

Museo della Ceramica G. Gianetti – Saronno



**COMPETITION NOTICE
COFFEEBREAK.MUSEUM
5TH EDITION**

PRESENTATION

In 2010 the **Museo della Ceramica Giuseppe Gianetti** designed and built the pilot edition of the *CoffeeBreak.Museum project*.

The project was born from the premise of creating a new dialogue between the collection of 18th-century ceramics and contemporary art, in order to make the museum more usable, especially to a young audience. The idea is inspired by coffee breaks taken to detach from daily work: a short stop in which everything is reset to then start again.

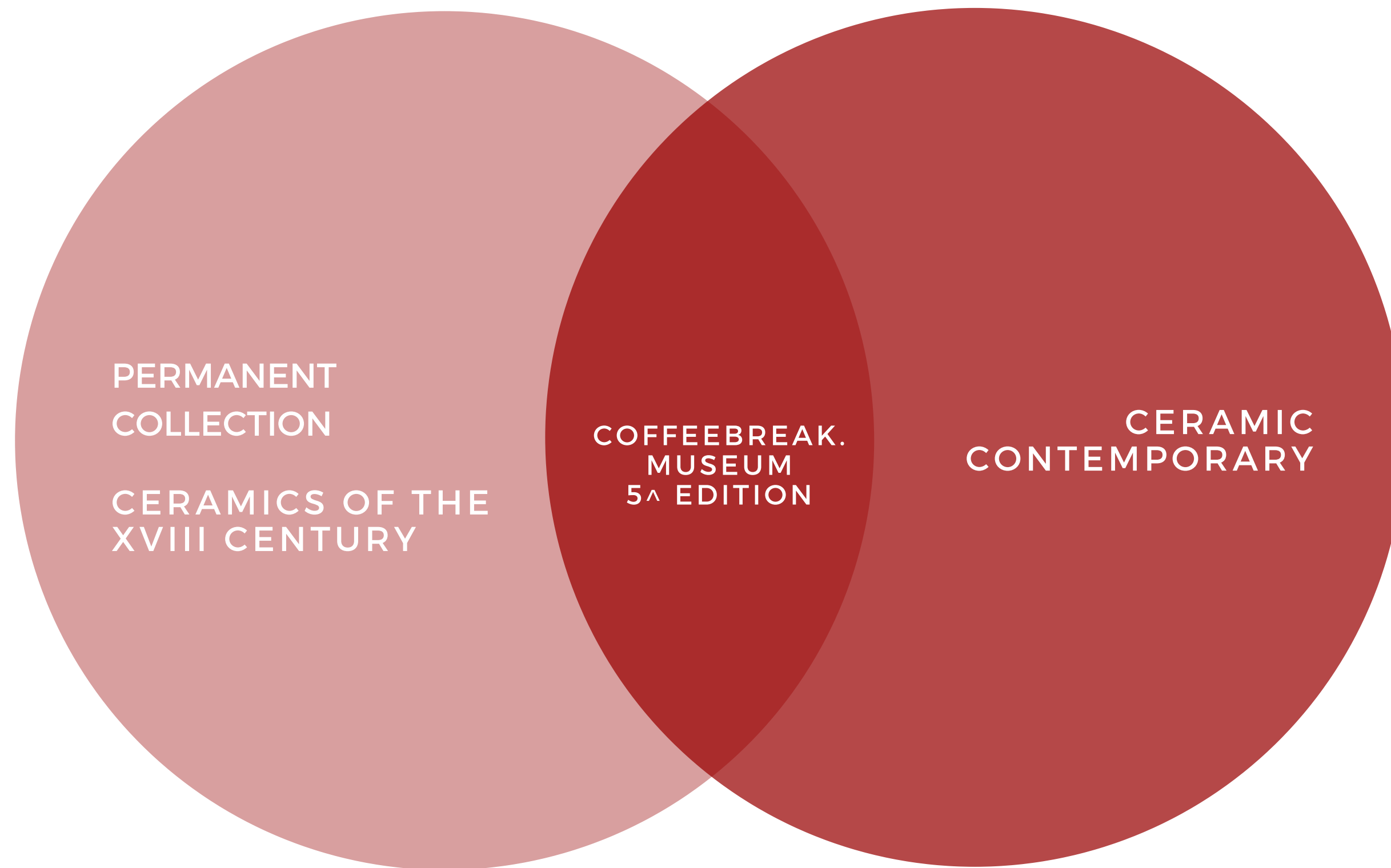
The idea of Coffeebreak in a museum is not limited to coffee ritual, but it is an appointment with culture, a short break surrounded by the beauty of the ancient and the contemporary, an interactive moment of reflection and curiosity.

PRESENTATION

Our proposal is to create a less formal, more welcoming environment, where you can also stop for a short time, the time of a coffee, to exchange ideas, words, in a context that remains a symbol of culture and beauty.

The project was born with the intention of renewing the museum, opening it up again to interact with the public and recreate it together.

CoffeeBreak.Museum then proposes a short coffee break in the museum where the visitor can enjoy some eighteenth-century ceramic masterpieces from the permanent collection and of the contemporary works, not pressured into visiting the whole museum, but savoring a small part of it, creating a different bond that is not exhausted with a single visit, but becomes a place of daily life.



Museo della Ceramica G. Gianetti - CoffeeBreak.Museum project

THE SEAT: MUSEO DELLA CERAMICA G. GIANETTI

The **Museo della Ceramica G. Gianetti** inaugurated in 1994, displays eighteenth-century ceramics: porcelains and majolicas collected in the '30s and '40s, by the industrialist Giuseppe Gianetti from Saronno, great passionate and collector.

The collection occupies seven rooms on two floors inside a villa of the early Twentieth century that has maintained the appearance of the era.

The rooms available to the artists for the exhibition will be those of the Eighteenth-century collection at the discretion of the museum management.

THE 5TH EDITION

Guidelines

- Every single artist has the possibility to participate in the competition with a minimum of three works up to a maximum of six, pertaining to the context of the project, inherent to their own artistic research
- All works must be made of ceramic or have parts in ceramic.
- 3 selected artists will be awarded with the exhibition of their works in the rooms of the Museo della Ceramica G. Gianetti for about one month.

THE 5TH EDITION

- At the end of the exhibition the artists will donate one of their works, among those exhibited, to the Museum. They will become part of the "Collection of contemporary ceramics", which will be exhibited at the 2nd edition of the "Festa della Ceramica" di Saronno and at the Biennale di Ceramica di Celle Ligure.
- Thanks to the collaboration with museums, art galleries and exhibition spaces, artists can receive special mentions and have the opportunity to exhibit or take workshops in other locations.
- **A THEME IS NOT REQUIRED.**
- Crafts items will not be taken into consideration.
- The exhibited works must be those presented in the competition.

ADMISSION CRITERIA

The competition is open to artists or groups of artists without age limits, who already have had some experience in the field of exhibition.

Productions and itineraries of artists must present at least one inedited work, that is, that has not been selected for other competitions.

All the works proposals must be made exclusively or partly in ceramic.

In order to participate in the competition a contribution of € 15 * is required for the costs of mail. For this contribution each participant will receive a discount voucher of 10% for the purchase of ceramic material.

* Participation is free for students under the age of 19

REQUIRED DOCUMENTATION

- Application form completed and signed in all its parts, works sheets (one sheet for each work or series of works presented).
- You can participate with a minimum of three works up to a maximum of six that are or that have some ceramic parts, made by any means or technique. The images must respect the jpeg format: 300dpi and max 500mb. Each image must be named so as to be able to link it to the information contained in the application form and sent via e-mail programs that allow high-definition submission.
- A short letter of presentation of one's work and of the project presented to the museum.

REQUIRED DOCUMENTATION

- A short letter of presentation of one's work and of the project presented to the museum.
- A short CV about the most significant training or experiences in the field of contemporary art (training, participation in solo and group exhibitions, eventual publications or prizes).
- Copy of a valid identity card.
- Bank deposit with payment of € 15 *

* Participation is free for students under the age of 19

TERMS AND METHOD OF PRESENTATION

The application form and all the required documentation must be received no later than 8.00 pm on March 31st, 2019 only and exclusively to the following e-mail address: web@museogianetti.it

In the object the name of the sender and the wording "*CoffeeBreak.Museum 5th Edition*" must be indicated.

Applications without the required documentation will not be considered for the selection. No different material will be taken into consideration than that required. In case of selection, the material sent can be used, at the discretion of the organizers, for paper or web publications related to the project.

SELECTION MODE

Based on the presented works, the relevance of the competition, as well as the qualities of artistic research, an Examining Commission will select the works presented and decide the most deserving artists who will exhibit in the rooms of the Museo della Ceramica G. Gianetti and they will receive special mentions.

The judgment of the commission is unquestionable.

>> PARTICIPATION FORM CALL <<

THE JURY

- Mara DE FANTI, Director and Conservator of the Museo della Ceramica G. Gianetti
- Elisa ROSSINI, Artist and collaborator Museo della Ceramica G. Gianetti
- Riccardo BIAVATI, Artist and Ceramist, La Bottega delle Stelle, Ferrara
- Lorenza BOISI, MIDeC artistic director, Laveno Mombello (VA)
- Antonella GULLI, Galleria Gulli, Savona
- Marcello MANNUZZA, Ceramist and artist, Ceramiche Il Tondo, Celle Ligure (SV)
- Sabina MELESI, Galleria Melesi, Lecco
- Arianna SARTORI, Galleria Sartori, Mantova

AWARDS

- **EXHIBITION MUSEO DELLA CERAMICA G. GIANETTI** : the three artists who will get the highest scores by the jury will expose the works proposed to the competition in the rooms of the Museo della Ceramica G. Gianetti for about a month. The three artists will have a critical text in the catalog of the 5th edition. **The exhibition period will be in May 2019. The inauguration of the fifth edition is scheduled for Friday, May 3, 2019.**
- **YOUNG PROJECT**: dedicated to young high school artists from the territory. Selection of CoffeeBreak-themed projects, exhibitions and workshops in the laboratory spaces of the Museo della Ceramica G. Gianetti.

AWARDS

- **EXHIBITION at the FESTA DELLA CERAMICA of Saronno 2nd edition:** the three winning artists will exhibit the works donated to the Museo della Ceramica G. Gianetti during the Festa della Ceramica of Saronno to be held in 2020.
- **EXHIBITION at the BIENNALE DI CERAMICA IN CELLE in Celle Ligure 7th edition:** the three winning artists will exhibit the works donated at the Biennale di Ceramica in Celle Ligure, which will be held in 2020.
- **WORKSHOP MUSEO CARLO ZAULI:** the artist with the highest number of votes, therefore the first classified, will have the opportunity to participate in a workshop organized by the Museo Carlo Zauli in collaboration with AiCC.

AWARDS

- **WORKSHOP La Bottega delle Stelle by Riccardo Biavati:** the second and third classified of the competition, will have the opportunity to access the day-long workshop on crystalline ash-based firing at high temperature.
- **EXHIBITION MIDeC by Laveno Mombello:** a particularly deserving artist, not necessarily among the 3 winners, will be able to exhibit a work at the International Museum of the Ceramic Design by Cerro Laveno Mombello for the duration of 2/3 weeks in a period to agree on, in 2019/2020.
- **EXHIBITION GALLERIA MELESI of Lecco:** a particularly deserving artist, not necessarily among the 3 winners, will have the opportunity to exhibit, flanked to some artists of the gallery, at the Galleria Melesi of Lecco, in a period to be agreed on, in 2019/2020.

PROJECT COFFEEBREAK.MUSEUM 5TH EDITION

- **EXHIBITION GALLERIA GULLI of Savona:** one to three artists particularly deserving, not necessarily among the three winners, will be able to exhibit at the Galleria Gulli of Savona for a period of 2/3 weeks to be agreed on, in 2019/2020.
- **EXHIBITION GALLERIA SARTORI in Mantova:** one to three artists particularly deserving, not necessarily among the 3 winners, will be able to exhibit at the Galleria Sartori in Mantova for a period of 2/3 weeks in the period to be agreed on, in 2019/2020

SELECTION RESULTS

The winners will be notified by telephone and email. In addition, the results of the selections will be published on the contest website, on the museum website and on social media.

INSURANCE AND TRANSPORTATION

Transportation for the exhibition in the museum and at the collaborating bodies is charged to the artist as is the insurance, if it is considered necessary to stipulate it for the whole duration of the exhibition. The donated work will be ensured by the museum according to safety and exhibit standards, as appropriate of the institution.

EXHIBITION SET UP

The preparation of the selected works is entrusted to the organizers with the collaboration of the artists. The artists commit to go to the exhibition site with their works on the days scheduled for the setup, according to schedules to be agreed on with the organization, which will contact them for this purpose. For artists residing outside the region, or in the presence of valid reasons that justify the material impossibility to cooperate, the set up will be guaranteed by the organizers.

>> PARTICIPATION FORM CALL <<

CONTACTS

Museo della Ceramica G. Gianetti

www.museogianetti.it

Email: web@museogianetti.it