

VIDEO.MED 2010
MEDITERRANEAN NORTH/SOUTH: MAPPING HOSPITALITY
21-24 September 2010
FONDAZIONE MERZ, TORINO

PRESENTATION

Video.it, an international event devoted to promoting the creation of contemporary videos, was first held in 1999. Conceived by Artegirovane, a non-profit and non-commercial association of collectors founded in Torino in 1995, Milan in 2002, Catania in 2007 and Rome in 2008, since its inception it has been a platform devoted specifically to video-related exhibitions and projecting new creations by video artists.

First held at the cloisters of San Pietro in Vincoli in Torino, the event originally documented the evolution of video practices in Italy with works reflecting the rapidly and continually evolving scene. With the invaluable support made available by Careof DOCVA's Mario Gorni, it has been transformed into a vantage point on the most recent production both in Italy and abroad.

Thanks to interdisciplinary collaboration with Natalia Casorati's Mosaicodanza association, which has presented dance performances in conjunction with its annual video screenings, inviting choreographers whose expressive means make use of video interactions, the event offers viewers opportunities to witness the exchanges taking place between the world of moving images and the art of movement and the ways these two art forms can reciprocally influence one another.

INTERNATIONAL CALL FOR ENTRIES

Video.it celebrated ten years of activity in 2009 and intends to continue its collaboration dedicated to the countries of the Mediterranean area (the reason for the event's name change). The 2010 screenings, planned to be held in Torino at Fondazione Merz on September 21-24, 2010, will be presented in conjunction with several newly-created projects.

Following the lines developed in 2009, when selections from France, Greece, Israel, Italy, Macedonia, Palestine and Turkey were presented, in 2010 video artists from **Albania, Algeria, Egypt, France, Italy, Lebanon, Morocco, Portugal, Spain and Tunisia** are being invited to participate to the international contest.

Participants must be under 35 years of age on December 31, 2009. They must submit a work being shown for the first time that does not exceed 4 minutes in length. The work must be submitted on DVD. Further technical details are provided below.

COMPETITION THEMES

The theme of the Video.med 2010 competition, *Mediterranean North/South: Mapping Hospitality* invites artists to reflect on the imbalance that exists between the more industrially developed northern Mediterranean countries and the southern Mediterranean countries currently undergoing rapid population and economic growth. According to European Union forecasts, in fifty years, the northern Mediterranean countries will have lost 60 million jobs, while those on the sea's southern shores will have gained that number. This is an indication of the importance of future geo-economic decisions – from delocalizing firms from the north to the south of the Mediterranean, to training and qualifying a new workforce in the north so that skills and know-how can be transferred to the south, and vice-versa: choices that are bound to effect internal mobility and will therefore also influence

coexisting and sharing, “hospitality” and integration.

It is precisely in relation to this evolution that there should emerge a series of visions and proposals created by artists to serve as suggestions, critical reflections, provocations and expressive bridges between socio-economic conditions and society at large, stimulating awareness of the epochal changes in mobility between the advantaged and the disadvantaged, between residents and migrants, that we are now witnessing.

As a second theme – related to the new awards offered by Farm – a suggestion is being offered around the line *Being Different is Absolutely Beautiful* - a way of rethinking what does it mean and imply Difference, what can be defined different (and what normal).

DESCRIPTION

Video.med will be scheduled on September 21-24, 2010, at Fondazione Merz in Torino. Two sections have traditionally been part of the event’s program: the first, open by invitation, with a curator for each participating country presenting a panorama of emerging artists from that country in order to arrange a program of approximately 30 minutes in length; the second section open to all young video artists interested in presenting a new work being shown in Italy for the first time.

The screenings of the videos will be introduced by the expert for each country invited to participate in the 2010 event, alternating with the selections from the international contest, and with interludes that may include dance events, performances, readings. Specific programs will be planned for each of the cities in Italy, France, Portugal and Lebanon where Video.med is presented.

After the presentations in Torino and Milano (in late September/early October), the event is scheduled to be held in Rome and Catania (late October/early November), late November/early December in Nimes and Loulé/Algarve, and then late January/early February 2011 in Beirut, before traveling to the other countries participating in Video.med 2010.

JURY

Jury members Francesco Poli (President), Andrea Bartoli, Francesco Bernardelli, Roger Bouvet, Nuno Faria, Mario Gorni, Beatrice Merz, Paola Nicita, Cristiana Perrella, will shortlist 6 finalists - awarded with a monetary prize - and choose from among the videos submitted those found to be most interesting. These will be included in the evening screenings and in the new Video.med catalogue.

AWARDS

The winner of Video.med 2010 will receive an award of €2.500 (two thousand and five hundred euros) offered by UniCredit Banca for *Mediterranean North/South: Mapping Hospitality*. The second and third place awards will consist in a contribution of €500 (five hundred euros) each for producing a video work. In addition, this year for the first time, a new award of €2000 (two thousand euros) entitled *Being Different is Absolutely Beautiful* has been made possible by a contribution from FARM (Caltanissetta). There will be two other contributions of €500 (five hundred euros) as well for producing a video work, while the other seven finalists will receive honourable mentions in the catalogue and at the presentation ceremonies.

All the Jury’s decisions are definitive. The awards will be formally announced before May 30, 2010 with a direct communication to the selected artists, and later published on the webpage: <http://www.artegiovane.com/videoit/>

CATALOGUE

A boxed set containing the two Video.med bilingual (Italian/English) catalogues for 2009 and 2010 will be produced and distributed in collaboration with Electa.

SUBMISSION OF ENTRIES

Works submitted in a closed envelope must reach the offices of Careof DOCVA at Fabbrica del Vapore, Via Procaccini 4, 20154 Milan, Italy no later than 5 p.m. on April 16, 2010.

The artists whose works are selected will be notified once the jury has met, and in any case no later than May 30, 2010.

Works submitted will not be returned and will become part of the Careof DOCVA archives.

REQUIREMENTS FOR APPLICATIONS

All applicants must submit the following:

- a single-channel video work – 4 minutes long - maximum length. The video work will have to be a DVD VIDEO PAL format. No other formats - as .mov, .avi, DVIX - which require further conversion/transformation for duplication purpose will be accepted.
- Video works using language and/or text other than English need English subtitles
- a curriculum vitae (CV) which includes date and place of birth, current address and a contact telephone number and/or email address
- a photocopy of valid identity document (identity card or passport)
- a brief presentation/description of the applicant's project, including technical data (title of work, length, format, use of color, sound, etc.)
- at least two frames/images from the work submitted to the competition, in electronic format (.JPG 300 dpi/TIFF) on CD/DVD support, suitable for inclusion in the catalogue Video.med intends to publish
- a release signed by the applicant (and person holding rights to the work submitted and all images taken from the work) authorizing Video.med to include the work submitted in its programs and catalogue and accepting the conditions set forth in the competition regulations

MODIFICATIONS

The complete fulfilment of the present program is subject to the fundings and contributions' attainment; In relation to the contributions received from the sponsors, the organizers reserve the right to change the date, time and place of the programs held in Milan and Rome, without further prior notice.

ADDITIONAL COLLABORATION

Collaboration with the international competition Mediterranean Documentary and Reportage (Premio Internazionale Documentario e Reportage del Mediterraneo) is currently being considered. It is hoped Video.med can be included in next spring's program of this annual competition organized by RAI (Italy) and by CMCA (Marseilles). Screening the video documenting the presentations made in Torino in new settings in Europe is also being considered. Evenings would be held in art centers in partner countries.

OFFICIAL SUPPORT

Ministero degli Esteri and Ministero dei Beni Culturali (Italy), Ministère de la Culture and Communication (France), the European Commission, the Regional Authorities of Piedmont and Lombardy, the City Councils of Torino, Catania, Milan and Rome, GAI – Associazione Circuito Giovani Artisti Italiani (Association of Young Italian Artists).

CONTRIBUTORS

Torino Chamber of Commerce, Milan Chamber of Commerce, UniCredit Banca, DRAC Languedoc-Roussillon, Ciudad Loulé.

COOPERATING ORGANIZATIONS

The Educational Atelier of Faro/Algarve; Beirut Art Center; BJCEM – Biennale of Young European and Mediterranean Artists; Careof DOCVA, Fabbrica del Vapore, Milan; the Mediterranean Musical Festival, Loulé/Algarve; FIAV (International Audio-Visual Festival); Fondazione Brodbeck, Catania; Fondazione Merz, Torino; Fondazione Spinola Banna per l'Arte, Torino; GAI – Associazione Circuito Giovani Artisti Italiani (Association of Young Italian Artists); MACRO, Rome; Associazione Mosaicodanza, Torino.