

Special Competition – Unique Experience

PAINT UP!®

Building Projection Mapping Competition by Visualpower

Call for entries – 2012

COMPETITION ANNOUNCEMENT

Make a 3-minute video mapping project (animation, video, montage, etc.) to the theme of your choice to be projected on the façade of Múcsarnok **harmonizing with the architecture**, and accompanied by music.

Music:

The music genre of your choice.

ELIGIBILITY CRITERIA

Legal and personal criteria

Who can enter the competition?

- The competition is open to all natural and legal persons regardless of their profession, age, sex, citizenship or residence, people can enter the competition either individually or as a team.
- Natural persons under the age of 18 must obtain the prior consent of their legal guardian to enter the competition.
- When entering the competition as a team one person should be appointed as contact person who will solely be responsible for communication with the organizers.
- One person can enter the competition in one team only.
- But those who take part in the competition as a member of a team can also enter the competition individually.
- One person can send several entries into the competition.
- The competition is open to both professionals and amateurs.
- The staff, associates and officers of the organizer Visualpower Kft. and their partner companies participating in the organization of the competition and the close relatives of the people above listed cannot enter the competition.

Entry criteria

To enter the competition participants are required to complete the 'Entry-registration' at paintup.visualpower.hu with each entry requiring a separate registration.

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Entrants can only enter the competition with their own, original work. Should anybody enter the competition with work other than that of their own, the entry will be rejected and the person will be disqualified immediately. Should it be discovered only after the competition, the entrant will be stripped of his/her honours and the prize will have to be returned.

Upon completing the registration form entrants declare that the work submitted by them is their own intellectual property, and warrant that it does not infringe the intellectual property rights of any third party.

The work submitted has to meet the requirements as set forth in the 'Technical specifications for entries' section.

It is strictly **forbidden** to embed any real or fictitious **advertisements** in the work either overtly or in a covert way, i.e. it is forbidden to feature any product, brand, name, logo or recognizable image, or text, etc. (with the exception of the inscription on the façade of the building), and/or any mark or symbol suggesting whose work it is. **Entries** that do not meet these requirements will be **rejected automatically**.

Entry submission

To enter the competition participants are required to complete the 'Entry-registration' at paintup.visualpower.hu with each entry requiring a separate registration.

The work must meet the technical specifications provided in 'Technical specifications for entries'.

Videos must be 3 minutes in length.

(videos that are 30 seconds shorter or longer than 3 minutes will still be accepted)

Specifications regarding the format of the entry:

- 1920x700 pixels
- Quick Time video format
- Photo JPEG
- 25 FPS
- Quality: 95% (Compression Type: Photo JPEG, FPS: 25, Quality: 95)

The video material must contain the audio track!

Submission of entries:

All entries must be submitted to 'Entry-registration' at paintup.visualpower.hu.

Please **read registration instructions carefully** before you register and submit your entry.

A brief description of the registration process:

- First choose **INDIVIDUAL or TEAM** depending on the type of entry you would like to submit.
- Complete the registration form providing the information required.
- Click '**Register entry**'.
- **Confirm the registration with the activation 'key' (link)**.
- Upload the entry (and if applicable the 'Parental consent' statement) using the FTP access given.

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If an entrant wishes to submit **several different entries**, each entry has to be registered separately and each entry has to be uploaded **with a different title**.

Entries containing any personal data or other references to the entrant will be **disqualified**.

All entries will be confirmed by e-mail!

Technical specifications for entries

Aids:

- **Template** - To scale, with the accurate dimensions of the building on which the video will be projected
- **Supplementary photograph** – Showing the surrounding environment and architecture of the building taken in daylight, with the surface for projection highlighted.

Note!

- Entries must be made to fit the '**Template**' provided by the organizers, entries using templates other than the one provided will be rejected automatically.
- The 'Template' consisting of three parts of the building should be interpreted and treated as ONE PROJECTION SURFACE.
- **DO NOT alter** the size, place, resolution, etc. of the 'Template'.
- The contour lines shown on the 'Template' are there to show the edges, these CONTOUR LINES DO NOT HAVE TO BE INCLUDED in the work submitted.
- The photo taken in daylight is to help contestants make the video, to show them the design pattern and details of the façade, but when making the video contestants should keep in mind that it will be **projected at night!** The **architectural features** of the building are to be **incorporated** in the design!
- The **plants** that can be seen in the 'Supplementary photograph' taken in daylight, which serves to aid contestants, can be considered when making the creative content, but due to seasonal changes in foliage, **we suggest that you do not use them**.
- The 'Template' and the 'Supplementary photograph' can be downloaded from 'Downloads' at paintup.visualpower.hu

Resolution:

- 1920x700

Frame rate:

- 25 FPS

File format:

- Quick Time, codec: Photo JPEG, quality: 95%

Audio:

- The video material must contain the audio.

Entries can be made using 2D and 3D animation, film, video and/or computer or any other techniques.

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Length:

3 minutes

Music:

The music genre of your choice

Technical data:

The entries will be projected using a Hippotizer HD V3 media server, Vista Spyder video processor, 6 super bright (2x20 000 Ansi Lumens + 2x2x15 000 Ansi Lumens) DLP projectors at the event.

If you have any questions, please write to paintup@visualpower.hu.

We are happy to answer any questions Monday-Friday, 9 a.m. – 5 p.m.

Entry fee

Entry is free of charge for natural persons.

Legal persons have to pay an entry fee of EUR 200. The fee is to be paid once the entry has been selected by panel of judges for the finals to be held on 6 October, 2012.

Deadline

Attention! The deadline has been extended.

The new deadline for entries is 12 o'clock (noon) September 24, 2012.

We cannot accept any entries submitted after the deadline.

Individual contestants under the age of 18 as well as team members under the age of 18 must upload a scanned 'Parental consent' statement signed by the legal guardian of the person **along with the entry** to the FTP server by 12 o'clock (noon) September 24, 2012.

Jurying

All entries will be juried by a **professional panel of judges**, who are all distinguished experts and prominent representatives of visual culture in Hungary (from the field of arts, visual communications, film, etc.)

Entries are **shortlisted** and only the top 12 entries are to be projected publicly at the finals held on October 6, 2012.

Due to the nature of the genre entries that use the architectural features of the building are preferred.

All entrants will be informed about what entries have been shortlisted no later than September 29-30, 2012.

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The 12 entries selected for the finals and projected at the venue will be **rated after the show** by the panel of judges (based on artistic merit, creativity, suitability for the architecture, etc.). The ranking given at the finals will be the final ranking of the competition.

The list of judges will be posted under 'Jury' at paintup.visualpower.hu.

The organizers of the competition authorise the **judges to use their own criteria and judgement** to rate the entries, to select entries for the finals or leave certain entries out and to award the prizes according to their own free will.

At the finals spectators can also vote by text message for the best entry. The AUDIENCE AWARD goes to the three entries receiving the most votes by text message.

The phone number where **text messages** can be sent at **local rates** will be posted at the venue.

Prizes

The winner is awarded the 'Building projection mapping artist of the year 2012' title.

The creator of the best 3 entries selected by jury is award valuable prizes by the organizer and the sponsors.

In addition, the winner, the first runner-up and the second runner-up will receive a golden, silver and bronze 'paint brush'.

Audience award

The 3 artist whose entry receive the most votes by the audience is award a prize by the organizer.

Prizes:

- Valuable technical equipment
- Opportunities to perform at various venues
- Job opportunities

A list of awards is to be posted on 'Prizes' at paintup.visualpower.hu.

Additional information

The 12 competitors whose entries have been selected by the jury will receive a certificate and a T-shirt with the logo of the competition.

All prizes are tax exempt.

Award ceremony

Prizes will be given on the day of the finals at the venue.

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Copyright and user rights

The organizer of the competition shall project the 12 entries that got into the finals several times during the event.

The competitors as the owners of the copyright on the entries give their consent to the organizers to use their work as follows:

- The organizer of the competition is entitled to use the entries submitted as well as any recordings thereof in connection with this year's competition, future competitions and promoting video mapping.
- The organizer of the competition is entitled to project the entries publicly at the competition, use them at internet sites, in advertisements related to the competition as well as after the finals, using them as references and for marketing purposes, etc.
- Entrants give the organizers their consent to use their work in electronic form, and publicly display it, and for this purpose entrants give the organizer of the competition non-exclusive right for an unlimited time, provided that the entrant is given the credit for his work.
- Since due to the non-profit nature of the competition the competition as a rule does not generate any revenues, the entrants shall relinquish such claims.
- The organizer of the competition shall record the personal and contact information provided by entrants in its own database, and the organizer shall use these data exclusively in relation to the competition. The organizer shall only disclose the data to third parties with the prior written consent of the entrant.

The organizer reserves the right to change the terms and conditions of the competition.

The organizer

Visualpower Kft. - The market leader in visual technology services in Hungary
(1115 Budapest, Kelenföldi út 2., <http://www.visualpower.hu>)

Venue

Múcsarnok - Budapest, Dózsa György út 37. (Heroes' Square)

Projection surface

The façade of Múcsarnok facing Heroes' Square

Timing

- **Competition announced:** August 3, 2012
- **New, extended deadline for entries:** 12 o'clock (noon) September 24, 2012
- **Shortlisting of entries:** September 28, 2012
- **Shortlist announced:** September 29-30, 2012
- **Finals:** October 6, 2012 (public screening of shortlisted entries)

The finals are the opening event of the Café Budapest Contemporary Art Festival