



VIDEO MAPPING CONTEST

LILLE - 21ST OF SEPTEMBER 2019
6th edition

Rencontres Audiovisuelles organise a Video Mapping Contest as part of the European Heritage Days 2019.

With the support of the City of Lille, Citeos and SNCF.



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This contest is open to international submissions, from professionals and students in cinema, animation, digital arts, graphic design, video games etc.

The works have to be created for **the front facade of the Lille-Fives neighbourhood town hall in Lille** (see annex 2 page 4), according to a given matrix and on the following theme: **“Art and entertainment”**.

The public projection will take place on **Saturday 21st of September 2019**, in the evening.

The winner will receive 2 000 €.

Each selected work will receive 500 €.

This year, for the first time, a parallel section is open, with no mandatory theme: a **competition of “animated GIFs-type” videos**. The selected creations will be projected on a loop between the mapping creations (see the competition rules on annex 1 page 3).

The candidates can submit artworks for each category (Video Mapping Contest and “animated GIFs-type” videos competition).

1 – Pre-registrations: before the 28th of July 2019

on demand by email: jacques@rencontres-audiovisuelles.org

2 – Deadline for the submission of applications: 31st of August 2019

3 – Projection of the selected projects: 21st of September 2019



CONTEST RULES - VIDEO MAPPING CONTEST

Preamble

The Video Mapping European Center offers various actions to support young video mapping talents: training courses, workshops, artistic residencies, production.

In addition, the Video Mapping Contest is dedicated to emergent video mapping artists, not professional yet. It allows them to acquire a first monumental projection experience and to confront their work to the audience and to the professionals who will attend the event. All creations will be live recorded so that they can be used then to enhance this opportunity.

Article 1 - Organiser

The Video Mapping Contest and the projection are organised by the association Rencontres Audiovisuelles.

Article 2 - Specifications

The video creation needs to last between 2 and 5 minutes, to include a soundtrack and to be conceived for the front facade of the Lille-Fives neighbourhood town hall, in Lille, on the theme "Art and entertainment". The pre-selection jury will attach a special attention to the heritage coherence of the artistic production, its scriptwriting, its accessibility and its understanding for the largest number in the light of the theme developed during the European Heritage Days 2019: "Art and entertainment".

Article 3 - Pre-registration

The contest is open to all, with no fees.

The registration form and the technical datasheet including the matrix of the facade of the monument are to be asked per email at: jacques@rencontres-audiovisuelles.org **before the 28th of July 2019**.

Article 4 - Submission of application

The candidates have to send the following elements **before the 31st of August 2019**, for every submitted creation:

- Signed contest rules (this document).
- Fulfilled registration form.
- 3 stills of their creation (format 300 DPI) for communication and promotion purposes.
- The video of their creation, under video format in accordance with the technical datasheet and the template provided.

These elements must be sent per email at: jacques@rencontres-audiovisuelles.org (video file via WeTransfer / Dropbox / Mega...)

Article 5 - Selection

An internal jury will choose the projects that will be publicly projected on **21st of September 2019**.

Then, during the projection, a jury of professionals will nominate the winner of the Video Mapping Contest:

- Diāna Čivle - Curator, Staro Riga Lights Festival (Latvia)
- Julien Dubois - Deputy Mayor delegated to Heritage, City of Lille (France)
- Miguel Gozalbo - Sound designer, Telenoika (Spain)
- Alain Grisval - Director, Citeos Ingénierie Nord (France)
- Hester Hazenberg - Curator, Media Art Friesland (Netherlands)
- Annik Hémery - Journalist, Sonovision (France)
- Pierre-Yves Toulot - Film director et co-founder, COSMO AV (France)

Article 6 - Prizes

The candidates selected to take part in the contest will have their creations projected on 21st of September in Lille.

The organisers offer one hotel night and catering for one meal to the candidates selected for the public projection, as well as participation to the transportation fees (train tickets and flight). The flat-rate contribution to the transportation will be determined according to the number of participants and where they come from.

A First Prize of 2 000 € (all taxes included) will be given. Each selected work will receive 500 € (all taxes included).

Article 7 - Rights

The candidate is responsible for all the rights of its creation (image and sound). The organisers have no responsibility regarding the use of contents on which the candidate would have no rights.

Article 8 - Use

The candidates authorise Rencontres Audiovisuelles to use their creations under the following conditions:

- A video recording will be realised and used for the promotion of the Video Mapping Contest: to be shown on internet, or during various events in which the contest will be presented.
- The creation under its video mapping format will be projected on 21st of September 2019. The organiser reserves the right to plan other projections over one or a few days during the following year.

Article 9 - Cancellation

Rencontres Audiovisuelles have the right to cancel the event in case of an emergency situation. If this should happen, the candidates will be immediately warned and won't benefit from any reimbursement.

Article 10

Participating to the contest implies acceptance of these rules.

Date, name and signature of the candidate or the collective



ANNEX 1 : “ANIMATED GIFs-TYPE” VIDEOS COMPETITION

As part of the Video Mapping Contest, Rencontres Audiovisuelles offer a competition of “animated GIFs-type” videos that will be projected on a loop between each selected mapping.

RULES - “ANIMATED GIFs-TYPE” VIDEOS COMPETITION

Article 1 - Organiser

The competition and projection of “animated GIFs-type” videos as a part of the Video Mapping Contest are organised by the association Rencontres Audiovisuelles.

Article 2 - Specifications

The creation needs to be an “animated GIF-type” video lasting 3 seconds maximum, which can include soundtrack, and which must be conceived for the front facade of the Lille-Fives neighbourhood town hall, taking its architecture into account. The video must be able to be played on a loop (about 3 or 5 times). There is no mandatory theme for this competition.

Article 3 - Pre-registration

The contest is open to all, with no fees.

The registration form and the technical datasheet including the matrix of the facade of the monument are to be asked per email at: jacques@rencontres-audiovisuelles.org **before the 28th of July 2019**.

Article 4 – Submission of application

The candidates have to send the following elements **before the 31st of August 2019**, for every submitted creation:

- Signed contest rules (this document).
- Fulfilled registration form.
- 3 stills of their creation (format 300 DPI) for communication and promotion purposes.
- The video of their creation, under video format in accordance with the technical datasheet and the template provided.

These elements must be sent per email at: jacques@rencontres-audiovisuelles.org (video file via WeTransfer / Dropbox / Mega...)

Article 5 - Selection

An internal jury will choose the projects that will be publicly projected on **21st of September 2019**.

Article 6 - Prizes

Participation in the “animated GIFs-type” videos competition does not generate remuneration or any compensation.

Article 7 - Rights

The candidate is responsible for all the rights of its creation (image and sound). The organisers have no responsibility regarding the use of contents on which the candidate would have no rights.

Article 8 - Use

The candidates authorise Rencontres Audiovisuelles to use their creations under their video mapping format on the 21st of September 2019.

Article 9 - Cancellation

Rencontres Audiovisuelles have the right to cancel the event in case of an emergency situation. If this should happen, the candidates will be immediately warned and won't benefit from any reimbursement.

Article 10

Participating to the contest implies acceptance of these rules.

Date, name and signature of the candidate or the collective



ANNEX 2 : HISTORICAL INFORMATION ABOUT THE LILLE-FIVES NEIGHBOURHOOD TOWN HALL

Until then owned by the priory of Fives, the land on which the current neighbourhood town hall is located was sold as national property during the French Revolution. The existing building will serve as town hall for the municipality of Fives, which was independent at that time.

In the 19th century, the industrialisation of the village led to the construction of housings and industrial buildings, and on the parcel in question, a weaving factory.

In 1858, the attachment of the commune of Fives to Lille made the existence of this town hall unnecessary.

The City of Lille, the new owner, proposed a building project that centralises several services. This new place included a fire station with a pump depot and housings, a police station and precinct, a popular library, an annex to the Fine Arts School, as well as a room hosting the courses of the French Youth Union. The existing building was then destroyed and rebuilt in 1910 to become the place we know today.

Its facade, which bears the words “Drawing Class” and “Police Station”, witnesses the traces of a rich history.



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