



**PREMIO MODA “CITTA’ DEI SASSI”**  
**National and International competition for fashion designers**  
**4th Edition**

**Matera (Italy) - Saturday, June 30, 2012**

The object of the competition is:  
**“Fashion, Elegance and Creativity”**

**(deadline: March 30, 2012)**

## **REGULATIONS**

The competition is held under the patronage of institutions.

The competition is realized in cooperation with the cultural associations “Centoe20” ed “Euritmia” / Matera (Italy).

## **PURPOSES**

**Premio Moda “Città dei Sassi”** is a competition addressed to worldwide female wear and accessories manufacturers who want to take part into the event in order to give evidence of their skills and to demonstrate their abilities to the main fashion representatives and to a public on a worldwide scale.

The aims of the competition for 2012 will include the following:

to identify and to award new fashion designers in order to reveal emerging stylists or new professionals in the female fashion field to enhance their abilities.

### **Eligibility and Entry:**

The competition is open to people over eighteen, graduates of academies, Universities, Public and private schools, fashion designers, pattern makers, fashion operators and self-taught.

For those who are underage, the application form must be accompanied by a specific authorization signed by a parent or a legal guardian (**please see the application form**).

## ORGANIZATION

The organization promoting the competition is **Publimusic.com** of 184 f/g – Via Lucana, 75100 Matera – Italy.

**Publimusic** is the owner of **Premio Moda “Città dei Sassi”**.

All names and signs used in the competition belong to Publimusic.com only, as well as the rights on them.

The reproduction and/or the distribution of signs or brands in any form is not permitted without prior written permission.

## PRIZES

**1° PRIZE (first prize):** € 2.000,00 (two thousand Euro/00) + certificate of attendance;

**2° PRIZE:** certificate of attendance;

**3° PRIZE:** certificate of attendance;

**Ranking 4 to 8 and other people selected by the jury:** certificate of attendance.

**Please note that the money prize will be split equally between all prize winners in case of ex equo.**

## THE FOLLOWING RECOGNITIONS WILL BE ASSIGNED AS WELL:

- **Fashion Award to Cinema** (please see **\*theme and \*conditions**)
- **Critic award;**

### \*Theme

The **Fashion Award to Cinema** is a tribute to **Sophia Loren**, one of the most representative of the Italian cinema in the world. This way, **Premio Moda “Città dei Sassi”** wants to celebrate the 50<sup>th</sup> anniversary of Sophia Loren’s Best Actress Oscar for her performance in the film “**La Ciociara**” .

### \*Conditions

All participants **will have to** realize n.1 dress dedicated to the actress **Sophia Loren**. **The dress will be added to the 6 ones required by this regulations.**

The “**fashion sketch**” of the dress will be judged according to the same rules provided for the competition.

The dress realized will be presented on the catwalk by the finalist designer.

The dress realized for the occasion, together with other dresses, might be exhibited in public places by the promoter of the event. The promoter itself will give its final decision on the perspective exhibition of the dresses:

- N.1 **FASHION SKETCH**, created by using a free technique, and pictures, where possible;
- Datasheet (sartorial datasheet) describing **the fashion sketch** realized, including information about fabrics, colors and materials used;
- Information about accessories.

All the material sent by the designers in the finals, as well as their videos, profiles, fashion show “format”, Etc, will be published on the website: [www.premiomoda.it](http://www.premiomoda.it) , belonging to Publicom.com.

“Formats” of the fashion show might also be broadcast on local or national televisions and/or satellites.

## **THE COMPETITION**

All the finalists will receive detailed information regarding the competition, including information about how to get to Matera and about the staying in the town.

**(For this reason any change in the competitors address or contact phone number must be promptly reported to the administration office).**

Please note that the registration fee will not be given back if the selected “FINALIST” will not be able to take part in the competition or if she does not turn up in the competition.

**The organizer reserves the right to make changes on the date, time, place of the competition, in order to allow a better realization of the event.**

If the competition cannot take place on the date established due to adverse and unpredictable conditions, finalists will not receive any refunds or registration fees back, since all the administrative activities have been already carried out.

The organizer, anyway, commits itself to arrange a similar competition on a different date or in a different place informing all the competitors within 20 days from the new date of the event. The new competition will replace the first one, and it will have the same terms and conditions.

## **APPLICATION/DEADLINES**

**All applications must be received by March 30, 2012.**

In order to take part into the competition, each applicant must fill out a form (**application form**).

To download the form, just visit the website [www.premiomoda.it](http://www.premiomoda.it) (sezione concorsi – modulistica), or visit our website [www.publimusic.com](http://www.publimusic.com).

The form, completed in block capitals in all its parts, must be submitted to Publimusic by post or fax.

(Publimusic di Gallitto Sabrina Arianna – Via Lucana n. 184 – F/G – 75100 MATERA – ITALY)

(FAX NUMBER +39 0835344116)

For further information, please do not hesitate to contact us at the following numbers  
**+39 0835 344116 or +39 331 71 56 600 :**

- Monday to Friday from 4 pm to 8.30 pm;
- On Saturdays from 9.30 am to 1.00 pm and from 4 pm to 8 pm;

Or please e mail us at [concorsi@publimusic.com](mailto:concorsi@publimusic.com)

### **PRESS AGENCY**

- E-mail: [press@publimusic.com](mailto:press@publimusic.com)

Along with the application form, each applicant must enclose a copy of the payment in favour of Publimusic (**please see the application form**) of € 115,00 (VAT 21% included). You will then receive an invoice for the amount paid.

After sending the application form together with a copy of the payment, all applicants **must send the following documentation** to the address below (**by April 12, 2012**) (**please note that the postmark date will be proof of despatch**):

Publimusic  
of Gallitto Sabrina  
Via Lucana n. 184 – F/G  
75100 Matera (MT)  
ITALY

### **DOCUMENTATIO REQUIRED BY APRIL 12, 2012**

#### **PAPER FORMAT:**

- **Application Form (completed in all its part);**
- **Copy of the registration fee receipt;**

All sketch collections (**IN ITALIAN**) must meet the following requirements:

- They must be drawn on numbered A4 sheets and **they must be signed on each page;**
- N.7 fashion sketches (6 of them belonging to the collection **+1 dedicated to the fashion award to cinema**), created by using a free technique, and pictures, where possible;
- Datasheet (sartorial datasheet) describing **each fashion sketch** and including information about fabrics, colors and materials used;
- Information about accessories;
- A short biography of the applicant, including a passport photo (in colour);
- A short essay on a topic chosen by the applicant complying with the object of the competition (HIGH FASHION);

## OPTIONAL DOCUMENTATION:

- Photos and/or videos of creations in possession by the applicant with respective collections (**only “IF” already realized**);
- Other possible material already realized, considered interesting and explanatory of the applicants style, logo (where owned by the applicant);

## DIGITAL FORMAT

- Cd including two different files (with two different names):
  1. **DATA FILE** including:
    - a) a short biography of the applicant (doc format) (both in Italian and English);
    - b) photo of the applicant (jpeg format);
    - c) A short essay on a topic chosen by the applicant complying with the object of the competition (HIGH FASHION) (both in Italian and English).
  2. **CREATIVE/PROJECT FILE**, including:
    - a) **N.7 fashion sketches** belonging to the collection, in digital format (jpeg).

## PLEASE NOTE

All the costumes realized or to be realized must perfectly match the ones of the 7 fashion sketches and the datasheet submitted.

The sizes to be used for the creation of the costumes are:

- **40 /42 for women**

By signing all the documents, the contestant agrees and is responsible for the authenticity of the sketches provided, observance of proprietary brands, copyrights and anything else concerning copyrights.

## **JURY**

All the documentation sent by each contestant will be judged, **by April 22, 2012**, by an appropriate jury composed by 5 people highly trained in the fashion industry.

The jury will issue the final ranking, showing the contestants allowed to take part into the competition.

The list of names, including the first 8 people in the ranking, can be found on the following websites:

[www.premiomoda.it](http://www.premiomoda.it) -- [www.publimusic.com](http://www.publimusic.com)

People placed 1 to 8 in the ranking will be promptly informed about their chance to take part in the last selection that will take place in **Matera (Italy) on Saturday, June the 30<sup>th</sup> 2012.**

The fashion event will be performed by using the costumes realized by the finalists. All the costumes must be handed in **by 10.00 am of the day before the competition, in order to allow the fittings.**

The person in charge with the fittings will also be responsible for approving the models' dresses, their make-up and hair style.

**Please note: Accommodation costs for n.2 nights and n.2 people (the finalist and his/her assistant) will be sustained by the promoter of the event.**

In addition to the 8 finalists, other stylists recommended by the jury, might be invited to take part in the competition, even though they will be ineligible to compete.

### **FURTHER DOCUMENTATION THAT WILL BE REQUIRED FROM THE FINALISTS**

All **FINALISTS** need to send, **by May 19, 2012** the following documentation to Publimusic\_Matera (using Priority Post):

- Audio CD (2copies), containing 2 audio tracks of 6/8 min long chosen for the fashion show. On the cover of the audio cd, the finalist needs to indicate:
  - a) Titles of the songs chosen;
  - b) Song writer;
  - c) Length of each track.

**PLEASE NOTE: THE AUDIO TRACK THAT WILL BE USED FOR THE PRESENTATION OF THE DRESS DEDICATED TO THE “CINEMA FASHION AWARD” WILL BE SELECTED BY THE ORGANIZATION PROMOTING THE EVENT.**

### **RESPONSIBILITY**

The collection, together with all the accessories, must to be consigned by the finalists to one of the person working for Publimusic the day before the competition.

Each costume must have its own hanger and its own case (showing the name of the designer), and it needs to be equipped with a picture or drawn describing the costume itself. (the promoter of the event will be responsible for assigning the stands).

The promoter of the event is not responsible for any damage, theft or loss suffered by any contestant during the selections, the carriage of material or throughout the competition in Matera (Italy).

Publimusic is not responsible for the contents of any material and file provided by the contestant, including any copyright and S.I.A.E. (association of Italian authors and publishers).

Also, Publimusic is not responsible for anything related to third parties, companies or legal entities.

The finalist/contestant states that he/she has the right to show in public all the dresses, accessories, logos, texts, pictures and he/she states to have been entitled to use and reproduce any copyright material.

By signing the application form, the contestant/finalist authorizes, under his/her responsibility, the publication of the material and files provided, discharging "Publimusic" from any kind of responsibility.

## **ACCEPTANCE**

The competitor states to have read all this regulations, to have accepted it and authorizes "Publimusic" to use all the material provided for the success of the event.

By taking part into the competition, the contestant acknowledges and accepts the regulations in all its parts.

## **MATERIAL RETURN INSTRUCTIONS.**

The contestant is responsible for taking back all the material provided for the competition.

The contestant is allowed to collect all the material belonging to him/her from the day after the end of the competition (from 5p.m. to 8 p.m.)

The material must be collected by October 31, 2012 (**it cannot be collected from the 11<sup>th</sup> of July 2012 to the 30<sup>th</sup> of July 2012**).

The material could be posted to the contestant on his/her own expenses. Please note that the amount that will be requested for the dispatch of all the material will be calculated when the service will be requested.

As an alternative, the contestant may include another envelope (**already franked**) in the one containing the fashion sketches.

After the 31<sup>st</sup> of October 2012 all the material not given back to the contestants will be thrown away.

## **INFORMATIVE ON PRIVACY (Legge n.196/2003)**

In accordance to our Law 196/Paragraph 13 June 30th 1996, "Article related to the protection of all personal data", all personal information regarding the contestant will be treated in accordance to correctness, lawfulness and transparency for the success of the event.

According to paragraph 7 of the same law (Rights of access to personal information and other rights), the contestant has the right to obtain the confirmation of the existence or non-existence of personal information involving him/her, the updating or cancellation of the information.

The contestant has the right to prohibit the use of personal information that involve him/her. In order to prohibit the use of his/her personal information, the contestant must send a request to the bearer allowed to the treatment of these data: Publimusic of Gallitto Sabrina. Via Lucana, 184 – F/G 75100 Matera (Italy). The request must be sent by post or by mail to the following e-mail address: [privacy@publimusic.com](mailto:privacy@publimusic.com)

## **PLACE OF JURISDICTION**

The tribunal of Matera (Italy) is the only organization entitled to solve any controversy related to the regulations. The contestant, according to articles 1341 and 1342 of the civil code, states to have carefully read, to have understood and to have accepted the regulations in all its parts. In particular, the contestant is aware of all responsibilities deriving from the publication of the material provided.