



**MA-g**  
**Contemporary collection and MA-g Awards**  
**Entry pack**

**MA-g**



The entry pack consists of the following sections:

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## 1 Introduction

The Museum of Avant-garde protects and promotes the legacy of the avant-garde, its movements, art groups, and individual artists, who contributed with their beliefs and their work to shape the cultural and social scene and redefined our comprehension of art.

To ensure a fair and transparent process to support this ambitious programme, The Museum of Avant-garde has collated all relevant information, requirements and suggestions in this entry pack. Key dates:

- 15th March 2021  
Entries open for all categories
- 31st May 2021  
Entry deadline (submissions closing date at 11pm CET)
- 30th July 2021  
Successful submissions entering the contemporary collection announced
- 30th September 2021  
Judges MA-g Awards winners announced

Good luck to all participants and a special thank you for their creativity, drive and interest in The Museum of Avant-garde programmes.

## 2 Purpose

The Museum of Avant-garde programme is an extraordinary opportunity to become part of a wider cultural institution, and gain international recognition. Entering the contemporary collection offers successful applicants the possibility to view their own work next to those masterpieces by world renown avant-garde artists, and bind their name to their legacy. This two way journey through the historical avant-garde collection and the contemporary creative horizon generates a parallel that is often referenced but rarely actively pursued, as in the Museum's vision and mission.

The contemporary collection is not conceived as an ancillary element in the Museum's assets; it is instrumental to bring forward the understanding and appreciation of different art forms today. In this sense the Museum also honours the foundations of the avant-gardes, in their ability to drive the conversation on what art is, should and could be.

Furthermore the contemporary collection is part of the permanent collection that will be on display in The Museum of Avant-garde venue and online: it is not designed



to be limited to the selection announcement, but will be always visible online and according to the Museum curatorship for exhibiting rooms and temporary exhibitions.

Finally the programme offers participants the unique opportunity to have their work reviewed by some of the greatest artists of our time, and receive the Judges MA-g Awards, having every year different masters of design, photography and illustration granting their own one off awards to the more compelling entries in each sub-category. In every edition there are different judges, so winning the same category over multiple editions translates into receiving multiple judges awards.

The purpose of this ambitious initiative is to pay tribute to the most creative projects and return the greatest visibility on an international scale. The Museum of Avant-garde is equally excited and supportive to bring this collection to fruition and grow together with all participants.

### **3 Selection process**

The Museum of Avant-garde selection is a unique programme designed to give designers, photographers and illustrators the opportunity to be part of its contemporary collection. In addition to this selection, the most outstanding submissions will be reviewed by some of the most significant talents of design, photography and illustration and could receive further special recognition through the Judges MA-g Awards.

- Entries are open from 15th March until 31st May 2021. The Museum of Avant-garde reserves the right to decide a discretionary extension period, published on [ma-g.org](http://ma-g.org).
- First stage selection will take place during June and July. The MA-g judging panel will be responsible for reviewing all entries, in each category and sub-category and shortlist the projects that meet its creative and artistic standards and criteria. There is no limit to the number of artworks selected every year. The first stage shortlisted entrants will be notified in private correspondence via email by the end of June. Entrants are strongly recommended to sign up to the Museum's newsletter to receive updates and notifications.
- The second stage of the process will review first shortlisted artworks and will further select the most distinguished entries, which will automatically enter the permanent contemporary collection. The successful artworks will be published on The Museum of Avant-garde website in autumn and successful entrants will be notified by email.
- The submissions chosen to enrich the permanent collection will have the possibility



to receive the special edition Award for the year, specifically appointed by one of the three Judges for each category. Each Judge will independently choose a winner (or two) per each sub-category. Only submissions that have passed the second stage of selection and have been chosen to enter the contemporary collection will be eligible to win the Judges MA-g Awards, as they will be assigned to the edition's Judge in one of the three main category, in order to be evaluated and have the possibility to be awarded. The Judges awarding process will be conducted in the highest form of confidentiality and rigour, to ensure a fair treatment for all and a valuable unbiased recognition for the winners. Exceptionally Judges may agree to offer feedback or comments to specific submissions, although there is no obligation to do so and their judgment remains final.

- Awards winners will be communicated on the MA-g website and official social media channels at the end of September. Upon receipt of the original work and usage licence, each winner will receive a certificate to confirm its work has been included in the permanent collection.

#### **4 Categories and sub-categories definition**

##### **A Graphic Design**

- **Logo design**  
It applies to single logos or families of logos for corporations, businesses, organizations and associations, as well as campaign and events. Motion logos are also allowed in this category, although they are expected to feature in a static version.
- **Brand and corporate identity**  
Any brand identity created for a previously unbranded organisation, product or service or a total rebrand project, where there is a clear distinction between the old and the new identity. It applies to projects that express the brand or corporate identity across multiple print or digital collateral. It also includes campaign identities and identities for events and initiatives.
- **Original typeface**  
The creation of an entirely new typeface designed as a complete set of alphanumeric characters including marks and symbols, digitized in at least one workable font. It includes serif, sans serif, script and decorative typefaces. Typeface design exclusively in lower or upper cases are also accepted. Variations or adaptations of existing fonts will need to illustrate a decisive distinction and originality to mark the difference from the original.
- **Advertising**  
Creative direction for corporate or product advertising, across any media such as print, TV, online, events and experiences, exhibitions, social media. It also includes advertising for initiatives and events. It may apply to copywriting, art



direction or both. It does not include tactical advertising exclusively focused on price based promotion.

- Book design  
Design of entire books for a variety of genres, including children's books, trade publishing books, fiction and non-fiction books, covering any topics from arts and culture, politics, science, fashion, cook books and so on. No restrictions are made to the subject or category of the book, nor to the print run, so that also limited edition books are included in this category. It applies to the whole book design and / or to its cover or dust jacket only. Photography books are accepted in this category, although the judgement will focus on the graphic design qualities, and they may be suited to enter the photography category.
- Magazine design  
Design of recurring publications, with no other requirement for their frequency, format or medium. For this edition of the MA-g Awards also special edition such as double issues or biennale publications, as per rules of entry. It includes design of the magazine in its entirety or just its cover. It includes also online magazines.
- Brochure design  
Design of print collateral, addressed to present an organisation, a product / service or a range of product and services. It also includes a series of brochures aimed at presenting different product ranges or companies or departments and similar within a broader organisation.
- Poster design  
Design of a single poster or a series of posters created to promote a product, service, campaign, initiative, organisation or an event, from advertising to cinema to political campaigning to fairs. It is not restricted to a rigid format (although large scale materials such as billboards part of a wider advertising campaign may be suited also in the advertising category). It includes also double posters. It includes posters printed in all techniques, such as lithography, flexography, digital printing, screen printing, or produced as digital posters and retro illuminated posters and multi-layered posters.
- Event and exhibition design  
Design of all elements of an experience as one off events or recurring events of any subject, theme or organizer. It includes retail events and sector fairs, as well as conferences, cultural exhibitions and art installations. It is open to large scale cyclical events as well as small pop up stalls.
- Packaging design  
Any design of any form of packaging, not limited to any specific product, material or substrate. Structural packaging projects are included if associated with a 2D design concept. Primary and secondary packaging design are accepted, as well as the integration of the two.



- **Web design**  
Any creation that has been designed for websites in any format, in which the user experience is enhanced by the graphic design and visual translation of the brand message, product or service. It includes cross platforms User Interface design, for digitally native work or projects for which digital application was the prominent creative output. It does not include projects that were limited to UX and architecture or web development only or where the visual arts element remained secondary.
- **Motion graphics**  
Any design work created with the purpose of turning graphics in an animated product or a video, for example corporate presentations, animated logos, product launches, inflight films, festival title sequences and event animated graphics in general. Submissions for this category should include static frames for motion graphics, as a standalone sequence or a series of sequences and they should be submitted as JPG/RGB only (please see rules of entry).
- **Uncommissioned projects**  
Projects that have been developed outside the requirements of a specific brief or client commission. This category includes artworks created to establish a portfolio of work, or to present a case for good design or to introduce a personal style. It also includes projects that have not been successful for RFP and pitch proposals, subject to RFP client written consent.
- **Other**  
This category has been kept open to projects and artworks that can't be quite classified in any of the above categories. Due to its nature, submissions in this category may be extremely diverse, competing against each other on multiple levels, but there is no limit to the number of artworks that can be admitted to the contemporary collection nor to the Judges Awards. It could include also multi-discipline projects, eg in combination with illustration or photography or any art form, according to the applicant's intent and judgement.

## **B Photography**

- **Fashion and beauty**  
Any imagery designed to showcase and promote fashion items, clothing and accessories, either as part of a specific collection and season or as a brand campaign. This category also includes beauty imagery and beauty brand communications. They can include photography that has been used for advertising campaigns or in fashion shows or across other media channels. Artworks could be black and white or colour photography, produced (printed and not printed) in any format and size and edited in post-production to any degree or desired effect. Submissions in this category could consist of one single image or a series.
- **Portraiture**  
Any imagery depicting a subject or a group of individuals, focussing on the facial



features and expressions to reflect a personality. Images could follow different approaches, such as a formal set up or construct, a contextual style, ie a subject in his / her natural activity, or a candid style, without the subject being aware of the photographer at the time of the shot. Any technique and typology is accepted. Artworks could be black and white or colour photography, produced (printed and not printed) in any format and size and edited in post-production to any degree or desired effect. Submissions in this category could consist of one single image or a series.

- **Abstract**  
Any imagery whose original subject is not immediately recognisable or has been treated in a way not to be traceable, either during shooting or in post production. Also referred to as non-objective photography or conceptual photography, it includes images conceived to express an idea or sentiment or symbolise something else. Experimental photography can often fall within this category although not necessarily. Artworks could be black and white or colour photography, produced (printed and not printed) in any format and size and edited in post-production to any degree or desired effect. Submissions in this category could consist of one single image or a series.
- **Still life**  
Any imagery that takes inanimate elements as subject. This could include a setting, a scene, as well as a single or composition of objects. It often involves static scenes but it could also capture a moment in time. No additional specifications or limitations apply to this category. Artworks could be black and white or colour photography, produced (printed and not printed) in any format and size, and edited in post-production to any degree or desired effect. Submissions in this category could consist of one single picture or a series.
- **Street photography**  
Any imagery that depicts everyday life in an urban or rural context. This category is suited to represent the photographer's viewpoint placing the viewer at the centre of the scene. If the focus is on actual buildings of a city or its surroundings, it may be also worth considering alternative categories such as Architecture and cityscape, while Street photography is more related to the 'actions' happening and everyday life. It is also worth considering Documentary or Live events, depending on the artist's intent and message. Artworks could be black and white or colour photography, produced (printed and not printed) in any format and size, and can be edited in post-production to any degree or desired effect. Submissions in this category could consist of one single picture or a series.
- **Nature**  
Any imagery related to nature, including floral, mineral or animal kingdoms and wildlife. It includes any natural sciences subject, fine art photography of natural elements, ie water, air, fire or earth, in landscapes or in close-up scenes and textures. It refers to 'living' elements, which would be otherwise falling under the





category of Still life imagery. Artworks could be black and white or colour photography, produced (printed and not printed) in any format and size, and can be edited in post-production to any degree or desired effect. Submissions in this category could consist of one single picture or a series.

- **Architecture and cityscape**  
Any imagery aimed to highlight architectural value of buildings and urban master-plans. It includes also interior design for any destination use from commercial to pop up and temporary structures, and landscaping for public or private gardens. The category is also open to architectural salvage subjects, including architectural archeology views or close-ups. Cityscapes include city views from any angles and perspective including aerial photography, with no limitations to techniques or means used in its shooting. It encompasses also photography for the industrial sector, such as engineering, manufacturing and man made intervention and constructions. Artworks could be black and white or colour photography, produced (printed and not printed) in any format and size, and can be edited in post-production to any degree or desired effect. Submissions in this category could consist of one single picture or a series.
- **Nude**  
Any imagery that portraits the human body in isolation or in a composition. It can include crops and close-up images manipulated to the point of a not-immediately recognisable human body, unless made intentionally unrecognisable (please see also alternative category Abstract above). Artworks could be black and white or colour photography, produced (printed and not printed) in any format and size, and can be edited in post-production to any degree or desired effect. Submissions in this category could consist of one single picture or a series.
- **Documentary**  
Any imagery aimed at providing accurate representation of real events, people, processes. It can include any subject from people lifestyle, science, technology, environment or events. This category could as well raise awareness on specific topic or follow a scientific and educational purpose. Artworks could be black and white or colour photography, produced (printed and not printed) in any format and size, and can be edited in post-production to any degree or desired effect, although the purpose of this editing is generally related to enhancing the reality, as opposed to interpreting and transforming it. Submissions in this category could consist of one single picture or a series.
- **Live events**  
Any imagery that relates to a live event, exhibition, performance or happening. Live events category could include sport competitions or cause-related gatherings. Artworks could be black and white or colour photography, produced (printed and not printed) in any format and size and edited in post-production to any degree or desired effect. Submissions in this category could consist of one single picture or a series.



- News  
Any imagery concerning present time and current affairs from around the world. It could include but is not restricted to political news and events, as any topics covered by general press. The element of timeliness and socio-cultural sensitivity are key for this category dedicated to photo-journalism. Submissions in this category could consist of one single picture or a series.
  - Other  
Imagery of any other subject not mentioned in the above list or subjects that cross over multiple categories and present multi-layered messages could be submitted in this category. It could also include photography not included within previous categories, for example when the artist's intervention took place during the creation of that image, while capturing a specific moment, event or subject or afterwards in post production, following an accidental filming or shooting. Artworks could be black and white or colour photography, produced (printed and not printed) in any format and size and edited in post-production to any degree or desired effect. Submissions in this category could consist of one single picture or a series.
- C Illustration
- Brand identity and advertising  
Illustration designed to represent a brand, a product or a service, by creating a distinctive and ownable visual language or a character. It includes adverts in which illustration plays a key role. It encompasses illustrations created for example on brochures, cards, record / CD sleeves, publications wraps and inserts, as well as on digital platforms, such as websites, apps, games and social media channels. Submissions in this category could consist of one single illustration or a series.
  - Illustrated book  
Illustration for books where illustration and/or graphics are a key component of the design. This could be applied on cover or inside pages or both. It is relevant for books where illustration is accompanying and adding an extra dimension to story telling. It includes illustrated children's books. This category includes books illustrated with any technique, style, audience and topic.
  - Editorial  
Illustration designed to accompany any written text for newspapers, magazines or other publications, conveying the theme or the gist of an article. It includes illustration styles for cover headlines that have become key components of periodicals or newspapers brand identity. It could refer to illustrations used as infographics or in a more abstract or metaphorical way. Submissions in this category could consist of one single illustration or a series.
  - Graphic novel and comics  
This category is specifically dedicated to illustrated books and periodicals, in which



the story is presented in comic-strip format. It may also include books which are not fictional or not entirely fictional and are covering social issues and current affairs. It includes also comics in the traditional sense, addressed to any audiences. Submissions in this category could consist of one single illustration or a series.

- Engraving, etching and printmaking  
Any illustration that has been created through a specific choice of printmaking. It could include relief such as wood cut or woodblock. It could include intaglio, such as engraving or etching or mezzotint and aquatint. It could include illustrations created with planographic technique, such as lithographs or monotyping. Finally it could also include illustrations realised with silk screen printing or stencil in general. This category explores illustrations where the technique adds an original dimension to the art piece, either presenting an innovation or rediscovering traditional techniques, eg aerography, frottage, grattage etc. Submissions in this category could consist of one single illustration or a series.
- Packaging  
Any illustration that has been designed originally to fit a specific packaging design project. It is allowed to submit entries in which the original illustration was also transferred onto other mediums, as far as its initial concept was designed to marry up with a structural packaging requirement. Submissions in this category could consist of one single illustration or a series.
- Site specific  
Illustration created to be shown in a specific space or related to a specific destination. It includes exhibition banners, signage, environmental graphics, installations, building wraps, street art and interactive sites. Mural, events, exhibition design in general are all included in this category. It is allowed to include artworks that have been created for permanent or temporary destinations. Submissions in this category could consist of one single illustration or a series.
- Hand lettering  
Any drawings or illustrations that have been created to compose letterforms, crafted to be used for a specific purpose or arrangement. It could include only a limited set of letterforms or numeric glyphs in a composition. However it is also allowed to include work that has gone through a digitization process to be used as a font, as far as the original creation was drawn by hand. Submissions in this category could consist of letterforms related to any language and could present either the original hand lettering as a combination or the full set hand drawn in preparation of the digitization but not the resulted font.
- Uncommissioned projects  
Illustrations that have been developed outside the requirements of a specific brief or client commission. This category includes artworks created to establish a portfolio of work, or to present a case for good design or to introduce a person



al style. It also includes projects that have not been successful for RFP and pitch proposals, subject to RFP client written consent. Submissions in this category could consist of one single illustration or a series.

- Other  
This category has been kept open to projects and artworks that can't be quite classified in any of the above categories. Due to its nature, submissions in this category may be extremely diverse, competing against each other on multiple levels, but there is no defined number of artworks that can enter the contemporary collection. It could include also multi-discipline projects, such as in combination with graphic design or photography or any artistic form, according to the applicant's artistic intent and judgement. Submissions in this category could consist of one single illustration or series.

## 5 Assessment criteria

The Museum of Avant-garde intends to keep the judging criteria limited in number and stringent in their quality. This is the result of a balance between the professional code of conduct it represents, as a cultural institution committed to the protection of universal artistic value, and the innovative and curious spirit that guides its approach to art, and the desire to take a fresh outlook on the world, pushing creative boundaries and honouring the legacy of the avant-gardes.

The Museum of Avant-garde and the Judges MA-g Awards organizers have therefore determined two sets of criteria:

### A Technical criteria

- Originality  
The Museum of Avant-garde and the MA-g Awards Judges expect all submissions to avoid plagiarism and be the result of an original creative concept and execution
- Fairness  
The Museum of Avant-garde and the MA-g Awards Judges consider fairness a fundamental value and expect all submissions to reflect this general principle in the concept, message, or inspiration behind each artwork
- Relevance  
The Museum of Avant-garde and the MA-g Awards Judges review all submissions based on each specific sub-category, considering the commissioning brief, the medium, technique and deployment of creative output within the specified categories and sub-categories

### B Artistic criteria



- **Creative Principles Mastery**  
The Museum of Avant-garde and the MA-g Awards Judges particularly value submissions that reveal confidence and mastery in the use of category codes, and the ability to own the visual language for the purpose of flawless expression in both concept and execution
- **Ahead of its time Artistry**  
The Museum of Avant-garde and the MA-g Awards Judges particularly value submissions that bring a fresh perspective to their discipline or category. Artworks submitted are not expected to fit in with the common definition of avant-garde in style or visual representation, nor to align with oeuvres in the Museum's historical avant-garde collection. Entries could freely interpret the avant-garde legacy, in the broader sense of a leading edge path to express their creativity, an inventiveness in their approach, technique or medium, or an inspirational frame of reference, that could suggest an interplay among art forms, creativity and commercial work.
- **Unequivocal Momentum**  
The Museum of Avant-garde and the MA-g Awards Judges particularly value submissions that bring in an immediate significance. By touching the collective sensitivity, these artworks create an emotional reciprocity with the zeitgeist and a palpable impression with overtness and saliency.

## **6 Rules of entry**

The MA-g contemporary collection selection process is run by The Museum of Avant-garde judging panel, who is responsible for reviewing and evaluating all submissions received within the deadline.

### **A Eligibility**

- To be eligible for The Museum of Avant-garde selection, all entries should consist of a digital or physical creative output, that can be classified in the categories of graphic design, photography or illustration.
- Submissions are welcomed from any region and country in the world. Please note all key dates including entry deadline are based on CET time zone.
- The selection process is open to individuals (professionals or enthusiasts), creative communications agencies, commissioning clients, public or private organizations including not for profit, associations or groups collaborating to a project, with no specific requirements to the date of foundation or legal entity.
- There is no requirement to behold a relevant academic certificate, qualification or membership to a professional association for the submissions. In line with the



spirit of the historical avant-gardes, The Museum of Avant-garde and the MA-g Awards organizers intend to allow any talented individual to participate in the selection process, regardless of background, education or profession of participants at the time of their submission.

- It is allowed to present artworks and projects that are products of advertising campaigns, exhibition design, stage or set design, digital design and any other specialist disciplines that fall in one of category and sub-category descriptions above and in the online submission form. It is also allowed to present projects that combine two or all main categories together, for example photography and graphic design: entrants will be free to choose which macro-category to opt for, however The Museum of Avant-garde recommends choosing the one that is most significant and not necessarily the most 'obvious' or prominent one.
- All entrants must own the rights on the work they choose to submit and be granted permission by the copyright owner, ie the client commissioning work, unless they submit their entries in the sub-category of 'uncommissioned work' only. Entrants are responsible for informing and collating permission from the legal copyright owner, in writing, at the time of submission.
- Whilst the submission form does not require a proof of client approval, this may be requested at any time if claims or issues arise and are submitted by the legal copyright owner. In such instance the Museum will suspend the judgement or admission, and may discuss separately the participation of the legal owner and the inclusion of the artwork in the selection process or in the collection. Uncommissioned work will follow the same judging process, review and consideration and will be given the same opportunity to be shortlisted as any other commissioned work, but of course they don't require any approval.
- Projects created in the realm of a RFP or pitch – if not chosen by the client – could still require client sign off depending on the RFP documentation. Entrants are expected to clear this out with the client and The Museum of Avant-garde will assume that permission has been secured prior to the participation.
- Entries should constitute 'published work'. The definition of published work refers to any artworks that have appeared in print or digital media for artistic, educational, commercial or non-commercial purposes, whether as part of a series, a campaign or an individual creation, in any country in the world. This is independent from the medium, print run or digital coverage of the publishing platform. Entrants may be asked to provide a proof of the publication at any point in time during the judging process or even after the conclusion of the selection, should the submission be chosen for the contemporary collection.
- Entries for The Museum of Avant-garde contemporary collection and MA-g Awards can only comprise artworks published within the previous calendar year of each edition. Exceptionally for the 2021 selection, submissions allowance



cover the past two years: specifically projects must have been published between 1st January 2019 and 14th March 2021. Artworks published on or after 15th March 2021 will be eligible for 2022 edition.

## B Submission

- Entrants must complete the online submission form on The Museum of Avant-garde website <https://www.ma-g.org/awards/entry/> and upload their work together with relevant information and self-declaration available on the website by 31st May at 11pm CET. Applications submitted after this date and time will not be accepted.
- Entrants are required to choose one category and one sub-category only for each submission. Should entrants feel none of the sub-categories is suitable to define their submission, they will have the possibility to apply for the contemporary collection and the MA-g Awards by choosing the sub-categories 'Other', in each of three main categories.
- However entrants who wish to submit the same artwork in multiple sub-categories may do so by adding an extra sub-category. A submission in multiple sub-categories will count as multiple independent submissions and will incur in proportional entry fees.
- There is no limit to the number of submissions, whether with the same artwork or with different artworks. All entries will be reviewed as anonymised, so that no distinction could be made in case of a single multi-entry applicant.
- By selecting the self declaration entrants agree to all terms and conditions indicated in the regulations, in particular each participant confirms to have the permission and right to apply with a specific artwork.
- By submitting their entries, participants confirm their full awareness in disclosing their personal data exclusively to The Museum of Avant-garde, and express their wish to be contacted by The Museum of Avant-garde and MA-g Awards organizers regarding the selection process and the results of their submission. Should this not be the case, The Museum of Avant-garde will not be in the position to include the artwork in the permanent collection; this will invalidate their submission, and ultimately the purpose of this selection.
- Entrants also acknowledge and agree to have their personal information in the form of full name, country of residence and information about the artwork published and accessible on The Museum of Avant-garde website, should they enter the contemporary collection or win the Judges MA-g Awards.
- The Museum of Avant-garde – in compliance with the GDPR protection law – will not disclose any personal information that is not relevant for the contemporary collection, such as email address or contact information.



- Each entry can be accompanied by a text of maximum 300 words, to provide context around the brief, inspiration or the result of the artwork. All text should be in English, with the exception of the work title, which could be in any chosen language, supported by corresponding English translation. Although no minimum number of words is set, the project description is regarded as an opportunity for entrants to explain the value of their work and as such it is recommended to all participants to use this space effectively.
- Titles that carry the name of the participants will not be accepted, unless the given name is not obviously attributable to the author (for example it can be a person in the artwork title but not necessarily who created the artwork).
- It is not possible to amend, delete or integrate the details or project description after the submission. Please note that it is the participant's responsibility to make sure all artwork or project details are correct in every part.
- Images of the work included in the submission should be in JPG/RGB format and should not exceed 2Mb each. For each submission multiple files can be uploaded up to a maximum of 10 images.
- Additional material, imagery or text of any kind, other than what is allowed in the submission form, will not be taken into consideration. Entrants are kindly requested not to send any material directly to The Museum of Avant-garde via post, email or any download link (eg WeTransfer, Dropbox or similar) to any of the museum's email addresses, as they will not be accepted.
- Entries are considered fully submitted upon receipt of a confirmation email to the entrants and subject to the completion of the submission form in all its parts, including entry fees, on The Museum of Avant-garde website.
- The only way of entering the process is via the Museum's online form. Regrettably The Museum of Avant-garde cannot accept submissions by any other means, as a way to participate in the selection process. Applications sent as direct email to The Museum of Avant-garde will invalidate the submission, in fairness to other participants.
- Entrants are encouraged to refer to FAQs section for any further clarification during the selection timeframe. For any questions regarding the selection process, or technical issues, troubleshooting contact will be made available to participants during this period at email address [support@ma-g.org](mailto:support@ma-g.org). Please note submissions cannot be made via email. Due to the volume of participants, please allow up to 48 hours for more comprehensive clarifications.
- Decisions taken at each stage of the selection process and related to the Awards winners are final and irrevocable. Although The Museum of Avant-garde attempts to establish an open dialogue with everyone, there is no requirement for





the Museum judging panel or for the MA-g Awards Judges to provide individual feedback to the entrants.

#### C Disqualification

- Entries that refer to artworks published before 1st January 2019 are not eligible and as such will be immediately disqualified. No refund will be issued for misleading or untruthful statements.
- All entries submitted after the deadlines indicated will not be taken into account for the selection process, nor for the Judges MA-g Awards.
- Any entry that has been submitted without the owner's rights or permission will be automatically disqualified. The burden of proof is within the remit of the entrants and neither The Museum of Avant-garde nor the Judges could be held responsible for misuse of these artworks during the selection and judging process. Any disqualified work will be automatically removed from The Museum of Avant-garde collection, unless the legal owner agrees to rectify the permission and usage rights within 30 days from the date in which the situation became known.
- Any entry that in any way underpins, encourages or contribute theoretically or financially to race, gender, social status, political views or any other form of discrimination will be also disqualified. The Museum of Avant-garde will not tolerate any work that contradicts or aims to hamper the freedom of speech within the boundaries of mutual respect and correctness.
- Any actions or communications addressed to the judges aimed at influencing their judgement, outside the commentary presented in the submissions, would incur into immediate disqualification for the entrant.

#### D Acceptance

- All winners will be notified by email and their name will be published on The Museum of Avant-garde website and its communication channels by 30th September 2021. Winners' names will also feature in the public domain as a result of The Museum of Avant-garde publicity and communications.
- All artworks selected at the end of stage two will constitute part of the permanent collection by 30th September of the same year.
- Those selected from stage two shortlist will receive The Museum of Avant-garde certificate, as a testimony of the artwork being included in the collection and confirmation of the agreement between winners and The Museum of Avant-garde.
- The Judges MA-g Awards winners will also receive the MA-g Awards certificate carrying the Judge's signature for the relevant edition, category and sub-category.



- All accepted entrants and winners commit to send the physical artwork, published work or original artefact that has been chosen to enter the permanent collection or has been awarded the Judges MA-g Award in its category and sub-category, within 60 days from the announcement of the winners, by 30th November 2021.
- All accepted entrants and winners are responsible for their own shipping arrangements and expenses. The Museum does not accept any liability for artworks that have encountered any damage or loss during transport and until they are safely delivered and secured in The Museum of Avant-garde archive, its logistics deposit or final venue.
- All accepted entrants agree to donate their artworks to The Museum of Avant-garde. The donation will be valid from the date the artwork is received by The Museum of Avant-garde. A formal agreement will be signed by both parties for future reference.

## **7 Entry fees**

Participation to the programme is subject to entry fees, to contribute to The Museum of Avant-garde collection management, organisation and selection programme. Fees have been set by main categories and remain unchanged for each sub-category, as follows:

- Graphic design category (for all sub-categories): CHF 360
- Photography category (for all sub-categories): CHF 240
- Illustration category (for all sub-categories): CHF 120

All fees are intended per each entry, independently from the entrants role, professional status, entity or submission date. Fees are expressed in Swiss francs and are inclusive of VAT.

## **8 Terms and conditions**

- The Museum of Avant-garde is the trading name of MoA-g SA, P.O. Box, 6850 Mendrisio Borgo, Switzerland, and responsible for the Museum collection management and development, including the organisation of the contemporary collection selection. The Awards organizers constitution is made of a close team of employees and independent collaborators of The Museum of Avant-garde, dedicated to ensure selection process is kept fair and anonymous whilst offering support to all participants.
- By entering the selection process and submitting their work, applicants declare to comply with the rules and requirements set out in the above sections of this document.



- By entering the process, entrants also agree to register their details and grant The Museum of Avant-garde permission to safely and securely store their personal data in its database. Personal data required are indicated as mandatory on the online submission form. Only if entrants are successful, The Museum of Avant-garde will refer to the information provided to post the winning certificate and Award.
- The Museum of Avant-garde complies with the current data protection law GDPR (EU) 2016/679 in place to the benefit of all entrants.
- Entrants agree to hand over to The Museum of Avant-garde the physical artwork by 30th November 2021, to be displayed immediately online and later in the contemporary collection of the Museum venue. Whenever it is not possible to identify an original, entrants agree to hand over one impression of the artwork, signed on the back. All artworks will be a donation to The Museum of Avant-garde. The copyright will remain with the entrant. In the case of a legal copyright owner other than the entrant, the entrant will ensure the legal copyright owner agrees to the same irrevocable terms.
- As a consequence, entrants agree to grant The Museum of Avant-garde permission to publish and reproduce the works in print or digital format. When entrants have been granted consent by the legal copyright owner, it is their responsibility to ensure this permission will be extended also to the usage indicated.
- Entrants, who have been selected to enter the contemporary collection, must ensure all physical artworks arrive with The Museum of Avant-garde registered office within the required deadline. All shipping costs including travel insurance and custom taxes are on entrants.
- The Museum of Avant-garde cannot be held liable of any claims arising from works submitted without permission or with consent restricted to specific use or event and not extended to future publishing, online or in print media.
- When an artwork is the result of a collaboration between two individuals or entities, the main entrant is responsible for attaining permission from all parties. In case of disagreement or ambiguity, permission from the legal owner will prevail and should be proven to qualify for the entry.
- The Museum of Avant-garde will disclose the results of each phase of the process to entrants, subject to their consent to receive updates as per sign up form on MA-g website.
- The Museum of Avant-garde guarantees to put in place all duly required processes to ensure the conservation and safe keeping of the artworks received.
- The Museum of Avant-garde however cannot be held responsible for claims arising from artworks that have been displayed during any given period of time and not continuously, in consideration of the body of work which will grow over the years



and of the temporary exhibitions and initiatives that may require additional exhibition space from time to time.

## 9 Frequently asked questions

q *Is it possible to apply for the Judges MA-g Awards only?*

a No, the Judges MA-g Awards are conceived as a special recognition given by one of our Judges in each edition to the participants who have successfully been accepted to enter the contemporary collection.

q *Are the Judges MA-g Awards a yearly event?*

a Yes, the Judges MA-g Awards will take place every year as a recurring event to celebrate and pay tribute to the most outstanding works in each category and sub-category. However, each Judge will give his / her awards only for a particular edition and year, and pass the baton to another Judge for the following edition. The first edition of the Judges MA-g Awards will see three living legends of arts and creativity. For 2021 the MA-g Awards will be named:

- William Klein MA-g Awards – for photography
- Seymour Chwast MA-g Awards – for illustration
- Tom Geismar MA-g Awards – for graphic design

The MA-g Awards pay also tribute the extraordinary career achievements of the Judges, who have entrusted the Museum and collaborated on this important initiative. Equally the following editions of the MA-g Awards will see the participation of high calibre personalities and artists.

q *Who are the Judges for next year MA-g Awards?*

a The Judges for 2022 edition will be communicated by December 2021, after the conclusion of the 2021 edition.

q *I am participating with a 'series' project. Can I submit more than one image to illustrate the series work?*

a It is possible to submit multiple images within the same submission eg part of the same project. This is the case of ongoing publications for example, where multiple images may be needed to illustrate the whole series and fully understand the concept and execution. The maximum number of images that can be part of the same submission is 10.

q *My project is a cross-category. Can I enter the same project twice, for example in graphic design and photography?*



Yes, entrants may decide to participate with the same artwork in two main categories (for example graphic design and photography and within each category choose a suitable sub-category) or in two or more sub-categories within the same main category. This will incur in additional fees, as entry fees are per single match of sub-category and artwork. If this is not viable, entrants can also decide to participate in one sub-category only: in this case the recommendation is to choose the category and sub-category that highlights the most significant and exciting part of the artistic concept, even if not necessarily the most obvious or dominant in the overall composition.

- q *My artworks often combine some visual elements with other art forms (poetry, sculpture etc). Can I take part in the selection process?*
- a Yes and your work will be welcomed and reviewed fairly by the judging panel as any other entry. The Museum of Avant-garde encourages participants to read carefully the assessment criteria to understand the principles behind the collection. As far as the entry is submitted within one of the main categories and in a sub-category (for instance Other) the submission is considered valid.
- q *Can I take part in the selection process with artworks that have been submitted to other competitions?*
- a Yes, it is possible to participate in the selection process with artworks that have been also submitted to other design, photography or illustration competitions, as far as the original work is available to The Museum of Avant-garde and will be donated to the Museum in case of successful outcome. The Museum of Avant-garde clearly requires all original submissions to be handed over for contemporary collection display.
- q *Will I receive a monetary prize for works accepted to the contemporary collection or winners of the Judges MA-g Awards?*
- a The Museum of Avant-garde acquisition plan does not extend to entrants at the moment, so for both the contemporary collection selection and the Judges MA-g Awards no monetary prize is currently set out.
- q *Do you offer discount for early birds submissions or for multiple entries?*
- a We do not offer entry fees discounts, related to submission date or number of entries. The Museum of Avant-garde and MA-g Awards organizers are keen to treat each individual submission as an independent art piece to enter our collection, instead of a commercial competition. Any change to our pricing terms may be considered for future editions and if appropriate communicated in future updates.
- q *Do you have a special section for students?*



- a There is no distinction between student projects or categories and professional categories: the contemporary collection is open to students work and to many other participant typologies. Unfortunately there is no plan to offer reduced fees for students entries, as all submissions are equally reviewed with the highest artistic value in mind and as such reduced fees for entrant groups are not justifiable.
- q *I have made a mistake in my submission. Would it be possible to send an update via email or to submit it again via the online form?*
- a Unfortunately it is not possible to amend an entry once submitted through The Museum of Avant-garde online form. The Museum of Avant-garde is unable to offer any refunds on inaccurate or incorrect submissions. Regrettably this may mean submitting the work again with a brand new entry, which will incur in an additional entry fee. Should this happen, The Museum of Avant-garde will assume it is the most recent application but in case of doubt may get in contact with the applicant to clarify any mistakes or changes.
- q *Can I cancel my submission?*
- a If for whatever reason an entrant wishes to withdraw his / her work after having submitted it, he / she can do so by emailing support@ma-g.org. Unfortunately entry fees are non refundable.
- q *What if I submit my work in the wrong sub-category?*
- a It is outside the remit and the intention of the judging panel to re-categorise any submission as this is entirely the participant's decision. The judging panel will take into consideration how relevant an entry is for a specific sub-category and why a specific artwork has been submitted within a certain category or sub-category, in the effort of appreciating the artist's original intent.
- q *What if I submit my work twice?*
- a Regrettably entrants are entirely responsible for the correct information of their artworks and submission. The Museum of Avant-garde is not responsible for amending or withdrawing submissions. However if an entry has been accidentally submitted twice, entrants should communicate so to the Museum within 24hours to support@ma-g.org and the Museum will attempt to cancel the payment or refund the entry fees (minus the admin fees) in consideration of the exceptional circumstances.
- q *When will my work be displayed if successful?*
- a The Museum of Avant-garde venue will open to the public in 2025. At the moment it is undergoing an extensive refurbishment to repurpose a historical building



in one of the main cultural hubs in Europe. This exciting project will be disclosed next year, as the Museum will also reveal its location and roadmap for its launch. Until then, all works from successful entrants will be on display on the MA-g website in the contemporary collection section and may feature on MA-g official channels and social media. As The Museum of Avant-garde grows its audience and partners, a number of initiatives and activities will also take place from autumn 2021, offering more opportunities to showcase its permanent collection, including the incredible works of the new contemporary section.

- q *What happens to submissions if unsuccessful?*
- a The Museum of Avant-garde programme requires all applications to be filled in directly on ma-g.org website in the submissions section. Original artworks or copies cannot be submitted via email or by post (unless they have been accepted to the contemporary collection and expressively requested by the Museum). For this reason, the Museum is unable to return any items or creative work sent via post.
- q *Is it possible to pay via PayPal or bank transfer?*
- a The only payment methods authorised are made available on the submission form check out point. It is not possible for The Museum of Avant-garde to accept submissions via direct bank transfer, cash or via PayPal. Applicants can pay via credit card. Payment of the entry fees is incorporated in the submission process, so unpaid submissions will be considered incomplete and will not be included in the selection process.
- q *I have submitted my entry and paid the entry fees but I have not received any email or confirmation of payment.*
- a To check the payment and your full submission has been successfully received, please allow 24 hours from the submission time, as you should receive a confirmation email within this timeframe. Failing this, please contact us via email support@ma-g.org.

## 10 Additional information

As more interactions with interested parties and applicants occur, further revisions or integrations of the current document may be uploaded – so we strongly advise interested parties to sign up to receive communications and updates about the ongoing programme. Whilst the core rules and requirements will not be subject to change for the whole duration of the judging process, some useful clarifications or additional FAQs may offer entrants new opportunities to better present their submission or fully benefit from this information.



For additional information please contact [support@ma-g.org](mailto:support@ma-g.org) allowing up to 48 hours for a full reply. Please refer to our Privacy policy and general Terms & Conditions on our website for any other information about data protection.

The Museum of Avant-garde contemporary collection selection and the MA-g Awards are a programme fully designed, promoted and managed by MoA-g SA, trading as The Museum of Avant-garde.

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