



FASHION FILMS 2022 COMPETITION RULES

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Fashion Films competition rules to participate the Digital Media Fest 2022

From August 1st 2022, the cultural association ANCEF, as a promoter of Digital Media Fest, announces this competition notice to participate the Digital Media Fest Fashion Film contest 2022.

The contest is **free** and provides that each subscriber becomes automatically associated with ANCEF – Associazione Nazionale Creativi e Filmmaker

The competition intends to relate the young Italian and foreign filmmakers with major Italian television and film productions, creating an event that will promote a new model of reconciliation between the film, television market and the authors / productions, that use the Web as a production and distribution channel. In particular, in the section dedicated to the fashion film, it promotes the fashion market by making leading fashion companies (Italian or not) and film makers meet from all over the world.

1 . DEFINITIONS

For the only purposes of this Competition notice, the following descriptions shall apply:

- “Fashion film” means audiovisual products characterized by an element of drama or emotional impact that has as its object fashion (a topic of fashion, a fashion item);
- The fashion film in competition can not be longer than 8 minutes;
- “Authors” are individuals resident in Italy or abroad who are at least eighteen years of age;
- The term “audiovisual production company” means a company resident in Italy or abroad which has as its main corporate purpose the production of audiovisual products.

2 . AIM OF THIS NOTICE

2.1 The competition intends to select 6 fashion film winners for the different categories: Best Fashion Film, Best Foreign Fashion Film, Best Soundtrack, Best Director, Best Photography, Best Styling.

3 . APPLICATION FORM AND REQUIREMENTS OF PROJECTS

3.1 The competition of Digital Media Fest closes the inscriptions 22/09/2022;

3.2 The registration can only be made online, filling the forms available on the website's <https://filmfreeway.com/DigitalMediaFest-FashionFilm>

3.3 The fashion film contest may be registered by authors, fashion schools and audiovisual italian and foreign production companies and at the time of subscription, the authors must have legal age;

3.4 To enter the contest, authors and companies claim to be the owners and the exclusive owner of all rights of economic use of **fashion film** and have accepted the disclaimer regarding the content of the film, will also have to declare that the fashion film is original and not infringe the rights of third parties; in this regard the Digital Media Fest and ANCEF indemnifies from any claim advanced by anyone, at the time of subscription the Digital Media Fest to publish is authorized to project the fashion film during the days of the Digital Media Fest from 9th to 12th December 2022 as well as use the name of fashion films and actors, directors, writers and technicians connected, images extrapolated of fashion film or associates to it, to publicize the festival itself;

3.5 The fashion film that is posted, must have been recorded from January 1st 2019 to 14th September 2022;

3.6 Each author, school or club can enter the contest from one to three works;

3.7 Foreign series not in English must be subtitled in English or Italian;

3.8 By entering the competition, you accept the subscription to the newsletter of Digital Media Fest.

4 . EVALUATION COMMISSION

- 4.1 The finalists will have access to the final on 11/12/2022 and will be judged, by a Qualified Jury
- 4.2 The Qualified Jury will be composed by leading figures from the world of fashion.
- 4.3 The members of the Qualified Jury will be announced by 10/11/2022;
- 4.4 ex aequo may be admitted to the final;
- 4.5 The jury may add mentions and special prizes

5. GENERAL CRITERIA FOR ELIGIBILITY AND SELECTION

- 5.1 The Italian and foreign fashion films will be evaluated according to the same criteria, on the basis of the following criteria: high artistic value, technical quality of the film, as technical and technological value of the components of the film project, potential to appeal to an international audience, competence professional and technical proponents, innovation of the language and web-awareness;
- 5.2 The fashion film may deal with any subject, as long as they are not contrary to law and not prove detrimental and offensive to human rights and the dignity of the person, or contrary to moral and ethical principles.



6. OBLIGATIONS OF WINNERS

- 6.1 The competition participants authorize Digital Media Fest to promote and publish the registered Fashion Film on the competition website with trailer or photos. Moreover, they authorize the web series projection during the last days of the festival, as well as in other twinned competitions and events related to the Digital Media Fest.
- 6.2 The competition participants guarantee the correct use of the registered materials and discharge Digital Media Fest from any responsibility regarding an unsuccessful or incomplete registration. Digital Media Fest is also discharged from any technical problems regarding content visualization of the videos registered or sent.
- 6.3 The contest winners must explicitly mention that the fashion film has won the Digital Media Fest 2022 in their promotional and advertising materials or materials published on the internet after the competition.

7. EXCLUSIONS

7.1 Requests to participate will be excluded if:

- are submitted after the deadline of submission date (as attested by the day is filled in the application);
- are not signed;
- lack of requirements under this agreement;
- If the contents of the works presented will prove to be contrary to law or public order, or they are harmful and abusive human rights and the dignity of the person, or otherwise contrary to moral and ethical principles.

8. DISPUTES

For any dispute, the competent court of Rome.