



## VENICE PHOTO PRIZE

2022-2023 edition

Entries from first of March 2022 at

[alassio@tolettaeventi.com](mailto:alassio@tolettaeventi.com)

*la*TolettaSpazioEventi of the Toletta bookshop in Venice Dorsoduro 1314, under the Artistic Direction of Michele Alassio, announces a photography contest to be followed as described below:

Art.-1-All those who wish to participate can send a portfolio containing at least 20 photographs taken over the years, whether they belong to a thematic series, or are different in regards to intentions or subject, to [info@tolettaeventi.com](mailto:info@tolettaeventi.com).

There is no limitation on the participant's gender, age or origin.

Candidates must be absolute beginners, meaning that they must not have exhibited their works in private galleries or public spaces, except in the context of collective exhibitions, and in any case, they must be free from contracts with commercial galleries.

Art.-2- To participate in the selection, a payment of € 30.00 is required on the current account c/c 000003612757 IBAN - IT57F0301503200000003612757 - SEPA: FEBIITM 1 SWIFT: FEBIITM2 with the following written clause: "Venice Photo Prize participation fee". Beneficiary: Michele Alassio  
The total proceeds will be donated to charity.

Art.-3-A jury composed of the professionals listed below will choose, independently and separately, their artist preference by assigning a score of 1 to 5 to the candidates. The composition of the jury is as follows:

- |                       |  |
|-----------------------|--|
| 1- Mark Katzman       | photographer and Art Collector                                   |
| 2- Michele Alassio    | photographer, artist, Art Director <i>laToletta SpazioEventi</i> |
| 3- Giovanni Montanaro | writer   |
| 4- Michael Eastman    | photographer and artist  |
| 5- Angelo Careddu     | publisher of <i>Fotografia e(è) Cultura</i>                      |
| 6- Cesare Bossi       | Fine-Art printer-Archivio ACSAF                                  |
| 7- Gianni Gosdan      | Professor at Accademia di Belle Arti, Venice                     |

Art.-4- five finalists will be asked to present a project based on Venice, and the winner will be chosen from among them. The chosen photographer will be invited to Venice in the spring of 2022 lodging will be at the expense of the "*la Toletta Spazio Eventi*" for a 2 week period, a period dedicated to the creation of a new series of images as detailed in the project presented. The series created will be exhibited, also free of charge, in 2022, in the dedicated rooms of the "*la Toletta Spazio Eventi*" in the month of November 2023.

In detail, the chosen one will have the following benefits available:

A) - Shooting / Shooting

1-Free apartment in Venice for two people for the two weeks dedicated to the realization of the series and for the three days of the vernissage.

2-Boat and driver available, free of charge, for three days (not consecutive), within the 2 weeks of shooting.

3- Thanks to the prestigious *Hasselblad* brand, the winner will have all the shooting equipment available free of charge.

B) -Exhibition / Exhibition

1-Exhibition of the photographs taken, curated by the Artistic Director Michele Alassio, for a period of three weeks, in the premises of the "*laToletta Spazio Eventi*" in the 2023 year.

2-the printing of a leaflet brochure with 3 panels, size 75 x 63 cm, containing the presentation of the series, a short Ita / Eng text by the artists or author of his choice, some miniatures of the photographs taken and the biography of the author, for a total of 1.000 copies 120 g/ m2 paper.

3-Pre-vernissage buffet.

Art.5-The chosen photographer is responsible for his/her own travel expenses to and from their residence in Venice and for food in the weeks during the shooting and during the stay related to the vernissage. Additional costs include printing, framing, transport, insurance, set-up and dismantling of the exhibition, procedures that, to

ensure a qualitative continuity of the exhibitions, will be entrusted exclusively to professionals chosen by the Artistic Director of the "la Toletta Spazio Eventi".

Art.6- The author gives "la Toletta Spazio Eventi" for the duration of 1 year the exclusive marketing rights on the series created. In order to further finance similar initiatives, the "la Toletta Spazio Eventi " will retain and negotiate the sales of some of the works exhibited, keeping 30% of the sum obtained from the sales, whether online or in the gallery, for the entire duration of the exclusivity, in addition to 30% on the publication rights of the same images, always for the duration of 1 year .

Art.7- If, at the request of the author, the series created is published in a larger catalog other than the brochure included in the benefits granted by the "la Toletta Spazio Eventi ", it must be designed, edited, marketed and distributed exclusively by the "Toletta-edizioni " publisher. The costs for its creation, which must comply with the standard format of the special series in the layout, are entirely borne by the photographer, who will be given the rights to the work as established by the publishing contract.

Art.8 - The portfolios are essential for jury selection and the receipt of the transfer relating to the registration fee, must be sent to the email address [alassio@tolettaeventi.com](mailto:alassio@tolettaeventi.com) no later than the end of December 2022.

Art.9- The choice of the committee will be communicated to the photographer and to all participants by email by the end of February 2023.



Dorsoduro 1134 30123 Venezia

[www.tolettaeventi.com](http://www.tolettaeventi.com)

[info@tolettaeventi.com](mailto:info@tolettaeventi.com)

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