



Inexhibit museum magazine presents

**my-Museum | 1+1 | online contest**  
tell your favourite museum in one image and one phrase

## Brief and regulations

### 1. Contest Promoter

The promoter of the contest/competition is **Inexhibit museum magazine** ([www.inexhibit.com](http://www.inexhibit.com))

Inexhibit.com is a new web portal dedicated to permanent exhibition spaces – museums and exhibition centres - as well as to temporary exhibitions. Inexhibit magazine publish museum and exhibition selected projects in collaboration with cultural institutions and design firms.

### 2. Access to the competition page

To access the page dedicated to the competition:

Go to Inexhibit magazine homepage at the address <http://www.inexhibit.com>.

On the main horizontal menu select the **INCONTEST** button at the right end in the Incontest page select: current competition and **my-Museum | 1+1 | online contest**

In the my-Museum | 1+1 | contest page you will find all instructions to enter the contest as well as the possibility for registered users to see all proposals and rate.

### 3. Theme of the contest

The competition title is **My Museum [1+1]**

We are looking for the “perfect combination” of an image and a sentence capable together to summarize the museum that you like the most or that has produced a strong and enduring impression on you.

The applicants must choose one single museum **or** one exhibition space among the thousands existing in the world. The museum or centre could be of any kind: art, science, history, music, design, and so on. The key-point is that such museum provides you an inspiration for creating your entry.

This is an online contest, the final winner will be selected neither by a jury nor by Inexhibit staff: it will be chosen by all the users of Inexhibit museum magazine directly.

Since the admitted proposals will be evaluated only by the public, even if is our interest and we expect to publish the largest possible number of proposals, not all entries submitted will be automatically accepted. A pre-evaluation process will be performed by Inexhibit magazine so to verify that every proposal truly

matches the competition theme and that its technical level is acceptable for the online publication. It is expected that an entry will be published for the public evaluation stage within three days from its submission on average. The entrants will not be informed neither if their proposal was accepted nor about the reasons it was not, so be patient and verify on the page dedicated to the contest.

#### 4. Who can enter?

The **My-Museum [1+1]** contest is open to everyone: graphic designers, creative people, poets, writers, photographers, architects, designers, students, artists, art enthusiasts and passionate travellers. The participation of groups, schools and institutions, is also well accepted; the only requirement is that a single person complete the registration process to the contest on behalf of a group and signs the release form /copyright statement (see paragraph 3 for details). The person who compiles and signs the release form should be at least 18 years old. The participation to the contest is completely free, there are no inscription fees.

#### 5. What to submit

##### A) COVER IMAGE

An image (a photo, a drawing, a graphic composition) inspired to the selected subject (museum or exhibition gallery) 424 pixel wide, landscape format.

The image should be in jpg format, compression 9, RGB color space. This image will be published as the cover of your entry.

Such image should be connected to a really existing museum or exhibition centre and not to a generic idea of museums it should also not be a reproduction or an elaboration of an artwork belonging to a museum collection: be creative! (no emboss-filtered Monna Lisas)

Think at it as a postcard you personally made so to narrate your favourite museum to a friend!

##### B) TEXT

A brief text of no more than 300 characters, space included.

Since the text shortness, we don't look for a complete description of a museum or its collection, but more a sort of catchline, so a short intriguing phrase symbolizing your personal experience of a museum.

The text must be written in English.

##### C) FULL PRESENTATION

A PDF (Adobe Acrobat) document, summarizing your proposal, where you should place the following elements:

- Your name, surname and Country of provenance (if you belong to a group you can add its name just below your data).
- Name and address of the selected museum-exhibition centre.
- A version of your cover image but with a width of 870 pixels, landscape format.
- Your maximum 300 characters-long text (identical to that indicated at the point **b** ).

The image parameters of the PDF should be jpg format, compression 9, RGB color space (exactly the same of the cover image).

You can download from the competition page a model we prepared to help you compiling your PDF (facsimile.pdf). To use this model is not mandatory, it is only an example.

##### D) RELEASE FORM

The release form /copyright statement, available on the contest page for download, duly compiled and signed, where you declare under your responsibility that you are not violating any privacy right, property right or copyright, that the entry you sent is your own work and that you authorize Inexhibit magazine to publish it. In case of a group a physical person should sign as delegate under his/her own responsibility. Inexhibit magazine will not be responsible of any right violation and will not perform a check on this point,

nevertheless every entry that clearly infringes some rights or every proposal that does not include the duly compiled disclaimer / statement will be automatically excluded from the context, without further notice.

If you send a photograph of a museum interior, please verify that the museum allows its publication on the internet; before announcing the winning proposal we will proceed to contact the museum for a verification on this point. All proposals which will be proved lacking this requirements will be eliminated prior to the winner announcement.

It is not admitted for a competitor to send more than one entry. So be careful to upload the proposal you deem the best; you will not have a possibility to upload more for this contest!

**Suggested file names:**

We suggest you to use the following rules when naming your image, PDF summary and release form: your name-your surname-museum name.file extension, for example:

cover image: john-smith-louvre.jpg

PDF summary: john-smith-louvre.pdf

release form: john-smith-release-form.pdf

This is not mandatory but will help your proposal to be correctly identified on search engines.

## **6. How to submit and some tips**

- Decide what museum or exhibition centre you want to describe
- Write the 300 characters-max presentation text in English
- Prepare your photo or graphic image depicting the selected museum or exhibition centre
- Compile and sign your release form /copyright statement (you can either print it or compile it directly in a program such as Adobe Photoshop, but keep in mind that the signature should be hand-written not typed (you can add your scanned signature); the release form should be uploaded as Jpg Pdf file with a maximum size of 70K and a minimum resolution of 150 pixel/inch.
- Prepare the PDF document for your entry
- If you still haven't do it, register on Inexhibit magazine website (it's free)
- If you still haven't do it, register on Inexhibit magazine website (it's free)
- Compile the on-line form on the competition page and upload your material

## **7. Contest running process**

### **FIRST STAGE: PRESELECTION**

All submitted proposals will pass through a pre-selection stage conducted by Inexhibit magazine editorial staff. Only the entries that will pass the pre-selection will be published on the competition page and made available for public rating. This pre-selection is at Inexhibit's magazine sole discretion but will be strictly limited to the following elements of judgement:

- 1) Technical quality of the submitted image: images without the proper resolution, unintentionally out-of-focus and so on will be not accepted. We will not perform an artistic judgement. The criteria are similar to that adopted by art magazines and photo agencies.
- 2) Content of the image: images featuring an existing visual artwork as main subject, even if only derived by it, will not be accepted. A single artwork (painting, sculpture, installation) is not the theme of this contest; nevertheless is not forbidden to show artworks in your images, simply they should not be the main or only subject, they should be visible within a context.

3) Text content: entries including a text exceeding 300 characters, written in languages other than English and not original will not be accepted. (so don't submit quotes or citations from books and poems by others, write something on your own or involve your friends)

4) Infringement of rights: proposals that in text or image clearly infringe property rights, copyrights, privacy rights and so on will not be admitted (as an example do not send a photo where unknown children's face is clearly visible without providing a prove that their parents agree for publication; if you have one, join it in your release-form creating a multi-page pdf).

5) Offensive and inappropriate content: All entries containing a content offensive, discriminatory or inappropriate for all audiences, either visual or textual, will not be admitted to the contest.

6) Select ONE real institution: only proposals that depicts a single existing museum or exhibition centre will be accepted (don't create a collage of 10 different museums or send a drawing of a fictional museum that does not really exist).

7) Completeness of the entry: entries missing one of the required elements, containing elements that do not meet what indicated in the present regulations or missing the author's data will be rejected.

## **SECOND STAGE: PUBLIC POLL**

All proposals published on the INCONTEST dedicated section of Inexhibit website can be voted by our visitors. Everyone can vote all proposals, the only requirement is that he/she has registered to Inexhibit website (it's free). A proposal can be rated on a 5 points scale.

The rating criteria we encourage are: originality of the proposal, capability to communicate a message, expressive quality, technical quality.

A user can rate a single proposal only once but can rate as many different proposals as desired.

## **THIRD STAGE: WINNER SELECTION**

At the end of the voting period the best 10 proposals and a winner will be selected by using the following method.

All entries that will have obtained at least 5 votes and an average rating of 4 points or more will be considered.

Among them the top ten selection and the winner will be identified on the base of an overall score calculated by multiplying the average rate minus 4 by the number of votes.

For example:

If John B. receives 110 votes and his proposal average rating is 4.2 points, he will be credited:  
 $(4.2 - 4) \times 110 = 0.2 \times 110 = 22$  points

If Mary Q. receives 80 votes with an average rating of 4.7, she will be credited:  
 $(4.7 - 4) \times 80 = 0.7 \times 80 = 56$  points

We have prepared this calculation so that the the number of votes value and the average rating value are balanced in their importance. Obviously who submit his/her proposal early have more chances to obtain many votes but we have also added a "voting only" period of time so that also who submit a proposal late still have the possibility to win the competition.

If no entries receive an average rating of at least 4, the minimum rating required will be lowered as appropriate to have not less than 10 entries above the minimum.

In any case, the winning prize will be attributed to the entry which receive the highest score calculated as above indicated.

In the unlikely case that two or more entries obtain exactly the same score, the prize will be divided in equal parts. The results of the contest will be officially announced on Inexhibit magazine website.

## 8. Competition programme

Official contest launch.....	05 May 2014
Deadline for submission of entries.....	05 August 2014 (12.00 PM GMT+0)
Deadline for the online poll.....	05 September 2014 (12.00 PM GMT+0)
Announcement of results.....	30 September 2014

## 9. Contest prize

A money prize of **400,00 USD** (United States Dollars), tax included, and a certificate of merit will be recognized to the contest winner. The prize will be credited on a bank account provided by the winner and able to receive International money transfers. Tax included means that the winner will receive the exact value of 400,00 USD, independently from the taxes that he/she will have to pay on that amount.

Furthermore the winner entry and its author will be featured in a specific article published on the main page of Inexhibit museum magazine. The proposal and its authors will also be recommended to the museum/institution depicted in the entry and communicated to magazines and newspapers.

Before receiving the prize, the winner will have to submit to Inexhibit a high-resolution (not less than 2,000 pixel wide) version of his/her entry image to for a publication of a specific article by Inexhibit magazine and for dissemination of the competition results through magazines, newspapers and other means of communication.

A certificate of merit will be recognized to all top ten entries, these proposals will also be featured on Inexhibit magazine and indicated to the museums/institutions featured, as well as communicated to magazines and newspapers.

The entries deemed the most interesting by Inexhibit magazine, independently from their score, will be published in My-Museum under the name of their author, which will also be considered for future collaborations with our magazine.

## 10. Enquiries and announcements

Eventual enquires should be addressed to:

[incontest@inexhibit.com](mailto:incontest@inexhibit.com)

Only questions sent before 30 May 2014 will be answered, the answers will be published in the page dedicated to the contest on Inexhibit website before 05 June 2014 on a downloadable document.

Only questions submitted to the above indicated e-mail address will be considered.

All official announcements about the contest will be published on the page dedicated to the contest on Inexhibit's website. Since no announcement will be directly communicated to the entrants, please verify the page at regular intervals so to keep updated about the competition.

## 11. Anonymity, Copyright and Privacy Policy

The contest is not anonymous, the entry author name will be publicly visible.

The e-mail address and personal information of the entrants other than their name and location will not be displayed on Inexhibit website or communicated to third parties.

For the privacy policy and copyrights terms of Inexhibit museum magazine, we invite you to visit:

<http://www.inexhibit.com/privacy/> and <http://www.inexhibit.com/copyright/>