



**UNIFEST**  
**#CAMBIAMENTO/CAMBIAMENTE2023**  
**University contest**

**COMPETITION NOTICE**

**Project**

#CAMBIAMENTO/CAMBIAMENTE (#CHANGES/CHANGEYOURMIND) is the second edition of the UNIFEST contest, a university video festival born from an idea and with the scientific direction of the Audiovisual Storytelling Laboratory-LABSAV of the Department of Political Sciences and Communication-POLICOM, and created in collaboration between the University of Salerno and Linea d'Ombra Festival.

**Concept**

*Changes (turn and face the strange)*, David Bowie sang.

A change can be a challenge or a *mauvaise chance*, a task or a stake, a design or a serendipity, a turning point or a u-turn. It can be real or fictitious (*people do not change, they only change in movies*, Nanni Moretti says in *Il sol dell'avvenire*), loved or feared (an adventure, an illness), eye-catching or exhausted (a discotheque's vernissage, a wilting rose), extraordinary or ordinary (a war, an earthquake, a way of dressing, a look, an insult). It can happen suddenly or slowly (falling in love, aging, the global climate, a local gentrification).

Things and people, places and times, history and stories, the world: everything changes. For better and for worse, in reality and in imagination. And it is with this ubiquitous and multifaceted change, at once noun and verb, that the contest invites us to confront in a creative and critical way thanks to audiovisual tools and languages.

**Competition**

Audiovisual products made with amateur or professional digital devices (mobile phone, tablet, video camera) by students/PhDs of a University based in Italy or abroad, are admitted to the competition. The audiovisual story, lasting no more than eight (8) minutes, must relate to the guiding concept / theme #CAMBIAMENTO/CAMBIAMENTE.

Two sections are planned: STILE LIBERO (FREE STYLE), a section dedicated to audiovisual products of fiction, documentary, video-essay, video clip, spot, found footage, editing, and IDEE ANIMATE (ANIMATED IDEAS), a section that welcomes short animated films.



### **How to participate**

Each work – individual or collective – must be submitted by the author or one of the authors, who will act as the only point of contact for the subsequent stages of the contest through the institutional email address of the home University.

A fee of 5 euros is required for the registration for the competition.

The application via the online platform [www.filmfreeway.com](http://www.filmfreeway.com) must be made no later than 18 September 2023 at 23:59 UTC+1.

The application implies full acceptance of this regulation. For any disputes, the Italian text shall prevail. For matters not covered by these regulations, the Festival reserves the final decision.

By participation in the contest, Linea d'Ombra and LABSAV are authorized to use the selected works for educational, research and promotional purposes, even in venues and situations other than the Festival context; any commercial use is excluded.

The works selected by the commission will be communicated by 10 October 2023.

Upon receipt of this notification, the following materials must be sent, with absolute priority, by e-mail to [unifest@lineadombrafestival.it](mailto:unifest@lineadombrafestival.it):

- link to view the work available on a web platform, such as Vimeo, YouTube or similar (file max 2gb). The link must be private or password protected. For works in a language other than Italian, subtitles in Italian or English are required;
- completed registration form;
- brief synopsis of the work;
- 1 image for each work 1280x720px;
- 1 image for each work 1280x1080px.

### **Evaluation criteria and winners**

A commission of University professors, scholars and subject matter experts, coordinated by the Audiovisual Storytelling Laboratory-LABSAV and the artistic direction of Linea d'Ombra Festival, will choose the best works at its sole discretion.

The selection of the works will take place according to the following evaluation criteria:

- consistency with the proposed concept;
- originality and communicative effectiveness with respect to the privileged visual language;
- creativity with respect to technologies, tools, contents and media devices available and used.

Selected works by commission will be communicated by 18 October 2023.

A Jury of experts will evaluate and announce the shortlist of award-winning and selected films by 6 November 2023.



### **Award ceremony**

The winner of the FREE STYLE section and the winner of the ANIMATED IDEAS will be decreed by the jury of experts and will each win a prize of 250 euros (gross of withholding taxes required by Italian law).

Eventually, the Jury reserves the right to award one or more special mentions for both sections where deemed appropriate.

The winning work and possibly any work with a special mention for the FREE STYLE section and for the ANIMATED IDEAS section, will be screened during one of the final evenings of the Linea d'Ombra Festival (11-18 November 2023, Salerno).



### **Info**

This document and the registration form are available on [www.lineadombrafestival.it](http://www.lineadombrafestival.it), [www.labsav.unisa.it](http://www.labsav.unisa.it) and on [www.dispc.unisa.it](http://www.dispc.unisa.it).

For information or clarifications, you can write to: [unifest@lineadombrafestival.it](mailto:unifest@lineadombrafestival.it)

### **Privacy and accountability**

By participating in the competition, unconditional consent is given, pursuant to the Italian law legislative decree 30 June 2003, 196 on the protection of privacy and the GDPR – General Data Protection Regulation – EU regulation no. 2016/679, to the use of personal data for all initiatives related to the event. The participant declares to have the legal availability of the work, to authorize its public screening without claiming any compensation, freeing the organization and the rooms intended for screenings from any present and future liability.

Scientific Direction by Filippo Fimiani