



SEGNINCORTO

International competition for short videos

Making food in the Alps

Introduction

The Alps are one of the largest mountain ranges on our continent and to everyone they represent *the mountainous heart of Europe*. The Alpine territory covers eight different countries and includes landscapes characterised by high peaks, perennial glaciers, lakes and streams, large and tiny valleys inhabited by dispersed communities, strongly rooted in their centuries-old traditions, but also ready to welcome change and innovation.

The peculiarities of the environment and landscape of the Alps set the conditions for extraordinary biodiversity, enriched by the pastoral and agricultural activities of the people who have settled in these places since the Palaeolithic. Different communities, united by a macro-regional identity are significantly represented by the food heritage, which is composed of both tangible elements (raw materials, rural buildings, work and kitchen tools) and intangible elements (festivals, farming practices, cultivation, food and wine traditions).

Even today, agriculture and farming in the Alpine mountains are becoming a precious chance for the reinvention of the landscape and an opportunity for sustainable development and agronomic experimentation. Agriculture and farming have become a field of discovery and investigation for the kitchens of both homes and restaurants, real laboratories in which ancient ingredients are always transformed in new ways, to satisfy ever-changing tastes and palates.

Making food in the Alps is a way to represent, in a few words, the richness and complexity of the life of Alpine communities: for this reason it was chosen as the theme of the 2022 edition of *SEGNINCORTO - International Competition for short videos*, promoted by Comunità Montana di Valle Camonica, as managing body of Distretto Culturale, along with the "Borgo degli Artisti" Association of Bienno, with the collaboration of the "Restaurateurs of Valle Camonica - Sebino" Association and the active support of the Ethnography and Social History Archive of the Regione Lombardia.

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All these institutions have worked in various ways over the years to document and testify the fundamental value of “food making” for the inhabitants of the Alps. “Food making” is a constitutive anthropological foundation of life in the mountains, a ritual and community tradition which is repeated every season, a space for the representation of identities and change.

The Valle Camonica territory, known as the Valley of Signs, has been in recent years the field of experimentation for research, projects, practices relating to the production, processing and administration of mountain food: these are the reasons that convinced the promoters of the competition to broaden their outlook towards the international horizon of *Making food in the Alps*.

Competition theme and categories

The 2022 edition of *SEGNINCORTO International Competition* is open to authors and directors of short videos divided into the following categories:

- A. **Cortostorie:** for narrative, staged and poetic video productions lasting between 3-20 minutes (including opening and closing credits);
- B. **Documentaries:** for video productions of a maximum of 30 minutes that document, represent or exemplify production processes or techniques, paths and institutional or social projects;
- C. **Cortissimi:** for micro productions, reels and commercials with a maximum duration of 1 minute.

For all categories, the reference theme must be *Making food in the Alps*, expressed in either published or unpublished productions created since the year 2020. Productions whose creation or publication is prior to that year will not be accepted.

Rules

1. Participation to the competition is free and open to all.
2. Each author, director and producer can submit only one work, to be placed into one of the three categories.
3. All short videos must be submitted in two versions:
 - 1- original language version without subtitles;
 - 2- original language version with English subtitles.
4. The subject and script of the short video must be consistent with the general theme of the 2022 edition of the competition, related to *Making food in the Alps*. Short videos with subjects or characteristics other than those provided will not be admitted: the Jury has the unquestionable power to either admit or exclude the short videos presented in the different categories of the Competition if they are considered different or inconsistent.

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Prizes

The task of admitting, selecting the finalists and proclaiming the winner of each category of the Competition is entrusted to a Jury of experts who will be appointed by the "Borgo degli Artisti" Association of Bienno, which acts as the organisational secretariat of the Competition.

The prizes up for grabs for each winner are as follows:

- Category **Cortostorie**: € 2.500,00 (two thousand five hundred) to the first classified
- Category **Documentari**: € 2.500,00 (two thousand five hundred) to the first classified
- Category **Cortissimi**: € 1.000,00 (a thousand) to the first classified.

The Jury has the unquestionable faculty to award non-cash prizes and special mentions to short videos selected for particular merits and they will motivate this choice.

All participants are invited to the Award Ceremony, to be held in Monno, Alta Valle Camonica, at the Ca'Mon Community Centre, in October 2022.

The directors present at the Award Ceremony will receive a souvenir of their participation.

The official date and organisational details of the Award Ceremony will be provided by the Organising Secretariat on the website www.borgoartistibienno.it.

How to participate

The short videos must be sent to the Organising Secretariat in **MP4 format 1920x1080** in the two requested versions (**original and with English subtitles**) no later than **15th September 2022** by sending a link to online viewing (Vimeo, YouTube, etc.) taking care to indicate the access password. Only if it is not possible to proceed otherwise, we will accept files sent via WeTransfer or similar platform (size not exceeding 2GB) to the following email address: bdasegnincorto2022@gmail.com

To participate in the competition, it is also necessary to fill in the attached form in all its parts and send it to the Organising Secretariat of the Borgo degli Artisti Association of Bienno (email: bdasegnincorto2022@gmail.com).

The finalists of the various categories will then be asked to forward a copy of the video file for the screening, in a format yet to be agreed. Submissions of different material are not allowed unless requested by the Organising Secretariat.

The winning short videos may be requested by the promoters of the Competition for screening tours, festivals or themed evenings organised in the Valle Camonica area, subject to the author's consent.

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Info

For information on the Competition contact the Organising Secretariat of the Borgo degli Artisti Association of Bienno - email: bdasegnincorto2022@gmail.com

Privacy

The personal data transmitted by the candidates along with the application to participate in the selection will be processed by Comunità Montana Valle Camonica for the purposes of managing the procedures connected to this Announcement, pursuant to the GDPR - EU Regulation 2016/679.

Disclosure (Article 13 of Regulation 2016/679 / EU)

Holder of the treatment

Comunità Montana Valle Camonica, piazza Tassara 3, Breno Tel. 0364-324011, info@cmvallecamonica.bs.it has appointed its Data Protection Officer who can be contacted by email at rpd@cmvallecamonica.bs.it.

Purpose and legal basis of the processing

The personal data collected is processed as part of the procedure and for the consequent administrative and judicial proceedings. The processing is carried out for the performance of a task of public interest.

Duration of storage

The collected data is kept for 5 years from the conclusion of the procedure.

Data recipients

The data may be disclosed as part of any access requests. Third parties who process personal data on behalf of Comunità Montana, for example for IT assistance services, are Data Processors and comply with specific instructions. The data will not be transmitted outside the European Union.

Rights of the interested party

The interested party has the right to ask the data controller for access to personal data, its correction or cancellation and the limitation of processing. In some cases, he also has the right to object to the processing of personal data. You can exercise these rights by contacting the Data Protection Officer at rpd@cmvallecamonica.bs.it. Finally, the interested party has the right to lodge a complaint with the Guarantor for the protection of personal data.

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