



FONDAZIONE
CARRIERO

“#FONDAZIONECARRIEROTAKEAPICTURE”

Fondazione Carriero organizes a social network initiative for visitors to the exhibition “Sol LeWitt. Between the Lines” from 1 to 31 March 2018.

The Foundation is a non-profit organization that endeavors to promote appreciation and knowledge of modern and contemporary art and culture through the production of exhibitions in collaboration with the most highly acclaimed and innovative contemporary artists, while also focusing on emerging talents and names deserving a place of value in the finest historical tradition. The exhibitions are accompanied by activities of in-depth research and publications, with the aim of making the space constantly lively and dynamic.

Again on this occasion, in the perspective of stimulating viewers to conduct their own research and to discover the works of Sol LeWitt, the Foundation presents #FondazioneCarrieroTakeAPicture, a project around amateur photography.

The photographer who interprets the exhibition with the greatest originality and aesthetic quality will receive a prize: a trip to Massachusetts to see the most important retrospective of the works of Sol Lewitt.

From 1 to 31 March 2018, adult visitors to the exhibition “Sol LeWitt. Between the Lines” can take part in the initiative, sharing their photographs on Instagram by using the hashtag #FondazioneCarrieroTakeAPicture.

A jury composed of Giorgio Carriero, Ennio Brion, President of the Advisory Board, the curator Francesco Stocchi and the director of the Foundation Olimpia Piccolomini, will choose the most representative photograph and assign its maker the prize of a trip to Massachusetts to visit the MASS MoCA, the museum that will contain 105 works by LeWitt until 2033.

To participate, visitors should:

- photograph one work in the exhibition "Sol LeWitt. Between the Lines" or the architectural spaces of the Foundation
- share the photo on their Instagram profiles in a "public account" rather than a "private account"
- use the hashtag *#FondazioneCarrieroTakeAPicture*
- follow *@fondazionecarriero* on Instagram

Each participant can share more than one image with the hashtag *#FondazioneCarrieroTakeAPicture*.

The jury will examine only the photos shared prior to 23:59:59 on 31 March 2018. The only photos eligible for the contest are those that show the works in the exhibition or the spaces of the Foundation, respecting their identity and character. No limits are imposed regarding the presence in the shot of other subjects (ex. people/selfies), the use of filters or photographic tools.

Prior to 16 April 2018, the jury composed of members of Fondazione Carriero will examine the valid photographs and assign a rating to each, based on criteria of originality, creativity and pertinence to the theme of the initiative.

The photograph that receives the highest rating will grant its maker the possibility of utilizing a voucher for a one-week trip to Massachusetts for 2 persons*.

The jury will also select 10 runners-up whose photos will be printed in postcard format and distributed free of charge to visitors at the exhibition "Sol LeWitt. Between the Lines."

The makers of the winning photograph and the 10 runners-up will be notified via Instagram Direct Message, and should respond with an acceptance message within 7 days (from date of notice). If they fail to respond within this time limit, the victory will be annulled and the successive ranked image will take their place.

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* The voucher covers:

- round trip airfare to and from Boston for 2 persons (insurance, airport fees and fuel surcharges included), with departure from the main airports of Milan;
- 5 nights for 2 persons in a 4-star hotel (bed&breakfast services) + transportation to and from the American airport of reference (Boston);
- round trip airfare to and from Albany for 2 persons (insurance, airport fees and fuel surcharges included) from Boston;
- 1 night for 2 persons in a 3-star hotel (bed&breakfast services) + transportation to and from the American airport of reference (Albany);

- entry for 2 persons at the exhibition "Sol LeWitt: a Wall Drawing Retrospective" at MASS MoCA in North Adams;
- transportation to and from the hotel to the MASS MoCA museum in North Adams.
- Transportation to the departure airport (Milan), and all other expenses not indicated as included, will be covered by the winner and his/her fellow traveler.

The voucher has a fixed date and must be used from July to October 2018, based on the available dates proposed by the Foundation.

The overall value of the voucher: €4500.00

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These guidelines will be available for reference at the website www.fondazionecarriero.org and at the Foundation facility.

If the winner and/or traveling companion does not arrive for the journey on the established departure date, if both of the 2 participants fail to use the voucher, or if the winner and/or companion fail to use any portions of the voucher, for any reason, the voucher will be considered completely awarded, and the winner and/or traveling companion can make no further claims on Fondazione Carriero.

The Foundation is not responsible if it becomes impossible to utilize the voucher due to irregularities or (also partial) lack of the personal documents required for departure.

The voucher cannot be transferred to third parties.

After the communication of the names of the persons utilizing the prize voucher and the issuing of the tickets, no further changes can be made to names or dates.

The winner of the prize voucher cannot in any way demand changes to the procedures, places, dates and any other organizational aspects of the prize voucher, including the established program which will be provided by the tour operator selected by the Foundation.

Each participant, by sharing their photograph(s) using the hashtag *#FondazioneCarrieroTakeAPicture*, grants Fondazione Carriero all rights of utilization of the material, which can therefore be broadcast on any media without the need for specific consent or compensation of the participant.

Every participant declares his or her ownership of all the rights to the submitted photographic works, including their digital capture and processing. The participants must be the authors of the photographic images they submit. Processing of images by third parties is not allowed. By taking part in the initiative, the author declares under his/her responsibility, that the photographs submitted in no way violate the intellectual property rights, privacy or any other rights of third parties.

By submitting images to the initiative, each individual artist takes responsibility for the content of his/her works and expressly authorizes the Foundation to distribute the images of the works through any media, exclusively for cultural and promotional purposes.

Participation in the initiative implies full acceptance of the stipulations set forth in the guidelines as a whole. Users who do not comply with the conditions of participation outlined above will be excluded.

Participation in the initiative constitutes expression of consent regarding the use of personal information on the part of Fondazione Carriero for purposes connected with implementation of the initiative itself. The personal information provided at the time of notification of the winners will be safeguarded as per D.Lgs 196/2003 and will not be communicated to third parties for purposes of advertising or commerce.