



RULES
OPEN MAPPING
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. KÜZEFEST OPEN MAPPING:

It is intended for all those who are looking for a free exhibition platform. This is focused both on mapping specialists and those who want to make their first exploration into this technique.

The Open Mapping activity consists of an exhibition of works that can be videomapping or stillmapping (static work, only photos that fit with the grid).

The best projects will be awarded through the vote of the audience.

3.2. OBJECTIVES OF THE OPEN MAPPING

- Promote technological and modern artistic techniques.
- That the exhibited works transmit the curative line (the energy of nature) in a piece of quality videomapping.
- Join creative people.
- Provide an open and diverse exhibition platform.
- 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. PLACE OF EXHIBITION OF THE OPEN MAPPING

The Open Mapping exhibition will be held on the facade of the **Forestal Park Museum of Contemporary Art**.



“The Museum of Contemporary Art occupies the west wing of the Palace of Fine Arts, originally occupied by the Academy of Fine Arts. This neoclassical building, inaugurated in 1910, was designed by the architect Emilio Jecquier as a commemorative work of the Centenary of the Republic of Chile. In 1974, the MAC moved to this space, which was declared a National Monument in 1976. Throughout its years it has suffered damages from fires and earthquakes, so it has been repaired on more than one occasion. (For more information visit <http://www.mac.uchile.cl/museo/buildings>)”

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.

3.5. . DELIVERIES BY THE APPLICANT

Description of deliveries by the applicant:

1. Registration form: pdf document with file containing basic information of the natural or legal person.
2. Those who deliver video: Video final videomapping: between 30 seconds to 3 minutes in length. Format information: see file usage of grid.
3. Those who deliver stillmapping: from 1 to 10 photos maximum per project. Format information: see file usage of grid.
4. File name: should be called with 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 "Open Mapping" 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. FECHAS

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

PHASE 1: Receiving Projects (From September 14 to October 13)

- Registration form
- Videomapping or stillmapping

Friday, October 13 at 00hrs. local time, phase 1 reception is closed.

FASE 2: The selected projects are announced (October, Monday 16.)

FASE 3: Open Mapping exhibition. (From the 18th to the 21st of October)

FASE 4: Awards ceremony (October, Saturday 21, 12 a.m. local time)

4. AUDIENCE AWARD

Information for the winner of the Audience Award:

- Invitation to an awards ceremony and closing party.
- Recognition award.

5. ADDITIONAL INFORMATION

Important information for finalists:

- The festival will not be responsible for the winner's transportation within the city of Santiago.
- The festival will not give air or land transportation tickets to the participants or the winner of the audience award.

6. 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 “Open Mapping” followed by the name of the applicant (surname of the representative) and name of the project.