

FONDAZIONE LA BIENNALE DI VENEZIA



La Biennale di Venezia

Arte
Architettura
Cinema
Danza
Musica
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58th International Art Exhibition

11th May › 24th November, 2019

PROCEDURE FOR COLLATERAL EVENTS



58th International Art Exhibition

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ART. 1 – Sections of the International Art Exhibition

La Biennale di Venezia (hereinafter referred to as “La Biennale”) is the promoter and organizer of the 58th International Art Exhibition (hereinafter referred to as “Exhibition”) which will be open to the public **from May 11th until November 24th, 2019 (preview on May 8th, 9th and 10th, 2019).**

The Exhibition will be curated by Ralph Rugoff (hereinafter referred to as “Curator”) and will take place in the institutional venues of the Giardini della Biennale and the Arsenale, with extensions in other venues in the city of Venice.

The Exhibition will be divided into the following sections:

- a. **International Exhibition**, curated by the Curator;
- b. **National Participations** by the individual foreign Countries;
- c. **Collateral Events** which will be selected and acknowledged by La Biennale as an integral and specific section of the Exhibition, and will be autonomously promoted by **non-profit** public or private institutions operating directly and primarily in the field of art (hereinafter referred to as “Promoters”).

ART. 2 – Participation and exclusions

As Collateral Events (hence with official dedicated logo and inclusion in the official Exhibition catalogue) may be acknowledged those **original exhibitions** organized in Venice by non for profit institutions, with the exclusion of both central and local territorial public institutions and administrations, whose proposals shall be submitted for selection within **October 17th, 2018.**

The formal admission as Collateral Event shall be approved by the Curator of the Exhibition wherever he evaluated that the proposal – positively assessed for its artistic quality - may constitute a significant additional research enrichment to the main Exhibition and its themes from a specific and focused perspective and, hence, with the exclusion of generic group exhibitions.

Once approved by the Curator, the proposal shall be evaluated and assessed by the offices of the Biennale as far as the aspects relative to organization and presentation are

concerned; it must then be submitted to the Board of the Biennale for final admission.

The concerned Promoters must submit **a written request** together with all the **information** and **documentation** required for the evaluation of the projects by the Curator and by La Biennale.

The documentation must specifically include:

1. a letter on official letterhead of the Promoter of the project with a participation request signed by the legal representative of the institution;
2. a complete and detailed presentation of the Promoter:
 - historical overview of the institution;
 - aims and mission;
 - information and documentation regarding its non-profit legal status;
 - management;
 - main activities (in the past, at present, scheduled for the future);
3. should the Promoter decide to delegate the organization of the project to a third party (hereinafter referred to as “Organizer”), a detailed presentation of the Organizer and its activities is required;
4. a detailed description of the project, with information about:
 - the curator;
 - the participating exhibitors and the works to be exhibited; **in case of selection, the project that will be actually realized and the participating exhibitors must substantially be the same as those described in the approved proposal;**
5. in the case of a symposium, the final detailed program that makes it possible to evaluate its scientific, cultural and artistic significance;
6. a description of the organizational plan for the event:
 - the venue; if the project includes works or installations to be collocated in outdoor areas (floating installations on water or in public spaces) a detailed description of the same works or installations and of their collocation is required;
 - the main steps for the realization and the management of the project and its logistics;
 - communication and promotion, possible related publications;
 - any possible or confirmed sponsors and/or supporters of the project.

Complete applications and the above documentation must be sent both **in English and Italian language**, in a digital version and must be received by the Visual Arts Department of La Biennale not later than **October, 17th 2018** following the directions posted on the Biennale website <http://www.labiennale.org/en/art/2019/collateral-events>.

The Promoter will guarantee the transparency of the organizational process, supervise the project of the Collateral Event and will be responsible for the realization of the same, in agreement with La Biennale and in compliance with the Exhibition’s cultural and organizational standards.

The Promoter will appoint a **Curator**. As representative and direct artistic expression of the Promoter, the Curator shall not perform the same role for other Collateral Events nor for National Participations of the Exhibition.

La Biennale will inform the Promoter, in writing, whether the submitted proposal has been accepted or rejected by the Curator and by La Biennale.

In case of rejection of the project, the decision is final and the rejection need not to be motivated either by the Curator, or by La Biennale.

Should the project include **works or installations to be located in outdoor spaces (installations on the water or in public spaces), as well as sound or light installations which might interfere with the surrounding urban context**, the Promoters have the obligation and responsibility to submit to the Visual Arts Department of La Biennale not later than **January 31st, 2019** the necessary detailed technical documentation required by the local Authorities (Municipality, Soprintendenza Archeologia, Belle Arti e Paesaggio per il Comune di Venezia e Laguna, other responsible offices) in order to assess the feasibility of the project itself and to issue the necessary authorizations.

Subsequently, La Biennale will take care of submitting said documentation to the above mentioned competent local Authorities in order to complete the approval process within the scheduled deadlines.

The Promoters must autonomously proceed with all the necessary procedures to obtain any additional required authorization from the responsible local Authorities.

As far as external signage is concerned, as a rule local Authorities authorize one banner and/or totem for each exhibition venue. The Biennale will provide in due time to the Promoter the specifications on the relevant documentation to be submitted to the Visual Arts Department; the latter will put forward to the competent local Authorities the request for external signage in order carry out the necessary procedure. The content of the banner and/or totem must refer exclusively to the Collateral Event and cannot in any way refer to initiatives that are not part of the official program of the Exhibition.

The Promoter must in any case submit a **copy of the final detail exhibition project (detailed description of the contents of the project, participating exhibitors, works to be exhibited, installation description)** to the Visual Art Department of La Biennale by **February 12th, 2019** for due information and verification.

Contextually, it is mandatory that for exhibitions to be installed in listed buildings the internal exhibition project must be directly submitted by the Promoters of the Collateral Events to the Soprintendenza Archeologia, Belle Arti e Paesaggio per il Comune di Venezia e Laguna for authorization.

At the end of the events, both the works and installations and the external signage must be promptly dismantled and removed by the Promoters who will have to grant the complete recovery of the public spaces occupied for their events.

The Promoters will guarantee that all information texts within the exhibition graphic project will be foreseen in double language, both Italian and English.

Collateral Events which have the nature of exhibitions must ideally have the same duration as the International Art Exhibition and therefore will not end before **November 24th, 2019**. Exceptional cases of exhibitions closing before the end (or starting after the opening) of the International Art Exhibition will have to be discussed in advance with La Biennale.

In case of technical problems that might occur during the opening period and cause the temporary closing of the venue, the Promoters have to immediately inform La Biennale and promptly intervene in order not to prevent the access to the public for more than required to solve the problems.

ART. 3 – Exhibition venue

The Promoters must declare that they comply with all the articles of this procedure, that they will fulfill all the requirements and will cover all the costs involved in the organization of the events.

In particular, in the case of exhibitions, it will be the responsibility of the Promoter of the event to find a suitable exhibition venue outside the institutional exhibition venues of La Biennale (Giardini and Arsenale).

The selected exhibition venue must be listed by the owner (or subject fully entitled to the use of the venue) in the **virtual Noticeboard** posted on La Biennale website www.labiennale.org/en/biennale-noticeboard according to the indicated procedure and in conformity with the regulations in force.

No initiatives held inside the Exhibition venues at the Arsenale and the Giardini and/or occupying public space and/or water space in the relative adjacent areas of influence will be eligible as Collateral Events.

Should the Collateral Event be hosted in an exhibition venue hosting further initiatives that are not part of the official program of the Exhibition, the Promoter will make sure that the spaces used for the Collateral Event are clearly recognizable and separate from the spaces used for the initiatives that are not part of the official program of the Exhibition.

ART. 4 – Promotion and communication

La Biennale will promote and publicize the selected Collateral Events in its own institutional tools of communication as follows:

- in the **materials supplied to the Italian and international press**, following the terms and deadlines set by La Biennale in its communication plan for the Exhibition;
- in the **official catalogue of the 58th International Art Exhibition**, which will contain a space devoted to the section; each Collateral Event will be assigned two pages with texts and images as established by the general editorial plan of the Exhibition catalogue;
- in the **promotional publications and in the brochure illustrating the 58th International Art Exhibition**, that will contain essential information about each Collateral Event (title, venue, running period, opening hours) as established by the general editorial plan of the Exhibition;
- on the **website** of La Biennale, where the Collateral Event will be highlighted with the essential information concerning it (title, venue, running period, opening hours, etc.);
- in the **information map** of the city of Venice that will be installed in the exhibition spaces of the Giardini and the Arsenale and will highlight the venues of the events included in this specific section.

Furthermore, during the preview of the Exhibition, La Biennale will provide additional visibility to the Collateral Events in the Press Room and in a dedicated information space that will project brief video previews and distribute promotional printed material, to be provided by the Promoters. During the period of the Exhibition such video previews will be projected and such promotional printed materials will be distributed in the Press Office room at the entrance of the Arsenale.

In order to include the Collateral Events in the general communication plan of the Exhibition, the Promoters must submit the following **material for press publication** to the Visual Arts Department and to the Press Office of La Biennale to be received not later than **March 25th, 2019**:

- a press release in Italian and in English language;
- images of works that will be exhibited in the exhibition and one portrait for each participating exhibitor or each group. The images must be different than the ones sent for the publications of La Biennale (official catalogue, short guide, etc.).

The Press Office of La Biennale will provide on due time specifications on the above materials.

The Promoters will also notify **the contacts of the Press Office** in charge for their official communication plan, which will have to be previously approved by the Press Office of the Biennale.

The Promoters are allowed to start the communication activities for the Collateral Events only after La Biennale has officially announced the list of the selected Collateral Events and only after the approval of the Press Office of La Biennale. All the communication materials must be received by the Press Office of the Biennale for approval before any publication to the press.

In order to include the Collateral Events in the Exhibition catalogue and in any other material printed for distribution (short guide, brochure, etc.), the Promoters must send the following **materials and information for publication** to the Visual Arts Department of La Biennale to be received not later than **February 12th, 2019**:

- the title, the venue and the running period of the Collateral Event;
- the name of the Promoter of the Collateral Event;
- the names and qualifications of the curators and collaborators or participants;
- written descriptions of the event;
- the list of participating exhibitors with their biographical information (for exhibitions) or the list of speakers including their biographical data and abstracts of their presentations (in the event of conferences);
- significant images of the works on exhibit, which meet the standards set for publication (minimum format 24 x 32 cm, 300 dpi, tiff/jpg file) with complete captions and photography credits as indicated in the Catalogue Form that will be sent along with the notice of the official approval of the event.

La Biennale reserves the right to make – among the provided materials – a final selection based on the editorial project. Texts may be edited, reduced and/or modified according to the editorial project and for the sake of the consistency of the publications.

In particular, according to the communication policy of La Biennale it is not possible to use the term “pavilion” with reference to Collateral Events.

In general, copyright clearances must be obtained by the Promoters for the free and unrestricted use of all the images and texts provided for the promotion, the communication and the publications; La Biennale may hence use such images and texts on all kinds of supports and media considered to be useful for communication and advertising, including web-based services. For this purpose La Biennale will send

a Copyright Form which must be returned together with the materials themselves. This Copyright Form must be signed by the person who owns the rights to the work and/or the project (the exhibitor himself or his/her heirs).

La Biennale cannot be held responsible for incorrect or incomplete data and information regarding the works and authors on materials which have been printed, published and/or distributed by La Biennale if the required documentation was incomplete, not clearly legible or if it was received after the established deadlines.

Furthermore, no changes in the venues or the running dates of the Collateral Events **will be allowed** if notified after the deadline of **February 12th, 2019**.

La Biennale reserves the exclusive right, directly or through third parties, to film or photograph the works and installations inside the spaces and the exhibition areas of the Collateral Events for the realization of editorial projects for the documentation and cultural promotion of the Exhibition, even on Italian and international commercial television networks, home video, DVD and internet.

La Biennale also reserves the right to use the materials provided by the Promoters of the Collateral Events for the purposes of its own institutional communication plan (Exhibition catalogue and any other related publication, including CD-ROMs, guidebooks, postcards, promotional products or materials distributed free of charge or for sale) with no obligation to pay any fee or compensation to the participants.

ART. 5 – Supporters of the Collateral Events

Any sponsor, supporter, institution or public and/or private subject that have contributed in any capacity to the realization of the Collateral Events may, if explicitly requested by the Promoters, be mentioned in the Exhibition catalogue in accordance with the guidelines established by La Biennale and which in any case do not allow the publication of logos and/or corporate symbols. No sponsors of the Collateral Events may, under any circumstances, be presented or present themselves in independent public relations actions as sponsors of the 58th International Art Exhibition, since they are recognized only as sponsors or supporters of the specific Collateral Event they have contributed to.

Such sponsors and supporters can be credited in the following communications tools produced by the Promoters of the Collateral Events, with inclusion of their names and logos:

- press release;
- specific catalogue of the Collateral Event;
- specific invitation for preview/opening of the Collateral Event;
- exhibition graphics (introduction panel) inside the venue of the Collateral Event;
- different graphic materials (posters, brochures, leaflets, etc.).

ART. 6 – Compliance with regulations concerning Collateral Events employee contracts, insurance and social security coverage

The Promoters of the Collateral Events will engage their staff and suppliers in keeping with and no less than the Italian minimum remuneration levels and working conditions as those prescribed by law and by the C.C.N.L. (National Collective Agreement on Labor), based on

the respective employee level, category, and sector.

The Promoters of the Collateral Events are also obliged to observe and to apply all standards relating to compulsory health insurance and accident prevention regulations, as well as social security as concerns their employees and collaborators. The Promoters will be deemed liable for any legal penalties arising from any possible non-observance of the above instructions. La Biennale is and will be exempt from any liability for non-observance.

ART. 7 – Documentation

The Promoters can prepare, distribute and publicize any other promotional material and specific publications regarding their projects realized and produced at their own expense. For publications and information material sent from abroad, the Promoters will be responsible at their own expense for the payment of the entire cost of transportation and customs fees and duties for definitive import to Italy (for non-EU countries).

La Biennale reserves the right to acquire copies of all the material sent for the catalogue and any other material received, with the purpose of adding it to the Archives of La Biennale ASAC (Archivio Storico delle Arti Contemporanee) so that it will be available for both institutional and study purposes. The Promoters of the Collateral Events must therefore submit **five complimentary copies** of all publications and printed materials they have published for the Archives of the ASAC and the Visual Arts Department.

ART. 8 – Access to the Exhibition

The Press Office of La Biennale is solely responsible **for accreditation of the press for access to the exhibition venues** of the Giardini and the Arsenale, and for issuing the press passes for admission, according to the procedures that may be found on the website of La Biennale www.labiennale.org. The media professionals who apply directly to the Promoters of the Collateral Events must, in any case, be accredited by the Press Office of La Biennale communicating their names, the names of the publications they work for, and all other details necessary for a direct contact between La Biennale and the media professionals. The Promoters of the Collateral Events may apply to the Press Office of La Biennale for accreditation of two of their own press attaches, submitting a request on official headed paper to the Press Office.

For the **preview** of the Exhibition (May 8th, 9th and 10th, 2019) the Promoters of the Collateral Events will be allocated a number of **invitations**, in the quantity and at the conditions established by La Biennale, that they may extend autonomously to their own representatives, commissioners, curators, participating exhibitors, institutional guests and possible sponsors.

ART. 9 – Use of the logo

Upon acceptance of this procedure by the Promoters, La Biennale will formally send a reproduction of the **specific logo** for the dedicated section, and the relative guidelines for its utilization, to the Promoters responsible for each Collateral Event.

The logo must be used to distinguish the Collateral Event and the publicity relative to it in the information materials and tools, that must have the **prior approval** of La Biennale

through its Editorial Projects and Activities Office, to which these materials must be submitted.

The logo cannot be used after the end of the 58th International Art Exhibition.

The logo cannot be used by participating exhibitors, sponsors nor supporters of the Collateral Events for independent communications or any other use.

The use of the logo entitles the Promoters to a discount on the fee for posting bills in Venice (on condition that no commercial logos or corporate symbols of sponsors appear on the posters) and to distribute promotional materials of the events in the Press Office room at the entrance of the Arsenale during the 58th International Art Exhibition.

The missing or incorrect use of the logo on promotional or advertising materials or failure to have the materials approved by the Editorial Projects and Activities Office of La Biennale will exclude the Collateral Event from the Exhibition's communication and publicity plan and involve the cancellation of benefits, including the discount on posting bills in Venice, and the option to distribute these promotional materials in the Press Office room at the entrance of the Arsenale during the 58th International Art Exhibition.

ART. 10 - Admission fee

For the services provided in articles 4, 8 and 9 of this procedure the Promoters whose projects will be selected by the Curator and by La Biennale and approved by the Board of La Biennale as Collateral Events of the 58th International Art Exhibition will be required to pay an admission fee to La Biennale in the amount of **€ 20,000.00 (twentythousand/00) + VAT by law.**

This amount must be paid to La Biennale by bank transfer **by and not later than January 28th, 2019** to:

UNICREDIT SPA

Agenzia 66048 Filiale Operativa Triveneto Orientale

Piazza Monte di Pietà, 3

31100 TREVISO (TV) -

ITALY

IBAN: IT47 Co20 0812 0280 0010 3177 399

BIC/SWIFT: UNCRITMMOTE

Account number 0 0010 3177 399 under the name of Fondazione La Biennale di Venezia.

Failure to make payment on or before the established deadline will result in the cancellation of the event's qualification as a Collateral Event and of its right to use the logo and to be included in the catalogue and the publicity of the Exhibition as established by this procedure.

ART. 11 – Miscellaneous

In case of controversy in the interpretation of the individual articles of this procedure the original text written in Italian will be considered binding.

In case of dispute and for any matter not covered by this procedure, the decision by La Biennale is final.

ART. 12 – Information and contacts

La Biennale di Venezia
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