

## EMERGENCY CULTURE

### An art competition to inject culture in hospitals

## CONTEST RULES

**CLARIFICATION NOTE\_09.17.2020:** In view of the queries made by the participants during the first days of this call, we clarify that: The theme of the contest is open, with no specific topic requirements. It is not necessary to draw on contents explicitly linked to the healthcare field. However, the artworks must be suitable for a health environment in terms of form, content and message.

## INTRODUCTION

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At a time when the COVID-19 crisis is forcing us to rethink the purpose of culture and future ways of experiencing it, Fundación Cultura en Vena has decided to launch *Emergency Culture*, a competition for young visual artists and micronarrative authors. We're looking for artistic creations that contribute to people's health and wellbeing and reflect on the health benefits of culture, a fact widely substantiated by the scientific community.

After an open call for proposals on social media, the selected works will participate in our Ambulatory Art programme of temporary touring exhibitions at different Spanish public hospitals, with the aim of improving the hospitalisation experience for patients, family members and healthcare professionals.

*Emergency Culture* will award several prizes with a total cash endowment of 8,000 euros, with the goal of helping artists in these uncertain times for the culture industry.

This project is entirely financed by the Embassy of the Federal Republic of Germany in Spain, in the context of the German presidency of the EU Council.

## PURPOSE

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*Emergency Culture* is a European contest for young artists, established to support the creation of artistic projects that highlight the transformational social role of culture in the field of health and wellbeing.

This competition, like all activities organised by Fundación Cultura en Vena, is aligned with the World Health Organisation's latest guidelines on art and healthcare. The unprecedented report "What is the evidence on the role of the arts in improving health and well-being?" (November 2019) urged the governments of the WHO European Region to incorporate the arts in their health and wellbeing policies in terms of prevention and promotion of health as well as management and treatment of illness.

Moreover, the organisation of this contest, like the rest of Fundación Cultura en Vena's activities, directly contributes to the achievement of several Sustainable Development Goals: SDG 3 (Good health and wellbeing for all at all ages), 4 (Inclusive and equitable quality education and lifelong learning opportunities for all), 10 (Reducing inequalities) and 11 (Inclusive, safe, resilient, sustainable and salutogenic cities and human settlements).

For all these reasons, during the present pandemic we believe it is urgent to achieve the following specific goals:

- \_ defend the real benefits of arts and culture for health, promoting critical and artistic reflection on the art/health combination
- \_ convey cultural messages that will improve the lives of patients, family members and healthcare professionals through Ambulatory Art, our hospital humanisation programme, which supports artistic expression in different areas: touring exhibitions in hospital vestibules, waiting rooms and patient rooms. This programme also reaches out to rural communities that are depopulated or at risk of depopulation
- \_ help artists in these times of professional uncertainty with a cash endowment that will partially mitigate the pandemic's impact on their careers

## WHO CAN ENTER

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- The contest is open to visual artists, writers, poets and creators (natural persons) living in Europe between the ages of 18 and 35
- Each artist may submit one work
- Works made by more than one artist (for example, an artists' collective) will also be accepted. If a collective work is chosen as a winner, the cash prize will be divided equally among the members of the group

## CHARACTERISTICS OF THE WORKS

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### (SEE CLARIFICATION NOTE ABOVE)

- Submitted works must address the art/health combination from any perspective or theme (emotions, illness as opportunity, challenges, contradiction, humour, etc.), underscoring the positive effects of the arts on personal wellbeing and culture as a basic necessity.
- The works may have been created during the health crisis, though this is not a requirement as long as they address the theme of the competition.
- Participants must own all rights to the submitted work, not infringing on third-party rights, and legally capable of assigning rights of use to Fundación Cultura en Vena if their work wins a prize (see the LEGAL TERMS section for all other legal terms)
- The selected works will participate in the Ambulatory Art programme of Fundación Cultura en Vena, as part of an exhibition that may travel to various hospitals in the Spanish public healthcare system
- The displayed works will be high-quality reproductions made from the digital file that the authors of the selected works must provide the foundation
- The organisers reserve the right to make curatorial decisions regarding how the works are displayed, the size and modification of the reproductions (without compromising their integrity), the relationship between different pieces, etc. Visual pieces, for example, will be exhibited in hospital vestibules, waiting rooms and/or patient rooms, while micronarratives may be displayed on the ceiling of a

bedridden patient's room. Exhibition settings will be varied and may occupy different specialised units or medical departments

## **EVALUATION CRITERIA**

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**(SEE CLARIFICATION NOTE ABOVE)**

The jury will award points to submitted works that:

- address the theme of the contest, offering a reflection on the arts in connection with health and wellbeing or aspects thereof
- are suitable for displaying in a healthcare setting in terms of form, content and implicit message, considering the particular characteristics of the target audience, which consists of patients and their companions as well as medical and hospital staff
- evidence an awareness of the emotional complexity and diversity of that audience in their everyday lives due to their close proximity with illness and disease, considering patients and their companions as well as healthcare professionals
- The organisers reserve the right to reject pieces which, in their opinion, do not meet the technical, artistic and/or legal requirements set out in these rules
- The organisers also reserve the right to disqualify or exclude any works they deem offensive, disrespectful, discriminatory or insensitive to the feelings of others

## **PARTICIPATION PROCESS**

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The contest is an open public call for proposals divided into two phases:

**Initial phase:** Candidates must register at <https://www.culturaenvena.org/emergency-culture/registration/> by completing the form and accepting the competition rules.

- Once registered, they may upload their works to social media, following the instructions for the visual arts or micronarrative categories (see the **PARTICIPATION PROCESS BY CATEGORIES** section)

- An interdisciplinary jury will select the works that will continue to the final phase

**Final phase:** the organisers will notify the finalists by email.

Visual artists will be asked to provide:

- a high-resolution image in .jpg format (max. 10 MB)
- title of the work, creative medium and date of creation
- a text of approximately 75 words explaining the essence of the piece and how it is related to health

The jury will choose the winning works in each category as well as those selected to participate in the exhibition. The jury's decision will be final.

## **PARTICIPATION PROCESS BY CATEGORIES**

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- This edition of *Emergency Culture* calls for submissions in two categories: visual arts and micronarrative

- Submitted works must meet the following technical requirements:

### **Visual arts**

- The work may be a photograph, drawing, painting, illustration, collage or any other medium that can be displayed as a two-dimensional reproduction of a digital image

- Once contestants have registered, they must upload their works to Instagram from a public account in a post with the hashtag #CulturaDeUrgencias, mentioning the Cultura en Vena account (@culturaenvena). The post must indicate the title of the work
- If contestants do not have an Instagram account, they can upload their works to Facebook from a public account with the hashtag #CulturaDeUrgencias, mentioning the Cultura en Vena account (@culturaenvena). The post must indicate the title of the work
- The Cultura en Vena team will strive to respect the integrity of the works as much as possible. However, it reserves the right to alter their size to fit different hospital spaces and their proportions when the distribution formats require it (see the LEGAL TERMS section for all other legal terms)

### **Micronarrative**

- The works must be short compositions with a maximum length of 140 characters (with spaces). There are no stylistic requirements, and the texts may take the form of an aphorism, haiku, micronarrative, epigram, *greguería*, etc.
- The texts must be written in any of the official languages of the European Region. In Spain, they may be written in any of the country's official languages. The organisers reserve the right to translate the works, without compromising their integrity and original meaning, depending on the linguistic region where they will be exhibited
- Each contestant must submit a set of 8 micro-texts
- Once contestants have registered, they must save their texts as image files and upload their works to Instagram from a public account as a single post with 8 images and the hashtag #CulturaDeUrgencias, mentioning the Cultura en Vena account (@culturaenvena)
- If contestants do not have an Instagram account, they can upload their texts to Twitter or Facebook from a public account with the hashtag #CulturaDeUrgencias, mentioning the Cultura en Vena account (@culturaenvena). If Twitter is used, the post must be a single thread

**Deadline extended to  
November 11th**

## CALENDAR

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The contest calendar will be as follows:

- Call for proposals and beginning of the submission period: 7 September 2020
- Submission deadline: 11 November 2020
- Evaluation and selection of works: 16-22 November 2020
- Notification and announcement of the jury's decision: 30 November 2020
- Opening of the hospital exhibition: to be announced

- Works submitted after the deadline will not be accepted
- The organisers reserve the right to change these dates for legitimate reasons. Any changes to the calendar will be notified at least 7 days in advance

## JURY

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- The organisers will appoint a multidisciplinary jury consisting of prestigious representatives of the culture industry and the healthcare sector
- The names of the jury members will be made public when the submission deadline has passed

## PRIZES

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*Emergency Culture* will award the following cash prizes, entirely financed by the Embassy of the Federal Republic of Germany in Spain:

- Visual arts: 4 prizes of 1,000 euros each
- Literature: 4 prizes of 1,000 euros each
- Additionally, a number (to be determined) of works will be selected for exhibition at one or more hospitals in the Spanish public healthcare system

- Prize amounts are final and gross, and subject to applicable taxes and withholdings
- The prize monies will be paid by the Embassy of the Federal Republic of Germany in Spain directly to the winners, subject to the signature of a contract between Fundación Cultura en Vena and the author that will stipulate, among other terms, the assignment of all intellectual property rights of the winning works for the foundation's use

## **LEGAL TERMS**

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### **Copyrights of submitted works**

Participation in the contest implies the full acceptance of these rules.

These rules are governed by Spanish law. If situations not contemplated in these rules should arise, Fundación Cultura en Vena will decide on a solution that is fair to all parties concerned.

Submissions must be original and unpublished; they must not infringe third-party rights or rights of use, honour, privacy, image, intellectual and/or industrial property; and they must comply with all applicable legislation.

Fundación Cultura en Vena accepts no legal liability for the works submitted to this contest.

The winning artists will sign a contract with Fundación Cultura en Vena, assigning non-exclusive image rights of their works. This contract will authorise the foundation to reproduce, exhibit, publicly convey by any means, transform or translate (without compromising its integrity) the prize-winning work(s) owned by the artist anywhere in the world, clearly indicating the author's name, with powers of assignment to third parties and for as long as said rights are protected in accordance with Royal Legislative Decree 1/1996 of 12 April, which enacted the revised text of the Law on Intellectual Property. This authorisation will only be valid in the context of the Fundación Cultura en Vena projects at hospitals and communities in depopulated rural areas of Spain, as part of the Ambulatory Art programme to promote the beneficial effects of the arts on the health and wellbeing of citizens.



## **Personal data**

Contestants authorise Fundación Cultura en Vena to process their personal data for the purpose of preparing said contract and enabling the foundation to use the rights of the winning works in the manner described above. The foundation will not use these personal data for any other purpose. Legal authorisation to process the personal data of contest participants will be given by signing the contract, pursuant to Article 6.1(b) of Regulation (EU) 2016/679 on Personal Data Protection. The personal data collected by the foundation will not be disclosed to third parties, except when legally obligated to do so.

Users may exercise their right to access, correct, delete or object to the use of their personal data by writing to the head office of FUNDACIÓN CULTURA EN VENA, C/ ARQUITECTURA, 17. BAJO IZDA. 28005 MADRID, SPAIN, or to the email address indicated at the top of this page. In either case, the request must be accompanied by a photocopy of the user's government-issued ID.

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Information and contact:

[www.culturaenvena.org](http://www.culturaenvena.org)

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