



Call for VR Projects

Lieu.City
April 2021

Lieu.city SRL is an innovative start-up, with offices in Cagliari and Milan, specializing in the creation of virtual reality experiences in the field of art exhibitions. Founded in 2020 by Deo-Dato Salafia, it has passed the R&D phase and is now in the first beta launch (MVP phase) with a development team of 15 people. Lieu.City was also validated as an innovative cultural solution within the "Ar-tathlon 2021" project, promoted by the MiC (Ministry of Culture), Ernst & Young and Invitalia.

The company Lieu.city Srl, with this document, intends to launch a "Call for VR Projects", in order to identify exhibition projects to be realized with Lieu.City's VR technology.

Candidates, whose projects and ideas will be selected, will have the opportunity to see their exhibition project realized and the revival of their spaces in VR.

The main objective of the project is to allow the selected participants to move from the detailed elaboration of the idea to its realization, with constant sharing of knowledge and good practices. This document describes the process of selecting ideas and the guidelines to which the participants are required to comply, under penalty of exclusion from the selection and participation.

Art.1 Object and names

"Call for VR Projects", is a project funded by Lieu.City, the first social platform for art related events in virtual reality. The objective of this Call Competition - in the document also referred to as "call for ideas" - is to identify, select, reward and promote innovative museum exhibition solutions, which implement an approach strongly oriented towards improving the use of art and culture

This "call for ideas", by way of example but not limited to, is aimed at projects relating to exhibitions of modern, contemporary and design art that you want to transpose also on digital.

Lieu.city srl is the coordinator and promoter of the call for ideas, hereinafter also referred to as the "Promoter".

Art.2 Recipients, participation and admissibility requirements

The following can submit an application to participate in this Call for applications:

- Museums, intended as a permanent, non-profit institution at the service of society and its development, open to the public, which carries out research on the material and intangible testi-

monies of man and his environment, acquires them, preserves , and communicates them and specifically exhibits them for purposes of study, education and pleasure.

- Non-profit organizations linked to the world of art (such as Associations and Foundations)

The project ideas must be in line with the objectives and priorities of this “Call for ideas”, clearly identifying the expected results. The documentation for the coming projects must be compiled in Italian or in English.

Art.3 Reservation of admission

Candidates are admitted to the call for ideas subject to verification of the admission requirements. In the event of their deficiency, as well as for any failure to comply with the deadlines established in this document, exclusion from the program will be arranged at any time, even after admission to the described path.

Art.4 Deadlines and methods for submitting applications

The deadline for submitting applications is set from 10.00 am on April 1st 2021 to 7.00 pm on May 31st 2021. The Promoting Entity reserves the right to modify, where appropriate, the methods of submitting applications and to extend the terms of delivery of the same, in this case giving prompt notice on the website www.lieu.city/call_for_projects dedicated to the project. .

Only applications sent by sending an e-mail, accompanied by all the documents listed below, will be accepted, no later than the specified deadline, to the following e-mail address: partners@lieu.city

The subject of the email must be: "Call for VR projects - Lieu.city" followed by the name of the proposer. The date and time specified by the destination provider of the receiving e-mail box will prevail.

In order to apply it is necessary to submit, in PDF format:

- The registration form completed in all its parts (Appendix to this document)
- project of an exhibition whose opening to the public has been modified or canceled due to the containment measures by Covid-19 (pdf format)
- Presentation text of the proposing reality
- Presentation text of the exhibition project
- List of artists exhibited, type and number of works envisaged
- Communication plan for the exhibition
- Self-declaration certifying the possession of the image rights of the exhibited works (or that can be requested in case of selection)
- Chamber of Commerce registration

The exhibition project must respect the following parameters:

- paintings, video-art, photography, and non-three-dimensional mixed media works, sculptural and design works

Exhibition area of up to 400 square meters (for larger sizes please contact us before submitting your application). It being understood that the VR project does not necessarily have to trace the total exhibition venue of the museum

In case of selection it will be necessary to provide:

- certification of possession of the image rights of the exhibited works
- HD images of the works on display
- Content sheets (possibly also multimedia) in English and a second European language

Art. 4.1 Application sent by e-mail

Candidates acknowledge that the Promoter may in no way be held responsible, directly or indirectly, for any delays and / or impossibility of delivery by the e-mail manager. Likewise, the Promoter cannot be held responsible, directly or indirectly, for any problems in the display and / or download of attachments, whatever the method of sending the application chosen by the participants. In the application form, under his own responsibility and aware of the consequences, including criminal ones, deriving from false declarations, not least the exclusion from participation in the call.

Art. 4.2 Verification of the information provided

The Promoter may verify the actual correctness and correspondence of the statements provided by the candidates at any time, even after the selection phase and the possible establishment of the subsequent phases of the call.

Art.5 Evaluation Committee

The applications received will be examined and 8 projects will be selected from those submitted. The selection will be made on the basis of the criteria referred to in the following article. The selection process will be final.

Art.6 Evaluation criteria

Projects duly received and deemed admissible will be evaluated according to the following evaluation criteria:

- Notoriety of the proposing subject. Average annual admissions, size of the exhibition space, on-line presence
- Cultural relevance of the proposed contents. Current and leading topics for the general public will be preferred
- Effectiveness of the communication plan of the Proposing Subject in relation to the initiative
- technical and managerial skills. team skills, training, experience, techno-scientific skills.
- feasibility
- team commitment. Commitment / involvement and time that the proposing party can dedicate to the objectives.

Art.7 Project Rewards

The Promoter will select up to 8 projects deemed worthy, which will have the right respectively:

- the first 3 projects will be entitled to the "Custom Consultancy" package which provides for advanced customization of the exhibition spaces (up to a total value of 10,000 euros per project)
- The remaining 5 projects will be entitled to the "Standard Consultancy" package, which means complete support from the technical team of the promoter aimed at guiding the museum in the creation of a virtual exhibition in one of Lieu's standard environments .City

In addition, both the Standard and Custom Packages include:

- support from qualified mentors with experience in the VR field;
- periodic meetings with the team of experts;
- a network of people and experts with whom to exchange ideas and opinions.

All the selected museums will have the opportunity to see their exhibition project realized within the Lieu.City platform.

The Promoter reserves the right as of now, if it deems it appropriate, to modify the aforementioned phases and times of the program, in this case giving appropriate and timely notice on the website www.lieu.city/call_for_projects

Art.8 Guarantees and indemnities

Participants in the "Call for VR Projects" initiative guarantee that the content sent:

- They do not contain illegal material, prohibited by law or contrary to what is indicated in this Announcement
- They do not contain material in violation of the rights, positions or claims of third parties (with reference to the law on copyright and industrial property and other applicable laws or regulations)
- They are freely and legitimately usable in accordance with the provisions of this Call, as the participant is the owner of the rights of use of the same, or as he has acquired their availability from all those entitled to them, having taken care of the full compliance and / or satisfaction of the rights, also of an economic nature, due to the authors of the contents and / or works from which such contents are derived and / or extracted, or to other subjects entitled to, or due for the use of related rights pursuant to of law

Those who participate in the "Call for VR Projects" project declare that they are aware of the responsibilities, including penalties, which they incur in the event of the untruthfulness of the contents of the projects delivered and / or in the event of false declarations regarding the requirements of the themselves owned, in order to participate in the initiative governed by this Notice, are their sole and exclusive responsibility, as of now relieving Lieu.city Srl and its Partners from any third party claims.

Art.9 Protection of privacy and confidentiality

All information collected by Lieu.city S.r.l. they will be used only for the purpose of evaluating the

applications to the "call for ideas" object of this document. The data provided will not be shared with parties external to the project itself.

Read here the complete text "Privacy and Cookies" of Lieu.City

Art.10 Intellectual property and confidentiality commitment

The material and intellectual property of what has been presented, together with the applications sent by the participants, remains the property of the respective owners, with the right of the Promoter to use them only with reference to the Call for VR Projects initiative such as by way of example and not exhaustive. , publication and communication activities. All participants in the initiative undertake to keep the information acquired as part of the initiative strictly confidential.

Art.11 Acceptance of the announcement

Participation in the initiative implies the total and unconditional acceptance of this Announcement and its annexes, which the participants declare that they have read, understood and accepted.

Art.12 Request for clarification

All interested parties may request clarifications, information and / or further details on the call and application methods by writing to the email partners@lieu.city

Art.13 Limitation of Liability

The Promoter assumes no responsibility for requests to participate (also delivered in a sealed envelope at the indicated location) that are incorrect, inaccurate, incomplete, illegible, damaged, lost, delayed, incorrectly addressed or intercepted, or about registrations of participants that, for whatever reason, have not been received, or communications electronic, or other types, which have been delayed, or about other technical problems related to the sending and uploading of content within the scope of this initiative.