

urban layers
IDENTITY FLOWS

OPEN CALL FOR PHOTOGRAPHIC PROJECTS

DEADLINE 20.03.2016

10 ARTISTS UPHO
3 PHOTO- FESTIVAL
FESTIVALS MALAGA

PHOTO
BIENNALE
THESSALONIKI

BITUME
PHOTOFEST
LECCE

URBAN LAYERS — IDENTITY FLOWS





UNIVERSITÀ
DEL SALENTO



Fondazione Orestyadi



MUSEO FOTOGRAFIA
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gacma

HELLENIC MINISTRY OF
CULTURE & SPORTS
MUSEUM
OF PHOTOGRAPHY
THESSALONIKI



Istituto di Culture
Mediterranee
della Provincia
di Lecce



positivo diretto

URBAN LAYERS — IDENTITY FLOWS Open Call for Ten Photographic Projects

1. THE PROJECT

The project *Urban Layers — New Paths in Photography* (henceforth “the Project”) is funded by “Creative Europe — Culture Sub-programme — Cooperation Projects — Category 1: Smaller scale cooperation projects” and aims to encourage a broad audience to take part in the cultural development of its territory through an active participation to the use of photography as a form of public and shared art.

The Project wants to investigate further on the perceptions and needs of such publics at European scale, by proposing urban photo-festivals in different European cities. Art works created by 10 artists to be recruited through this call will be displayed in spaces of public domain (squares, building frontispieces, streets, etc.) with the scope of bringing art into real life and acknowledging its intrinsic educational function.

The Project is promoted by:

- Università del Salento, Lecce (IT) Project Leader
- Fondazione Istituto di Alta Cultura Orestyadi onlus, Gibellina – Trapani (IT)
- Fondazione Museo di Fotografia Contemporanea, Cinisello Balsamo – Milano (IT)
- Arte Contemporaneo GACMA SL, Malaga (ES)
- Museum of Photography Thessaloniki, Thessaloniki (GR)
- Istituto di Culture Mediterranee, Lecce in collaboration with Positivo Diretto (IT)

The Project started in November 2015 and will last until March 2017. Main deliverables of the Project are:

- 1) a program of artistic residencies in Gibellina to prepare an itinerant exhibition that will circulate across the Project festivals;
- 2) three urban photo-festivals in the cities of Malaga, Thessaloniki and Lecce;
- 3) a final conference in Cinisello Balsamo;
- 4) a scientific research on art consumption by general audience.

2. THE THEME

The theme of the Project will be *Identity Flows* (henceforth “the Theme”). The abrupt encounter of different cultures and languages in foreign territories brings into question the concept of identity, how people perceive diversity within humans and what new forms are generated through contact and admixture. Identity is never a fixed condition. It is an unstable state of the subject, a product of interactions and relations, shaped by changing cultural frameworks.

Open Call for 10
Photographic Works
deadline **20.03.2016**

page 1 / 3



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Open Call for 10
Photographic Works
deadline **20.03.2016**

page 2 / 3

Historical interactions among the peoples surrounding the Mediterranean Sea have largely contributed to the drawing of the present cultural, linguistic and religious boundaries, confirming that the formation of identities is indeed a dynamic process. This project aims to re-discover the dynamic potential of such fluid identities, in light of the pressing demographic changes that are investing the Euro-Mediterranean area.

3. THE CALL

This is a call for artworks by ten (10) artists to be selected for exhibition during the three urban photo-festivals promoted by the Project (see point 12).

4. WHO CAN PARTICIPATE

The call is open to international artists with no limit of age above 18 years. Participation to the call is free of charge. Previous professional or exhibition experience is not a requirement, meaning that the Project is open to new talents.

5. HOW TO PARTICIPATE

Each applicant has to submit a low resolution sample of the photographic project (min five, max ten images). Proposed works must be pertinent with the festivals' main theme (see point 2).

Applicants must fill in the online form [<http://www.urbanlayers.eu/apply-now/>] in all required fields.

Works must be submitted by **March 20th, 2016, GMT 23:59.**

6. SELECTION CRITERIA

The festivals' scientific committee will review all applications and select the 10 finalists. Members of the scientific committee are:

- Matteo Balduzzi, Museo Fotografia Contemporanea
- Enzo Fiammetta, Fondazione Orestiadi
- Hercules Papaioannou, Thessaloniki Museum of Photography
- Andrea Laudisa, Istituto Culture Mediterranee / Positivo Diretto
- Antonella Montinaro, GACMA

Selected artists will be notified by e-mail by **March 27th, 2016**, with further details about how to participate and deliver the works. The scientific committee reserves the right to contact non-selected applicants having presented credible works, to inquire about other artistic matters.

7. PRODUCTION AND DISTRIBUTION

Artworks selected in this call will be exhibited to the public with a dedicated venue during the three *Urban Layers* photo festivals, namely:



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positivo diretto

Open Call for 10
Photographic Works
deadline **20.03.2016**

page 3 / 3

- 1) Malaga, *UPHO | Urban Photo Festival*
May 14th — 29th 2016
- 2) Thessaloniki, *Photobiennale*
June 20th — July 10th 2016
- 3) Lecce, *Bitume Photofest*
September 3rd — 10th 2016

All details concerning the production of the artistic outputs will be defined by the festivals' curators. Printing and installation will be covered by the Project.

8. COPYRIGHT

In case of selection, the artists will maintain copyrights on their projects. The partners will gain permission for reproduction, printing and digital publishing of the works.

9. PRIVACY

All personal data will be treated in compliance with each partner country (Spain, Greece, Italy) privacy legislation.

10. ACCEPTANCE OF THE REGULATIONS

Application to this Call entails the complete acceptance of terms and conditions. Applicants declare to have read and accepted this document in all its points. In particular, participation to the call guarantees that:

- a. submitted work(s) is own property of the applicants;
- b. personal data, as required in the application form, is not mendacious;
- c. terms and conditions of this Call are accepted;
- d. reproduction rights for the submitted work(s) are granted to the partners (while copyright and ownership remain to the authors); the partners are allowed to reproduce submitted work(s) in printed or digital forms, related to this call as well as the festivals;
- e. the applicants' privacy will be treated in compliance with the partner country (Spain, Greece and Italy) legislation.

The scientific committee has final decision on anything that is not hereby declared.

12. CONTACTS

For further info, mail to: info@urbanlayers.eu