



RULES
**INTERNATIONAL MAPPING
COMPETITION**
küzefest 2017

1. PRESENTATION

For years the city of Santiago counts on great festivals, as much of theater, cinema, architecture, art, literature, sciences, festivals of urban interventions, among others. A festival of lights is what was missing.

That is why **Küze**fest****, the first lights festival of Santiago de Chile was built as a need to reframe and enchant the city through light, with video mapping projections on facades of buildings and light interventions.

An event where great artists, lighting designers, audiovisual specialists and citizens unite to do something unique: reinvent the language of the city in a monumental lights experience.

This version will have two simultaneous circuits: Parque Forestal and Parque Quinta Normal. They are the most visited parks of Santiago, which are characterized by their cultural and patrimonial value for hosting the most important museums of the arts and sciences. These museums are undoubtedly the most emblematic buildings that characterize the city of Santiago: the National Museum of Fine Arts (MNBA), the Museums of Contemporary Art (MAC Parque Forestal and MAC Quinta Normal) and the National Museum of Natural History. (MNHN) and some light activities that will be in the parks.

*“Küze**fest** is free, inclusive and diverse for the audience.”*

*It will be held between **October 18 and 21, 2017.***

1.2. FESTIVAL ACTIVITIES

The festival will have simultaneous activities, these are:

- International Mapping Competition
- Open Mapping display
- Exhibition of original mappings of Küzeft 2017 festival
- Children's Mapping Exhibit
- Exhibition of activities and light interventions

2. THEME OF THE FESTIVAL

The general theme of the festival is **The Energy of Nature.**

The festival seeks to bring nature closer by evoking it through light language. Reinforced in the context of the festival is in the greenest places of the city, in two of the most important parks of: *Parque Forestal and Parque Quinta Normal.*

All the activities of the festival will be under this theme.

3. INTERNATIONAL MAPPING COMPETITION KÜZEFEST:

2D and 3D videomapping competition for mapping specialists (artists, designers, animators, design studios, etc.) from all over the world. Where a specialized jury will award the best projects. **The place of exhibition is in the National Museum of Fine Arts, Santiago Chile.**

3.2. OBJECTIVES OF THE COMPETITION:

- Promote technological and modern artistic techniques
- Promote creativity and artistic development
- That the exhibited works transmit the curative line (the energy of nature) in a piece of quality videomapping
- Join audiovisual and lighting specialists in the world
- Reward the best jobs through a specialized jury
- Get a creative, original and excellent quality sample that also invites the audience to reflect
- To promote an image of Santiago de Chile as a new international videomapping platform
- Encourage innovation in videomapping techniques and light arts

3.3. ON THE PLACE OF EXHIBITION OF THE COMPETITION:

The international mapping competition will be held on the facade of the **National Museum of Fine Arts**.



“In 1905, the design of the Palace of Fine Arts was commissioned by the Chilean-French architect Émile Jéquier, who was inspired by the internal route and the facade of the Petit Palais of Paris. Its neoclassical style also includes adornments of Art Nouveau at the time. On December 30, 1976, the building of the National Museum of Fine Arts was declared a National Monument. (For more information, visit www.mnba.cl)”

3.4. CONDITIONS AND REQUIREMENTS

Information, conditions and requirements to participate in the competition:

1. Entities who may apply:
 - Natural persons of legal age residing in any country may apply.
 - Legal entities: companies, cooperatives, foundations, associations, etc.
 - Art collectives may also apply.
2. In any of these cases, a representative of the project must be assigned
3. More than one project may be applied if wanted.
4. Projects must be 100% original: created and developed by the person, collective or legal entity.
5. Projects must conform to the theme of the festival.
6. The festival may reject projects that are violent or offensive.
7. The rights of the works belong to the authors. However, the festival has the right to use the audiovisual record of the works for promotional videos and reels of registration of the festival.
8. The entire competition process is free. Applicants, pre-finalists and finalists never have to pay to participate.

3.5. DELIVERIES BY THE APPLICANT

Description of deliveries by the applicant:

1. Registration form: PDF document with information sheet containing basic information of the natural or legal person.
2. Reel and / or dossier of the applicant: video or pdf with images that account for the artistic trajectory. Show experience in videomapping projects.
3. Presentation of the Project: each applicant must assemble a presentation of their project that includes: cover, introduction, description of the idea and script, photomontages and referents. They should be delivered in pdf format, the extension of this document 5-15 pages.
4. Sample videomapping video: from 20sec to 1min which may be a fragment of the proposal or a summary of the videomapping project. The format of this video is half resolution and should fit the mapping grid. Codec h264, mp4 .mov. Must include sound.
5. Video end of videomapping: final piece (finalists) .- Extension: 30 seconds to 3 minutes duration. Format information: see file usage of grid.
6. File name: should be the name of the project representative (last name) and project name.

All the above items must be sent in digital format by mail to kuzefest@delightlab.com, Indicating in the subject "International Mapping Competition" followed by the name of the applicant (surname of the representative) and name of the project.

3.6. DOWNLOADABLE MATERIAL

On the festival website, you can download:

- Rules (This file)
- 2D and 3D mapping grid and technical data of the videos (resolution and format)
- Reference photos
- Registration form

3.7. DATES

The dates are developed in **four phases:**

PHASE 1: Receiving Projects (From September 14 to October 9)

- Registration form
- Reel or dossier of the applicant (s) (share link)
- Pdf with presentation of the project
- Video sample of videomapping or process frames

*On Monday, October 9 at 23:59 hrs. local time, phase 1 reception is closed.
On Tuesday, October 10, mail will be sent to all applicants posting if they are finalists.*

PHASE 2: Finalists and final video delivery (From 10 and 15 October)

- Reception of the final video

Sunday, October 15 at 23:59 hrs. local time, phase 2 reception is closed.

PHASE 3: Exhibition of videomapping projects
(From the 18 to the 21 of October)

- The works that compete between the 18 and the 20 are exhibited. The 21 will only be exhibited the winning videos.

PHASE 4: Awards Ceremony
(Saturday 21, 12 a.m. local time)

4. JURY

The festival will have a specialized jury with expertise in mapping, digital animation, lighting design and new media art. **The jury will be announced further on the website.**

4.2. JURY CRITERIA

Criteria of the jury in the selection of works and awards:

- Originality and creativity in the technique used: 2D and 3D digital animation, analog animation, mixed and experimental techniques.
- Formal originality: in architectural and spatial interpretation. Creative use of the mapping grid.
- Originality and creativity in the script: in the visual and sonorous narrativity, of how a story is told, a story either figurative or abstract, that has a thread and transitions that join the moments of videomapping.
- Sound design: originality in the development of original music and sound effects. The synesthetic value of videomapping will be appreciated.

5. ADDITIONAL INFORMATION

Important information for finalists:

- Food: The festival will deliver lunch to all finalists within the festival dates.
- Invitation to award ceremony and closing ceremony.
- Delivery of recognition to all finalists.
- The festival will not be responsible for the transportation of finalists within the city of Santiago.
- The festival will not give air or land transportation tickets to international finalists, or nationals who do not reside in the city of Santiago.

6. AWARDS BY CATEGORY

The jury will evaluate for two days the works to arrive at the final verdict of the competition **awarding only 6 pieces of work.**

BEST MAPPING PRIZE

"POWERLITE U32+" EPSON PROJECTOR

- WUXGA resolution (1920 x 1200)
- Color Brightness: 3,200 lumens
- White Brightness: 3,200 lumens
- Optional wireless networking

EPSON
EXCEED YOUR VISION



AWARDS BY MENTION

- Award to the most Original and Creative use of Technique
- Award for best Formal Interpretation (use of architectonic grid)
- Best 3D Animation award
- Best Screenplay award
- Best Sound Design award

*All prizes by mention will receive licenses of specialized software.
All finalists will receive recognition at the awards ceremony.*

7. CONTACT

All material and questions should be sent to:

- Name: Gabriel Gana Muñoz
- Mail: kuzefest@delightlab.com
- All the above items must be sent in digital format by mail to kuzefest@delightlab.com. Indicating in the subject "International Mapping Competition" followed by the name of the applicant (surname of the representative) and name of the project.