



## Regulations for the Terna Award for Contemporary Art “Terna 01 Award”

### Art. 1 – PROMOTER OF THE AWARD AND COMPETITION PURPOSES

- 1.1 Terna s.p.a., with head office in Rome, via Arno 64, 00198, is the promoter of the “Terna 01 Award”.
- 1.2 The Terna 01 Award is an awards competition (the “**Terna 01 Award**”) aimed at promoting artists and contemporary art in Italy and at enhancing the relationship between art and business through the exploration of the sense of energy transmission, the activity that Terna carries out daily for the country as the National Electricity Grid Operator. The Award is divided into 3 categories respectively reserved to established artists and emerging artists in the entire field of contemporary art and creating a circuit of emerging talents and of promoting the role of artists as the development and research engine for new talents and creativity.  
The Terna 01 Award also includes a social initiative in the cultural and artistic field. The prize reserved for the established artist category will be assigned to this initiative; in this way, these artists become the protagonists of the ambitious project of enhancing Italian art and culture.
- 1.3 The Terna 01 Award includes organizing one or more exhibits and a color catalogue (the “Catalogue”) and assigning the final awards for a total value of € 150 thousand.
- 1.4 The winning Artworks of the Terna 01 Award will be awarded during a ceremony (the “Awards Ceremony”) and will be displayed during the course of an exhibit (the “Exhibit”) that will take place both within the month of December 2008 at a museum or other venue in the city of Rome; this information will be published in the website [www.premioterna.it](http://www.premioterna.it)
- 1.5 The Terna 01 Award will begin on July 1, 2008 (“Beginning Date”) and the artists can participate by submitting their artworks according to the terms stated in Article 5 that follows within 6:00 p.m. of October 30, 2008 (“Last Date for Participation”). Awards must be collected no later than January 31, 2009.
- 1.6 The Terna 01 Award is promoted and takes place on the national territory.

### Art. 2 –SUBJECT

- 2.1 The subject of the Terna 01 Award on which the artists are required to express their creativity is **“TRANSMITTING ENERGY: A CONTEMPORARY METAPHOR”**.  
Terna s.p.a. is the main owner and operator of the High Voltage National Transmission Grid with over 40 thousand kilometres of **electricity lines**; 365 days a year, 24 hours a day, it is responsible for safely managing the Grid and for the balance between electricity demand and supply throughout the national territory. The proposed subject wishes to encourage a reflection and exploration of the sense of energy transmission as a contemporary metaphor, strengthening the connection between the award and the project’s concept, creating an interconnection between the art and the business worlds. Anyone wishing to learn more about the world of energy transmission and obtain information and details can do so by visiting the company’s website at [www.terna.it](http://www.terna.it). The artist is asked to give a broad interpretation: starting from the most widespread hypotheses to the most subjective interpretations, to metaphors and allegories, to poetic and literary rendering, to the most fantastic and surreal visions, reaching the myriad of possibilities offered by the thematic genres of artistic expression. In his professional role of interpreting the contemporary world, the artist will explore the subject and the various links between energy transmission and art in order to create original and innovative connections and comparisons.

Art runs along high voltage power lines attributing to artistic research the role of developing engine for the system through visual and conceptual exchanges with the business world: the project must transmit the right energy to Visual Thinking and to the country's culture.

### Art. 3 – PARTICIPATION

- 3.1. The Terna 01 Award is open to the participation of both Italian and foreign artists who work steadily on the national territory and that as of the Beginning Date have had their 18<sup>th</sup> birthday and that are in possession of the requirements indicated in article 5 that follows with reference to each Category of the Terna 01 Award.

### Art. 4 BODIES ASSIGNED TO THE COMPETITION

- 4.1 The bodies assigned to the competition are: the Committee of Honor, the Jury, the Curator and the General Secretary.
- 4.2 The members of the Committee of Honor and of the Jury will be chosen by Terna s.p.a. according to its indisputable judgment among important representatives from the institutions, the business, cultural and artistic worlds.
- 4.3 The Jury will be chaired by a Board formed by Terna's CEO Flavio Cattaneo, and by Terna's Chairman, Luigi Roth.  
Upon Terna s.p.a.'s indisputable judgment, a Limited Evaluation Committee will also be appointed within the Jury.
- 4.4 Every member of the Jury and the Board on the whole will have the right to one vote, respectively.  
The decisions made by the Jury will be indisputable and incontrovertible in any situation.
- 4.5 The Curator of the Award is Gianluca Marziani, art curator, and the General Secretary is Francesco Cascino, art advisor.

### Art. 5 - STRUCTURE OF THE TERNA 01 AWARD AND PARTICIPATION TERMS AND CONDITIONS

- 5.1 The Terna 01 Award is divided into three award categories, respectively : "**TERAWATT**", "**GIGAWATT**" and "**MEGAWATT**" that are the multiples of the power measuring unit, namely the *Watt* (\*), and conceptually represent the growing power of art.  
The three Categories of the Terna 01 Award represent an innovative structure urging artists to give their contribution to the proposed subject; it also creates an interesting integration of different experiences aiming on the whole at searching for expressions, suggestions and new visual imagery. While respecting the different experiences and the various levels of excellence reached by the artists, the Terna 01 Award creates a network formed by each one's energy, metaphorically underlining the need to "create a system".
- 5.2 Furthermore, an **ONLINE** award has been created in which all the artworks participating in the three categories will be included.
- 5.3 The **TERAWATT** category is only by invitation and is reserved to those artists who have demonstrated experience and activity in Italy and/or abroad.  
The Limited Evaluation Committee will identify the Artists that will be invited to participate in the Terna 01 Award selecting them on the basis of the quality of their resume- that must include significant museum exposure that is verifiable and recognized as such. The selected artists will therefore represent the tip of the diamond of the most contemporary and innovative Italian visual research.

The Artists selected in this way will be invited to participate in the Terna 01 Award within July 20, 2008. Among all the Artworks participating in this category, the Limited Evaluation Committee will select 30 finalists and among these the winner of the **TERAWATT** Award. All the Artworks registered in this category will be published in the website [www.premioterna.it](http://www.premioterna.it) and in the Catalogue; the Finalists will be displayed at the Exhibit.

The Artists invited will be able to participate in the Terna 01 Award after registering in compliance with Article 8 that follows. In this way they will contribute to the implementation of a Social initiative in the cultural and artistic field; the Prize for the **TERAWATT** Category will be entirely devolved to supporting this initiative.

- 5.4** The **GIGAWATT** Category is based on free participation and addresses those artists who as of the Beginning Date of the competition are under 35 years of age and presumably have not yet had the opportunity of adequately spreading the value of their research activity in the artistic field. The **GIGAWATT** Category therefore creates a network of youthful energy and a highly talented circuit for comparison as well as for emerging talents.

Among all the Artworks participating in this Category, the Limited Evaluation Committee will select 50 finalists and among these for the final selection the Jury will choose the 7 Winners that will be awarded according to the terms established in Article 7 that follows.

All the Artworks registered in this Category will be published in the website [www.premioterna.it](http://www.premioterna.it). The 50 finalists will also be included in the Catalogue while only the 7 winners will be awarded prizes during the Awards Ceremony and displayed at the Exhibit.

- 5.5** The **MEGAWATT** Category is based on the same structure of the **GIGAWATT** Category, but addresses Artists that as of the Beginning Date of the Award are over 35 years of age and presumably have acquired greater artistic experience. Also for the **MEGAWATT** Category, the Limited Evaluation Committee will select the 50 finalists and among these the Jury will choose the 7 winners that will be awarded according to the terms established in Article 7 that follows.

Also for this Category, all the registered Artworks will be published in the website [www.premioterna.it](http://www.premioterna.it). The 50 finalists will also be included in the Catalogue while only the 7 winners will be awarded prizes during the Awards Ceremony and displayed at the Exhibit.

- 5.6** All the Artworks registered for the Terna 01 Award, regardless of the Category, will participate in the **ONLINE Award**. The web voting aims at involving the entire community and at increasing interconnection between the language of contemporary art and society's visual evaluation capacity.

Visitors of the website [www.premioterna.it](http://www.premioterna.it) may vote for the Artworks registered during the time frame that starts at 8:00 a.m. on November 3, 2008 and ends at 6:00 p.m. on November 11, 2008 (the "Voting Time"), expressing only one preference. Voting will be anonymous.

Any votes received prior or after the Voting Time will not be accepted.

Any multiple votes will automatically be excluded.

The winning Artwork will be the one that receives the highest number of votes. This Artwork will be awarded during the Awards Ceremony and published in the Catalogue.

## Art. 6 – THE ARTWORKS

- 6.1** Quality, research and innovation will be the fundamental selection criteria for the participating Artworks. The Artist must present Artworks that are newly created or created within the 12 months prior to the Beginning Date of the Terna 01 Award, provided they have not participated in any other awards or competition.

- 6.2** The size of the Artworks may vary within the allowed maximum size of 3 meters x 3 meters for each side. The Artworks may be realized with the following techniques:

- ❖ **PAINTING:** with any type of technique and type of support, such as for example, oil, acrylic, ink, vinyl, water-colors, graphite, pencil, industrial paints, canvas, paper, wood, plastic, iron.

- ❖ PHOTOGRAPHS, ELABORATIONS and LIGHT-BOX: digital and traditional photographs and *light-box* will be accepted. A crossover between painting and mechanical and digital techniques are allowed, from photography to the many types of digital manipulation Video stills, Polaroids, photographs taken from camera phones and all images that have a bi-dimensional purpose are also allowed.

**6.3** Every artist must declare the title of the Artwork and provide a brief text explaining the relationship between the project submitted and the subject of the Award.

## **Art. 7 - AWARDS**

**7.1** The Artworks selected as winners will receive, in relation to each Category, the following Prizes:

### **TERAWATT Category**

**TERAWATT Award:** a prize for the value of 100,000.00 euro to be entirely devolved for the social initiative. In the TERAWATT category, it will be rewarded the work which will be able to render the sense of the art indissolubly linked to the ENERGY TRANSMISSION AS CONTEMPORARY METAPHOR.

### **GIGAWATT Category:**

For the winner: a purchase award for the value of 10,000.00 euro

For the second to seventh place: a purchase award for the value of 2,000.00 euro

### **MEGAWATT Category**

For the winner: a purchase award for the value of 10,000.00 euro

For the second to the seventh place: a purchase award for the value of 2,000.00 euro

### **ONLINE AWARD**

**ONLINE Award:** a prize for the value of 5,000.00 euro

**7.2** By accepting the Purchase Award, the winners of the MEGAWATT and GIGAWATT Categories transfer to Terna s.p.a. the Artwork and all rights relative to the Artwork including the right of publication and economic exploiting, provided the right to being recognized as the authors of the Artwork is maintained.

**7.3** According to article 25 in compliance with Presidential Decree 600/73, the awards of the GIGAWATT, MEGAWATT and online awards categories are subject to withholding tax, with obligation to be applied.

## **Art. 8 – REGISTRATION TERMS AND CONDITIONS**

**8.1** For all the three Categories, Participation in the Terna 01 Award is free (with the exception of ordinary mailing expense) and is finalized with the registration which implies the full acceptance of these Regulations.

**8.2** In order to register, the Artists must submit to Terna s.p.a., and failure to do so will result in not being admitted to the Award, within the period of time included between July 1, 2008 (“Beginning Date”) and 6:00 p.m. of October 30, 2008 (“Last Registration Date”) , the documentation as described in paragraph 8 that follows (“Registration Documentation”) according to the following terms:

- by internet at the website [www.premioterna.it](http://www.premioterna.it), by entering the Registration Documentation in the section “Participation”, or
- by mail or courier, forwarding the Registration Documentation to: Premio Terna, c/o Xister, Vicolo della Frusta 8/9, 00153 Rome – Italy.

If forwarded via mail or courier, **the date of receipt of the documentation will be valid** at the above-mentioned address, which must be no later than October 30, 2008.

**8.3** The Registration Documentation consists of the Registration Form (according to the form enclosed as Attachment 1 to these Regulations, of which it forms an integral part), to which the image of the Artwork and the Artist's resume must be attached .

The Registration Form may be downloaded from the website [www.premioterna.it](http://www.premioterna.it) in the section "Participation" and is available also in paper format at the places indicated in the above-mentioned website. This Form must be forwarded duly filled out and signed and accompanied by a brief text that explains the relationship between the project submitted and the award's subject.

The Registration Form must also be accompanied by the following documents, and failure to do so will result in not being admitted to the Award:

**a) Image of the Artwork**

The image of the Artwork must be submitted as follows:

- (i) In case of online registration, the image of the Artwork must be uploaded in the website [www.premioterna.it](http://www.premioterna.it) in the jpg 72 dpi format, maximum size for upload: 2 MB;
- (ii) In case of registration by mail or courier, it is necessary to submit a CD with the image of the Artwork in the jpg or tiff 300 dpi format, RGB color method, maximum size: 1000x1000 pixels, maximum size: 5 MB.

**b) Artist's Resume**

The Artist's resume, in addition to including the name and pseudonym, if any, the address, telephone number, e-mail address and website, must also include a summary of the Artist's profile with a history of his education, exhibits and displays in the artistic field and it can be accompanied by a photograph of the Artist himself. Terna does not guarantee the publication of the resumes received in paper format in its website [www.premioterna.it](http://www.premioterna.it). The Documentation received will not be returned.

**8.4** Every Artist may participate in only one of these Categories: **TERAWATT, GIGAWATT or MEGAWATT**. Registration for one of the above-mentioned categories automatically implies registration for the **ONLINE** Award.

**8.5** By presenting the Registration Form, the Artist:

- ❖ Declares having fully accepted the Regulations of the **TERNA 01 Award**.
- ❖ Declares and guarantees being the author and the full availability of the Artwork as well as the exclusive ownership of all rights relative to the Artwork, including the right to publication and economic exploiting of the Artwork;
- ❖ Transfers to Terna s.p.a., without any time limit, the faculty (but not the obligation) to reproduce and utilize the image of the Artwork and/or the Registration Documentation, fully or partially, directly or through third parties, also for economic, advertising and/or promotional uses and for publishing it, even partially, in any type of means of communication or support, including the Award's website ([www.premioterna.it](http://www.premioterna.it)) , and under any condition, without the Artist opposing any limitation, also of territorial or temporal nature, or exception, expressly waiving any right or claim on this matter;
- ❖ Declares being entirely responsible for the contents of the visual and textual materials forwarded;
- ❖ Declares being aware that submitting an incomplete Registration Form and/or not in compliance with these Regulations represents a reason for exclusion from the Terna 01 Award;

- ❖ Authorizes Terna s.p.a. to keep the image of the Artwork and its Registration Documentation, understanding that these will not be returned;
- ❖ Expressly authorizes personal data handling in compliance with the terms stated in Article 11 of the Regulations, for all purposes and effects of Legislative Decree n. 196 dated July 29, 2003 ;
- ❖ Declares accepting all the decisions made by the Jury and by the Limited Evaluation Committee, including the selection of the finalist Artworks, recognizing the fact that such decisions are indisputable and incontrovertible at any time and any place;
- ❖ Declares releasing and holding Terna s.p.a. harmless from any claim that might be submitted by a third party regarding the Artwork and/or its reproduction, publication and/or exploiting, also economically;
- ❖ Declares being aware that the Artwork would be excluded from the Terna 01 Award should it be found to be fully or partially copied or realized in violation of the rights of others;
- ❖ Declares that as of the Beginning Date of the Award, the Artwork has not participated in other awards or competitions;
- ❖ In case the Artwork is awarded one of the Prizes included in the Regulations for the **MEGAWATT and GIGAWATT** Categories, declares transferring to Terna s.p.a., by accepting the Award itself, the Artwork and all relative rights, including the right to publication and economic exploiting, provided the right to being recognized as the author of the Artwork is maintained, without the need for any further agreements and without submitting any other claims regarding the matter.

#### **Art. 9 – TERMS FOR SUBMITTING THE ARTWORKS FOR THE PURPOSES OF BEING PUBLISHED IN THE CATALOGUE AND OF BEING DISPLAYED AT THE EXHIBIT**

- 9.1** For Catalogue publication purposes, the finalists of the **GIGAWATT** and **MEGAWATT Categories**, and all the Artists participating in the **TERAWATT Category and in the ONLINE Award** will be requested, in the event they have not already done so at the time of Registration, to submit the image of the Artwork on a CD in jpg or tiff 300 dpi format, RGB color method, maximum 1000x1000 pixels, maximum size: 5 MB.
- 9.2** For purposes regarding the Awards Ceremony and the Exhibit, the Artists that will be awarded the Prizes for the **MEGAWATT** and **GIGAWATT** Categories and the **ONLINE Award** and the finalist Artists that participated in the **TERAWATT Category** will be requested to submit their Artwork.  
Terna s.p.a. will be responsible for contacting via e-mail or via regular mail the individual Artists for providing them with the instructions necessary for submitting the Artwork. Terna s.p.a. will cover the costs for the transportation and insurance of the Artwork to the Exhibit venue also during the Exhibit.

#### **Art. 10 – AWARDS CEREMONY, PUBLICATION AND EXHIBITING OF THE ARTWORKS**

- 10.1** All the Finalist Artworks will be published in the Catalogue. The Catalogue will be presented and made available during the Awards Ceremony and will be distributed by the Publisher that will be selected by Terna s.p.a. according to its indisputable judgment.
- 10.2** The Awards Ceremony and the inauguration of the Exhibit of Winning Artworks will take place within December 31, 2008 in Rome at a museum or other venue which will be announced and published in the website [www.premioterna.it](http://www.premioterna.it), except for *force majeure* event or circumstance
- 10.3** All Prizes assigned must be collected no later than January 31, 2009.



## **Art. 11 – PERSONAL DATA HANDLING**

In compliance with the terms of Art. 13 of Legislative Decree n. 196 dated June 30, 2003 personal data and images that will be acquired and received during the Terna 01 Award will be collected and handled, also with the help of electronic means, for purposes and activities connected to the Terna 01 Award, including the organization of the exhibits and the publication in the website [www.premioterna.it](http://www.premioterna.it) and in the Catalogue, in compliance with law provisions.

11.1. The Artists registered in the competition will have the faculty of exercising, with regard to the personal data handling directly concerning them, the rights established in Art. 7 of the above-mentioned decree.

11.2. Terna S.p.A. is in charge of data handling and Xister srl Vicolo della Frusta, 8/9 - 00153 – Rome – Italy. Ph. +3906.58335926 is responsible for data handling.

## **Art. 12 –APPLICABLE LAW**

12.1 Rights and obligations deriving from the Competition are ruled by the Italian law.

12.2 The Terna 01 Award is excluded from the application of Presidential Decree N. 430 dated October 26, 2001, stating “Regulations concerning the revision of the rules governing competitions and awards activities, as well as local events, in compliance with Article 19, paragraph 4, of Law n. 449 dated December 27, 1997”, since it is aimed at the production of works of art and the awards represent a compensation for the work of art, namely, the recognition of the artist’s personal merit in compliance with Article 6, paragraph 1, letter a) and e) of the above-mentioned Presidential Decree n. 430/2001.

## **Art. 13 –INFORMATION**

13.1 These Regulations will be published in the website [www.premioterna.it](http://www.premioterna.it)

13.2 For any information regarding the Premio Terna 01, contact: [info@premioterna.it](mailto:info@premioterna.it) or Xister srl Vicolo della Frusta, 8/9 - 00153 – Rome – Italy. Ph. +3906/58335926

Terna S.p.A.

Signature .....

(\*) 1 Megawatt =1,000,000 Watt; 1 Gigawatt = 1,000,000,000 Watt; 1 Terawatt = 1,000,000,000,000 Watt.