

MARTELIVE

MArteLive - Creativity on Air™
Contest & Events



What is MArteLive

MArteLive is a multidisciplinary festival-competition that consists of 16 disciplines , a format born in Italy in 2001.

The contest's selections are held throughout Italy, offering visibility and opportunities for expression to more than 2,000 emerging artists every year. Today MArteLive has a strong identity as an incubator of young creativity and a leader in generating multidisciplinary show formats.

MArteLive has developed for the semi final and final events a show format, which involves the overlap and succession of several live performances of music, theater, dance and contemporary circus, exhibitions of painting and photography, artistic crafts, graphic art, live painting and street-art, projections, installations, reading and video-art to create a single performance, almost simultaneously, in a single location. The simultaneity of the events generates a cultural liveliness capable, where the audience is not only emotionally involved, but activated by participating in the voting of the best works.

For its twenty years in 2020 MArteLive, created by Giuseppe Casa, goes beyond national borders and becomes European thanks to the recognition awarded by the Creative Europe programme, together with the partners Artnova (PL), Kintai Arts (LT), Tuzla Live (BA). The European final of the competition will be held during the Biennale MArteLive in Rome.

INDEX

- 1. Artistic disciplines**
- 2. General Regulations**
- 3. Team**
- 4. Prizes**
- 5. Juries**
- 6. Partners**
- 7. Guests**
- 8. Call for artists**
- 9. Pre-selections**
- 10. Live Streaming Events**
- 11. Semi Final event**
- 12. Venue**
- 13. Area's Final event production**
- 14. European Finals - MArteLive Biennial**
- 15. Timetable**
- 16. Appendix**
- 17. Data sharing**
- 18. Insights**
- 19. Contacts**

For Communication, Fundraising and Administration topics see the dedicated MAnuals.

GLOSSARY

Nodal Organization: the team of each Partner (LT, PL, BA) working on the project.

Area: each of the 4 European sectors, as defined in the countries breakdown (see appendix, we can call them LT Area, BA Area, PL Area, IT Area).

Online and Streaming Auditions: online selection events, 5 in each Area.

Semi Final: the 4 Live Events organized by each Partner in their country

Guests: senior guest artists, journalists, keynote, institutions taking part in the events. Different from emerging artists enrolled in the contest.

OPERATING MANUAL

1.ARTISTIC DISCIPLINES

1. Music
2. DJ & Producers
3. Theater
4. Dance
5. Circus
6. Literature
7. Painting
8. Sculpture
9. Photography
10. Digital Illustration
11. Street-art
12. Fashion Design
13. Handicraft
14. Short Film
15. Music Video
16. Video Art

2.GENERAL REGULATIONS

The following will be diffused as the regulation for the 2020/2021 MArteLive European Contest edition.

The MArteLive Contest is organised in Europe by MArteLive (Italy), Tuzla Live (Bosnia), Kintai Arts (Lithuania), Artnova (Poland).

The contest includes 4 selection phases:

1. Call for artists - preselection based on submitted materials.
2. Online Streaming Auditions - 5 in each European Area.
3. Semi Final - the Semi final event produced by each Operational member of the MArteLive Platform
4. European Final Event - during the MArteLive Biennial in Italy.



Regulation

To participate in the contest each artist must:

- fill in the online registration form on the MArteLive website corresponding to the desired artistic discipline;
- send all requested materials;
- pay the 5 € registration fee / 10 € for bands and groups.

1. The contest is open to artists of any nationality residing in Europe or European citizens (including Creative Europe country members), and aged between 18 and 35 years. In case of groups, companies or artistic collectives, the mathematical average will be taken into account.
2. The selections of the competition will be divided by European area (see Countries breakdown). The finalists of the area selections will enter the European final.
3. All works and performances admitted to the competition must be strictly original, under penalty of exclusion from the competition.
4. The organisers reserve the right to admit to the events works/performances already published by other artists (covers, adaptations, etc.) only for entertainment purposes, therefore "out of competition".
5. In no case will be accepted works/performances that have intolerant/offensive contents of religious, social, political, racial, sexual nature.
6. The proposals are evaluated by a Quality Jury and a Popular Jury. The Quality Jury has a greater weight in the score assignment. The members of the juries will be reported on the dedicated artistic disciplines pages on the website.
7. The prizes will be published on the website.
8. Specifics of artistic disciplines are published on the website.
9. The promotion of the contest will be directed on the main social networks and on the major art and entertainment information portals and newspapers, ensuring the greatest possible visibility to participating artists.
10. The Organization is not responsible for damage or loss of the artists' works and tools in the venues and locations of the events.
11. A Covid risk management policy and plan are implemented, adapted to the contingent situation in the area where the events are held, considering both the venue of the event and the provenance of artists and guests.

12. The registration to the competition will be considered valid subject to compliance with all points of these rules and the individual notices of each artistic discipline published on the website.

13. Information on the processing of personal data, in accordance with GDPR at European level.

3. TEAM

Each Nodal Organisation creates its own team.

The creation and training of cohesive staff is the cornerstone on which the organization must be founded, in order to achieve the best results immediately.

Job Descriptions:

Area Manager

Each Member appoints an **Area Manager** which is the main operational contact with peer members of the MArteLive platform. The Area Manager is in charge of the geographical area assigned to each specific operational Member, according to the European countries breakdown.

The Area Manager:

- is responsible for the selection and recruiting of his team;
- is responsible for team management and results obtained, always assisted and supported by MArteLive IT;
- supervises the work of the Artistic Sections Managers;
- organizes and supervises the events;
- ensures the proper conduct as per the regulations;
- is in charge of the communication with MArteLive IT.

Fundraising Manager

The Fundraising Manager identifies and answers to public and private calls for projects dedicated to arts and culture, researches sponsors and other sources of funding. It may coincide with the Area Manager. The tasks and strategies are detailed in the Fundraising MAnnual.

Communication Manager

The Communication Manager implements the communication and promotion of the project, under the supervision of the MArteLive Italy Communication Manager. Coordinates and supervises the Area's Communication Team.

It is advisable not to overlap this role with the Area Manager, due to the workload to manage.

Please note: it is not allowed to launch press releases using the MArteLive logo or brand without the consent of MArteLive Italy Communication Manager. The communication must maintain a unitary project identity, composed of the variety of its European components, which is why it is necessary to monitor what is sent out.

Production Manager

The Production Manager plans and coordinates all the production phases of the events, streaming and physical, according to the directives of the Area Manager and in compliance with MArteLive regulations. Supports the Artistic Sections Managers in planning and producing the events.

Artistic Sections Managers

Usually artists or experts of the disciplines they curate. A section is a group of disciplines in the same field (visual arts is a section composed by the disciplines painting, sculpture...)

The Artistic Sections Managers:

- get partners, additional monetary prizes, rewards (non monetary prizes) and jurors for the disciplines curated;
- select the artists by evaluating the materials received through the applications;
- ensure the required number of registrations for the curated disciplines;
- take care of the selection events' production (streaming and semi finals) under the supervision of the Area Manager and with the support of the Production Manager;
- support the Communication Manager in promoting the competition by indicating the communication channels of the specific sector they curate.

For details see ASM job description. It is possible that one person takes care of more than one artistic discipline.

Music Section Manager: live music, dj. Must be a music expert with a broad knowledge of music genres, as the competition is open to all styles.

Visual Arts Section Manager: graphics, illustration, painting, street art, photography. Must be an expert in the various forms of visual arts and contemporary languages.

Performing Arts Section Manager: dance, theater, circus, live literature. It is advisable to have three different expert figures to guide these disciplines: one expert in theater and literary reading, the second one expert in contemporary dance and the third one who possibly comes from the world of circus artists so that they can be easily involved and directed.

Audio-visual Section Manager: cinema, video clips, video art. It is possible to integrate the selection events of other artistic disciplines with the screening of short films, video clips and video art.

Handicraft and Fashion Section Manager. It's a competition, not a market, so artists must always be selected on the basis of objective evaluation criteria, with particular attention to the originality of the creations, level of realization of the artifacts, capacity for innovation. All artisans, stylists or designers are called to exhibit their creations during the evenings of live selection.

It is possible to agree to the permission for the sale, which is very appreciated by craftsmen, painters, photographers.

Interns (Managers' Assistants)

The Area manager or the Section Managers can involve interns to help organize the event. It's possible to participate in internship programs of local schools of arts and entertainment management, universities, or organizations promoting volunteering.

The tasks and responsibilities of the team members are specified in specific work plans (See Appendix). For guidance on team selection see the Appendix "HR Vademecum".

The team composition is crucial to the success of the project. The essence of MArteLive lies in the collective creation of special events and moments, in which the staff takes part with great participation. The role of Area Managers not only the supervision but also the engagement and motivation of the team.

It's advisable to hold weekly staff meetings, with written reports.

Artistic Sections

Artistic Disciplines

Music

Music

DJ & Producers

Performing arts and literature

Theater

Dance

Circus

Literature

Visual Arts

Painting

Sculpture

Photography

Digital Illustration

Street-art

Fashion and handicraft

Fashion Design

Handicraft

Audio-visual

Short Movie

Music Video

Video Art

4. PRIZES

The winners of the Semi Finals will receive the prizes and rewards awarded for each artistic discipline.

Each winner of the artistic disciplines can have a 300 € cash prize guaranteed by the MArteLive Creativity on Air project budget.

The winners will perform during the finals of the European competition in Italy.

The winners of the Semi Finals can be selected for the "Art in progress" artistic residencies . An international exchange of talents, for a total of 32 artistic residency experiences aimed at creating multidisciplinary collective works, which will be presented in the context of the Biennale MArteLive.

The Artistic Section Managers and the Fundraising Manager have to find further rewards (in kind prizes) and if possible additional monetary prizes by activating partnerships and contacting possible sponsors (see Fundraising MAnnual). Awards and partnerships must be approved by the Area Manager.

When searching for rewards, it is necessary to think about what really attracts the artists and pushes them to apply for the contest: cash prizes, the possibility to perform in prestigious contexts, to be seen by a jury of famous artists and professionals, networking opportunities, contracts with a management or booking agency, exhibition engagements, training courses in areas related to the artist's professional training (booking, social media marketing and other), promotion through media partner channels, materials, equipment...

See Insights for inspiration on prizes and rewards awarded in the Italian contest.

5.JURIES

Each artistic discipline is evaluated by a dedicated Quality Jury, plus the Popular Jury made of the audience that participates in the events.

16 juries, one for each of the 16 artistic disciplines.

The Quality Jury of each artistic discipline must be made of at least 3 jurors.

Jurors can be part of more than one jury only if the timing of the exhibitions/performances are compatible for the evaluation during the event.

Composition of each Quality Jury:

- Big names, famous artists or personalities in the field;
- Partners and media-partners;
- Sponsors and partners who provide prizes and who have competence in judging the discipline/section of reference.

The jury members evaluate both the online selection events and the Semi Final.

For inspiration on the type of jurors see Appendix.

It is very important to give the right visibility to the jurors to motivate their participation. Make jurors' profile tabs on the website with photos and bio, and posts regarding them on social media. The European visibility offered by the project is an element of value for the members of the jury. Jurors are not paid for their participation. See in Insights an example of a webpage dedicated to the jury.

Awards and jury level are the engines that activate quality enrollment. It's important to communicate both these points well in order to get good artists signing up.

Examples of jurors: ...

6.PARTNERS

By means of web research, sector events, magazines and any other suitable channel, identify possible partners to be contacted and list them in an archive (excel file database).

- The contacts found for partnerships, media partnerships and criticism awards can be invited as members of the Quality Juries.
- For the visual arts section involve the Academy of Fine Arts, invite professors. The same process has to be carried out for each art discipline and related school.
- Research artistic collaborations, thus raising the visibility but also the quality of those who perform and those who judge.
- The search for partners is important both nationally and internationally, in order to spread the contest and have participants from other countries to which the contest is open. To establish partnerships with organizations in other cities, regions or countries allows you to reach more widely young artists and to identify new channels of communication.

These actions must be carried out in collaboration with the Communication Manager, to avoid overlapping.

See the process to be followed for the promotion of partnerships in the Communication MAnnual.

See Appendix “Partnership proposal templates”

Example of partners: ...

7.GUESTS

Contact prestigious personalities to be invited as guests in the events, and/or as jurors, and/or for presentations, exhibitions, performances. The participation of guests can be free, ensuring the functionality of the event as a showcase for guests who will enjoy European visibility.

8.CALL FOR ARTISTS

The launch of the call takes place simultaneously throughout Europe.

Registrations are made on the website www.martelive.eu, where there is a single registration form. According to the residency, the artist selects the European Area in which to compete.

Registration costs 5 €/10 € per proposal (single artist or group).

IT provides a general regulations and relates to the official website for specifications about the 16 artistic disciplines (see Appendix).

Nodal Organisations translate the calls into the local language for national dissemination. Each Nodal Organisation is responsible for the dissemination and promotion of the call in the relevant European area (geographical areas in Appendix “Countries breakdown”).

IT provides the web infrastructure and Each Nodal Organisation is responsible for the dissemination of content and materials on the media, promotion of the web and social media pages, growing number of subscribers. For details on the communication plan see Communication Manual, Call for artists launch plan.

Content of the general call:

- Presentation of the competition, MArteLive Creativity on Air European project and Creative Europe accreditation.
- Mechanism of the competition explanation, with selections held by European Area.
- Competition timing differentiated by European Area.
- General Regulations of the competition or link to the webpage.
- Artistic disciplines and links to dedicated pages on the website.
- How to register and links to the website for registrations.
- Main prizes (such as the cash prize for each art discipline winner and the participation in the Art in progress residencies) and links to the details of the prizes for each discipline on the website.

Content of the specific calls per art discipline:

- Characteristics of the performance or work to be presented (duration, dimensions, etc.)
- Materials to send for selection.
- Link to the page of the site with prizes and rewards for the specific discipline.
- Link to the page of the site with composition of the Quality Jury for the discipline.

Given the international dimension of the competition, and the European finals that will take place in Rome among artists of different nationalities, the proposals that contain speech and texts must be translated (written texts and lyrics) or subtitled in English.

Registration refinement

The Artistic Section Managers verify that all artists have sent technical sheets, biographies or show synopsis, high quality photos for the communication activity (materials already specified in the artistic disciplines, specific calls for application). They contact the artists to obtain any missing materials.

The minimum number of applicants to activate an artistic discipline is 20.

9.PRESELECTIONS

The Area Managers receive from IT an excel file with the data of the artists enrolled in their Area contest, one sheet for each artistic discipline.

It contains the artists' personal data, contacts, and links to submitted materials.

The Area Managers share it with each Artistic Sections Managers, that evaluate the materials and select the artists for access to the next phase - each Manager for his section.

Artistic Sections Managers select a minimum of 6 artists for each section according to the following criteria:

- quality of the proposal;
- contemporaneity;
- enjoyability for a young audience;
- ability to reach an international audience.

The Artistic Section Managers communicate the result to the selected artists.

After being notified, and confirmed their availability for the nexts contest phases, the selected artists are announced as described in the communication plan.

10.ONLINE AND STREAMING AUDITIONS

The artists who passed the pre-selection participate in streaming selection events.

MArteLive has built its identity on the emotion of "live" show, and assimilates the evolution of what "live" means in the contemporary. Live streaming is a new challenge and a new frontier for MArteLive, which is working on the concept of "experience" in streaming shows. Live events will be broadcast on MArteChannel web tv (link in Appendix).

The live selections will take place during 5 different online events, each one with its own format, where all the artistic disciplines are represented.

Each Nodal Organisation realizes 5 events (3 videos + 2 online exposition), one per type for its European Area of reference.

The Artists submit the recorded performance video or photos that are edited to compose the show.

1 ONLINE EVENT FORMAT EACH ARTISTIC SECTION, MADE OF MORE DISCIPLINES:

MUSIC

Live bands short concerts and djs exhibitions.

VISUAL ARTS

Painting, Photography, Sculpture, Street art, Graphics, Illustration, Fashion, Handicraft. This is not a live streaming but an online exposition on the website, that includes photos and video galleries (one each artist).

PERFORMING ARTS

Theater, Dance, Contemporary Circus, Literature reading performances. Can be splitted into more events if too long.

AUDIO-VISUAL

Short films, Video Clip, Video Art.

Voting:

Quality Jury: the jurors receive from the Artistic Section Manager the link to the evaluation ballots (google form in Appendix) related to the discipline that they must judge.

Each juror expresses a vote from 10 to 100 for each artist of the section.

Popular Jury: the public will be able to vote the favorite artists with "like".

At the end of the event the Section Manager will count the scores assigned and will draw up the Reports, on a Google Drive Document that includes a guide to compilation (see Appendix).

The evaluation is obtained by making the weighted average in which the Quality Jury weighs 75% and the Popular Jury weighs 25%. The weighted average takes into account the weight that is given to each number (in this case to each vote), so the vote of the Quality Jury will be "heavier" and will have more influence on the final evaluation.

It is necessary to communicate in advance to the artists the existence of the Popular Jury, so they can increase the audience by calling their supporters to participate.

Communication of the selected artists:

The Artistic section Manager will communicate the selection to the winning artists. After having received confirmation from the artists of their availability to participate in the final (confirming the place and date of the Semi Final) they will insert the names in the shared file "Semi Finalists" (Appendix).

The Semi finalists communication to the media will take place as indicated in the communication plan.

Please note: winners are NOT announced during the event, but in the days after through the website and media.

A minimum of 3 artists (or groups) per discipline are selected to participate in the Semi Final.

Artists selected during the online events do not receive prizes, which are awarded only to the Semi Finals winners.

11.SEMI FINAL EVENTS

The Semi final events follow the format of a multidisciplinary show, in which the finalists of all the disciplines perform according to a precise direction and timing, giving life to a unique surprising multi-artistic show.

It has to take place in a venue with defined characteristics, able to host all the arts and performances in the program.

The simultaneity of the arts and their hybridization and overlapping, the synergy of several shows in different spaces, but in a single location, creates that unique explosion of creativity that MArteLive means.

The disciplines are blended together in a play of artistic forces and balances.

In one room there is a concert, an exhibition of young craftsmen who create their artworks live, and suddenly everything can happen during the time of stage change: an opera performance, a theatrical flash, a dance show, a poetry reading. In the painting room the live creations the painters express the feelings of the environment, in the next room video art projections accompany the passage to the literature and theater room, where original performances follow one another.

Leave the literature room to find yourself immersed in a photo contest, and then imprinted on the paper and charcoal of a cartoonist ... stunned you leave the room and in the outdoor space there are fire eaters, jugglers, waders. You go back inside and following the flux you find yourself in the basement, where a small audience watches the projection of short films and video clips.

What you are living is the experience of the path.

12. VENUE SELECTION AND SURVEY

Create an excel sheet containing a list of possible venues reporting for each one: venue name, address, rooms number and size, available equipment, possible agreements with the owner, strengths and weaknesses.

Identification, study and analysis of the target characteristics: which audience, strategic location of the venue, logistical possibilities and how to use the spaces, costs and economic agreements.

It's always necessary to define the agreement with the venue manager before fixing the event date, clarifying all aspects including the economic one. A good option is to start the negotiation from a minimum of fixed guaranteed that the venue gives you for the event organisation and promotion, and then add percentages on the revenues from tickets and bar sales. MArteLive IT can support Nodal Organisations in the definition of agreements, suggesting some options.

Spaces:

The venue must necessarily be a multiplex, with a minimum of 4 acoustically separated spaces in which it is possible to perform several artistic disciplines at the same time without interfering with each other.

ATTENTION: it's not possible to host a final event in a venue with only one room, even if very large, because it distorts the MArteLive format. This is a condition with no exceptions.

Equipment check per discipline :

Music: check the availability and quality of audio system (including microphones, mixer, mic stands, effects, dynamic processors, audio monitors), backline (instruments like drums, keyboards), lighting system (number and model of lights, lighting console with adjustable memories).

Visual Arts: check the lighting system and spotlights positioning; possibility of setting up walls for expo - if not, it's necessary to find other solutions such as pallets or other supports.

Cinema and Videoclip: check the availability and quality of audio system, projector, screen. Verify if it's a DVD player or computer connected to the projector is available.

Literature: check the availability and quality of audio system, microphones, possibility of musical background or video projections. Check that there is silence around, imagining what sections will be performing in spaces nearby.

Dj: check the availability and quality of the audio system, 2 cd-js plus spare cd-j, 2 turntables, dj mixer, microphone. High table for console and audio monitor.

Theater, Dance and Circus: check stage dimensions, floor (is it suitable for dancing or needs a dancing carpet?), height of the ceiling (for circus performances that need high spaces), possibility to hang aerobatics equipment to the ceiling, availability and quality of audio and lighting system, microphones, audio monitors.

Check the availability of dressing rooms.

13.AREA'S FINAL EVENT PRODUCTION

Example of spaces subdivision and timing:

SPACE 1 - Live bands and during stage changes performances of dance/circus. Dj sets after the bands. Set up for the dj console a staging and a backdrop suitable for photos and videos.

Verify that the venue has a stage suitable for live performances and verify the feasibility of stage changes on the floor (in front of the stage, on the ground).

SPACE 2 - Live painting with exhibition space. During the evening there will be live performances accompanied by a dj set, or if it's not possible the presence of a dj prepares a suitable sound for the evening (no commercial music). The Organisation provides walls where to fix canvas or sheets. Do not use stands but large panels or pallets of 2 m minimum height and 1 m width, high enough to allow painting standing. The painters bring colors and canvas.

Fixed lighting appropriate to the live painting and proper lighting with spots for the exhibition. Do not use cold, neon or diffuse and intrusive lights. Please note, the Dj set must be considered as an accompaniment and not as the main show.

Avoid performing live music with bands and live painting in the same room as live painting would lose value.

SPACE 3 - Exhibition area of Graphics, Illustration and Photography in different rooms with dj set/background music, or alternatively in the same room of live music (space 1). Attention and care to the lighting and the supports used. For Illustration: provide tables (the artists bring sheets and colors), organise live shooting and projection of illustrators on screens, to attract more attention from the audience and emphasize the live activity.

SPACE 4 - Theatre and Literature (in a room other than music). The literary reading should last enough to allow the stage change for the theater section (usually max 10 minutes), so there is no downtime. To make the stage change easy, the reading can be placed on the side of the stage or in another area of the same room, properly enlightened.

SPACE 5 - Cinema, video clips, video art: projection on a large screen and/or on different screens. In case there are not enough spaces, these sections can go together with others, for example video clips can be projected before the live bands exhibitions, or cinema and video art could find space in the same room with theater and literature.

SPACE 6 - Circus, Handicrafts and Fashion. Juggling and circus art often require large spaces or outdoor spaces for the use of fire. In case of large turnout the circus and handicrafts provide excellent entertainment. These sections can be placed outdoor or in an aisle, ensuring it's a passage area, not necessarily in a hall.

SPACE 7 - Street Art live execution of works on large panels. The Organisation provides the panels, the artists bring the painting materials. The materials must be non-toxic and non-contaminating, or have a strong smell. No indoor spray. It's recommended the live shooting and projection of street artists on screens to attract more attention from the audience and emphasize the live activity.

Take care of the correct installation of exhibitions and live shows that are one of the most engaging aspects of MArteLive and must have the right space and management.

Artists must be informed of all the details: the space at their disposal both for the exhibition and for the live show for which they must bring the material from home (brushes and colors, while the organization provides support, lighting and adequate space), or check the possibility of having a sponsor who can guarantee the necessary materials.

Make sure in advance that the room has a sound system and / or lights suitable for the proper the evening's performance depending on the sections. In case of any failures, provide in time or find the necessary solutions with any technical sponsors (tool store or similar).

These are just examples, what is fundamental is to give the right space and visibility to all the artistic disciplines in competition!

Event production:

Schedule of the event

The Area Manager defines the schedule and timing of the event, supported by the Production manager, giving the rhythm and the sense of a unique show. Avoids downtime and fills stage changes and technical times with other performances.

Technical Management

The Artistic Sections Managers collect from artists the technical needs, stage plots from bands, dance, circus and theatrical companies, and give all the info to the Production Manager.

The Production Manager makes the production plan and ensures the technical equipment, materials, technical staff (sound engineer, lighting, porters).

Include in the production plan the setup and rehearsals timing and make sure the Artistic Sections Managers communicate it to the artists.

Always specify in advance to the artists the available equipment.

Tickets

Define the entrance ticket cost according to the line up, guest artists appeal and other events and venue characteristics you have analysed during the preparation. In Italy the cost of the ticket is 10 €.

Artists and jurors have the right to 2 free guests per person.

The suspended ticket system is implemented with the involvement of sponsors (see Fundraising MAnnual).

Make lists of artists, free guests and press completed with names and keep them at the counter. Make separate rows for guest lists and tickets sell.

Artists management during the event

The Artistic Sections Managers ensure the artists are on site on time for the setup and rehearsals.

They welcome artists and guests and show them the dressing rooms.

The guest artists have usually the right to free drinks in number to be defined or backstage catering, meals and other hospitality requests as agreed and specified in the rider (always attach the technical and hospitality rider to the artist contract).

Management during the event

The Area Manager and the Artistic Sections Managers check the progress of the event and intervene promptly in case of difficulties.

Take care of details (audio, light, mailing list collection etc).

Important: the manager of the venue must have the Area Manager as unique reference, and the artists must always contact the respective Section Manager for any kind of request.

The Managers must always be present during the preparation and development of the event.

Covid management

Policy and plans tbd according to the current risk in the area involved, including the venue's location and artists' provenance. Related statements and policies need to be published on the websites and communicated.

Email collection

In order to increase the contact database, prepare a form in which you can collect all the e-mails of the people coming to the event.

Communication

Share date and schedule of the Semi final with MArteLive IT before publishing.

NEVER publish the winner without first checking the results with MArteLive IT.

Collect the reference European Area press review.

Communication and promotion according to timing and modalities as per Communication MAnnual.

Photos and video recording

Professional photographers and video makers must be present to film the event.

Getting high quality pics and footage it's crucial.

After the event select the best pictures and edit the recordings to provide several short clips: emotional, effective, disruptive.

The dissemination of the photos and clips must be approved by the Communication Manager, in agreement with MArteLive IT Communication Manager.

Reports

Collect the following data for statistics:

- n. of artists
- n. of guest artists and names
- attendance (n.of tickets, n. of guests)
- average quality of the artists
- local feedback
- artists feedback
- jury votes

Plan C

In case it will be necessary to realize the Semi finals a streaming event, this will be configured as a real event, with a schedule and virtual "rooms" that will replicate the environments of the original format.

Voting during the physical event:

Print before the event the ballots for the Quality Jury and the Popular Jury (see Appendix).

Inform by email all the artists that there is a Popular Jury and that bringing their supporters to the event can help them to win.

Quality Jury:

At the beginning of the event, each Artistic Section Manager gives the jurors of its section the printed ballots (each juror has evaluation forms only for the artistic discipline that judges).

Popular Jury:

At the beginning of the event, the Artistic Sections Managers identify a strategic point where to place urns for the Popular Jury. The popular jury's ballot papers will be delivered to the cashier together with the entrance ticket and/or made available to the voting public in each room where the performances/expo take place. Beware of "smart people" who put in more votes for the same person.

Unlike the quality jury that expresses a vote for each artist in competition, with a figure ranging from 10 to 100, the popular jury expresses only the preference for an artist of any discipline simply by writing the name of the artist. This is why it is very important that the names of the artists are displayed next to each work and that there are signs with the names of the artists written in order of lineup.

It's a task of the Section Manager together with the Area Manager to count the votes, and to fill in the report sheet on Drive "Area Winners" (Appendix).

Only one winner (single artist or group) is awarded for each discipline .

Please note: winners are NOT announced during the event, but in the days after through the website and media.

See Appendix “Contest production plan” for details on activities and deadlines.

16.APPENDIX

For the translation of online sites and documents from Italian:

1. Open <https://translate.google.com>
2. Choose the language you want to translate into in the box on the right.
3. Insert in the left pane the link of the site you want to translate.
4. Click on the link of the site that appears in the right pane, it will open the translated site in the selected language.

Documents prepared in English by MarteLive IT, to be translated into local languages:

- Contest General Regulations
- Specific info for each discipline
- Contest application form
- Communication materials
- Graphics

Templates provided by IT

- Enrolled artists file (a list of all the artists registered for the reference Area is provided to Nodal Organisations by IT)
- Selected artists (1 each country with 16 sheets - 1 x each section)
- Area finalists + Area winners file

- Ballots for online voting (google form)
- Ballots for the final, Quality and Popular Jury (to be printed)
- Voting report file + compilation guide
- Prizes file (assignment and delivery)

- Venue check
- Contest production plan (general timeline and task, from team creation to closing with deadlines)
- Final event production plan
- Work plans for artistic section managers

- Risk register and risk assessment plan
- Contract templates (with location, suppliers, guest artists)
- Partnership proposal templates

17.DATA SHARING

Each Nodal Organisation shares a Google agenda with MArteLive IT, in order to manage the activities and to keep under control the deadlines.

Document sharing is done via Google Drive.

All team members must create a personal gmail email to access the Drive folders and to be notified for comments on Google Documents.

The Area managers receive access to IT_SOURCE MATERIALS Drive folder, that contains templates and examples.

The access to the IT>ADMINISTRATION folder will have to be reserved to Area Manager and administrative staff as it will contain elements of financial management of the global project.

For the documents to be filled:

- 1.Create a folder named with the area code (LT, PL or BA), and replicate the same folders' structure.
- 2.Copy the template you find in IT into your own corresponding folder.
- 3.Rename it starting with your country code.

Example: in the folder IT>ADMINISTRATION>HR you find the "Staffing template" file. Lithuania will copy it in the folder LT>ADMINISTRATION>HR and rename it "LT Staffing".

No one documents must in any case be deleted from source folders.

“IT_SOURCE DOCUMENTS” DRIVE FOLDER TREE

Upper case the folders, lower case the files.

***1.CONTEST DESIGN>**

- > Manual
- > Manual ppt
- > Areas - Countries breakdown
- > Timeframe

***2.ADMINISTRATION>**

- > REGISTRATIONS
- > FUNDRAISING
- > HR

*3.COMMUNICATION> this folder needs to be updated only with the confirmed info

- > GENERAL REGULATIONS

- > CALL

 - > General call

- > ARTISTS PRESS KIT

- > PARTNERS

- > JURIES

 - > JURIES COMPOSITION

 - > JURORS INFO

- > PRIZES

- > PRESS RELEASE

- > PRESS REVIEW

- > GRAPHICS

- > PHOTO

- > VIDEO

*4.OPERATIONS>

- > PRODUCTION PLANS

 - > contest work plan

 - > artistic sections managers work plans

- > ARTIST MANAGEMENT

 - > Enrolled artists

 - > Selected artists

 - > Winners and prize

 - > Guests

- > VENUE

 - > venue check

- > TECHNICAL

 - > tech sheets and riders

- > AUDIENCE MANAGEMENT

 - > GUEST LIST

- > VOTING OPERATIONS

 - > ballots templates

 - > voting reports

*5.RISK MANAGEMENT>

> CONTRACTS

> INSURANCE

> RISK ASSESSMENT

Reports: TBD

18.INSIGHTS

MArteLive Italy

www.martelive.it

What is martelive

<https://www.martelive.it/cose-martelive>

Contest

www.concorso.martelive.it

- Specific info for all disciplines

<https://www.concorso.martelive.it/sezioni>

- Contest application form

<https://concorso.martelive.it/concludi-iscrizione>

Prizes

www.concorso.martelive.it/premi

Jurors

<https://concorso.martelive.it/concorso/giuria>

Jury's members of an artistic section

<https://concorso.martelive.it/giuria/giuria-cinema>

Partners

<https://concorso.martelive.it/partner>

Web TV for streaming events
www.martechannel.it

Biennial
www.labiennale.eu

Martelive Europe
www.martelive.eu

19.MARTELIVE ITALY CONTACTS

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