

2023

art competition

# ART ON THE TOP



Art On The Top is the award aiming to generate a route of artistic and architectural installations on Bologna's hills to become a destination of international creative reflection about sustainability and the relationship between humans and nature.

# COLLYWOOD

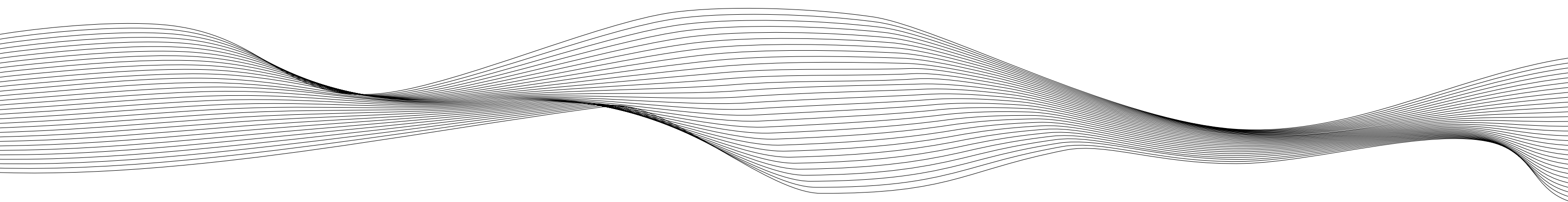
Collywood is a project that started in 2021 on the first Bologna's hills from the idea of four young businessmen.

After the pandemic crisis, the need to rethink spaces and social interactions together with the increased need for socialization resulted in the design of a location, which is completely surrounded by nature where one can have a wonderful night out with friends or participate in events and live concerts.

In addition to its clear social purpose, the project has great regard for the natural environment and sustainability.

Collywood only opens in summer. In the first two years, it has already hosted 110,000 visitors, more than 150 events including live music concerts, cinema and theater nights, yoga and Pilates activities, vintage markets, and charity events.





# BRIEF

We live in a time of disconnection between humans and nature. It is a time where the transformations caused by humans have reached such a scale and magnitude that determine landscape and the balances of the planet for the first time in the history of Earth.

Pollution, land consumption, climate change: the connection between humans and the ongoing transformations is not in doubt anymore. Yet, there is the question whether they can be reversible and if something can be done to defend the shelter of species on this planet.

To answer these questions, a collective awareness is needed: an awareness directing the public towards rediscovering the value of the natural environment and thus playing an active part in its protection and enhancement.

Art On The Top is a project aiming to bring to one of the most iconic and beloved natural contexts in the world- Bologna's hills- some artistic and performative episodes to rediscover the value of nature

and the need to protect it.

The artistic installations Art On The Top wishes to create are installations that can become the manifesto of a rediscovered balance between humans and natural environment by generating site specific installation routes that enhance the place and amplify beauty and aesthetics.

Reinterpreted in a design workshop for the creativity of young talents, the hills will continue their journey through culture and collective sentiment and will become an innovative destination by welcoming installations and artistic experimentations about nature and the natural environment.

It is an ambitious project which aims to increase public awareness of the value of nature structuring and designing what will become over time one of the most renowned cultural places of the international scenario.





Praised by both Goethe and local culture, Bologna's hills are one of the most beloved and distinctive places of Italy. They are the symbol of a rural, gentle Italy, result of a centuries-old collaboration between humans and nature.

The elevations surrounding the city of Bologna evoke a warm image of soft hills and countryside tinged with gold sunlight at sunset. It still is a natural place that can speak to the most remote component of the human being. Consequently, it can become the ideal context where to live an experience where time dilates, an experience of dialogue with art and the creativity of young creative talents.

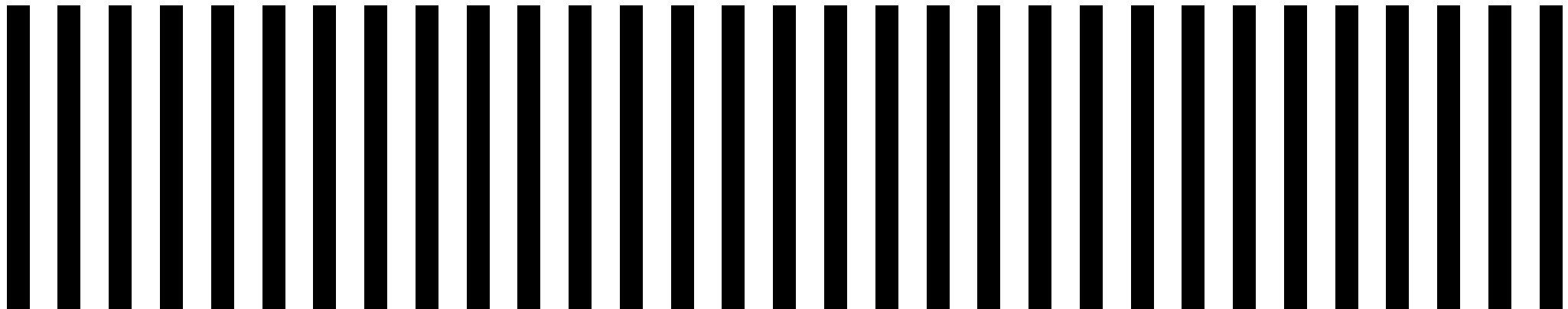
"Collywood" was created in this context. It is an experiment of entertainment and social relations that in summer offer thousands of visitors the opportunity to enjoy a break with food from farm to fork, art and culture in the fascinating setting of the ancient ravines east to the river Rhine.

The geological connotation of the place is particularly relevant itself. It is an extremely unique sulfurous stone deposit emitting a particular luminescence at night so much so that in the past it originated several legends regarding numerous alchemical and thaumaturgical properties.

The site of the competition is full of beauty, history, and elusive fascination. It can indeed become a destination to attract all "art in nature" enthusiasts.

# SITE

44°26'26.4"N, 11°18'30.8"E



# FEATURES

- Competition topic: the competition requires the submission of a site-specific architectural installation reflecting the relationship of humans with nature;
- Installation site; the artist/architect can choose any place in the area indicated in the dwg of the competition;
- Economic feasibility; in order to favor architects' creativity, there is no established budget. However, the installation shall be sustainable both in terms of technology and construction cost;
- Resistance; the installation will necessarily be located in outdoor spaces. Consequently, it shall be mountable both in indoor and outdoor spaces;
- Transportability/removability; due to the peculiar installation context, the installation shall be easy to set up and transport;
- Durability; the installation shall be made with durable materials or possibly materials that can be replaced easily;
- Components; the installation can be made with any material, raw or handled, organic or inorganic. The installation can use interactive tools, electric connection, mechanization, and applications connected to the metaverse; light, sound, video and other forms of expression used individually or combined together.
- Environmental compatibility; consistently with Collywood's principles, the projects using nonpolluting materials or materials easy to dispose will be favored. Furthermore, projects using recycled materials are also admitted;
- Structural elements; the installation shall be designed as a self-supporting structure.



# PRIZES

|                 |         |
|-----------------|---------|
| FIRST PRIZE     | 3.000 € |
| SECOND PRIZE    | 2.000 € |
| THIRD PRIZE     | 1.000 € |
| 2 GOLD MENTIONS | 500 €   |
| 10 MENTIONS     |         |
| 30 FINALISTS    |         |

# JURY



**MARCO PUTIGNANO**  
COLLYWOOD CEO



**GIANANDREA GAZZOLA**  
ARTISTA



**IVAN TRESOLDI**  
ARTISTA



**EMANUELE MONTIBELLER**  
DIRETTORE ARTISTICO



**EDOARDO TRESOLDI**  
ARTISTA



**ALBERONERO**  
ARTISTA

# CALENDAR

|                                 |                                |
|---------------------------------|--------------------------------|
| <b>EARLY BIRD REGISTRATIONS</b> | <b>13/02/2023 - 12/03/2023</b> |
| <b>STANDARD REGISTRATIONS</b>   | <b>13/03/2023 - 09/04/2023</b> |
| <b>LATE REGISTRATIONS</b>       | <b>10/04/2023 - 07/05/2023</b> |
| <b>MATERIAL SUBMISSION</b>      | <b>10/05/2023</b>              |
| <b>RESULTS</b>                  | <b>01/06/2023</b>              |

# MATERIALS

**n.1 A2 board** (420mm x 594 mm), In .pdf format, maximum size 10 mb, horizontal or vertical layout, to be uploaded on the personal login area. This layout must contain:

- design concept / conceptual idea;
- graphic framework aimed to illustrate the project (e.g. plans, facades, cross-sections) – the choice of what to display and at which scale is up to the competitor's choice;
- 3D views (e.g. renderings, model pictures, hand sketches).

File name: A2\_teamname\_AOT.pdf (i.e. if "teamname" is 123, file must be named A2\_123\_AOT.pdf)

**n.1 cover** .jpg o .png, (1920x1080px) It should be a relevant image showing the project that will become its avatar icon.

File name: cover\_teamname\_AOT.pdf (i.e. if "teamname" is 123, file must be named co-

ver\_123\_AOT.pdf)

**N. 1 descriptive text** of the concept, .pdf format, explanatory of the artistic and design idea.

File name: concept\_teamname\_AOT.pdf (i.e. if "teamname" is 123, file must be named concept\_123\_AOT.pdf)

Texts must be brief and written in English. The materials cannot contain any name or reference to designers. The materials cannot report the Team name on them. The name is only meant to appear on the file name, since the jury will not be enabled to seeing it during the voting procedure.



# RULES

## I. GENERAL RULES

1. Participants must respect calendar, registration and fees deadlines and rules;
2. Participants must respect all the instructions regarding the required materials;
3. Participants can be students, graduates, freelances.
4. Participants can organize in teams;
5. Each Team must include at least one team member aged from 18 to 35;
6. There are no restrictions on the maximum number of team members that a Team can have;
7. Teams can include members coming from different countries, cities or universities;
8. By paying one registration fee, participants are allowed to upload one project;
9. By paying additional registration fees, participants will be allowed to upload more than one project; the amount of the fees depends on the competition's calendar;
10. Prizes are fixed and established (and include bank commissions and taxes) regardless of the number of members of the Team;
11. A technical staff appointed by the Organizer and by the Partner of the competition will evaluate the eligibility of the projects: this is not binding for the purpose of the jury's work;
12. The jury's verdict is incontestable;
13. It is forbidden for participants to contact jurors for matters related to the competition;
14. It is forbidden for participants to disclose the material regarding their projects before the winners are officially announced;
15. It is forbidden for participants to join the competition in case they have business collaboration or blood-relations with jurors of the competition;
16. By violating the participation rules, the participant and their teams will be disqualified from the competition without any getting a refund of their registration fee, which will be definitely acquired by the Organizer;
17. The authorship of each project is equally attributed to each member of the Team;
18. By registering and participating in the competition, participants fully accept all the rules, terms and conditions of the competition. Any exception will be excluded;
19. The Organizer has the right to change dates or other details in order to improve or fix aspects of the competition. In this case, the contestants will be noticed within a reasonable time frame through all the Organizer's media channels;

## II. INELIGIBILITY

1. The submitted material is not written in English;
2. the materials show names or references to the designers. The Team name is considered a reference to the designers. Therefore, it can only appear in the file name, since jurors will not see it;
3. the uploaded materials are incomplete or inconsistent to the criteria included in the chapter "MATERIALS";
4. the materials are not submitted according to deadlines or to the procedures of the competition;
5. Teams do not include a participant younger than 35 (if the Team only has one member, the member is not younger than 35);
6. team members try to contact a juror for matters relating to the competition. In this case, the participant and their team will be automatically disqualified;
7. participants have work or family relationships with one or more members of the jury of the competition;
8. participants disclose their competition's materials before the winner of the competition is announced; they will be disqualified together with their team;
9. participants are not the owner or authors of the submitted project or parts of such project; they will be excluded together with their team.



### III. HOW TO REGISTER

The registration procedure is computerized:

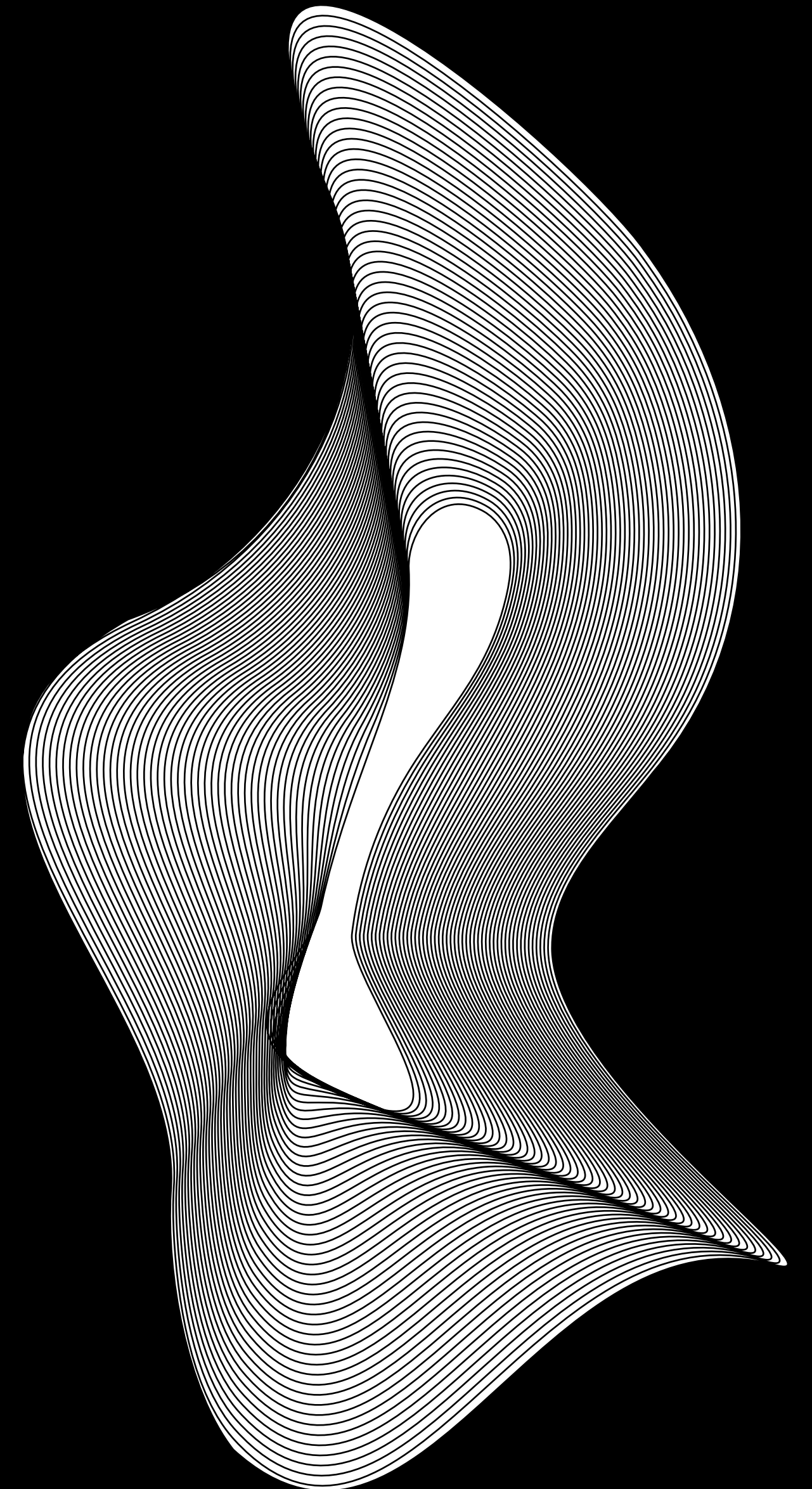
1. access: [www.artonthetop.it](http://www.artonthetop.it);
2. enter the registration area;
3. fill in the required fields;
4. at the end of the procedure a confirmation email will arrive, check in "spam", in case of non-receipt;
5. once the pre-registration has been confirmed, access the reserved area, fill in the billing information and make the payment;
6. after pre-registration and payment - and not before - it will be possible to upload the documents;
7. access the site; enter your username and password; load the material.

### IV. FAQ

During the whole contest, until 10/05/2023- submission deadline - competitors can address any question to [info@artonthetop.it](mailto:info@artonthetop.it). The staff will individually answer the competitors by e-mail and will weekly publish updates in the FAQ section of the competition website. Surely, our staff will be providing technical support in case of technical and functional problems during the upload procedure.

## V.NOTE

1. By taking part in this Competition and accepting the Rules, Participants recognize, from now on, to the Organizer and to the Partner the non-exclusive right to: i) publish the Materials or part of the Materials in any way or form and with any means of communication and/or support, including online platforms, social media channels and printed publications; ii) distribute the Materials or part of the Materials in any way or form and with any means of communication and/or support, including online platforms, social media channels and printed publications.
2. All the projects that will win a money prize and any (available) intellectual property right and/or industrial right on the projects are definitively acquired by the Organizer. The organizer acquires the exclusive right of economic exploitation of the project and the permanent, illimited, irrevocable, exclusive, internationally- acknowledged right to use, realize, adapt, modify, publish in every media, display, reproduce and distribute the project also for marketing and advertising purposes, review the editorial, create works based on the project or giving the project or parts of it to third parties in any means, way or through any technology also including the freedom of panorama without any limitation in time or place.
3. By taking part in this Competition and accepting the Rules, the Participants awarded with a prize money or with a mention (projects receiving a honorable/finalist mention) undertake, from now on, to provide, if needed, any further digital materials (i.e. 3D models) regarding the project to help the Organizer better report the results of the competition.
4. The Materials must be new and original and the outcome of the intellectual activity of Participants: works and/or materials that do not comply with these features must not be submitted. Therefore, Participants agree to indemnify and hold the Organizer harmless from any cost or damage connected with the infringement of any third-party intellectual property right. By taking part in this Competition and accepting the Rules, Participants declare to be authors (and/or co-author in the event the Team is made of more members) of the uploaded Materials.
5. The Participants of the Competition guarantees that the submitted Materials do not infringe, in any way, the industrial and intellectual property right of third parties and commit to hold the Organizer harmless from any connected request that might arise from third parties.
6. The processing of Participants' personal will be carried out by the Organizer for the sole purpose of the participation in the Competition and distribution of the Prizes in compliance with the applicable regulation ex art.13 UR Reg. 2016/679. We invite all competitors to read it carefully.
7. Participants will be held accountable for the data - including personal data - they provide. The Organizer does not assume any responsibility for wrong data provided. In any case, according to privacy policies, the Organizer has the right to verify participants' personal data by requesting a copy of an identity document that reports the same data entered for the registration;
8. The Organizer will share the personal data provided by Participants to the Partner.
9. The Organizer is not responsible for participants' false data provision.
10. The publication of the results according to the calendar of the competition has to be considered a provisional publication. It shall be bound by the verification of the requisites defined by the Competition;
11. Once the results will be published, the Organizer reserves the right to collect and verify a copy of the identity cards of the Winners and the papers signed by the Winners as requested by the Organizer.
12. Prizes will be awarded after verifying the identity of the Winners and after they sign a self-declaration certifying that they fully accept the terms of the Competition and the declarations of the transfer of rights regarding the Materials
13. The Italian law regulates the rules of this competitions. Any controversy that might arise shall be of exclusive competence of the Court of Bologna.



# JURY BIO

## MARCO PUTIGNANO COLLYWOOD CEO

Born in Bologna, he studied civil engineering at the universities of Bologna and Seville and received postgraduate qualification in structures and then transports. After that, he started working in the field of infrastructures and logistics. He then started working as a producer at a cinematographic project with the collective TheSponkStudios. He also collaborated with emerging directors as Giovanni Aloi, Stefano Cipani, Andrea Barone, Giovanni Fumù. He is very active in the IT, finance and innovative Startup companies' world and continues to invest in new ideas and opportunities. Currently, he is Collywood's CEO and one of its founding partners.

## GIANANDREA GAZZOLA ARTISTA

Gianandrea Gazzola is an artist whose activity, starting from his training, has a strong interdisciplinary imprint. He is active in sectors such as scenography, music and design, but it is in the visual arts and installations that he finds its main means of expression. The central theme of his work is the relationship between different aspects of perception, in particular sound and form, extending the interest to the relationships between natural phenomena, such as water, wind and clouds. This concept includes the works "Io Stilo" and "Infinitum" created at Artesella from 2013 to 2018. Time in its historical sedimentation is also one of the guiding elements of his work. In 2018 two installations on the theme of water were created inside Botanical Garden of Padua. Other installations are located in the Certosa di Padula and at the Terme di Tito in Castel Sant'Angelo, with the group "Spazi Consonanti", with which he has worked within monuments such as the Colosseum. He is currently working with the same group for the artistic part of a permanent installation at the ancient Cisterna di Seggiano, where the roots of an olive tree show in a real time their activity. Furthermore, is working on an installation focused on the topic of the territory of Sabina in Castelnuovo di Farfa.

## IVAN TRESOLDI ARTISTA

Born in 1981 in Milan, in 2002 he founded a student workshop aiming to carry out experimental didactic research. In summer 2003, he started coloring the city with poetry by painting and posting some of his poems in the streets of Milan. He soon drew the attention of citizens, newspapers and experts. To date, he is considered the main reference for the Street Poetry movement that proposes and promotes new techniques and contents of poetics that break the elitist confinement of poetry and freely reach squares, streets and people. In June 2007, he was invited as the only representative of Italy at the XII International Festival of Poetry in Havana, Cuba. In February 2009, there was his first solo exhibit at the prestigious Spazio Oberdan in Milan (catalogue Skira) with 5,500 visitors in 28 days and an unprecedented attention of the public for poetry and street art. He has travelled bringing his Street Poetry throughout Europe, Haiti, Chiapas, Cuba, Mali, South Africa, Santo Domingo, Lebanon, Palestine and New York. In 2014, he was given numerous assignments to make decorations and public works in several Italian cities.

## EMANUELE MONTIBELLER DIRETTORE ARTISTICO

He was born in 1959. In 1986, Emanuele Montibeller founded Arte Sella. This is a project aimed at creating a place of encounter, dialogue between artists and ideas sharing. Such project highlights the importance of the Valsugana valley in the international dialogue between creativity and natural world. He is artistic director and curator of cultural projects for the association Arte Sella both in Italy and abroad. He helped creating the route ArteNatura, which is a forest itinerary studied by works of art made by masters of the Art in nature. Some of them are Nils-Udo, Chris Drury, Patrick Dougherty, Michelangelo Pistoletto.

## EDOARDO TRESOLDI ARTISTA

Edoardo Tresoldi plays with the transparency of mesh and with industrial materials to transcend the time-space dimension and narrate a dialogue between Art and World, a visual summary which reveals itself in the fade-out of physical limitations. Since 2013, he performs public space interventions, focusing his research on genius loci and the study of landscape elements. In 2016 he carried out, together with the Italian Ministry of Culture, the restoration of the Basilica Paleocristiana of Siponto (FG), a unique convergence between contemporary art and archaeology awarded the Gold Medal for Italian Architecture, the most prestigious prize of Italian Architecture established by the Triennale di Milano. In January 2017 he has been included by Forbes among the 30 most influential European artists under 30 and in 2018 he conceives Etherea for the famous Coachella Musics and Arts Festival.

## ALBERONERO ARTISTA

Luca Boffi (Alberonero) was born in Lodi in 1991. When he was fifteen, he started writing poems and experimenting with painting in relation to physical space through graffiti, playing with letters, shapes and colors. In 2013, he obtained an Interior Design degree at the Polytechnic of Milan where he combined theory with experience and developed a cross-cutting approach to the creation able to connect thoughts with disciplines that are different from each other. He studied color perception and studied a code that can minimize visual language. For six years, he painted in the public space sequences of colors ordered by a geometric grid, the research tool of the relationship between math, poetics and sensation. After that, the interest of the artist focused on matter and the creation of devices made of poor materials connected with the building and agriculture sector to describe a super-natural world. The practice of construction finds its shape in nature, in installations resulting from sensitively listening to the site in action, from the will to "be a place", to cancel the line between the self and the outside and participate in space in a poetic sense. Luca Boffi has designed installation projects, exhibition projects and workshops in Italy and in several Countries.