

TECHNICAL FORM

SPONSORING ENTITY:

Ente Fiera Promoberg (from now on “The Organizer”) with registered office at 137, Via Borgo Palazzo, Bergamo and administrative offices in Via Lunga, FIERA BERGAMO - tel. +39 035 3230911 – VAT NUMBER 01542150162

NAME OF THE COMPETITION:

FASHION HALF MARATHON

TYPE OF COMPETITION:

Contest for skill prizes

TERM OF THE COMPETITION

From 29th April to 6th October 2019

(carrying-out period):**CARRYING-OUT PLACE:**

Italy

ADDRESSEES:

Candidates must satisfy the following requirements:

- a) be between 18 and 40 years old (the years must already be completed on the date of the signing of the Application Form).
- b) have a certificate of participation or a document attesting the current frequency of a School / Fashion Institute.
- c) declare that they do not have their own line of clothing in mass-production.
- d) have already participated in only one previous edition of the Fashion Half Marathon competition and have never been rewarded.

NUMBER OF PRIZES, DESCRIPTION AND VALUES:**1° PRIZE:**

N. 1 professional sewing machine
JUKI DDL8000 A (commercial
value € 1.870,00 VAT included);

2° PRIZE:

N. 1 electronic sewing machine
JUKI HZL- DX7 (commercial
value € 1.679,00 VAT included);

3° PRIZE:

N. 1 Serger Machine JUKI MO654
- DE (commercial value € 649,00
VAT included);

SPECIAL MENTION OF THE JURY:

N. 1 participation in a Fashion
specialization course (valid for one
person only) lasting n. 6 months at
the Luisa Scivales Fashion
Institute (commercial value €
2.500,00 VAT included)

JACKPOT:

€ 5.490,39 plus VAT

TERM DELIVERY OF THE PRIZES:

All prizes will be delivered by October 6th 2019

IRPEF COMPENSATION:

Promoberg declares that it does not intend to avail itself of the right to compensation from the withholding tax referred to in art. 30 D.P.R. n. 600 of 29.09.73 and subsequent amendments.

UNREQUESTED OR UNASSIGNED PRIZES:

Unrequested or unassigned prizes, whatever the reason, or rejected prizes as well, will be donated to charity at the Opera Diocesana Patronato san Vincenzo – Fondazione Don Lorenzo Milani Via Correnti n. 2/C - 24124 BERGAMO- CF: 01982420166- Tel 035571515 - Fax 0354129784 - www.dedicarsiallavita.it - e-mail: assoc.donmilani@libero.it

ADVERTISING:

The competition will be advertised through the Bergamo Creativa web marketing campaign, which will report: the conditions for participation in the competition, the duration and the total value of the prizes offered, referring to the website for the consultation of the regulation. Furthermore, notice will be given by means of links on the advertising pages of the event. The major means of communication that will be used are: web, social networks, posters; tabular advertising on both local newspapers and trade magazines.

DECLARATIONS:

Promoberg also declares that:

- Provide for the delivery of prizes to those entitled under the terms established by the regulation;
 - The processing of personal data will be in accordance with GDPR EU 679/2016
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PARTICIPATION REGULATION

What is Fashion Half Marathon Creattiva?

- This is a side event in the Creative Fair (from now on "Show"), already known in Italy and abroad as a reference event for the manual creative arts lovers.
- Fashion Half Marathon (from now on "Competition" or "Event") includes the setting up of 21 workstations with sewing machines (21, like the kilometers of the modern half marathon)
- 21 will be the number of pre-selected young designers who will fight and compete in a creative and technical competition
- Competitors, during the 4 days of Creattiva (from 3rd to 6th October 2019), will realize a garment according to the theme communicated by the Organizer and with materials made available by the Organizer itself, according to the methods described in point 2.2 below.
- On the fourth day (Sunday 6th October 2019) prizes will be awarded to the winners selected by the Jury.
- The garments will be worn and will be on the runway on Sunday 6th October 2019 at 4 pm.

The Event aims to give visibility to young emerging fashion designers

1. PARTICIPATION REQUIREMENTS:

Candidates must satisfy the following requirements in order to be admitted to the Fashion Half Marathon (from now on "FHM Creattiva" of "Competition");

- a) be between 18 and 40 years old (the years must already be completed on the date of the signing of the Application Form).
- b) have a certificate of participation or a document attesting the current frequency of a School / Fashion Institute.
- c) declare that they do not have their own line of clothing in mass-production.
- d) despite having already participated in only one previous edition of the Fashion Half Marathon competition, they have never been rewarded.

Promoberg reserves itself the right to monitor and intervene in the case of false declarations. False declarations, besides being punished pursuant to law, will lead to non-admission and, weather the infringement is ascertained after admission to the competition, the Competitor will be excluded from participation and a penalty of € 300,00 will be applied, without prejudice to the quantification of the greater damage.

Participation is free of charge.

2. PRESELECTION OF CANDIDATES

2.1 Application Form

To register for the Fashion Half Marathon Creattiva Competition, the Candidates, who meet the requirements of point 1, must complete by 1 July 2019 the Application Form, published on the Ente Fiera Promoberg website (whose server is in Italy) designed for the event: www.fieracreattiva.it, in the section dedicated to the Bergamo edition. Requests to participate must be sent exclusively from this site following the instructions given there.

The Application Form must include:

- personal data (including email address for any communication),
- the curriculum,
- a selection of photographs related to works already carried out by the Candidate.
- consent to the processing of personal data,
- a copy of a valid identity document.

2.2 Preselection of Candidates

The Organizer will evaluate all the applications received by and no later than 1 July 2019. These will be assessed on the basis of the photographic documentation provided by the Candidates. Ente Fiera Promoberg, by 15 July 2019, will communicate to each candidate, at the e-mail address provided in the Application Form, the admission to the Competition. Promoberg reserves the right to contact the candidates for a more in-depth evaluation of the works already carried out.

On that date a brochure will be released to the selected Candidates (from now on also Competitors), containing the technical details of FHM Creattiva and the theme of the Competition.

The brochure will also include the list of available materials, among which the Candidate will have to choose the type and quantity to be used for his making. The detail about quantity and type of material chosen by the Competitor must be sent to Promoberg by 6 September 2019. All the material will be delivered, directly to the Fair, to the competitor for the packaging of the Piece (henceforth also "Work").

3. HOW THE COMPETITION FHM CREATTIVA IS CARRIED OUT

3.1 How to carry out the Work and the Award Ceremony

The theme of the Competition will be announced to candidates admitted to the competition by 15 July 2019; the Competitors will have to start packing their own garment starting from the first day of Creattiva, that is from October 3rd 2019, and they will have time until Saturday, October 5th 2019 at 7 pm for the carrying out of the Work, during the opening hours of the Creattiva show (see www.fieracreattiva.it).

It is strictly forbidden to bring the item under completion outside the fair area and it is also forbidden to introduce from outside materials of any nature other than those supplied: in both raw and semi-finished form. Competitors will be able to bring from outside only the croquis and the accessories which, in any case, must not cover a surface of the garment greater than 20%, under penalty of exclusion from the Competition.

The garment must be finished, ready to be worn and taken off, by 7 pm on Saturday, 6 October 2019.

On Sunday, 6 October 2019 from 9:30 am the Jury will meet to evaluate the Works carried out.

Will be evaluated by the Jury:

- Style (consistency with the assigned theme and originality of the garment)
- Model (technique and precision in making the garment)
- Tailoring (manufacture, garment finishes)

3.2 Tools and Methods of conducting the FHM Creattiva

a) Material made available to competitors by Ente Fiera Bergamo:

- Sewing machine, serger machines, irons, work tables, fabrics and yarns, as better detailed at the time of admission of actual competitors

b) Material that competitors must bring themselves:

- Material for designing the model
- Morgantina, squares or ruler
- Sartorial meter
- Paper and fabric scissors
- Chalk
- Scotch paper or glue stick
- Pins
- Needles for hand sewing
- Thimble
- Basting thread

3.3 Rules of conduct of competitors

Competitors during the Competition undertake to:

- a) realize the Work for at least 80% of the surface using the materials made available by the Organizer, referred to in point 3.2. lett. a). Other materials may be purchased and charged to the Competitor at the

- stands present at the Fair, within the limits mentioned above, or brought directly from home;
- b) not to make use of material and immaterial help of third parties in the creation of the Work;
 - d) carry out the Work entirely at the Fair;
 - e) guarantee the originality of the Work, which must be the fruit of one's own imagination and ability and must not be covered by intellectual property rights of third parties;
 - f) participate in the Competition for its entire duration (from 3 to 6 October) until the time of the awarding, which will take place from 4.00 pm to 6.00 pm on October 6th, 2019;
 - g) assign the ownership of the Work, as well as of the copyright related to it, to Ente Fiera Promoberg. The competitor will continue to have the right, exclusively, to be recognized as the author.
 - h) authorize Ente Fiera Promoberg, and the companies it has instructed, to carry out photographic, television and audio / video recordings, and on any other tool.
 - i) authorize Ente Fiera Promoberg, the sponsors of the FHM Creattiva Competition and the media to which the Works may be conveyed, to publish them in any medium, either in their entirety or partially, both in Italy and abroad.
 - j) not to demand anything from Ente Fiera Promoberg and the companies appointed by the same, for the publication of the Works;
 - k) raise from now and hold unscathed Ente Fiera Promoberg and the companies involved in the FHM Creattiva Competition from the consequences of any liability arising from requests, including any legal actions, made by third parties arising from violations of the Competitor of the laws on Copyright.
 - l) accept without reservation, also giving up any reply, the opinion and the judgment of the Jury.
 - m) authorize Ente Fiera Bergamo to process its personal data for the purposes of institutional and / or commercial information, marketing and market surveys and advertising information, information on services and products of the Competition, and for publication on the institutional website. The same data may be communicated to other subjects involved in activities and / or initiatives related to the event.
 - n) in case of renunciation, communicated to Promoberg following admission, to pay Promoberg the amount of € 300.00 as a penalty.
 - o) strictly comply with the rules of this regulation and those given by the Artistic Director of the Competition.

3.4 Artistic Director

The Competition will take place in the presence of the Artistic Director, who will have the task of supervising the proper conduct of the competition.

The Artistic Director, in order to guarantee the anonymity of the Works made up by the Competitors for the purpose of an impartial evaluation by the Jury, will also have the task in the final assessment phase to associate to each Competitor a number that will be attached to the finished garment for the final evaluation by the Jury.

3.5 Jury

The Jury is composed of at least 6 members appointed by Promoberg.

The Jury will meet in the morning of October 6 in the absence of the Competitors to evaluate the clothes made directly on the models. Each garment will be accompanied by an anonymous descriptive form drawn up by the Competitor. Each work will be marked inside with the number given by the Artistic Director to identify its origin.

3.6 Prizegiving

On Sunday 6 October 2019 at 4.00 pm the competing dresses will be on show in the Runway Area.

At the end of the parade, the Jury will nominate, in the presence of a notary, the first four classified competitors, to whom the above prizes will be awarded.

1° PRIZE: n. 1 professional sewing machine JUKI DDL8000 A (commercial value € 1.870,00 VAT included);

2° PRIZE: n. 1 electronic sewing machine JUKI HZL- DX7 (commercial value € 1.679,00 VAT included);

3° PRIZE: n. 1 Serger Machine JUKI MO654 - DE (commercial value € 649,00 VAT included);

SPECIAL MENTION OF THE JURY: n. 1 participation in a Fashion specialization course (valid for one person only) lasting n. 6 months at the Luisa Scivales Fashion Institute (commercial value € 2.500,00 VAT included). N.B. The course provides for the release of a certificate of participation but does not provide for the release of any diploma.

The special mention is assigned by the Jury to the Competitor deserving for the originality of the making as well as for its coherence with the proposed theme, although technically perfectible. The Winner of the Special Mention Award will be able to activate the Course by 7 March 2020.

The prizes will be awarded on October 6th, 2019 and delivered at the time of the announcement of the winners in the presence of a notary or in the presence of a consumer and public faith protection officer, competent for the area.

Unrequested or unassigned prizes, other than those refused, will be donated to charity.

Remainder – Deadlines:

- 1 July 2019: deadline for online registration.
- 15 July 2019: by this date the participants will be informed about the admission to the Competition. The evaluation of the candidacies is carried out based on the photographic material related to works already created by the Candidates and uploaded online as an attachment to the registration. It is essential to send good quality photographic material that demonstrates creativity, ability to use color, materials and technique. On this date, the theme of the Competition will be communicated to the Competitors.
- 6 September 2019: competitors communicate the materials chosen and the respective quantities.
- 3 October 2019: taking possession of assigned work space.
- 3/5 October 2019: start of making with completion by 7.00 pm on Saturday 8 October.
- 6 October 2019: from 9:30 am evaluation of the works by the jury.
- 6 October 2019: 4 pm fashion show of the competing works with final awarding.

Note: The competitor has the possibility to have a dress paraded with a model charged by the competitor, at his own expense.

N.B. The Fashion Half Marathon Competition will be held even if there is less than 21 Competitors.

Bergamo, 8 April 2019

Ente Fiera Promoberg