



Open Call regulations for the Magic Garden exhibition

This regulation presents information about the project competition for the realization of artistic installations for the Magic Garden exhibition. The regulation is free and available to anyone interested on the website <https://magicgardenexperience.ro/>.

Following the competition, 6 artistic installations will be selected, of which 3 in coproduction Romania-Norway.

Art. 1. The Organizer

The organizer is The Why Not Us Association, based in Romania, Cluj-Napoca Municipality, 21 December 1989 Boulevard, no. 57, ap 3, Cluj County, having CIF 35727762, registered at the Register of Associations and Foundations under number 25 / 16.02.2016, represented by Constantin Covaliu.

Contact e-mail: office@why-not.us.

For Norwegian participants, the contact person is Christian Westblikk christianwestblikk@gmail.com.

Art. 2. Background

The organizer implements the Magic Garden project, a unique project for the Romanian cultural market, which aims to highlight the story and history of spaces considered national cultural heritage through contemporary arts and technologies. The project is addressed to the general public, to all those eager to discover the cultural heritage and contemporary art.

Magic Garden will take place in the Garden of the Roman Catholic Episcopal Palace in Oradea, one of the most valuable buildings built in Baroque style in Romania. The scale and innovative character of the project gives it a great possibility to replicate in other cultural heritage locations.

The project consists in the development of an exhibition with 12 installations, artistic and multimedia, interactive, inside the space, co-produced by artists from Romania and Norway. The artistic concept will be based on the history and legends of the place. The artistic installations will be presented in the form of a guided tour, which will be available to the general public every evening for 30 days. The tour will also include 8 actors in the role of guides, who will imitate historical personalities who were connected to the space. The participants' experience will be completed by 8 street art performances. The installations are designed to be visited and understood by all age groups, transform spaces, and focus on dialogue, interaction, and public involvement.

Article 2.1. About the project

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The project is initiated by the Why Not Us Association, and is implemented in partnership with Christian Westblikk from Norway.

Project objectives

The project aims to promote the cultural heritage of Oradea, facilitate access to art for the general public and develop new audiences. Also, in the long run, the initiators of the project wish that the exhibition will lead to an increased public interest in visiting heritage sites, and will also diversify the cultural and artistic offer. In addition, the project facilitates collaboration between Romanian and Norwegian artists and gives them the opportunity to gain notoriety and visibility.

The project is financed by the EEA Grants 2014 - 2021 within the RO-CULTURE program.

EEA grants represent the contribution of Iceland, the Principality of Liechtenstein and the Kingdom of Norway to reducing economic and social disparities in the European Economic Area and to strengthening bilateral relations with the 15 beneficiary states in Eastern and Southern Europe and the Baltic States.

These funding mechanisms are established on the basis of the Agreement on the European Economic Area, which brings together EU Member States and Iceland, Liechtenstein and Norway as equal partners in the internal market. In total, the three states contributed € 3.3 billion between 1994 and 2014 and € 1.55 billion for the 2014-2021 funding period.

More details are available on: www.eeagrants.org and www.eeagrants.ro

The RO-CULTURE Programme is implemented in România by the Ministry of Culture through the Project Management Unit. The Programme aims at strengthening social and economic development through cultural cooperation, cultural entrepreneurship and cultural heritage management

The total budget amounts to almost 34 million EUR.

For more details access www.ro-cultura.ro

Art. 3. The contest

The contest is public and is addressed to all artists, who have at least residence in Romania or Norway and who want to have the works materialized and presented in the Exhibition Magic Garden, in accordance with the terms of this competition regulation and in accordance with the national and international legislation in force, but also in accordance with the regulations and funding methodology of the RO-CULTURE program and the EEA Grants.

The competition aims to identify the best concepts of installations with the possibility of implementation within the budget and the other conditions of the technical brief available on the project's website, mentioned in this regulation.

Thus, following the competition, 3 installations proposed by artists from Romania and 3 installations proposed by artists from Norway will be chosen.

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The organizer reserves the right to choose more projects than the number mentioned above, by assuming the costs of acquisition and production from its own budget.

Article 3.1. Eligibility conditions

- Individual artists or teams of up to 3 people (hereinafter referred to as Participant) can enter the competition.
- Each participant can enter the contest with one or more works.
- For each paper, each participant must record a minimum set of 5 photos (renderings or references, or hand drawings / sketches) and a text description of at least 125 words.
- Participants must have at least residency (and be able to prove it) in Romania or Norway.
- Proposed projects / works must be original and belong to the persons proposing them.
- Participants must publicly assume that if the proposed project (s) or work (s) are selected, they will waive intellectual property rights and sign a copyright assignment agreement in favor of the organizer.
- Participants must comply with the registration conditions specified in this regulation
- Participants must comply with the creation and technical brief provided in the regulation and available on the project website.
- The works must be within the budget mentioned in this regulation
- Participants must agree to be associated with the work exhibited in the exhibition locations, but also in the communications of the project
- The projects will be written in Romanian (by Romanian participants) and in English (by those from Norway)
- The organizer reserves the right to refuse registration, or to remove from the competition participants who are suspected serious indications of copyright infringement
- Participants agree to be available to provide advice on the actual implementation of projects between 13 August and 3 September, including in site participation to the implementation proposes, if necessary
- The works must be easy to assemble and disassemble, without requiring additional investments (fastenings, joints, anchors, etc.)
- The works must be made of usual components, without the need for very special conditions for making, usage and storage
- Projects of a xenophobic, anti-Semitic or discriminatory nature of any kind will not be accepted.
- Partially or totally plagiarized works are not accepted.

Article 3.2. How to register

The registration will be done by filling in a form available on the page <https://www.magicgardenexperience.ro/>.

Participants will receive a message confirming registration for the contest within a maximum of 48 hours.

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In case of non-receipt of the confirmation, they can send a notification email to opencall@magicgardenexperience.ro

Art. 3.3. Contest calendar

The contest calendar is as follows:

- July 15 - announcement of the contest
- August 13 - end of the contest
- August 15 - announcement of the winners
- August 17 - contracting of works and making initial payments for winners
- September 5 - submission of physical works by participants to the organizer.

The registration deadline is August 13, 2022, at 23:59, Romanian time (UTC + 3).

Art.4. Contest budget

The total budget of the contest is divided into two categories:

The budget for 3 installations designed and made by Romanian artists is 36,208 lei and includes the realization of physical installations and the payment of copyrights. Each proposed installation should be within the budget limit of 12,069 lei.

The budget for each installation includes the following categories of costs:

- Realization of physical installations, including materials and labor
- Payment of royalties
- Travel costs in Romania (if applicable)
- Fees and taxes on royalties

Maximum total budget of the competition for a total of 3 works physically performed in RO-NO co-production is 72,417 lei (or equivalent in euros).

Each work in co-production must fall within the budget limit of 24,139 lei (equivalent in euros), which includes:

- Realization of physical installations, including materials and labor
- Payment of royalties
- Travel costs in Romania (if applicable)
- Fees and taxes on copyright

Art.5. Technical and creative brief

The technical and creative brief for installations are publicly available and can be consulted at <https://www.magicgardenexperience.ro/>.

Art.6. Evaluation criteria and selection of winners

Art. 6.1. The evaluation criteria

The evaluation of the projects will be performed by a jury, based on the following criteria:

- Framing in the artistic concept of the exhibition and artistic quality

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- Possibility of technical implementation
- Framing in the allocated budget
- Possibility of implementation in the allotted time (August 13 - September 5, 2022)

Art. 6.2. Scoring grid

The projects will be scored as follows:

CRITERION	ALLOCATED SCORE
Possibility of technical implementation	3 points
Framing in the allocated budget	2 points
Framing in the artistic concept of the exhibition and artistic quality	4 points
Framing in time of implementation	1 point

The maximum score is 10 points.

Article 6.3. Jury method

Each proposed project will be judged individually.

Jury members will receive only the proposals / projects and the description, without receiving the contact details of the participants.

- For each of the above evaluation criteria, a grade of 1 to 10 will be given by each member of the jury.
- For each criterion the marks given by the members of the jury will be added and the arithmetic mean of the marks given by them will be made.
- If the final mark (arithmetic mean of the marks) is 10, then the criterion will be scored with the maximum score, according to the table above. Otherwise, the criterion will be scored proportional to the grade received. (ex: if the arithmetic mean is 8, then the criterion will be scored with 80% of the total score allocated to that criterion)
- The final score for each proposed project will result after evaluating all the criteria.

If two or more projects /proposals have equal scores, the Artistic Director will exercise his right of veto and decide which of the projects is best for the needs of the project.

The evaluation will be performed separately for each budget category, Romania and Norway, respectively.

Article 6.4. Jury

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The evaluation and selection will be made by a jury consisting of:

Constantin Covaliu - Project Manager
Bianca Szocs - Marketing Manager
George Ciprian Apostu - Event Organizer
Ionut Lucian Rusu - Artistic Consultant
Cornelia-Alina Borza - Artistic Director

Art. 6.5. Winners

The winners designated after the contest will be published on the website <https://www.magicgardenexperience.ro/>.

The winners will be contacted via phone and email, presenting them with the draft copyright assignment contract and the necessary steps in signing the contracts.

Art.7 Payments

After signing the contracts, payments will be made in installments, according to the following installments:

- 50% of the amount on the date of signing the contract
- 20% of the amount on the date of completion of the installation
- 20% of the amount on the date of delivery of the installation
- 10% of the amount on the installation

Payment installments can be modified by agreement of the parties.

The amounts due to the winners of the contest are awarded in lei for the winners from Romania and the euro equivalent, calculated at the EUR / RON exchange rate of the National Bank of Romania valid on the date of payment for the Norwegian winners, based on a copyright assignment contract provided by the Organizer.

Art.8. Processing of personal data

The processing of personal data in the organization and conduct of this contest by the Organizer will take place in accordance with the information on the processing of personal data on the website <https://www.magicgardenexperience.ro/>

Personal data of the contest participants are processed in accordance with the applicable legal provisions in the field of personal data protection and subsequent legislation.

In order to achieve the goals of the contest, the Organizer will record and use the necessary data of the participants during the competition. The data of the applicants who did not win in the contest will not be kept after September 5, 2022. The data of the winners will be kept until the end of the project.

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Art.9. Final provisions

The Organizer reserves the right to amend and /or supplement the Regulations, as well as the right to suspend and /or cease and /or extend its implementation, with prior notice to participants /potential participants of any amendment at least 48 hours before they become applicable, by posting on the website.

Any disputes between the Organizer and the contest participants will be resolved amicably.

By participating in this competition, competitors agree to comply with these Regulations.

For information and communication about the contest, you can contact us at the email address office@magicgardenexperience.ro.

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