



## **PUBLIC NOTICE**

**I ART: THE DIFFUSED CENTRE FOR THE URBAN REDEVELOPMENT OF THE OUTSKIRTS OF THE MADONIE MUNICIPALITIES – Acronym “I ART Madonie”**

**CALL FOR ARTISTS: ACTIVITY No. 4: URBAN ART INTERVENTIONS FOR THE REDEVELOPMENT OF THE SUBURBS**

**THE ACTIVITY WILL TAKE PLACE: 13 September – 3 October 2021**

**LOCATION:** Sicily - 18 municipalities partners of the I ART Madonie project

1. Alimena
2. Aliminusa
3. Bompietro
4. Caltavuturo
5. Castelbuono
6. Cerda
7. Geraci Siculo
8. Gratteri
9. Lascari
10. Petralia Soprana
11. PetraliaSottana
12. Polizzi Generosa
13. Pollina
14. San Mauro Castelverde
15. Sciara
16. Scillato
17. Sclafani Bagni
18. Valledolmo

**DEADLINE:** 18 June 2021

**APPLICANTS:**

The Call is open for any artists, regardless of their nationality.

**ART TECHNIQUES:**

Wall paintings (murals) to be made with outdoor paints such as acrylic quartz and/or spray varnishes or other techniques for external surfaces that guarantee a long life of the works.

**INFO:** <http://www.iartmadonie.it/en/homepage/>



## **Art. 1 - THE PROJECT**

*I ART Madonie project is based on an integrated strategy of urban requalification and regeneration to be implemented in the 18 municipalities of the Madonie territory involved in the project. All the municipalities are characterized by deep identity traits that transmit values and secular oral traditions as result of long historical stratifications. Intertwining with environmental and landscape peculiarities, today the centres offer a dense richness also expressed in local tangible and intangible cultural and natural heritage considered unique in Sicily.*

The objectives of the project are as follows:

- Urban regeneration of involved villages and creation of a diffused cultural system in the Madonie district;
- Improvement of the quality of urban, public and shared spaces;
- Enhancement of urban-scale performances and services, including the development of third sector practices for social inclusion;
- Creation and networking of multi-purpose cultural centres equipped with multimedia tools and immersive content;
- Networking actions, such as the MILLEPERIFERIE platform for urban regeneration projects in the suburbs;
- Workshops and similar activities for territorial animation and skills development;
- Realization of street art and urban art interventions with the involvement of hundreds of international artists;
- Development of local communication and marketing actions.

For further information about the project: <http://www.iartmadonie.it/en/homepage/>

## **Art. 2 – OBJECT OF THE CALL: Urban art interventions for the redevelopment of the suburbs**

Activity 4 of the project I ART Madonie involves 48 of the most interesting contemporary artists in the field of urban art, and more specifically street art, which will be selected with this Call.

The selected artists, supported on site by the host Municipal Administrations and a local assistant, are called to intervene in the urban spaces identified by the municipalities in compliance with urban and environmental restrictions and will be inspired for the creation of their works by the universe of intangible cultural heritage of the municipalities involved, including: religious and pre-Christian celebrations, craft knowledge, production cycles, traditional artistic expressions (see Art. 3 and attached photographic collection).

This Call concerns the production of "physical" works of street art made with techniques and materials that can ensure a duration in time of at least 5 years.

The SO.SVI.MA. Spa will select no. 48 artists *who will be called to realize the works proposed in the physical spaces identified by the partner municipalities, the owners of the buildings and selected by the Curator and the Artistic Director of the project.*



### Ranking and prizes:

The conditions offered by the project vary depending on the position of each artist in the ranking, as specified below:

- The first 18 artists:
  - o a cash prize, distributed as follows:
    - top 3 classified: € 2.000 each inclusive of any withholding tax;
    - next 15 classified: € 800 each inclusive of each withholding tax;
  - o coverage of travel, board and lodging costs. It is specified that the trips will be covered only for those traveling from European cities and Mediterranean countries;
  - o flat-rate contribution and in any case up to € 500,00 for necessary materials;
  - o any services for the realization of the works, including small scaffolding or lifting baskets, where necessary and up to the available project budget;
  - o will be part of the I ART network benefiting from the promotional and communication channels of the project.
  
- Artists ranked in the remaining 30 positions (from position 19 to position 48) will receive:
  - o a special mention;
  - o flat-rate contribution of € 300, to cover the costs of food and accommodation for 10 days of stay in the Madonie territory during the event;
  - o flat-rate contribution and in any case up to € 500,00 for necessary materials;
  - o any services for the realization of the works, including small scaffolding or lifting baskets, where necessary and up to the available project budget;
  - o will be part of the I ART network benefiting from the promotional and communication channels of the project.

### Artist residency and interaction with the community

The selected artists will stay in the assigned municipality for a variable period, as defined below:

- Artists classified from 1 to 18 will remain for a period of 20 days each;
- Artists classified from 19 to 48 will remain for a period of 10 days each.

In view of the number of days of stay and the size of the surfaces on which the works of art will be realized, each selected artist may be required to produce more works.

At their arrival in the host town, all artists will be required to make an official presentation of their project, and a preliminary period (at least one day) will be dedicated to the interaction with the community and the Administration, in order to promote the involvement of territorial realities and create an executive project shared and consistent with the spirit of the place.

For this reason, the general project presented by the artists in the phase of participation in this Call may be subject to variations compared to the one that will materially be carried out according to the municipality, its peculiarities, the interactions with local communities, the specific theme assigned to them, the surface on which the work and its context will be represented and according to what was



agreed in the executive phase with the Curator and with the Artistic Director of the project "I ART Madonie".

The works produced by the artists will be donated to the owners of the walls on which they will be realized.

### **Art. 3 – SUBJECT OF THE ARTWORKS: THE INTANGIBLE CULTURAL HERITAGE OF THE TERRITORIES CONCERNED**

The interventions of urban art will be realized in villages rich in historical, architectural and anthropological stratifications, stuck over the centuries and crossed by intimate streets flowing like veins of a secular living organism. Therefore, the interventions will necessarily confront the deepest and most authentic aspects of the communities that inhabit them and their tangible and intangible cultural heritage.

We refer to the universe of oral traditions, handed down orally from one generation to the other for centuries, which define the highest identity of each village and represent characteristic elements, jealously guarded and proudly shown by the inhabitants. A universe that includes religious celebrations - often of pre-Christian origins, closely interconnected with productive cycles such as propitiatory rites, celebrations in honour of the deities for the crops - become syncretically holy, ancestral and millennial ritual celebrations that still mark time and moments of strong collective identity. A universe that also concerns the traditional expressions of dances and artistic practices handed down over the centuries.

The intangible heritage of the Madonie territory includes:

#### **Celebrations**

The work and the relationship with landscape and nature, which have always guarded and governed the existence of rural communities, cross another fundamental aspect of the life of villages in the Madonie district: **celebrations, rituals and festivals**. Rituality in its various forms, as an expression of collective aggregation and as an essential moment in the identity of communities, sees the mixing of elements of Christian religious life with aspects of archaic pagan cults. The processions, which carry through the streets of the country the feretory with the statue of the saint, are often full of propitiatory symbols, aimed at ensuring the reproduction of life, the fertility of men, animals and fields. Wheat and its derivatives, seeds, fire and manufactured products, symbol of wealth, are combined with the sacredness of the icons, as happens in San Mauro Castelverde with the most long-lasting festival of the Madonie. Or in Sciarra, where, in the middle of the night, the believers accompany the statue of the Virgin Mary with torches of *ampelodesmo*. The men reproduce chaos to restore order, to welcome spring with the rites of the **Holy Week/Easter** and with the celebrations for **Saint Joseph**. In mid-March, the community gather around large tables with traditional dishes, fruit of the work of housewives, as happens in Lascari with the longest table in Italy. Man's relationship with nature also leaves its traces in the "tuccata di lupi du juovi di' mastri" (Thursday of master craftsman). At the beginning of June, the masters of crafts go around the streets of Gratteri to play



drums all day, as hunters did in past centuries, to disorientate, scare and then chase the wolves that besieged the forest and the village.

The traces of the pomp of the past emerge in the re-enactments that revive the history of the territory and the eminent families who lived there. In Geraci Siculo velvet fabrics, falconers and flag-wavers every year report the life of the country back of seven centuries, recalling the most significant moments of the great epic of the **Ventimiglia**, which played a central role in the history of the Kingdom of Sicily.

The footprint of another illustrious family has marked the life of the villages nestled between the winding curves of the Madonie. The **Targa Florio**, an event commissioned by Vincenzo Florio in 1905, is one of the oldest and most famous car races in the world. The "Cursa" reached the 104° edition: a real collective ritual that has its beating heart in the Circuit of the Madonie and that still attracts lots of spectators, dangerously clinging to the hills and the curves of the route. A sense of aggregation and collective recognition that today we only find in football competitions.

### Living human treasures and characters

If it is true that people belong to places and identify themselves in them, the opposite is also true: places are made by the **people** living there. It is relationships and the awareness of belonging to a collective entity that weave the dense net of the community. Each one is a node of this plot, whose intertwined threads give life to cultural heritage. The words, gestures, stories and knowledge of these people "make" the community: the embroiderer, the carver, the poet, and the weaver, often elderly, as well as kings, revolutionaries, stylists, directors or actors internationally renowned. They are the personification of centuries of knowledge and stories handed down, holders of the collective heritage, of which they preserve the precious treasure. Domenico Dolce (Dolce&Gabbana), Martin Scorsese, Vincent Schiavelli are some of the world famous characters who have their roots in these places!

### The traditional knowledge

In places and landscapes the footprints of the past are also visual tales that transmit sensations through images and colors. Among the amber shades of yellow in Caltavuturo, we find the sweet product of the laborious art of beekeeping: honey. In the most pronounced golden shades, symbol of the summer heat of the Sicilian lands, **wheat** sprouts in the fields, prince ingredient of the most delicate Sicilian fragrant notes. The result of the hard work of the fields, symbol of rebirth and comfort, before arriving on the tables in its most famous form, that of bread, is taken care of in the different passages, from the tireless peasants from its cultivation up to the milling passing through the plowing and weighing. There are days and festivals dedicated to the wheat, in order to remember its importance and essentiality.

A green landscape in all its shades is enhanced by olive trees and its delicate fruits, as well as artichokes that dot the territory adjacent to the small town of Cerda. The artichokes are served in the most varied gastronomic preparations, and add sweet flavors to the notes of colour offered by these slopes.



The color of a fruit that is symbol of the Sicilian lands, the tomato - main ingredient on the tables of Sicily - fills with joy the Madonie's fields and is celebrated every year in Valledolmo with an important festival. Consumed raw or processed to obtain sauces to accompany different dishes. Under the sun of the hot summer days it is dried to be consumed throughout the year: It will not be difficult to run into stretches of sweet red fruits lying in the sun to slowly dry.

Less pronounced notes, orange with red and velvety veins, those that color the orchards of the countryside around Scillato. Delicate in color and taste and inebriating in scent, apricots lend themselves to the most varied preparations and triumph in jams accompanied by delicious local dishes.

Black, purple, blue, but also green, yellow and golden are the colors of the grapes to be consumed fresh or to be transformed with the long process of viticulture, harvesting and crushing, like the one that is recalled every year in Petralia Soprana, in one of the most popular drinks: wine. Rich images of colors and suggestions from the vines that go up the slopes, the scent of the must in the streets, the happiness of sharing the banquets during the holidays. During the holidays, at Polizzi Generosa, you can come across several delicacies: hazelnuts, fruit that lends itself to the most delicious preparations; the *badda* beans, with their unmistakable two-tone black and white, enrich the tables and caress the palate. Similarly, the *pipidda polizzani*, peppers to eat roasted and with fragrant bread of the house. To honour the festivities, we can find other fruits, those linked to **pastoralism** such as the ritual cheeses, *cavadduzzi and palummeddi*, in Geraci Siculo that with their white candor pay homage to the ritual celebrations. White as the color of *manna*, extracted from ash in Castelbuono and Pollina for culinary and cosmetic purposes. The wise hands of the ash-grower carve the bark of the tree, from whose wound the white resin flows, like blood. An ancient technique, handed down and shared within families.

In the journey through the Madonie villages it will not be difficult to come across **traditional handicrafts**. In the villages we can meet wise hands that, with art and skill, weave wicker and rush to make magnificent baskets, as in Sclafani Bagni or Alimena with their *carteddi and furrizza*. At Aliminusa and Bompietro delicate and fine are the hands that, with dedication and wisdom, are committed to the art of embroidery with white cotton threads, while other workers work powerful and austere materials such as wood and iron.

### **The expressions of oral traditions**

Tangling threads in the art of embroidery and weaving is an action that, with the vitality of its movements, refers to the flow of life, the driving forces of nature. This is what evokes the traditional dances such as the "Scottish", in which pairs of dancers trade places and twirl. Intertwining - of bodies this time - is the **Ballo della Cordella** of Petralia Sottana. Dancers in pairs move around a rod adorned with wheat ears and colored ribbons. This representation presents many symbols: the pole replaces the tree and the weaving of wheat and colors thanks nature symbolizing seasons and constellations.

Traditions, work, people and landscapes are inextricably linked, in a cross section, the one of Madonie's area, waiting to be discovered and told. A journey that nourishes the senses and fixes in the heart images to share.



#### **Art. 4 - SUBMISSION OF PROJECTS**

Each candidate has to submit a preliminary project proposal. The project should be inspired by historical and anthropological aspects and, in particular, by the intangible cultural heritage of the Municipalities partner of the project as specified in the previous Art.3.

In this regard, the photographic collection attached to this Call may help, for information purposes only. It is available at <https://drive.google.com/drive/folders/18nvHUSN45CAObEW2Cc9PIJvNPdlz0TKx?usp=sharing> and is accompanied by a short description available in the "details" section. Each artist will be able to restore this universe of identity through his own work, created according to a free personal interpretation. The project presented by each candidate is indicative and may be subject to adjustments according to the destination municipality and its peculiarities, interactions with local communities during the period of residence, the specific theme that will be assigned and the surface on which it will be represented, as well as its context.

#### **Art. 5 - RESPONSIBILITY OF ARTISTS**

The SO.SVI.MA Spa, the Project Management, the Curator, the Municipality partner and the property:

- are released from liability in case of material or immaterial damage to persons, properties or to the artists themselves, that may occur during the execution of what envisaged by this Call. For this reason, participants are suggested to take out appropriate insurance cover at their own expenses;
- will not be liable even in case the realized artworks were covered by copyright held by third parties. The artist assigned to the space is directly responsible for it, as well as of the realized works. The artist must, however, act in compliance with all the safety regulations in force in this field and with any requirements that may be given by the competent offices.

Each artist, therefore, will take responsibility for any damage he/she causes of any nature, including the contents of the works made. The artist is also fully responsible of the aesthetic care of the space assigned to them. If the assigned space is not painted in an organic way, or verses in a state of decay or is used improperly and not for artistic purposes, the SO.SVI.MA. Spa reserves the right to declare the termination of the assignment of the space, or, in the most serious cases, to proceed with the withdrawal of the authorization.

#### **Art. 6 - Facilities**

The SO.SVI.MA. Spa offers participants additional services, compared to those listed in the previous Article 2, which are listed below:

- **assistance** from the Curator, local assistants and the host Municipal Administration;
- **technical support** and access to public and private archives, libraries, collections and research centres in the host municipalities;
- **public space** where the artist can, when necessary, have access to a computer with internet connection and printer;



- space to create-work (**Atelier**) dedicated to the artist during his stay;
- **promotional support to the artworks and the artist himself** through all the information channels of the project, including press releases, editorial, brochures, video documentaries, social media, etc...

### **Art. 7 - Eligible persons**

The call is addressed to any artists, regardless their nationality, who meet the following requirements:

- 18 years of age;
- good knowledge of written and spoken English language and preferably knowledge, at least at the basic level, of Italian language.

### **Art. 8 - Modalities of participation**

To participate in this Call, it is necessary to complete in all its parts Annex A - Application, an integral part of this notice, which includes:

- motivational letter: maximum 2000 characters;
- Schedule of each proposed work. The number of works that can be proposed and that will be realized during the residency will be between 1 and 4.

The schedule of each proposed work should include the following:

1. description of the proposed work: max 2000 characters (including spaces), explaining the consistency with the theme of the competition referred to in Art. 3 of the Notice. Description of the chosen subject and the technique to be used;
2. explanatory image of the work to be realized: max 1 image attached (max 2 mb)
3. Detailed indication of the materials required for the realization of each proposed work, in addition to the estimated quantity and cost. Kindly refer to Art. 2 for the costs covered by the project. Any additional costs beyond the planned budget will be borne by the artists;
4. Details of the services and equipment required for the implementation of each proposed work.

The following documents should be added to the application:

- curriculum vitae/artistic presentation in European format;
- copy of a valid identity document;
- digital documentation of the most recent and representative works (max 5 images, maximum overall size 8 mb), or link to personal website and/or social profile, with access to the gallery of the candidate's works.

The Application form and the aforementioned attachments, duly completed and signed, must be sent **no later than June 18 at 13.00** at [sosvima@gmail.com](mailto:sosvima@gmail.com).

### **Art. 9 - SELECTION**



The **Evaluation Committee** will be composed by the Artistic Director, the Curator and 3 experts in the field of contemporary visual arts and will designate the winning artists at its sole discretion. The commission reserves the right to interview the candidates by telephone or teleconference. The submitted material will not be returned.

The names of selected artists will be published on the website [www.sosvima.com](http://www.sosvima.com) by the end of July 2021.

The selected participants will be contacted by e-mail and/or telephone within the maximum limit of 60 days before the start of the residence.

From the Communication of successful selection, the candidate will have 8 days to reply and sign the registration form to the program that must be completed, signed and sent to the address that will be indicated on the form. At the end of the 8 days, the eventual lacked confirmation will be considered like renunciation and the Commission will proceed with the sliding of the ranking. Participation in the competition is free of charge and implies acceptance of all the rules contained in this public call.

#### **Art. 10 - EVALUATION CRITERIA OF APPLICATIONS**

The received requests will be evaluated by the Evaluation Committee on the basis of the following criteria:

- coherence of the project with the theme of residences;
- quality of project proposal;
- number of works proposed during the period of residence;
- ability to relate to local contexts.

The result of the Evaluation Committee will be published on the SO.SVI.MA. Spa website [www.sosvima.com](http://www.sosvima.com) and communicated by e-mail only to selected subjects.

#### **Art. 11 – TIMELINE**

- Publication of the notice: **10 May 2021**
- Deadline for acceptance of the application: **18 June 2021**
- Communication of the list of admitted candidates: **by 30 June 2021**
- Conclusion of the selection: **by 15 July 2021**
- Start of the residency: **13 September 2021**

#### **ATTACHMENTS:**

The following documents are attached to the present Call:

- 1 . Annex A) – Application form;
- 2 . Photographic collection of some intangible heritage and landscapes of the Madonie area, for information only.



(<https://drive.google.com/drive/folders/18nvHUSN45CAObEW2Cc9PIJvNPdIz0Tkx?usp=sharing>)

Any questions or requests for clarification can be sent by e-mail to the following address: [iartmadonie@gmail.com](mailto:iartmadonie@gmail.com).

**Sole Administrator**

**Alessandra Ficile**



Responsible for the Procedure  
Surveyor Carmelo Macaluso