



**M A T E R A**

CAPITALE EUROPEA DELLA CULTURA  
PALCOSCENICO DELL'ALTA MODA INTERNAZIONALE  
TALENTAWARDS

**PREMIO MODA®**

TREDECESIMA EDIZIONE

**Concorso Internazionale per stilisti**

**International Competition for Fashion Designers**

**Matera (Italy) - September 03-04-05, 2024**

**Concorso Stilisti 04 Settembre 2024**

“Moda - Eleganza - Creatività - Cultura - Cinema”

registration deadline: **April 30, 2024**

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## RULES AND GENERAL CONDITIONS OF PARTICIPATION

The competition takes place under the Patronage of institutions **with the sole purpose of fostering personal merit in the field of creativity for fashion and elegance;**

### ART.1 – ORGANIZATION

The entity that organizes the **Premio Moda®** competition is the APS Association named "OFFICINA DELLA CULTURA" E.T.S. - Tax Code and VAT No. IT 01306940774 - based in Matera (Italy) at Via San Pardo n.80, hereinafter referred to as the organizer.

The names, inscriptions, symbols and FORMAT of the event belong exclusively to the Association APS "OFFICINA DELLA CULTURA" E.T.S., which holds the relative rights. (copyright ©) all rights reserved. Reproduction, even in part, of trademarks, inscriptions, symbols and formats is prohibited without prior permission. (copyright ©) (2008-2024) all rights reserved.

### ART. 2 – OBJECTIVES

The **Premio Moda® (2008-2024) "Città dei Sassi"** is an event entirely dedicated to Stylists, artisans/creatives of fashion in total look for women, from all over the world who wish to participate to highlight their artistic skills and to make themselves known on an international media level by important fashion figures, press journalists, television networks and the public.

The thirteenth edition of the "**Competition**" **Premio Moda® 2024** is divided into **No. 2 (two Sections)** and will take place from **03 to 05** September 2024 - with **fashion shows on September 04, 2024: the winners of the 2 sections (Haute Couture and Pret à portèr) of the competition will also walk the runway on September 05 during the "Couturier" Premio Moda®.**

Also on September 05, 2024, the Cinema-inspired Outfits of all Finalists will also parade;

#### **Admitted to the competition are:**

Contestants who have reached the age of 18, Students, graduates of Academies, Universities and/or State and Private Schools, professionals, designers, fashion designers, pattern makers, tailors and fashion operators.

#### **YOU CAN ALSO PARTICIPATE IN PAIRS.**

**Competitors may participate in the selections, through entries, in ONE or more SECTIONS.**

**\* THERE IS NO ADULT AGE LIMIT.**

**\* THE SEASONALITY OF THE COLLECTION DOES NOT MATTER.**

**\* NO NEED TO BRING NEW COLLECTIONS**

**\* NO DEGREES OR DEGREES ARE NECESSARY**

### ART. 3 – REGISTRATION

**REGISTRATION, to the SELECTIONS, to ONE or more SECTIONS IS FREE.**

One can participate for both sections but where one is selected as a finalist in **Section "A"** and **Section "B"**, the participation fee as an expense contribution will of course be doubled-(see Art. 4).

**NOTE:** ONLY THE "CANDIDATES SELECTED AND DECLARED FINALISTS", WILL BE ABLE TO PARTICIPATE IN THE FINAL EVENING OF THE 13TH EDITION OF THE PREMIO MODA® 2024, BY PAYMENT, TO THE ORGANIZATION, OF A CONTRIBUTION FOR GENERAL EXPENSES, WHICH WILL BE FOLLOWED BY REGULAR DOCUMENT/TAX RECEIPT, RELATED TO THE FASHION EVENT AND THE CHOSEN SECTION OR FOR MORE THAN ONE CHOSEN SECTION DESCRIBED BELOW.

The dates provided and indicated below, represent deadlines that cannot be postponed. The organization reserves the right, at its sole discretion, to make changes to these "Rules and Conditions" of participation.

*In addition, some finalists, recommended by the special jury and/or the organization, may participate in other "Fashion" events with which the Premio Moda® collaborates*

## ART. 4 - DESCRIPTION OF SECTIONS and COSTS FOR FINALISTS ONLY:

### • SECTION: "A":

- Premio Moda® 2024 - HAUTE COUTURE - 13th edition
- No.4 Outfits required - collection on a "free" theme of the contestant's choice + 1 Dress inspired by an Actress of Italian or International Cinema: the choice of the actress is free;
- a total of 5 haute couture dresses.

The technical jury may select a maximum of 10 finalists;

- 1st Runner-up Sculpture Targa Premio Moda® - Brief interview and publication in magazine and/or social web and free participation in the Premio Moda® Couturier event on September 5, 2024;
- 2nd and 3rd Runners-up Targa Premio Moda® - Brief interview and publication on social web;
- Critic's Premio Moda® (Section "A");
- Certificate of Participation for each other finalist/participant with equal merit;
- On September 5, 2024, dresses inspired by the Actresses of all Finalists will also participate.

They will parade during the Premio Moda® Couturier event and the Moda® Cinema Award will be given, after evaluation by the Jury. (1st runner-up only)

**PARTICIPATION CONTRIBUTION for finalists only.**  
**€ 500,00**

### • SECTION: "B":

- Premio Moda® - Pret à Portèr – Cocktail
- No.4 Outfits required - collection on "free" theme of the contestant's choice + 1 Dress inspired by an Actress of Italian or International Cinema: the choice of the Actress is free
- a total of 5 Pret à Porter or Cocktail Dresses

The technical jury may select a maximum of 10 finalists;

- 1st Runner-up Sculpture Targa Premio Moda® - Brief interview and publication in magazine and/or social web and free participation in the Premio Moda® Couturier event on September 5, 2024;
- 2nd and 3rd Runners-up Targa Premio Moda® - Brief interview and publication on social web;
- Certificate of Participation for each other finalist/participant with equal merit;
- On September 5, 2024, dresses inspired by the Actresses of all Finalists will also participate.

They will parade during the Premio Moda® Couturier event and the Moda® Cinema Award will be given, after evaluation by the Jury. (1st runner-up only)

**PARTICIPATION CONTRIBUTION for finalists only.**  
**€ 500,00**

**NOTE:** If the outfits need accessories (hats, necklaces, earrings or bracelets) this must be underlined and/or indicated in the "notes" on the entry sheet (pattern sheet).

**N.B:** Those who have registered in both sections and are selected as finalists in both **Section "A"** and **Section "B"** will have to make 2 transfers of €500.00 as an expense contribution. At the same time, he/she may choose to forgo being a finalist in either of the 2 sections and thus pay only one fee.

## ART. 5 - MODE OF PARTICIPATION

THE PARTICIPATION FEE OF THE FINALISTS, FOR EACH SECTION,  
**INCLUDES THE FOLLOWING SERVICES:**

- Models\*, Direction, Choreography, Siae, audio, lighting, no. 4 filming cameras, authorizations, recording and editing of short editorial interview, short interview with Presenter - On Stage brand quote with max 3 lines of text presentation for the mood of the collection, post production video editing of the TV footage of the fashion show, assistant dressers, fitting and no. 4 reserved seats in the parterre;
- The hairstyles and make-up on the \*models, by Our Team, will be standard and no interference will be allowed since these are collective fashion shows. The decision on this will be up to the organization, which will lean toward simple gathered hairstyles and show make-up;
- The \*models will be matched by the organization for successive runway shows, then divided into groups. This is implemented to avoid too many exits on some models and to have the necessary technical time for the rotation of the models so that the shows will run smoothly.

### **NOT INCLUDED:**

- Food, lodging, travel expenses.

**The organization** will provide the name of the Tourist Agency affiliated with the Premio Moda® that will provide the names of the **Hotels and Restaurants** so they can book on their own by virtue of their own needs.

**Photographs:** Photos will be posted online on the website and Social pages, but if participants would like customized shots, they can request them directly from **the official photographers**, accredited to the Premio Moda® 2024, **whose list of names and contacts** will be made available to each participant. The cost, if any, will be agreed upon between the photographer and the participant.

**It is understood that:** photographs and videos of each fashion show will be published on the official website [premiomoda.it](http://premiomoda.it)

## ART. 6 - SUBMISSION DATE FOR ENTRIES

Application to participate in the selections, for both **SECTIONS** as finalists in: **Section "A"** and in **Section "B"**, is **FREE**, by registration which must be received no later than midnight of the

**April 30, 2024**

**Participation in the selections** involves filling out a form:  
**(participation/entry form for one or more sections):**

- by (download) online from [www.premiomoda.it](http://www.premiomoda.it), (**section competitions - forms**)
- **or, request the entry form, from the following e-mail: [concorso@premiomoda.it](mailto:concorso@premiomoda.it)**

Said form(s), (**participation/entry form**) filled out in block letters (legible) in all its parts **must be received** at one's own risk by the organizer (Association " Officina della Cultura"), **by sending** to both of the following e-mails:

- e-mail: [concorso@premiomoda.it](mailto:concorso@premiomoda.it)
- e-mail: [concorsopremiomoda@gmail.com](mailto:concorsopremiomoda@gmail.com)

by midnight on **April 30, 2024;**

**TO THE FORM YOU WILL NEED TO ADD: THE EXHAUSTIVELY DESCRIBED SKETCH OF THE OUTFITS THAT SHOULD PARTICIPATE IN THE PARADE OR PHOTOS, ALWAYS DESCRIBED (FABRIC, CUT, COLOR, INSPIRATION)**

Send everything, including a mini biography in Word, a brief description of the Collection Theme (also in Word), a brief description of the Actress-inspired dress.

#### **For information - organizing secretariat:**

- Monday to Friday from 16.00 to 21.00;
- Saturdays from 09.30 a.m. to 1 p.m. and 4 p.m. to 9 p.m.
- +39 **351.8002342**
- E-mail: [info@premiomoda.it](mailto:info@premiomoda.it)

### **ART. 7 - DEADLINE FOR SUBMISSION OF DOCUMENTATION**

The submission of the participation form(s), the figurines/photos and biography with description Collection Theme as well as the description of the outfit inspired by the Cinema, properly filled out and collected in a folder named with one's First and Last Name and chosen section, must be sent no later than **APRIL 30, 2024**

### **MODE OF TRANSMISSION OF DOCUMENTATION**

DIGITAL CARD (ZIP - must be named with entrant's **first and last name and section of participation**), Example: First and Last Name - Sec "A or B"

must be sent, by <https://wetransfer.com/> or other system, to the following email:

[concorsopremiomoda@gmail.com](mailto:concorsopremiomoda@gmail.com)

- 1) completed and SIGNED Entry Form
- 2) sketches (drawing) and/or photos with which he/she intends to participate with indication of "SECTION";
- 3) detailed description of fabric, color, special finishing and indication of any \*accessories (**in Italian language**).
- 4) brief description (max 2 lines) of the theme of the collection, in Word format; (**in Italian and English language**)
- 5) brief biography of the participating STYLIST (max 3 lines) in Word format; (**in Italian language and in English language**)
- 6) **CLOSE-UP** photo of the face of good quality (minimum 300 DPI) of the participant(s) in **vertical** format (jpeg);
- 7) Logo/brand, if any, in (**vector**) format;

#### **OTHER OPTIONAL DOCUMENTATION:**

any other material considered interesting explanatory of the work already done and the participant's style;

#### **PLEASE NOTE:**

- **The clothes** to be made and/or made for each Section, under which the contestant participates, must correspond perfectly to the description sheet of the submitted sketch;

- **\*Accessories:** for any type of accessory, which has a complicated structure to wear, the organization will consider its use in order to make the live broadcast of the Premio Moda® fluid. All easily wearable accessories will be accepted.
- The sizes and measurements on which the dresses should be based are:  
**Woman size 40/42; Height min.1.74;**

## **ART. 8 - PARTICIPANT'S DECLARATIONS AND AUTHORIZATIONS.**

The participant participant with the subscription to the participation in the Premio Moda® and of the submitted material, declares and assumes responsibility regarding the originality of the sketches, respect for registered trademarks, copyright and anything else pertaining to artistic and intellectual property. The organization remains relieved of any responsibility with reference to the content of the material "files" provided by the participant, including copyright and SIAE rights.

All submitted material of each finalist designer, profiles, videos, etc., will be published, free of charge, on the web: [www.premiomoda.it](http://www.premiomoda.it). "formats" of the fashion shows will likewise be published. The same "formats" of the fashion shows may be aired on local, national and/or satellite TV.

## **ART. 9 - CONDUCT OF THE COMPETITION**

The finalists of each **SECTION** will be sent detailed instructions referring to the conduct of the event with all useful news for their arrival at the City of Matera (Italy). **(For this reason any change of address or telephone number of the contestant must be, promptly notified to the organizing secretariat by sending an e-mail).**

If for any reason or impediment, the selected "FINALIST" is no longer able to participate or does not show up on the day of the event, the participation fee will not be refunded as the organizational program has already been carried out.

**The organizer, reserves, however, the ability to make changes to the date, time and location, so as to allow a more effective implementation of the event.**

In the event of force majeure that may prevent the holding of the competition on the date and in the manner indicated, no refund and/or return of the participation fee will be due to the finalists since the organizational program has already been carried out. The organizer, however, undertakes to seek the possibility of holding a similar contest on another date or at another site by notifying the participants 20 (twenty) days before the new event. Said new event, defined by the same rules, will replace the one initially indicated.

## **ART. 10 - JURY and FREE SELECTION.**

The documents described above **will be evaluated, free** of charge **no later than MAY 20, 2024**, by a special *technical jury* consisting of five qualified individuals in the fashion industry who, in its sole discretion, will produce the merit ranking of the participants in the Contest.

## ART. 11 - PAYMENT OF THE PARTICIPATION FEE

On **May 20, 2024** Only the **Ranked Finalists (for each section)**, will be immediately notified by **e-mail and phone text message** and will be able to participate in the **final selection scheduled in Matera (Italy) on September 04, 2024 and September 05, 2024**, with the fashion event **PAYING AN EXPENSE CONTRIBUTION OF € 500.00 FOR EACH PARTICIPATING SECTION**.

- **WHAT THE FINALISTS HAVE TO SEND IN THE FOLLOWING HOURS:**

Finalists, will receive from the organization a document that must be filled out in its entirety, signed and sent to the email [concorsopremiomoda@gmail.com](mailto:concorsopremiomoda@gmail.com). The document will cover the participant's consent, as a Finalist of the Premio Moda® Città dei Sassi 2024, to the fashion show with their Outfits and to pay the expected participation fee of € 500.00 by the date of **May 31, 2024**.

In response to the Mail, the organization will send DETAILED INSTRUCTIONS, with particular reference to bank details and how to make the bank transfer of the contribution and related form, to acquire data, for the purpose of issuing the tax document. The participation fee as an expense contribution to the FINAL, of € 500.00 must be paid no later than **May 31, 2024**.

**Reason for the transfer:** participation fee of FINALIST PREMIO MODA® 2024, First and last name and section or, multiple sections (accumulating the costs of each section with one transfer)

Via email [concorsopremiomoda@gmail.com](mailto:concorsopremiomoda@gmail.com) send the photo certifying the transfer made. Regular tax document will follow.

# PREMIOMODA 2024

### NOTES:

- 1) whoever DECIDES to drop out of the finals must notify immediately so as to favor another contestant.
- 2) If the "participation fee" is not made, by May 31, 2024, the ranking list of the successful selection will be scrolled.

## ART. 12 - THE PARADE AND MUSICAL SELECTION

**FINALISTS WILL BE ASKED FOR THE AUDIO BASE TO BE USED FOR THE FASHION SHOW BUT WE WANT TO EMPHASIZE THAT IF THEY ARE NOT CLEAR ON THE CHOICE AND WANT TO BE FOLLOWED BY THE DIRECTOR, SHE WILL BE IN CHARGE OF THE AUDIO SELECTION AFTER STUDYING THE OUTFITS CHOOSING THE MOST APPROPRIATE ONE**

*The Director/Choreographer will become their point of reference immediately after the finalists are decreed, following all personal needs for the best success of the event. Contact of the Director/Choreographer Stefania Coralluzzo +39 347 82 49 465*

## **ART. 12BIS: THE FIRST PRIZE WINNERS 2024 SECTION A - B and all outfits inspired by Cinema**

**The first runner-up of Section "A" (haute couture), Section "B" (pret à portèr) and the dresses inspired by the great Actresses of all Finalists will be entitled to parade FREE of charge in the context of the Premio Moda® "Couturier" on September 5, 2024, and the dresses inspired by the Actresses will be subject to voting by the Jury which will decree the CINEMA FASHION AWARD (only the 1st runner-up).**

## **ART. 13 RESPONSIBILITY**

The collection, also complete with the relevant accessories, must be handed over by the finalists to a person in charge of the organization the day before the event.

Each dress must be complete with hangers (hangers) and case (marked with one's first and last name), accompanied by a photo and/or drawing explaining the model itself.

### **PLEASE NOTE:**

- 1) On September 03, 2024 (Tuesday), starting at 10:00 a.m., dress fittings (fitting) will be conducted with the models;**
- 2) The obligatory overnight stay of the finalists will be 3 nights.**
- 3) It will be the responsibility of the finalist to provide the stand/trolley on which to place their outfits relative to Sections "A" - "B" \*  
\*where one travels by train or airplane and does not have the possibility of bringing one's own clothes-hanging stand, a small fee will have to be paid to the Organization for the rental of the stand;

The organizer, while taking the utmost care of the collections, assumes no responsibility in case of damage, theft, loss, during the selections or transport operations and throughout the duration of the event in Matera (Italy).

The organization remains relieved of any liability with reference to the content of the material and "files" provided by the participant, including copyright and SIAE.

Likewise, the organization remains relieved from any liability referring to third persons, companies or legal entities being the said performance rendered exclusively as a mere means of work. With the provision of the aforementioned material or "files" from print media, printed paper, websites or related services, the client/participant implicitly declares that he/she is fully entitled to the display of clothing, accessories, images, logos, texts, illustrations, etc. exhibited to the public and still declares that he/she has been duly authorized to reproduce the same even if covered by copyright.

By signing the participation form, the finalist (participant) authorizes, under his/her sole responsibility, the publication of what is requested in the order and the materials and/or files provided by him/her, relieving the organization from any responsibility in this regard.



## **ART. 14 - INFORMATION PURSUANT TO ART. 13 OF EU REGULATION NO. 2016/679 ON THE PROCESSING OF PERSONAL DATA (PRIVACY):**

We inform you that the processing of personal data provided through the request to participate in the fashion competition, or otherwise acquired for this purpose, is carried out for the exercise of the functions related and instrumental to the management of this request and is carried out in accordance with the principles of relevance and non excess also with the use of computerized procedures, ensuring the confidentiality and security of the data. - This is without prejudice to the possibility of further use of the data for subsequent processing compatible with the purposes of the collection also in aggregate form for the processing of statistics regarding the service.

The provision of personal data marked with an asterisk is mandatory and refusal to provide the same will result in the impossibility of processing the request.

The processing will be carried out by the authorized individuals in charge of the relevant procedural activities and committed to confidentiality.

The data are not subject to dissemination or communication, except in cases provided for by law or regulation.

Data subjects are granted the rights provided for in Article 15 et seq. of the EU Regulation 2016/679, and in particular: the right to access their personal data, to ask for their rectification or integration if incomplete or inaccurate, their limitation, their cancellation, as well as to oppose their processing, by addressing the request to the Association APS "Officina della Cultura" E.T.S. - Via San Pardo n.80 - F/G 75100 Matera (Italy), e-mail: [privacy@premiomoda.it](mailto:privacy@premiomoda.it).

## **ART. 15 - ACCEPTANCE**

The contestant declares that he/she has read these regulations, accepts them and authorizes the organization: Association APS "Officina della Cultura" E.T.S. of Matera to use all the material received, in the manner and for the purposes it deems most appropriate for the realization of the event.

By participating in the contest, the contestant implicitly acknowledges and accepts the rules contained in these rules and conditions, none excluded.

The participant in the contest, pursuant to and by effect of Articles 1341 and 1342 of the Civil Code, declares that he/she has carefully read the existing general conditions listed above, fully understands them and accepts them all. In particular, he/she takes note of what pertains regarding the responsibility for the publication of the material provided.

## **ART. 16 - COMPETENT COURT**

For any dispute inherent to these regulations/conditions, the exclusive jurisdiction of the Court of Matera (Italy) is expressly established.

## **ART.17 - SUMMARY OF DATES, DEADLINES AND MODALITIES OF PARTICIPATION**

- Registration deadline:..... **April 30, 2024**
  - Jury / Selection of finalists by:..... **May 20, 2024**
  - Notification to Finalists/participants:..... **May 20, 2024**
  - Submission of participation fee for finalists..... **May 31, 2024**
  - Fitting and fashion show rehearsals: ..... **September 03, 2024**
  - Evento Premio Moda® 12<sup>^</sup> edition (*fashion show*)..... **September 04, 2024**
  - PREMIO MODA® "COUTURIER" – PREMIO MODA CINEMA – PREMIO MODA UPCYCLING **September 05, 2024**
- **all dates must be strictly respected. On pain of exclusion.**

[www.premiomoda.it](http://www.premiomoda.it)