



# video mapping contest

## SCHEDULE

Last date for registration :  
**30 April 2017**

Last date for submission of entries :  
**8 June at noon**

Date of performance of the selected films :  
**22 June 2017**



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As part of the 2017 Image Festival, IMAGE'EST and CINESTIC are organising a **video mapping contest** with the support of the Town of Épinal.

This Contest is open to domestic and international competitors who may be professionals, students or amateurs working in the fields of cinema, audio-visual creativity, visual arts, graphic arts, the digital arts, and so on.

Any creative work submitted must be designed for the frontages of buildings on the northern side of the **Place des Vosges in Épinal**.

The topic selected for the Contest, which is being held for the second time, is **THE WORLD OF FABLE**.

The public performance of selected films will take place on **Thursday 22 June 2017**. Winning films will once again be projected on Friday 23 and Saturday 24 June, as part of the opening of the show by Damien Fontaine. Winner of the Grand Prize will also be able to watch his film being projected at the next **Festival of Light, in Lyon**, during December 2017.

The Grand Prize of 1000 euro and the Jury Prize of 500 euro will be awarded by a jury made up of artists and professionals from the world of the narrative image on **Friday 23 June 2017**.



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# Rules

## VIDEO MAPPING CONTEST

### ARTICLE 1 ORGANISERS OF THE CONTEST

IMAGE'EST and CINESTIC are organising, with the support of the Town of Épinal, a video mapping contest that will take place on 22 June 2017, as part of the Épinal Image Festival.

### ARTICLE 2 PURPOSE OF THE CONTEST

- This video mapping contest forms part of a process to support the emergence of young talent and to encourage creativity in the fields of audio-visual media and multimedia.
- The members of the jury will pay particular attention to the narrative aspect of films that are submitted during the course of the Contest.

### ARTICLE 3 ENTRY CONDITIONS

- Entry in the Contest is free of charge and open to all, including industry professionals, amateurs or students, and implies the full and unreserved acceptance by entrants of these Contest rules.
- The Contest is open to domestic and international entrants.
- Submissions must last run for between one and three minutes, must feature a soundtrack, and must be designed to be shown on the frontages of buildings on

the northern side of the Place des Vosges in Épinal.

### ARTICLE 4 ENTRY PROCESS

- Registration shall be open from 1 March 2017.
- The registration form shall be returned by e-mail to [contact@image-est.fr](mailto:contact@image-est.fr) **before 30 April 2017**.
- Each team of entrants may submit as many films as it wishes.
- Films must in all circumstances be sent prior to **noon on Thursday 8 June 2017**, in a digital file format, to the following address:

IMAGE'EST  
Maison romaine  
2 rue de Nancy - 88000 Épinal  
FRANCE  
[contact@image-est.fr](mailto:contact@image-est.fr)

- Submissions may be made via an online data transfer service such as FTP, WeTransfer, Dropbox or equivalent, or in a physical storage format such as a USB key, hard disc or Blu-ray, which shall be returned on request.
- The submission must be made up of all of the following aspects
  - 1) The title of the work;
  - 2) A signed and dated copy of these Contest rules;

- 3) A duly completed registration form;
- 4) A note describing the entrant's aims and motivation;
- 5) Three still images taken from the film at a resolution of 300 DPI;
- 6) A preview version of the film in MPEG4 format;
- 7) The final, broadcast-quality version of the film (TGA format in 2480 × 1920 resolution)
- 8) The film's uncompressed soundtrack (in 16-bit WAV format encoded at 48 kHz).

### ARTICLE 5 CONTENT OF SUBMISSIONS

- The duration of each film must be between one and three minutes.
- The format of the film is entirely left to the discretion of entrants; live action, animation, VFX, augmented reality, etc.
- All films of a vulgar, racist, defamatory, discriminatory or similar character, constituting an affront to human dignity, which breach any laws in force from time to time, which are contrary to good morals or public order, or which infringe the rights of any third party (including, without limitation, privacy or image rights), shall be rejected. Candidates shall not be entitled to any recourse against the organisers and/or the members of the jury in such instance.

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• In order to create consistency in the Contest and to encourage entrants to invest in the narrative aspect of the films, the topic of THE WORLD OF FABLES has been selected for the Contest, and entries are required to address this topic.

## ARTICLE 6 SELECTION PROCESS

• The jury shall be made up of professionals and artists from the worlds of cinema, audio-visual creativity, the visual arts, graphic arts, digital arts, and similar fields, shall select the two best films and shall award two prizes:

- The Grand Prize, in the sum of 1000 euro;
- The Jury Prize, in the sum of 500 euro.

• The selected films will once again be projected on Friday 23 and Saturday 24 June 2017 as the opening part of the show by Damien Fontaine, the official guest artist of the 2017 Image Festival.

• Winner of the Grand Prize will also be able to watch his work being projected at the next Festival of Light, in Lyon, during December 2017.

• Moreover, they shall be pre-selected to take part in the next residential creativity session on "Video mapping" to be organised by IMAGE'EST in partnership with the City of Épinal.

• All entrants whose films are selected will be invited to attend the prize-giving ceremony, which shall take place during the course of the Image Festival on Fri-

day 23 June 2017, at a time and location to be confirmed.

• Travel costs (in the form of return tickets) incurred by the winners or their representatives will be reimbursed by the organisers up to a maximum of 100 euro per team.

• If for any reason, a winner is unable to collect a prize on the day of its award, the prize shall be sent by the organisers to the address provided by the winner when registering for the Contest. The organisers shall not be liable in the event of an error in delivering the prize, any loss of the prize, or their inability to contact the winner.

• The Organisers reserve the right, depending on the number of films entered in the Contest, to agree with the members of the jury a shortlist of films to be projected on Thursday 22 June 2017. The organisers and the members of the jury shall be entitled to exercise their sole and absolute discretion in making their selection and their choice shall not be subject to any dispute for any reason whatsoever.

## ARTICLE 7 ASSIGNMENT OF RIGHTS

• Each film submitted to the Organisers within the scope of the Contest, whether or not it figures among the films short-listed and/or awarded prizes, may be distributed for non-commercial purposes online, on television, in any current or future communications medium, in any

form or format, whether currently known or unknown, or in the context of raising awareness in any format or media, including without limitation DVD, VOD or digital download, and entrants expressly consent to such distribution, subject to the following conditions:

- In the context of the distribution methods referred to above, the Organisers undertake to include the following text with any film: "Written and filmed in the context of the VIDEO MAPPING CONTEST of the Épinal Image Festival" followed by the full names or the relevant author(s).

• Entrants hereby declare that they have been informed that, having regard to the current state of technology the reproduction of their films and any credits included with such films, particularly via communications networks such as the internet, may result in alterations to their work or their work being distributed in part and not in full, and agree that the Organisers shall not be liable for such amended or partial distribution.

• The Organisers undertake to refrain in any way from infringing upon the integrity of films submitted over the course of the Contest.

## ARTICLE 8 UNDERTAKINGS BY ENTRANTS

• Each entrant represents that he or she is the author or joint author of any film that he or she shall submit, and shall indemnify the Organisers against any claim in respect thereof.

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- Each entrant undertakes to the Organisers that his or her film is an original creation that is free from any infringement of any intellectual property rights.
- Each entrant undertakes to the Organisers that he or she holds the necessary rights and permissions from any rights holder, any third party and/or any collective management company, in particular, without limitation in respect of the image rights of any person who may be filmed, and further that he or she holds the copyright in any music that may be distributed with the film.
- Failure to meet such conditions shall result in the automatic disqualification of the entrant.
- By entering the Contest, each entrant grants to the Organisers, on a non-exclusive, free-of-charge and worldwide basis, the right to reproduce, display, perform, and adapt the work, in whole or in part, throughout the term of copyright protection applicable to the work.
- The Organisers shall be free to use the works submitted to them, in whole or in part, for the purposes of broadcasting, distribution, performance, or for operational purposes, provided that the works shall be used exclusively for the purposes of promotion, communications and marketing, excluding any commercial exploitation.
- All winners shall expressly authorise the Organisers to use their full names for the promotion of the Contest, including without limitation publishing the list of winners in the media, whether in audio-

visual, paper or electronic form, in any format, including without limitation on the Image Festival's website.

- Winners may be invited (without creating any obligation on any party) to take part in such marketing and communications activities as the Organisers may suggest.

## ARTICLE 9 DATA PROTECTION

- Personal data gathered in the course of the Contest shall be processed in accordance with the provisions of the French Law on Information Technology and Personal Freedom No. 78-17 of 6 January 1978.
- Entrants are hereby notified that personal data relating to them will be stored for the purposes of the Contest and that such data storage is necessary in order to process their entries.
- In accordance with the law on Information Technology and Personal Freedom, all entrants shall be entitled to access, change, or correct their own personal data, and may object to the computerised processing of such information by writing to the fol-

lowing address: [contact@image-est.fr](mailto:contact@image-est.fr)

## ARTICLE 10 CHANGES

- The Organisers reserve the right, for any reason whatsoever, to change, extend, truncate, suspend or cancel the Contest without further liability of any kind.
- In the event of the foregoing, no compensation shall be payable to the entrants.

## ARTICLE 11 ACCEPTANCE OF THE RULES

- The mere fact of entering the Contest implies the full and unreserved acceptance by entrants of these Contest rules and acceptance of the Organisers' authority to deal with any matters arising, both planned and unplanned.
- The Parties undertake to use all reasonable efforts to resolve any dispute that may arise in relation to the implementation of these Rules on an amicable basis. In the event of a continuing dispute, the Courts sitting at Épinal shall have sole jurisdiction.

Date and signature of the Entrant, preceded by a handwritten note stating  
« Read, approved, and agreed » :



# Annex 1

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## LAYOUT OF THE NORTHERN FRONTAGE OF BUILDINGS ON THE PLACE DES VOSGES IN ÉPINAL





# Annex 2

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## REGISTRATION FORM

to be sent to [contact@image-est.fr](mailto:contact@image-est.fr) before 30 April 2017

**Topic : THE WORLD OF FABLE**

Family name and given names .....

Professionnal       Amateur       Student

Adress .....

Postal code ..... City.....

Country .....

E-mail ..... Telephone .....

Film title ..... Duration : .....

Signed and dated by the entrant :

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**Full entry to be submitted before 8 June 2017 at noon :**  
IMAGE'EST | Maison romaine - 2 rue de Nancy | 88000 Épinal | France

Don't forget to attach :

- The Contest's rules, duly signed and dated
- A note explaining your motivation
- Three still images taken from the film at a resolution of 300 DPI
- A preview version of the film in MPEG4 format
- The final, broadcast-quality version of the film (TGA format in 2480 × 1920 resolution)
- The film's uncompressed soundtrack (in 16-bit WAV format encoded at 48 kHz).