entry is three.

Videos

1. The mandatory EXD'09 tags are available for download at http://www.experimentadesign.pt/2009/_download/EXD09_20SEC_TAGS.zip
2. Videos must be between 15 to 20 seconds long.
3. All videos should follow the 25fps PAL standard.
4. Videos must be in mp4 format, standard definition (SD / 4:3 / 720x576 pixels) or high definition (HD/ 16:9 / 1280x720 or 1920x1080 pixels).
5. Participants submitting HD videos are required to submit an SD version as well.
6. Audio must be in 16bit – 48KHz format, stereo for both SD or HD.
7. Videos and audio must be unpublished and original. Videos and audio previously used for commercial purposes or entered in others competitions are not admissible and will be excluded from 20" Video Competition.

Submissions

1. Submission deadline: **July 10, 2009**.
EXD reserves to itself the right to change this date, announcing it at www.experimentadesign.pt.
2. The Videos and the filled Application Form should be mailed to the address below. Both SD and HD videos versions must be recorded in DVD, without any kind of compression.
EXD headquarters address:
ExperimentaDesign
Rua Cidade de Lobito – Atelier Municipal 3
1800-088 Lisboa, Portugal
3. Video entries must be uploaded at <http://www.vimeo.com/groups/20sec>.
To be able to upload, the participants must join Vimeo and the 20" - exd'09 call for entry group (linked above) and follow Vimeo's video compression rules.

Selection

1. The submissions will be judged by Ian Anderson, the Creative Director of EXD'09 Communication Department, and EXD's communication team.
2. Selection results will be communicated at www.experimentaldesign.pt and <http://www.vimeo.com/groups/20sec>, by **July 15, 2009**.
3. In the event of overall lack of quality of the proposals submitted, the judge may refuse to select a winner. In such case, the judge will provide specific arguments to sustain his decision.

4. EXD will retain copyright ownership of the 5 shortlisted videos, as well as the winning video, without prejudice to the respective authorship rights.
5. EXD may use images and/or excerpts of the selected videos as well as other materials collected within the scope of the present competition, for EXD promotional activities. The respective authors will be credited.
6. The authors of non-selected, non-awarded videos who do not wish to have their names/identity mentioned in this initiative must declare so in writing. This document must be sent to 20sec@experimentaldesign.pt.

Prize

The author(s) of the selected video will be invited to attend EXD'09 in Lisbon as a participant and receive a EXD'09 All-Access Free Pass as well as free hotel accommodation in central Lisbon for two people (Altis Hotels) during the Opening Week (Sept 9 to 13, 2009), or any other 4-night-period, between Sept 9 and Nov 8, 2009.

The five runners-up will be awarded a Free Pass for the Opening Week of EXD'09 (September 9 to 13), and special rate for accommodation (Altis Hotels), as well as an certificate of participation (honorary mention) in the competition.

Final provisions

1. Participation in this competition is free of charge.
2. By entering, individuals are deemed to have accepted the competition rules and regulation.
3. All proposals must be unreleased, unscreened originals, created by the respective entrants.
4. Entrants can submit a maximum number of three proposals each. Only proposals that fully and adequately meet the competition's criteria and required information will be deemed eligible.
5. Participants must guarantee to be contactable by email or telephone between July 10 and 15, by which time both the winner and the runners-up will be notified.
6. The author of the winning video must be willing to accept all changes or adaptations necessary to its adequate screening.
7. EXD is entitled to revise the conditions of the competition. Regular visits to the EXD website are advise for up to date information. www.experimentaldesign.pt.
8. Any omissions or extraordinary situations not outlined in the rules listed above will be individually analysed by EXD's judging panel.

General Conditions

Copyright and Distribution

1. The authors of all videos authorise EXD to publicly present submitted material as part of 20" Video Competition. This will not infringe the authors' copyright, as full credit will be awarded to each author.
2. Participants must state the names of all parties involved to whom intellectual property, authorship or moral rights are due, as well as any type of ownership rights over all video entries. Participants are liable to submit valid authorization for using third-party materials and rights.
3. In case of using images and/or other non-original material, visual or audio, participants must submit a copy of document(s) authorising its use, together with the other submission requirements, expressed in Submissions – point 2 of the present regulation.

INFO

20sec@experimentaldesign.pt
www.experimentaldesign.pt

Application Form

Video file name		Duration		Size	
Number of authors					
Name (responsible)				Birth date	
Address					
Postal code		City		Country	
Phone		Mobile			
I.D. or Passport No.		Email			
Entity / School / University				Course / Department	

I authorise the mention of my name in EXD communication materials. Yes ☐ No ☐

I declare that the project submitted by me is unique and original.

I have read and accept without reservations all the rules and regulations of the 20" Video Competition.

Signature (as it appears in I.D. or Passport)

Date ____ / ____ / ____

Name				Birth date	
City		Country			
Phone		Mobile			
I.D. or Passport No.		Email			
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