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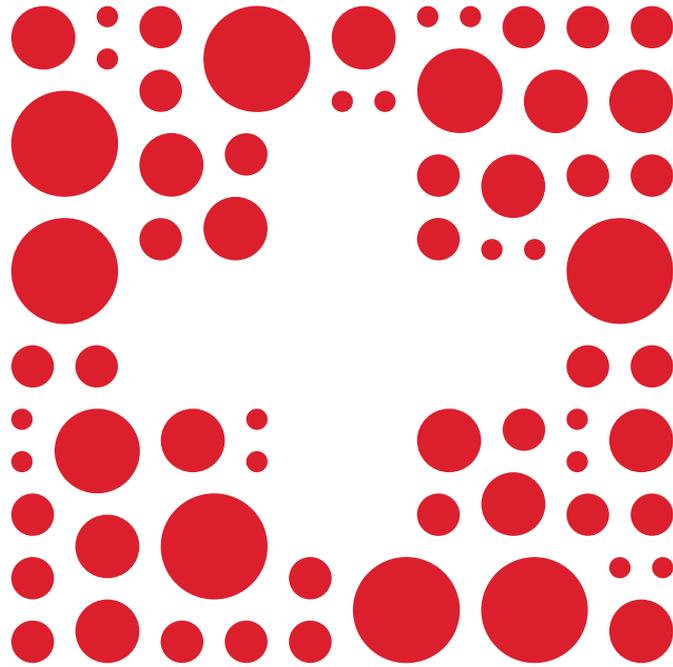
SWITZERLAND

APPELLATION EMMENTALER CONTROLLÉE ~ DOP ~

Swiss Original

Handmade
Creative Project

powered by **Consortium Emmentaler AOP**

Summary

The competition entails the production of a work of art/expression that represents and gives shape to the interpretative territory defined: SWISS ORIGINAL - HANDMADE CREATIVE PROJECT

Official contest page: https://bit.ly/SwissOriginal

Company Description

EMMENTALER AOP

For centuries, the Swiss tradition of Emmentaler AOP cheese production has focused on the art of cheesemaking, on artisan skills and on *HAND**MADE*** expertise, all underpinned by a caring attitude towards nature, time, materials, know-how and the vital energy of the environment we live in.

In order to be able to continue to read, refresh and interpret its own values in an innovative, contemporary and disruptive way, from the outset Emmentaler Switzerland has always been very keen and interested in engaging, supporting and promoting the world of art, talent and creativity for all.

As was the case in past competitions, exhibitions and communication initiatives, Emmentaler Switzerland is launching a new open creative competition for the collection, valorisation and exhibition of a broad selection of works and thematic artworks.

What we are looking for

THE SWISS ORIGINAL

As part of the new globalisation of recent decades, we have learned to appreciate not only certain values and products shared by many civilisations, but also values and products expressly linked to the geographical, historical and cultural origins of specific local areas.

This competition aims to collect, valorise and exhibit artworks that tell stories of Swiss originality. Originality intended in terms of both methods and content that are more specifically and quintessentially "Swiss", as well as those that are more ironic, interpretative and disruptive.

Guidelines

HANDMADE CREATIVE PROJECT

The value, practice and symbolism of *HAND**MADE*** has always been a foundational element shared by the world of fine artisan production and many forms of art and expression.

In this competition, *HAND**MADE*** refers to two possible approaches and types of works and artworks:

- Physical Objects: works, artworks and design artefacts (also hybrid: hardware/software), all with a significant component of manual craftsmanship and technique

- Digital Products: works that tell stories of manual skills, manual skill processes, and expressions and valorisations of forms of hand craftsmanship

KEYWORDS

If any work wishes to draw inspiration from certain keywords, here are a few to start with: *Animal Welfare; Authentic; Circle/Hole; Craftsmanship; Grass; Expertise; Handmade; Nature Care; Original; Precision; Red/White; Sustainability; Swissness; Tradition; Taste, Time; Tools.* NB: the possible input offered by the keywords here specified is entirely optional, not bounding, and does not grant any right to a greater or automatic attribution of value to the competing artwork.

BRIEF

The competition entails the production of a work of art/expression that represents and gives shape to the interpretative territory defined: SWISS ORIGINAL - HANDMADE CREATIVE PROJECT

So far as the work is concerned, it can be submitted in one of two Macro Categories:

Physical Work - any technique (*);

Digital Work - divided into three sub sessions (*)

(*) The specific techniques are defined in the MACRO CATEGORIES section below.

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MACRO CATEGORIES

In order to embrace a broad selection of contemporary artistic and expressive multimedia, the competition includes 2 technical Macro Categories, **Physical Works** and **Digital Works**, each with three awards and 3 special mentions.

- **Physical Work**

Any artwork that for exhibition purposes has a tangible, physical and three-dimensional presence. The artwork may be produced using any technique, such as for example: Sculpture, Painting, Ceramics, Collage, Origami, Printed Graphic artwork, 3D Printed, Interactive or Reactive Structure (Internet of Things), Organic Structure, Food Artworks… and any Mixed Technique using any material and combination.

- **Digital Work**

Any artwork that for exhibition purposes has an exclusively digital dimension, produced exclusively using one of the three following techniques:

- **Video:** the production of a video story of any kind and produced using any technique, with a duration from 45 seconds to 180 seconds

- **Photography:** the production of a photo story, with a sequence/composition of from 1 to 9 photographs

- **Short Message Story**: the production of a short textual story, of max 420 characters including spaces (NB: an English version is required in all cases; a version in the artist's native language, if not English, is optional and welcome)

TONE OF VOICE AND PRODUCTS

The tone of voice of the work and the techniques used are at the full discretion of the artist.

- If any work wishes to draw inspiration from the ironic, disruptive and unconventional narrative mode of the Emmentaler AOP 2019 campaign video #liveoriginaler (**https://www.emmentaler.ch/en/**), it can be used as a source of further inspiration.

- If any work wishes to draw inspiration from a specific product in the Emmentaler AOP range, we recommend looking at the following two products: Classic Emmentaler AOP **https://www.emmentaler.ch/en/sortiment_categories/emmentaler-aop-en/**

NB: The decision to use an idea suggested by the video, and/or by any specific product and/or by any of the keywords given here is entirely optional, non binding and does not establish a right to any special consideration as regards the value of the work submitted for the competition.

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Evaluation criteria: in the evaluation of your submissions the Jury will take into account the following criteria:

Physical Work

- **Originality**: the work must be unpublished and clearly original

- **History**: the description of the project's 'reasons why' that motivate one's work

- **Methodology**: the description of the technical/production process of the work

- **Handmade**: the evidence of handmade excellence of the work and of the quality of its execution

Digital Work

- **Originality**: the work must be unpublished and recognisably original

- **History**: the description of the project's 'reasons why' that motivate one's work

- **Methodology**: the description of the technical/production process of the work

- **Handmade**: the subject at the core of the representation of one's work

Language: since we are an international Community, all texts provided with your uploads (abstract, description, tags, etc.) should be written in English.

Contest timeline

Upload phase: 29th April 2019 – 16h September 2019 (1.59 PM UTC)

Community Vote: 16th September 2019 – 1st October 2019 (1.59 PM UTC)

Winner announcement: during the Exhibition-Event, on November 12th 2019

Revision (18/07/2019):

Following your many requests, Emmentaler decided to postpone the deadline of the contest to September 10th, adding an extra week-end to finalise and present your projects.

Revision (06/09/2019):

Due to the great interest by the international community and the requests to have some extra days for finalising the artworks, Emmentaler decided to set the final deadline for submissions to Monday September 16th, 2019 at 1.59 PM UTC. Accordingly, all participants have some extra days to finalise their projects.

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Eligibility and submission

Entering the competition is free and open to everyone over the age of 18 on the date of registration, without any limit of nationality, profession, education, expertise or other form of restriction, except for being 18 at the time of participating in the contest. Participants can present one or more projects, but only the projects published on the www.desall.com web site, via the upload page related to **"SWISS ORIGINAL - HANDMADE CREATIVE PROJECT"** will be accepted.

Award

The total award pool amounts to **€36,000.00**, split into 6 awards and 6 special mentions, as indicated below.

- **Physical Work (Award Pool €18,000)**

  - €15,000 split into three First Awards of €5,000 each for three works (assessed as ex aequo, independently of the support, material, technology and technique used to produce them)

  - €3,000 split into three Special Mentions worth €1,000 each for three works (assessed as ex aequo, independently of the support, material, technology and technique used to produce them)

NB: The Physical Work must have been physically realised by the author and be presented through photos and/or videos, at the author's discretion, in order to allow for the correct and better evaluation of the interpretative and manufacturing qualities of the work by the panel of judges.

- **Digital Work (Award Pool €18,000)**

  - €15,000 split into three First Awards of €5,000 each, one for each of the three categories: Video, Photography, Short Message Story.

  - €3,000 split into three Mentions of €1,000 each, one for each of the three categories: Video, Photography, Short Message Story.

The selection of the winner will be the result of an unquestionable evaluation by the panel of judges.

NB: The panel of judges has full discretion, without prejudice to the total award pool of €36,000, to assign two awards to the same project, based on the final qualities of the works submitted.

PANEL OF JUDGES

Andrea Amichetti, Zero - Founder

Stefano Aronica, Consortium Emmentaler AOP

Giovanna Frova, Switzerland Cheese Marketing Italy

Maria Cristina Galli, Accademia di Brera - Vice Director

Michael Krohn, ZhdK Zürich Hochschule der Künste - Cumulus Association

Stefano Maffei, PoliFactory - Director

Massimo Bruto Randone, SosDesign - Founder

Antonio Riccardi, SEM - Editor and Poet

Toni Thorimbert, Studio Thorimbert - Photographer

ONLINE PANEL

Desall Community

EXHIBITION - EVENT

In the first half of November 2019, a major Exhibition-Event will be organised in Milan featuring the winning projects, the projects that receive mentions and a broad selection of those deemed to be of high quality and pertinent in consideration of the general objectives of the competition.

For the Physical Work section, the works awarded and mentioned by the panel of judges (as well as a possible selection of other works deemed to be worth exhibiting) and delivered upon request of the organization, will be exhibited (beforehand, the organisation will share the details of the address for the shipment and the expedition costs will be borne by the organisation).

For the Digital Work section, the works awarded and mentioned by the panel of judges (as well as a possible selection of other works deemed to be worth exhibiting) and will be reproduced on digital supports provided by the organisation.

Pre-emption right

For the duration of the pre-emption right, the Sponsor offers an extra chance to all participants setting a fee in the range of Euro 1,000.00= (one-thousand/00) and 5,000.00= (five-thousand/00) for the purchase of the license for the economical exploitation of the projects not-acknowledged as the winning proposals.

For more info, please login and read the **Contest Agreement** from the upload page. For questions about the brief please use the "Have a question" button or write to contest@desall.com.

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Contest under the patronage of

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ACCADEMIA DI BELLE ARTI

Contest with the support of

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Upload guidelines

General
The first image uploaded from the contest page, represents the preview image of your project in the gallery. In order to present it at best, we suggest to use the content that most of all summarises your project in a single slide, including all contents that will possibly be further explained in the next images. Besides, we suggest you to use all five images available from the upload page.

You are also invited to possibly attach additional material inside a .ZIP archive (NO other file extensions are allowed, such as .RAR) through the "Archive File" field on the upload page. The maximum size of the .ZIP archive is 100MB.

Project categories:

Physical Work
Any artwork that for exhibition purposes has a tangible, physical and three-dimensional presence. The artwork may be produced using any technique, such as for example: Sculpture, Painting, Ceramics, Collage, Origami, 3D Printed, Interactive or Reactive Structure (Internet of Things), Organic Structure, Food Artworks… and any Mixed Technique using any material and combination.

Use the abstract and description fields for a short introduction on your project.

When possible, represent through photos or images, various views of your project also specifying the size. Among the materials, you may consider to add CAD files, PDF files with detailed descriptions of the project, photos of possible models or prototypes, further photos or images at high resolution and 3D files (possibly in .stp or .igs format - in case you may also provide a 3D PDF to enable a more convenient visualisation).

Digital Work
Any artwork that for exhibition purposes has an exclusively digital dimension, produced exclusively using one of the three following techniques:

- Video
- Photography
- Short Message Story

Video (of any kind and produced using any technique, with a duration from 45 seconds to 180 seconds)
Use the abstract and description fields for a short introduction of your video. In the upload page, you are invited to attach some frames at your discretion, possibly those that are most representative, to add using the fields File 1- File 5.

The video shall be included inside a .ZIP archive attached through the relevant "Video file" field. The maximum size of this archive is 50 MB.

Photography (photo story, with a sequence/composition of from 1 to 9 photographs)
Use the abstract and description fields for a short introduction on your project.

You are invited to attach your photos using the relevant field on the contest upload page. If you want to send more than five images or if you want to attach higher resolution images, you are invited to use a .ZIP archive (NO other file extensions are allowed, such as .RAR) where you can also provide further descriptions and materials. The maximum size of the .ZIP archive is 100MB.

Short Message Story (a short textual story, of max 420 characters, including spaces NB: an English version is required in all cases; a version in the artist's native language, if not English, is optional and welcome).
Use the abstract field to share your project. If needed, use the description field to further explain your project.

For the presentation of your project, you are required to also include the text in the form of an image, with a 4:3 slide to attach using the file 1 field, in .jpg format.