

RULES OF THE PHOTOGRAPHIC COMPETITION

#CapAUnMuseuSostenible

#EtnoTotebag

1. THE #CapAUnMuseuSostenible AIMS

The project aims to publicise the commitment of L'ETNO, Museu Valencià d'Etnologia to sustainable development. The first action of this commitment is the reuse of the advertising canvases of the exhibitions and other projects of L'ETNO. These tarpaulins, mostly plastic-coated, have been transformed into Museum bags: "totebags" #EtnoToteBag The aim of this competition is to reward the best photographs selected according to the following rules and to award, as a prize, one of the Museum's recycled bags.

2. DEVELOPMENT OF THE COMPETITION

1. Objective: To reflect on four themes linked to Valencian cities, included in the "City" section of the permanent exhibition of L'ETNO, Museu Valencià d'Etnologia No és fàcil ser valencià o valenciana, through photographs shared on Instagram by the participants. The general hashtag is #CapAUnMuseuSostenible

2. Period: May to December 2022

3. Themes. Every two months the Museum will propose a specific theme for the photographs to be shared on Instagram, with this calendar:

Theme 1: *The city... a canvas to vindicate... the walls of the city, a space of infinite expression.* Period: May - June 2022. Hashtags of the period: #CapAUnMuseuSostenible #EtnoCiutatMurs. Carrer Corona, 36 / 46003, València, Spain +34 963 883 614 / letno@dival.es / www.letno.es

Theme 2: *Singular buildings in Valencian cities... that give identity... as opposed to others with a "global" appearance.* Period: July - August 2022. Hashtags for the period: #CapAUnMuseuSostenible #EtnoCiutatGlocal.

Theme 3: *I move around the city... mobility in the urban environment.* Period: September - October 2022. Hashtags of the period: #CapAUnMuseuSostenible #EtnoCiutatMobilitat

Theme 4: *They are from here but they come from outside... the new inhabitants of the city... diversity and interculturality. In commerce, festivals, services, food...* Period: November - December 2022. Hashtags for the period: #CapAUnMuseuSostenible #EtnoCiutatMulticultural.



3. PRIZE

The prize for the photography competition is an exclusive, numbered totebag from L'ETNO. Museu Valencià d'Etnologia, made with the material of the Museum's communication canvases: #EtnoToteBag A prize will be awarded to the best photograph shared on Instagram on each of the proposed themes. Likewise, for each of the themes, 5 more images will be selected, provided that they accumulate a minimum of 5 "likes", which will be shortlisted as finalists.



4. ENTRY AND ACCREDITATION REQUIREMENTS

1. Be of legal age (over 18 years old) and have an open account on Instagram, at least during the months of the competition. If you do not have an open account, your images will not be accepted.

2. The photos must fit the proposed theme, they must be unique, own and original.

3. How to do it?

- a) Follow the Instagram account of @letnomuseu
- b) Post the photo on your account and tag @letnomuseu, Carrer Corona, 36 / 46003, València, Spain +34 963 883 614 / letno@dival.es / www.letno.es
- c) Use the tags for each theme, in the corresponding period of time:
 - 01/05/2022 to 30/06/2022. #CapAUnMuseuSostenible #EtnoCiutatMurs.
 - 01/07/2022 to 31/08/2022. #CapAUnMuseuSostenible #EtnoCiutatGlocal
 - 01/09/2022 to 31/10/2022. #CapAUnMuseuSostenible #EtnoCiutatMobilitat
 - 01/11/2022 to 31/12/2022. # EtnoCiutatMulticultural
- d) Each participant may enter a maximum of 5 photographs per theme.

5. IMAGE RIGHTS AND OWNERSHIP

1. The persons who enter the competition will retain the copyright of their images and their authorship rights.

2. Participation entails the transfer to L'ETNO, Museu Valencià d'Etnologia of the rights of reproduction, exhibition, public communication and/or transformation of the winning photographs of the competition, as well as of each of the five finalists in each theme that are selected by the jury from among those that obtain at least five "likes".

3. The winning authors will cede their image to L'ETNO, Museu Valencià d'Etnologia for informative and non-commercial purposes, so that it may be used and incorporated in any format, for the entire world territory, for an unlimited duration. L'ETNO is obliged to state the authorship of the photograph in any communication.



4. The participant guarantees that he/she is the owner of the rights of the material he/she submits to the call for entries and accepts full responsibility for any claims that may be made at any time regarding the authorship and originality of the works and the ownership of the rights to them. He/she is also responsible for the permissions of the image rights of the persons portrayed.

5. The author shall be responsible for all liabilities arising from possible claims by third parties, relating and not limited to intellectual property rights and image rights on the photographs and/or claims made by the subjects of the photographs, whether natural or legal persons, exonerating L'ETNO and the people who compose it from any kind of liability arising therefrom.

6. The author shall hold L'ETNO, Museu Valencià d'Etnologia harmless from any kind of liability arising from the dissemination of the prize-winning work and, in particular, but not limited to, from the intellectual property and image rights of any third party.

6. TIMETABLE. FORM AND DEADLINES FOR THE JUSTIFICATION OF THE WORKS

1. The call for entries for each theme has a period of two months. It starts on the 1st of each month and ends on the last day of the following month (see point 2).

2. The jury's decision will be published in the fortnight following each period.

3. The winner will be notified of the prize via L'ETNO's social networks, and the author of the winning image will be given one week to contact L'ETNO. If no news is received after this period, the prize will be awarded to the next selected winner.

7. CRITERIA FOR EVALUATION

The link between the content of the image and the theme proposed for each period and the fact that it is taken in any city in the Valencian territory will be taken into account. Carrer Corona, 36 / 46003, València, Spain +34 963 883 614 / letno@dival.es / www.letno.es

8. JURY

The jury will be made up of:

- Joan Seguí. Curator of L'ETNO, Museu Valencià d'Etnologia.
- Pau Monteagudo. Centre d'Imatge de L'ETNO, Museu Valencià d'Etnologia.
- Amparo Pons. Library, Documentation Centre of L'ETNO, Museu Valencià d'Etnologia
- Francesc Cabañés. Cultural Dissemination, Education and Communication of L'ETNO, Museu Valencià d'Etnologia

9. ACCEPTANCE OF THE RULES.

Participation in the #CapAUnMuseuSostenible photographic competition implies acceptance of the rules that govern it. The competition organisers reserve the right to reject any photographs that do not comply with the requirements and conditions specified in this call for entries.

