

---



M A T E R A  
E U R O P E A N C A P I T A L O F C U L T U R E 2 0 1 9

## Premio ModArt Exhibition

8<sup>TH</sup> edition

**2025**

Art & Fashion

**National and International Collective Contemporary Art Exhibition.  
International Fashion and Art Award, in homage to Grace Kelly.**

**TITLE:** "WOMEN IN TRANSFORMATION-ACTION: **Theme:** Timeless elegance"

**DESCRIPTION:** An exhibition that celebrates the strength and resilience of women through the categories of Painting, Outfit, Cinema and Photography. A tribute to all the women who, over the centuries, have struggled to overcome discrimination and violence.

**LOCATION:** Ancient Noble Palace "Malvinni Malvezzi" - Piazza Duomo - Matera (Italy)

**DATE:** 13-20 Luglio 2025

**SIDE EVENT:** The exhibition will be held in conjunction with the 14th edition of the Fashion Award® "Città dei Sassi" - Matera (Italy)

### **SHORT DESCRIPTION, WHAT IS THE FASHION® AWARD:**

**The exhibition:** Premio Moda® 2025, celebrates designers, couturiers and talents of Fashion, Design, Creativity, Arts and Cinema who interpret 'Culture' through their art. The event will host leading figures of fashion, press, television and cinema, both national and international, addressing to personalities, institutions, journalists, magazines, web magazines, photographers and TV operators.

**The Fashion® Couturiere Award the ModArt Exhibition Prize** is held under the high patronage of the Basilicata Region, APT - Basilicata, Province of Matera, Municipality of Matera, Fondazione Matera - Basilicata 2019, (...)

---

# Premio ModArt Exhibition

8<sup>th</sup> edition

## EXHIBITION RULES AND CONDITIONS FOR 2025

### ART. 1 - THE EXHIBITION

The APS Association "OFFICINA DELLA CULTURA" E.T.S. based in Matera (Italy) - (hereinafter referred to as "organizer") organizes the exhibition "ModArt International Prize" Exhibition (8 ed.), collateral event at the 14th ed. of the Award Fashion "City of Stones".

The art exhibition "Women in Transformation-Action" of this year has as theme "**Timeless Elegance**" and will be held at the Palazzo Nobiliare "Malvinni Malvezzi" in Matera from 13 to 20 July 2025. The inauguration, by the art critic Prof. Giorgio Gregorio Grasso, will be held at 17:30 on 13 July 2025. The exhibition will feature national and international artists in the categories of painting, photography and fashion.

#### **Title: Women in Transformation: Timeless Elegance**

The exhibition "Women in Transformation-action" is a tribute to female resilience and a journey through the stories of women who have transformed adversity into opportunities for growth. Women who, with their art, poetry, fighting spirit and faith, have shown the world that femininity is an unstoppable force.

#### **Theme of the edition: Beauty and Kindness in the contemporary world**

This year, the theme of the exhibition is dedicated to the celebration of Beauty and Kindness in the contemporary world, taking as icon of style and elegance Grace **Kelly**. **The exhibition will celebrate the meeting between fashion and cinema, capturing the essence of timeless elegance.**

#### **Invitation to artists**

National and international artists, men and women, are invited to participate, exploring and reinterpreting the grace and refinement represented by Grace Kelly through works that express Beauty, Sophistication, Charm and Kindness. The categories involved are Painting, Fashion and Photography, but the number and categories may vary at the discretion of the organization.

#### **The aim of the exhibition**

Our mission is to spread positive messages through art, creating a space where the works can inspire and promote values of sharing, empathy and harmony, with the aim of making the world a brighter place.

#### **Women who do not give up**

The exhibition aims to tell the story of women's tenacity in escaping definitions and stereotypes, celebrating those who claim the right not to be a pre-defined role. Women who, through their life experience, testify how inner strength can give voice to uncomfortable and too often suffocated sensitivities.

---

### **A message of courage and hope**

Today more than ever, it is important to remember the example and message that these women have left us: a courageous message of independence, emancipation and love for life and neighbour. A cry against violence and discrimination imposed by a cultural model based on prejudice.

### **Raising awareness and inspiring**

The aim of the exhibition is to make as many people as possible aware of the infinite transformations that women face during their lives, from the stages which mark the passage of the various phases to the way in which they are approached and perceived, often only on the surface, by the spectator.

## **Art. 2 - CHARACTERISTICS OF THE WORKS**

### **Art & Fashion**

The works, for all sections, should not exceed the dimensions of 100 x 100 cm and the weight of 4 kg. All works must be equipped with a suspension system (e.g. hanger, hook, etc.) placed in the central point above and to attach a Certificate of Authenticity of the Opera.

In addition, this year we introduce a **special** section dedicated to elegance and inspired by actress Grace Kelly. Artists and/or designers can exhibit clothes already made and/or to be made as a tribute to the **international actress Grace Kelly**.

## **Art. 3 - SELECTION PROCEDURE FOR PARTICIPATION**

Each artist can propose one or two works per category (Painting, Photography and/or Outfit) of the requested size. As regards the Outfit, the artist and/or the stylist must include the mannequin, unless otherwise agreed with the organization.

The works will be evaluated by the APS "Officine della Cultura" Commission, composed of the art critic, the curator of the exhibition and the artistic director.

The artist must send an email to [info@premiomodart.it](mailto:info@premiomodart.it):

- Photos in JPEG format (300 DPI - no more than 1 MB):
  - of the proposed works, indicating their technique and dimensions;
  - The Outfit, very brief description.
- Copy of the registration and participation form.

The judgment of the Commission is final and unappealable, as well as the staging of the exhibition by the team of the Organization.

In case of acceptance of the works and the outfit, the latter also intended as a work, the Organization will send the artist the registration form to be filled out, signed and sent together with the receipt of the transfer of participation fee (**Art. 4**).

---

## Art. 4 - PARTICIPATION FEE AND EXPENSES

### Participation in the exhibition

Participation in the exhibition is subject to payment of a contribution to support its implementation. This contribution is "by hand" and implies the acceptance of the participant, who authorizes and releases the organization from any responsibility arising from facts and/ or things that it does not know.

### Selection of works

Photos of the works/participants for **the selection must be sent from 20 March 2025 to 15 May 2025** .

### Admission and documentation

Only the artists and designers admitted to participate in the exhibition of works at the ModArt Exhibition 2025 will be informed and receive from the organization a participation document that they must complete, sign and send no later than **May 30, 2025**. Attach a copy of the receipt of payment of the participation fee. The document covers acceptance of participation in the exhibition and payment of the fee, the amount of which will be indicated in the document itself, according to the number of works that will be exhibited.

The participation fee is:

- € 200,00 for a single opera
- € 300,00 for two operas

Will be **evaluated requests** for **exhibition of several works to realize** mini-personal.

Payment of the fee must be made within 3 days from receipt of the communication of acceptance of the works (Art. 3), and no later than 30 May 2025. If payment is not made within this period, the application for participation shall be deemed to have been withdrawn.

The participation fee shall include:

- Full curatorial service
- exhibition of the work or two selected works
- Full press office service
- Preparation and disassembly
- Full photo and video of the event
- conception and graphic design of web catalogue and web posters, with inclusion in the [premiomodart.it](http://premiomodart.it) website (under preparation) and link to the official site [premiomoda.it](http://premiomoda.it)
- Certificates of participation issued

In the application form, the artist must state whether his works are for sale and their price.

If the artist sells one of the works during or after the exhibition, he must pay a further contribution to the Organization equal to 20% of the sale price, intended to support the communication activities that have favored the sale.

---

## **Art. 5 - DELIVERY OF THE WORKS**

The selected works must be received, by courier or hand, from **10:00 on 9 July 2025 to 15:00 on 11 July 2025** at the Palazzo Nobiliare "Malvinni Malvezzi" - Piazza Duomo - Matera (Italy).

The Organization is not responsible for any delays in the shipment of the works.

The works sent or delivered by hand must be packed with bubble wrap and hard coating to avoid damage during transport and can be put back in the same packaging for return.

We do not recommend the use of Poste Italiane - SDA - GLS - Mail Boxes for shipping.

## **Art. 6 - WITHDRAWAL OF WORKS**

The works must be collected, at the expense of the recipient, by courier or hand in the days and times that will be communicated. More information for the courier responsible for collection will follow.

For works not collected by the last scheduled day, the artist will have to pay the Organization a reimbursement of € 20.00 per day.

## **ART. 7 - RECOGNITION**

All selected artists and participants in the 8th edition of the exhibition will receive a certificate of participation.

## **Art. 8 - PERSONAL DATA AND IMAGE**

The participating artist, after receiving the information on the processing of personal data, irrevocably authorizes the APS "Officina della Cultura", organizer of the exhibition, to publish its material (texts, images, personal profile, etc.) on:

- paper media;
- Website of the organiser;
- Streaming TV, local, national and/or international TV;
- Digital social networks;
- other means of communication.

The authorization includes the use and publication of the material to document or promote the exhibition and future activities of the organization, without any recourse by the participating artist or third parties.

The participating artist releases the organization from any liability or damage arising from participation in the exhibition. The organization is not responsible for the content of the works provided by the artist, including copyright and SIAE. The organization is not liable to third parties, companies or legal entities, as participation is intended as mere performance.

By delivering the works, the artist implicitly declares that he has full right to exhibit images, logos, texts, illustrations, etc. and that you have been duly authorised to reproduce any material which may be subject to copyright. Consequently, the organization is exempt from any liability, which falls on the participating artist.

---

## **ART. 9 - PUBLICATION/WEB/PAPER**

The organization reserves the right to include on its website and/ or in other creative systems printed or digital images of other participants working in the same field, reserving space and participation modalities that it deems appropriate, without any exclusivity.

The terms of publication on the web and/or other paper and/or digital systems are indicative and may vary. The published images may be slightly changed in colour.

The organization is not responsible for errors in publication due to actions, omissions, errors or omissions of the participating artist in providing the requested material, and will not be liable to any compensation or indemnity.

## **Art. 10 - PROGRESS OF THE EXHIBITION**

The exhibition/show will take place on the dates and times indicated. Side events, such as book presentations, may be organised. The organizer reserves the right to change dates, times and locations in a non-significant way and without compromising the purpose of the exhibition/ show.

In case of force majeure or provisions of the institutions that prevent the exhibition/ exhibition from taking place on the dates and in the manner indicated, no refund or participation fee will be due, as the organizational activity has already been carried out. The organiser shall endeavour to organise a similar exhibition/exhibition at another date or place, and shall inform interested parties 20 days in advance. This new event, defined by the same rules, will replace the one originally planned.

## **ART. 11 - DISPUTE**

For any dispute relating to this membership, the Matera court is exclusively competent.

For acceptance  
The participating participant

X \_\_\_\_\_  
Legible signature

## ART. 12 - COMMITMENT/registration card/selection

Registration form IN **BLOCK CAPITALS CLEARLY LEGIBLE:**

\_\_\_\_\_  
I, **sottoscritta/** o, Cognome \_\_\_\_\_ Nome \_\_\_\_\_ in  
qualità di ARTISTA - Nazionalità \_\_\_\_\_ nata/o a \_\_\_\_\_  
(prov. \_\_\_\_\_) resident in the Community \_\_\_\_\_  
(prov. \_\_\_\_\_) Via \_\_\_\_\_ n. \_\_\_\_\_ Cap. \_\_\_\_\_ T.  
\_\_\_\_\_  
E-mail: \_\_\_\_\_@

I request to be selected for the ModArt Exhibition Prize and I undertake to comply with the Rules of the Exhibition.



I attach the photos as per regulation (ART. 3)



I will send the photos within the period between March 20, 2025 and May 15, 2025

## ART. 13 - Privacy Policy (Art. 13 Reg. EU 2016/679)

Personal data will be processed, including with computer tools, exclusively for the procedure relating to this statement. They will not be disseminated or communicated, except as required by law. The data subject has the rights provided for in art. 15 et seq. of the GDPR, including access, rectification, integration, limitation, cancellation and opposition to processing, which can be exercised by contacting: Associazione APS "Officina della Cultura" E.T.S. - Via San Pardo n.80 - F/G 75100 Matera (Italy), e-mail: officinadellacultura@gmail.com

## Art. 14 - DECLARATION OF ACCEPTANCE

The participating artist, within the meaning of art. 1341 and 1342 c.c., declares to have read, understood and accepted in full the general conditions (art. 1-14).

For acceptance  
The participating participant

X \_\_\_\_\_  
Legible signature

Send this document **REGISTRATION FORM**(P. 7 | 7)  
E-mail: info@premiomodart.it