



# A TRIP TO ITALY

From Italian Movies to India



# REGULATIONS

IED - Istituto Europeo di Design in cooperation with Istituto Italiano di Cultura in Mumbai, will award nr. 1 special merit-based scholarship to attend the **summer course Design – Made in Italy**, held in **IED Firenze** campus in July 2025.

The candidates (over 18 years old) can show their creativity through the production of a **short video** based on the brief indicated in these regulations.

## CONTEST AND CREATIVE WORKS (“CONCEPT”) OF THE CANDIDATE

### BRIEF

“Over the years, Italian cinema has thrilled millions of viewers by portraying emotions and landscapes recognized worldwide. A cultural movement like Neorealism, for example, was a collection of voices and faces that allowed many to discover post-war Italy, full of contradictions and a desire for redemption. Today, we ask you to talk about an Italian film that, for various reasons, represented an important moment in your creative journey. Feel free to choose from the recent past or the long history of cinema, but it's important to convey the emotions, reflections, or moods that emerged after watching it”.

### TECHNICAL REQUIREMENTS FOR CONTEST SUBMISSION

#### General Guidelines:

- Objectives:** Participants are required to create a video, no longer than 2 minutes, that conveys the impact of an Italian film on their creative journey. The video should focus on:
  - Emotions
  - Reflections
  - Moods Evoked by the film, which can be chosen from any period of Italian cinema with no limitations, including even the most recent works.
- Video Specifications:**
  - **Duration:** Maximum 2 minutes (120 seconds).
  - **Resolution:** Minimum of 1080p (1920x1080).
  - **Format:** Accepted file formats include MP4, MOV, AVI.
  - **Aspect Ratio:** 16:9 (widescreen) or 9:16 (vertical). Other aspect ratios will not be accepted unless pre-approved for artistic reasons.
  - **File Size:** Maximum file size is 500MB.

### 3. **Audio Requirements:**

- **Soundtrack/Music:** Original compositions or royalty-free music only. No copyrighted material allowed unless properly licensed and documented.
- **Dialogue:** If applicable, must be in Italian or English with English subtitles if the dialogue is in another language.
- **Audio Quality:** Clear and free of distortion, recommended to use a minimum 44.1 kHz sample rate and 16-bit audio.

### 4. **Submission Format:**

- The video must be uploaded via the provided email address (details will be given upon registration).
- A submission text including details about the participant, chosen film, and a brief explanation (150-200 words) of the creative journey must accompany the video.
- **Deadline:** All submissions must be received by November 30th at 11:59 PM, UTC +5:30.

### 5. **Video Content:**

- **Film Focus:** The chosen Italian film must be explicitly mentioned either verbally or through on-screen text.
- **Visual Style:** Participants are encouraged to use a creative approach (animation, live-action, mixed media, etc.) but must maintain a respectful and appropriate tone.
- **Copyright Considerations:** Clips or images from the selected film are only allowed if they adhere to fair use guidelines or are properly licensed. Original or royalty-free visuals are preferred.

### 6. **Participant Eligibility:**

- Open to individuals or groups of up to 3 people.
- Participants must be **18 years or older and residing in India**
- All nationalities and backgrounds are welcome.

### 7. **Evaluation Criteria:** Submissions will be judged based on the following:

- **Relevance to the Brief:** How well the video conveys the creative impact of the chosen Italian film.
- **Originality & Creativity:** The uniqueness of the storytelling and presentation.
- **Technical Quality:** Visual and audio clarity, adherence to video specifications.
- **Emotional Impact:** The strength of the conveyed emotions and reflections.

Evaluation will occur exclusively according to the unquestionable judgement of the panel of representatives from IED - Istituto Europeo di Design and IIC Mumbai.

## 8. Rights & Permissions:

- The intellectual property rights of the Concepts always pertain to the author. The Candidate, with his/her participation to the Contest, giving up any indemnity and/or refund and independently from the awarding of a prize, grants for free and permanently to IED the right to use submitted Concepts to promote and divulge the Website and IED activities, with mention of the Concept's author.
- Participants must own all rights to the materials used in their submission or provide documentation of licensing for any third-party content.

### *Submission Confirmation:*

- Upon successful submission, participants will receive a confirmation email.
- Multiple entries are not allowed.

## 9. Support & Inquiries:

For technical support or inquiries, participants can reach out to the contest team via [india@ied.it](mailto:india@ied.it) or contact form on the submission platform

## PRIZES

The Competition will award one 100% Scholarship for the Summer course in Design – Made in Italy held in IED Firenze. The course will be dispensed during the month of July 2025 with no possibility of fruition in another academic year. Winners will have to go through the application process of the course (which can be checked at the following link: [www.ied.edu](http://www.ied.edu)). Travel fees, housing and all other costs shall be covered by the winner

## EXCLUSION OF WARRANTIES

IED does not state nor grant that the Website and its functions are flawless or satisfy certain Standards, needs or requests of the User. IED does not state nor grant that the use of the Website and its functions will be prompt, uninterrupted, assured or flawless, nor that the information and contents on the Website are correct, truthful and/or reliable. Under no circumstance, IED will be held liable or accountable towards Candidates or third parties for any damage consequent, accidental, indirect or of any other nature, predictable or unpredictable, deriving from the use or the impossibility to use the Website. IED will not be liable for imprecisions, inaccuracies or delays due to force majeure. IED is not liable for improper use of the Website and does not grant nor authorize its use in any application potentially dangerous for people or properties. The Candidate grants that he will hold IED harmless from any consequence deriving from improper, illicit or undue use of the Website. Consequently, the Candidate declares himself solely liable towards IED and third parties for any and every behavior or fact

punishable by law during the utilization of the Website.

## **OBLIGATIONS OF THE CANDIDATE**

It is forbidden to the Candidate:

- to submit, upload and/or publish material protected by copyright, unless the Candidate is the owner of such right or has been authorized by the owner;
- to submit, upload and/or publish material that disclose industrial secrets unless the Candidate is the owner of such secrets or has been authorized by the owner;
- to submit, upload and/or publish material that violates intellectual property rights, privacy rights or rights deriving from advertising contracts;
- to submit, upload and/or publish material that is illicit or against law, order and public decency;
- to submit, upload and/or publish material containing improper expressions or violating someone else's dignity or decency;
- to submit, upload and/or publish sexually explicit material;
- to submit, upload and/or publish promotional material, junk mail, spam or any other unrequested or unauthorized form of solicitation;
- to falsify his identity;
- to submit, upload and/or publish material containing computer viruses and/or other codes or files or programs created to interrupt, destroy, damage or limit the operation of software, hardware, websites or telecommunication installations belonging to IED or third parties.

Each violation of the requirements stated by this article will allow IED to nullify the present agreement, with the right of IED or third parties to be reimbursed for the damage.

## **LAW AND JURISDICTION**

This Agreement and any dispute or claim arising out of or in connection with it or its subject matter or formation (including non-contractual disputes or claims) shall be governed by and construed in accordance with Italian law.

The court of Milan shall have exclusive jurisdiction to settle any dispute or claim that arises out of or in connection with this Agreement or its subject matter or formation (including non-contractual disputes or claims).