

uno spazio  
*libero*  
per esporre  
*bellezza*

20146 Milano

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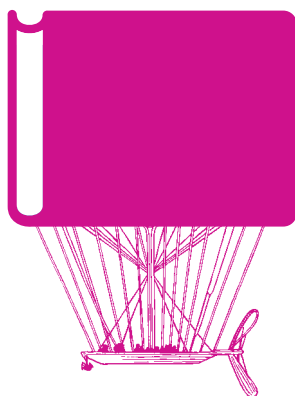
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www.sblu.it

# OG GET TO LIBRO



## 3<sup>rd</sup> Festival

7.11 / 7.12.2018

### Call for Entries

#### **Biblioteca Nazionale Braidense 7.11/7.12.2018**

Via Brera 28, Milan

#### **Mediateca Santa Teresa 15.11/7.12.2018**

Via della Moscova 29, Milan

In collaboration with the Pinacoteca di Brera  
Biblioteca Nazionale Braidense / Braidense National Library  
Mediateca Santa Teresa / Santa Teresa Multimedia Library  
AIAP, Italian Association for visual communication design

With the patronage of ADI Lombardia

SBLU\_spazioalbello invites all those interested to take part in the selection for the third edition of the **OGGETTO LIBRO/BOOK OBJECT** Festival. This is the only exhibition in the world which looks at the comparison between design books and artist's books.

**Design books** are the result of industrial production, made with particular technical solutions whereas **artist's books** are one-off pieces or limited editions.

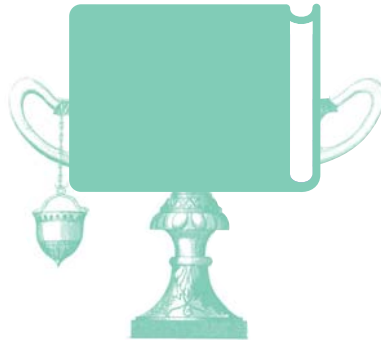
Design books also have to possess unusual or innovative graphics, paper and printing features, original packaging solutions, unusual materials and are in any case designed for industrial production.

While artist's books share some characteristics with traditional books, such as cover and pages, they also have to have even a minimal impact in terms of narratives - they should express a story that develops through words (even just one) or an image, or obviously both. The choice of materials for pages and cover, graphic and illustrative techniques are wide open. Even sculptured books are allowed as long as they tell a story.

This event is intended to be similar to a Festival and a series of exhibitions is planned in a number of different sites which will take place during the period indicated but with inaugurations on different days for obvious logistical reasons. The selected works will be on display in those places where they will be most appreciated. In particular the Mediateca will host a number of videos about artist books on display in the Braidense, in order to allow a more in-depth examination of the pages that make up the works.



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**An examples of one such video can be seen at the following url**

<https://www.youtube.com/watch?v=mrYk2VczNp8>

Anyone interested in participating with their work in digital format can contact us for further details and technical specifications.

The exhibition intended for the Braidense display cases both for design books and for artist's books has a format size limit of up to 40 x 30 cm for books when closed.

However selection may include larger artifacts or site specific installations and also performances to be agreed upon and managed according to site availability.

## 1

### HOW TO TAKE PART IN THE PRESELECTION

#### Admissibility

The competition is international and open to designers and artists who may present up to three books that are not necessarily new but which meet all the requirements.

**Books that have already been exhibited in previous editions are not allowed.**

Adult students at art and design schools may take part in the selection process

#### Registering

There are no registration costs during the initial selection phase.

#### What to send

1. 1 to 3 high resolution professional quality photographs of the work that will allow the jury to assess it. Should the work be selected, the photograph may be used for publication in the catalogue, in which case the resolution of the photograph should be of suitably high quality to meet printing needs.

2. The application form with every section completed. Should the applicant wish, a short description of the work (maximum of 350 characters) may be sent separately.

3. A short biography (a maximum of 350 characters).

#### To be sent by

**No later than midnight of 24<sup>th</sup> August 2018**

#### Where to send the application

It should be sent **on line** to [festival@oggettolibro.it](mailto:festival@oggettolibro.it)

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## 2

### PARTICIPATION PROCEDURE FOR THE SELECTED WORKS

Participation in the exhibitions will be subject to selection of the work by the Jury which has sole discretion in deciding and indicating the most appropriate exhibition location.  
Results will be communicated to the participants by **21/09/2018**

#### The Jury

will be made up of

James Bradburne - Director of the Pinacoteca di Brera  
Mariella Goffredo, Director of the Biblioteca Nazionale Braidense  
Tiziana Mazzali director of the Mediateca Santa Teresa  
Cinzia Ferrara, President of AIAP, Italian Association for visual communication design  
Susanna Vallebona, President of SBLU\_spazioalbello.

#### Catalogue

Each book selected will be published in the exhibition catalogue.

#### Participation costs

Each participant selected is requested to purchase a copy of the catalogue through a contribution of 50 euro to partially cover printing, staging and setting up costs, insurance and secretarial expenses.  
The amount is to be paid by October 1<sup>st</sup> 2018 and failure to do so will result in exclusion from the event.

#### Receipt/proof of payment must be sent by e-mail or together with the book selected for the exhibition.

Reason for payment on the bank transfer should read as follows: NAME AND SURNAME, CATALOGUE OGGETTO LIBRO EXHIBITION 2018.

**IBAN: IT58 D055 8401 6530 0000 0003 517**

**payable to: SBLU\_spazioalbello Comitato Promotore "Non di solo pane"**  
**Banca Popolare di Milano Agency 47, Piazza Sicilia 47**  
**20146 Milan**

#### Delivery

The book / books selected must be delivered by October 1<sup>st</sup> 2018 to  
SBLU\_spazioalbello, via Antonio Cecchi 8, Milan  
from Monday to Friday from 9.00 to 13.00

### RULES AND REGULATIONS

1. The purpose of the event is to create a series of conditions in which the design capacity of designers and artists can be compared through the exhibition of books with the intention of interpreting differences and possible relationships between the two different approaches.

2. The event will take place according to the following schedule:

- Sending of application forms and photos of the related by midnight of the **24/08/2018**
- Announcement of the selected works on **21/09/2018**
- Sending by bank transfer of the participation fee by **01/10/2018**
- Delivery of the selected works and receipt of registration payment by **01/10/2018**
- Inauguration of the exhibition at the Braidense National Library on **07/11/2018**
- Introduction of the exhibition in the Mediateca on **15/11/2018**
- Exhibition closure on **07/12/2018**
- Return of works displayed on **13/01/2019**



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**3.** The organization shall be responsible for:

- Organization of events and secretarial activities
- Flat-rate insurance of the works
- Communication and promotion activities using various media (posters, invitations, press releases distributed locally, via social media and the leading art and culture portals)
- Exhibition rooms
- Exhibition staging and setting up
- Creation and printing of the catalogue

**4.** The participants shall be responsible for:

- Registering
- Sending one or more **professional quality** high resolution photographs of the work
- Purchase of the catalogue of the selected works by the authors
- Delivery and collection of the selected works to/from SBLU\_spazioalbello in Via Antonio Cecchi 8, Milan

The artists shall pay the expenses for **both delivery and collection** of the works via an appropriate courier or by paying the return fee via prepaid bank draft.

Works sent must be **accompanied by appropriate packaging to be reused for returning the work to the author** (boxes/packing cases, wrapping paper, label with address already prepared for return). Otherwise, an amount equal to 30 euro will be charged by bank transfer for new packaging plus redelivery costs depending on the relative postal rates for the destination address.

**Works whose return is not prepaid and those items not withdrawn after 30 days of storage shall remain the property of SBLU\_spazioalbello.**

### Miscellaneous

The organization undertakes to take the utmost care of the artifacts, but accepts no responsibility for theft, vandalism and any other damage that the works may suffer during the transport, setting up and exhibition phases.

The works will be insured for a maximum value per piece to be defined.

As a result, additional insurance policies are recommended and the costs to be borne by the artists. In the event that a book selected through the use of photographs does not comply with the necessary requirements, the organization reserves the right to exclude it from exhibitions, returning the fee paid for the purchase of the catalogue to the author.

Participation in the competition implies full acceptance of all the articles and clauses of these rules and regulations. Dates and places may be subject to change at the organization's discretion.

### CURATORSHIP

Susanna Vallebona

### INAUGURATION Braidense

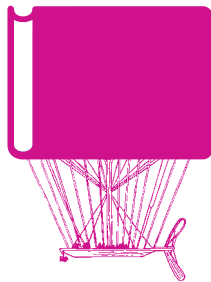
7<sup>th</sup> November 2018 17.00

### INAUGURATION Mediateca

15<sup>th</sup> November 2018 17.00



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**ENTRY FORM BOOK OBJECT Artist**

**Name and Surname**

.....

**Address**

.....

**Country**

**Date of birth**

.....

**E-mail**

**Phone**

.....

**Title of the work**

.....

**Technique**

.....

**Measures**

.....

**Year of realization**

**Quotation**

.....

In the logistics of services listed clearly and specifically on the notice, that they find me to agree, including the possible disclosure of the images of my works in the media, for which I confirm and issue due release. I accept the costs. By signing this box I declare to be fully informed, pursuant to the D.L. 196/2003 and subsequent changes, the purposes and methods of processing personal data indicated in the form and to authorize archiving, the projection is publication in print and websites.

**Signature**

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