



The Biennale Internazionale d'Arte Contemporanea di Firenze, or Florence Biennale is an event of excellence in the contemporary art scene: artists from all over the world come to Florence, where they have the chance to experience cross-cultural dialogue and contribute to making this Biennial a reference model.

During each edition of the Florence Biennale an International Jury composed of renowned scholars, art historians and critics from different countries shall confer the 'Lorenzo il Magnifico' Award to the best artists competing in the different disciplines. Furthermore, the "Lorenzo il Magnifico" Lifetime Achievement Awards are bestowed to outstanding personalities and institutions who achieved the pinnacles of artistic and cultural achievement. In the past edition this award has been conferred to Anish Kapoor, Franco Mussida, and Henryk Yurkowski for art, music culture, and theatre culture, respectively.

Themed 'Ethics: DNA of Art' and unfolding into more than 25 collateral events in public spaces and venues as well as at the Fortezza da Basso, the IX Florence Biennale successfully engaged nearly 10,000 visitors and overall was judged favourably by the numerous participating artists from more than 40 countries.

The Florence Biennale, independent and self-financed through the support of the organizer, the participating artists and their sponsors, has come to the X Edition. In synergy with the City of Florence as well as other local institutions, the X Florence Biennale will be held in the heart of Florence, at the Fortezza da Basso, from **October 17 to 25, 2015**.

The Florence Biennale will continue to follow the principles set forth in the **Ethics Charter of the New Millennium Artist**, presented during the XXXIII World Federation of UNESCO Clubs, Centres and Associations that was held in 2013 at Palazzo Medici Riccardi, Florence. This document, which has been ratified by the non governmental organizations attending the event, represents an important goal in the path that in 2001 led the Florence Biennale to becoming an official partner in the UN Program 'Dialogue among Civilizations' (UN General Assembly, 60th Session, art. 9 of the Resolution of the Plenary Meeting of 13 November 2000).

Still under the artistic direction of Professor Rolando Bellini, the X Edition of the Florence Biennale will be held in concomitance with the 150° anniversario di Firenze Capitale dell'Italia Risorgimentale, and the EXPO 2015. We are working to make the X Florence Biennale a unique event as well as the celebration of twenty years of our history. The theme, events, and initiatives in program will be disclosed in the forthcoming months.

For any further information please contact the **Organizing Secretariat** at the e-mail address info@florencebiennale.org, or visit our official website www.florencebiennale.org.

Arte Studio S.r.l.

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con il patrocinio di

Sotto l'Alto Patronato
del Presidente della
Repubblica Italiana



The X Florence Biennale welcomes Artists from all countries with no preclusion either in respect to the medium and techniques being used, or Artistic currents and movements being followed. **The present documentation is sent exclusively to the artists who have already been selected and admitted to the X Florence Biennale.** The Artists who have attended previous editions are entitled to participate to the X Florence Biennale without undergoing the selection process.

Please carefully read all the documentation, strictly follow the instructions set down therein and keep a copy of the same. For further information and future communication, you may use one of these languages: Italian, English or Spanish. The artists who intend to participate in the X Florence Biennale must send all the completed documentation to the Organizing Secretariat, by registered post and/or email: Art Studio Srl - Via delle Porte Nuove, 10 – 50144, Florence, Italy; email- info@florencebiennale.org. If documents sent via post, please send email for confirmation.

The request for participation is considered valid if sent no later than the dates and terms set forth below.

DEADLINES

To do within 60 days from receipt of the herein documentation:

1. Read and sign the attached **General Regulations and Privacy Notice**
2. Complete and sign the **FORM A – Artist Registration**
3. **Four (4) color images** in digital format of your works for our archives and documentary purposes. (Not for the catalog)
4. Send **one-time full payment or first installment of 50%** of the amount due

To do within May 31, 2015:

5. Complete and sign the **FORM B – Catalogue**.
6. Provide a **color image in digital format** of your artwork to be published in the official catalogue of the X Florence Biennale as well as a **short biography** of yourself (see Form B).
7. **Three (3) passport size photos** (cm 3.5 x 4 h) printed on paper (emailed files NOT acceptable) for the Entrance Pass.
8. **Completion of full payment or 2nd installment of total participation fee.**

FEE AND EXHIBITION SPACE OPTIONS

Listed below are the various different space options by dimension and category.

All available spaces can be reserved for **painting, sculpture, installation, video, or other techniques** (see Art. 5 of the General Regulations). The participation fee does not include any costs of transport, insurance or storage. For Artists who have participated in at least one past edition of the Florence Biennale have special advantages (see Florence Biennale Veterans - **FBV**).

Fee of participation:

A) Wall

	1)	3 x 2,5 (h) m	€ 2.562 *
	2)	6 x 2,5 (h) m	€ 4.636 *
FBV	3)	3 x 2,5 (h) m	€ 2.318 *

B) Floor

	1)	3 x 2 m	€ 2.562 *
	2)	4 x 3 m	€ 4.636 *
FBV	3)	3 x 2 m	€ 2.318 *

C) Video on screen

	1)	Video max 15 min	€ 2.562 *
FBV	3)	Video max 15 min	€ 2.318 *

The Artists who are not Italian residents, and in possession of foreign VAT number may pay for their participation fee without VAT (22%). Artists with VAT number must notify their VAT number to the Organizer. If VAT number submitted is incorrect or invalid, the Artist must pay the 22% VAT on the participating fee. **Please confirm the correct amount before payment: for fiscal reasons VAT reimbursement will NOT be possible after the payment is made.**

* The participation fees listed include the (22%) VAT.

METHOD OF PAYMENT

The participation fee can be paid in the following ways:

- **On-Line** (recommended option) via the www.florencebiennale.org/eiscrizione.php website. **In this case an Invoice will be automatically issued by the system;**
- Non-transferable **Bank check** made out to Arte Studio S.r.l. - Firenze;
- International **Money Order** made out to Arte Studio S.r.l. Via delle Porte Nuove 10, 50144 Firenze, Italy;
- **Bank Transfer** to Arte Studio S.r.l. , c/a no. 019138, ABI 06160, CAB 02848, IBAN: IT68C061600284800019138C00 - Cassa di Risparmio di Firenze - Filiale di Peretola - Italia - SWIFT CODE: (BIC) CRFIT3FXXX. **In the reason for payment and must insert "name of participating artist, XFB15;**
- Via **Paypal** with mail info@florencebiennale.org

For fiscal reasons **Arte Studio is under no obligation to reimburse Artists or Sponsors who do not carry out the payment procedures described in the Regulations and the documentation in the correct manner.** After confirming their participation, Artists will receive a copy of the **Technical Regulations** containing information regarding the transportation of the art works and the logistics of the event.

For any further information please read and consult the complete Regulations document.

ARTIST REGISTRATION

FIRST NAME LAST NAME

ART PSEUDONAME (optional)

DATE OF BIRTH d...../m...../yy..... PLACE OF BIRTH

ADDRESS ZIP CODE

CITY COUNTRY

TEL + FAX

WWW EMAIL

TAX CODE/SS# VAT NO.

(non VAT registered applicants should just give their tax code) (mandatory for VAT registered applicants to enter the full number)

Place an X on the option selected (see Art. 5 of the Regulations and page 1 of the Documents):

EXHIBITION SPACE

- WALL FLOOR VIDEO
- Painting Sculpture
- Photography Ceramic
- Paper Installation
- Textile Performance
- Mixed Media
- Digital Art

PARTICIPATION FEE

- 1 € 2.562 - max 3 artworks or video
- 2 € 4.636 - max 6 artworks
- 3 € 2.318 (FBV) - max 3 artworks

OPTIONAL ADDITIONAL SERVICE

- ELECTRIC OUTLET - € 60

BASES SPACE B

- cm 40 x 40 x 40h
quantity
- cm 40 x 40 x 60h
quantity
- cm 40 x 40 x 80h
quantity

Artists reserving SPACE B can also reserve white colored bases for sculptures, choosing the necessary measurements and number of the same, at a cost of € 60 each. For organizational reasons bases can only be provided when reserved in advance by the Artist. The cost of the bases shall be added to the participation fee upon payment of the balance of the same. The bases may not be used for placing leaflets.

Mark with an X the preferred method of payment:

- On-line Bank Check Money Order Bank Transfer Paypal

Artists who wish to pay the fee in two installments are authorized to annex only the first payment (50% of the total) and the remainder to be paid in full by May 31, 2015.

I have chosen I enclose a copy of the payment / of: 50 % (First Installment) Total

The Artists who are not resident in Italy, and have VAT number in another country are entitled to pay for their participation fee without VAT (22%). Any Artist entitled to take advantage of this option shall notify his/her VAT number to the Organizer while registering. In the event that the VAT number notified were incorrect or invalid, the Artist shall pay the 22% VAT on the participating fee to the Organizer in due course. Please check your position before payment: for fiscal reasons no VAT reimbursement will be possible after the payment has been made.

In the event that the payment is not being made directly by the Artist, please indicate below, or via e-mail to our Organization Team, the name of the Person or Sponsor making the payment (and send a copy of the receipt of payment by fax or e-mail). For tax reasons the invoice will be made out to the person making the payment.

Payment made by:

I, the undersigned, having received the information set down in art. 13 of Legislative Decree no. 196/2003 and pursuant to art. 23 of the said law, hereby consent to the handling of my personal information.

I, the undersigned, agree to the General Regulations and its 20 articles and hereby confirm my participation in the X Florence Biennale will take place October 17 to 25, 2015.

DATE ___ / ___ / ____

SIGNATURE

GENERAL REGULATIONS

ART. 1 ORGANIZATION

The **X Florence Biennale, 2015 Edition** is organized by Arte Studio srl (hereinafter referred to as the "Organizer").

ART. 2 VENUE, DATES, OPENING TIMES, AND ACCESS

The X Florence Biennale will be held in the exhibition space of the Fortezza da Basso, from **October 17 to 25, 2015** open to the public each day from 10:00 a.m to 7:30 p.m. The Artists, registered assistants and collaborators will have access to the exhibition space from 9:30 a.m., and shall leave no later than 8:00 p.m. The Organizer reserves the right to change the dates, venue, and opening hours and entry fee of the exhibition for organizational purposes.

ART. 3 INTERNATIONAL SELECTION COMMITTEE (I.S.C.)

The Organizer appoints the members of the **International Selection Committee (I.S.C.)**, who is responsible for the selection of Artists willing to participate in the X Florence Biennale. In compliance with the present General Regulation and partly complemented by appropriate documentation governing the relations of collaboration; the ISC also collaborates with institutions and organizations managing cultural and Artistic activities, including embassies and consulates; ministries of culture, education, and cultural exchange; academies of fine arts and universities; and governmental organizations promoting the arts.

ART. 4 INTERNATIONAL JURY (I.J.)

Participating Artists will compete for the "**Lorenzo il Magnifico International Awards**", which will be conferred by an International Jury composed of renowned contemporary art scholars and critics. The members of the International Jury are appointed by the President of the Florence Biennale. The International Jury will examine the artworks on show, decide which categories shall have award nominations, and determine the award winners in each category. Their judgment shall be final. **The artists that receive the present documentation have been selected to participate in the X Florence Biennale.**

ART. 5 EXHIBITION SPACE OPTIONS

Artists can choose from the following exhibition space options and may reserve more than one space:

SPACE A - Wall space, suitable for **paintings, works on paper, mixed media hangings, digital art, photography, and textiles**. Each unit is a wall panel measuring meters 3 (length) x 2.50 (height). Maximum three (3) works can be exhibited in this space, with a distance of at least 10 cm from one another. The total weight of the works on display shall not exceed 40 kg.

SPACE B - Floor space, recommended for **sculptures, ceramics and installations**. Each unit is a floor area measuring meters 3 meters x 2 meters. Maximum three (3) artworks can be exhibited in this space; each work shall not exceed 3 meters in height and 80 kg as maximum weight. The bases, pedestals or other support are not included. For installations, performances, and other kinds of works that are not included in the categories mentioned earlier, please contact the Organizing Secretariat. You will be required to send a presentation of your project with technical specifications, to verify feasibility in accordance with the available space and find the best way to accommodate the artwork.

SPACE C - Screen projection for **video art**. Videos will be projected in a dedicated space provided with suitable equipment such as screens, displays or monitors. All videos must be provided in DVD PAL format, and their time length should not exceed 15 minutes. For customized spaces and special needs please contact the Organizing Secretariat.

Artists must indicate in the enclosed FORM A – Artist Registration their specific medium/technique of artworks and the type of exhibition space required.

ART. 6 GENERAL RULES FOR THE USE OF EXHIBITION SPACE

For safety reasons it is preferable to transport and handle the artworks without glass. The Organizer will prepare the exhibition space and provide the materials needed for hanging/placement on the wall panels. **Nails, pins, screws, and any other material that**

may damage the exhibition spaces are strictly prohibited. Artists will be charged for any damage to the panels. The exhibition spaces are allocated exclusively by the Organizer taking into consideration various issues such as: curatorial, aesthetics, technical, organizational, safety, access, etc. **Artists are strictly forbidden to move or modify the spaces at own discretion or without the consent of the Organizer.** Any change must be authorized by the Organizer, who will attempt to accommodate special requirements, but reserves the right to decline any request and all decisions are final. The curatorial team of the Florence Biennale will supervise the set-up in the exhibition spaces during the installation days and subsequent days, eventually moving or changing their arrangement in order to ensure consistency, aesthetic balance, and safety within the exhibition path. It is forbidden to place material of any kind in the exhibition space allocated or elsewhere in the venue without prior consent of the Organizer. **For special installation needs or requirements please inform the Organizing Secretariat via email no later than August 31, 2015 to verify feasibility.**

ART. 7 PARTICIPATION FEE AND PAYMENT

Artists who wish to participate in the X Florence Biennale can arrange payment of participation fee to be paid in one lump sum or in two installments (first installment of 50% of the total to be paid within 60 days of receipt of this documentation) and balance must be paid on or before **May 31, 2015**.

The **Artists who are not Italian residents, and in possession of foreign VAT number** may pay for their participation fee without VAT (22%). Artists with VAT number must notify their VAT number to the Organizer. If VAT number submitted is incorrect or invalid, the Artist must pay the 22% VAT on the participating fee. Please confirm the correct amount before payment: for fiscal reasons VAT reimbursement will NOT be possible after the payment is made.

ART. 8 REGISTRATION PROCEDURES

The Artists intending to participate in the X Florence Biennale **must complete and sign the forms attached hereto, and send them together with the documentation required via post or email to:** Arte Studio srl, Organizing Secretariat, Via delle Porte Nuove 10, 50144 Firenze, Italia. Please kindly notify the mailing of your forms to the following email address: info@florencebiennale.org.

Submitted documents will be valid only if complying with the terms and requirements stated here below.

To do within 60 days from receipt of the herein documentation:

1. Read and sign the attached **General Regulations and Privacy Notice**;
2. Complete and sign the **FORM A – Artist Registration**;
3. **Four (4) color images** in digital format of your works for our archives and documentary purposes. (Not for the catalog);
4. Send **one-time full payment or first installment of 50%** of the amount due.

To do within May 31, 2015:

5. Complete and sign the **FORM B – Catalogue**;
6. Provide a **color image in digital format** of your artwork to be published in the official catalogue of the X Florence Biennale as well as a **short biography** of yourself (see Form B);
7. **Three (3) passport size photos** (cm 3.5 x 4 h) printed on paper (emailed files NOT acceptable) for the Entrance Pass;
8. **Completion of full payment or 2nd installment of total participation fee.**

Payment can be made with the following methods:

- **On-Line** (recommended) through the official website of the Florence Biennale (receipt will be issued automatically by the system): www.florencebiennale.org/eiscrizione.php
- Non-transferable **Bank check** made out to Arte Studio S.r.l. - Firenze;
- International **Money Order** made out to Arte Studio S.r.l. Via delle Porte Nuove 10, 50144 Firenze, Italy;
- **Bank Transfer** to Arte Studio S.r.l. , c/a no. 019138, ABI 06160, CAB 02848, IBAN: IT68C0616002848000019138C00 - Cassa di Risparmio di Firenze - Filiale di Peretola - Italia - SWIFT CODE: (BIC) CRFIT3FXXX. **Please indicate your name (as stated in your Passport or ID card)**

and "X Florence Biennale" in the reason for the transfer;
• **Paypal** indicating the e-mail address info@florencebiennale.org

Failure to pay the balance within the period specified (May 31, 2015) may result in exclusion from the Biennale and the loss of the amount advanced. The submission of the Participation Forms implies acceptance of these Regulations as well as the obligation to comply with all rules and regulations issued later. The Organizer has the right to exclude from the Manifestation works that may jeopardize or cause damage to its image and, in the case of non-compliance with the provisions of these Regulations, to terminate the relationship with the artist retaining the fees paid and asking for refund for any damage suffered.

ART. 9 SPONSORSHIPS

Artists are responsible for finding sponsors to fund their participation in the Biennale. Every artist may submit the names of potential sponsors, in order to receive the official confirmation of the admission of the artist by the Organizer. **If the artists are waiting for a contribution from a sponsor, they must notify the Organizing Secretariat in compliance, however, to the deadlines for submission of documentation and fees.**

The Florence Biennale is supported by the collaborative effort of the artists or their Sponsors. The Organizer of the Exhibition, in thanking both public and private sponsors, who, with their generous collaboration help to facilitate the presence of the Artists, the Biennale is proud to publish their names and logos in the published Catalogue and in on the Florence Biennale website.

ART. 10 SERVICES INCLUDED IN THE PARTICIPATION FEE

The amount of the participation fee is determined primarily on rental cost of the exhibition space chosen by the Artist, which virtually is a portion of the exhibition venue rental as a whole for the Biennale. This amount, however, includes other direct and indirect costs. All these costs, covered by the participation fees paid by the Artists, are listed here below for your information.

- Rental of the exhibition space and equipment (including lighting fixtures and halogen lamps; chairs, and other);
- Services at the Fortezza da Basso (fire prevention surveillance, installation management, first aid post, daily cleaning, security, switchboard operators, hostesses, electrical assistance, fitting and set-up assistance, electricity, heating and air conditioning for exhibition spaces);
- Insurance of the works on display (see Art. 15);
- Organizing Secretariat (personnel, consumption materials, and overheads);
- Curatorial and Management team (personnel and overheads);
- Costs for the organization of conferences, workshops, and seminars on contemporary art;
- Graphic design, editing, printing and distribution of the Official Catalogue;
- Production of a video bearing witness to the Florence Biennale, X Edition, with shots of its more salient moments. A complimentary copy in DVD format will be distributed to all the participating Artists;
- Costs for the realization and update of the Florence Biennale website;
- Press Office, media coverage, and advertising;
- Realization, print and fitting of posters, banners, and billboards;
- Travel and accommodation expenses and other costs for hosting the "Lorenzo il Magnifico" Lifetime Achievement Award recipients;
- Production of prizes for the "Lorenzo il Magnifico" Awards;
- Representation expenses, including costs for inviting the members of the International Jury and institutional guests.
- Gala dinner.

ART. 11 OFFICIAL CATALOGUE PUBLISHED BY FAUSTO LUPETTI EDITORE

The Official Catalogue of the X Florence Biennale will be published by Fausto Lupetti Editore, for distribution in Italy through its network of bookstores, agreements with portals such as Amazon and iTunes Store, and present it at the main book fairs in Europe (Bologna, Turin, Rome, and Frankfurt). The Official Catalogue will include a short biography of each participating Artist, and an image of his/her work displayed at the Florence Biennale. **Participating Artists, must complete FORM B providing the necessary information for publishing their works, no later than May 31, 2015.** A complimentary copy of the Official Catalogue will be provided to each participating artist during the exhibition.

ART. 12 ARTWORK TRANSPORT, CUSTOMS, AND HANDLING

The Artists and/or delegated persons are responsible to bear

the costs of packaging, shipment, transport, insurance, custom clearance, handling and installation of the artworks. The Artists are also responsible for the costs of dismantling, packaging, and returning the artworks in question to their respective addresses. **Based on experience we do not recommend the use of express couriers** since these operators may not be used to dealing with the custom clearance procedures for works of art, which are extremely complex in Italy, and therefore unwanted inconveniences and delays may occur. In order to help Artists on these matters, the Organizer is available to provide the names and addresses of companies specializing in the transport and handling of works of art. **The use of any of these companies is at the full discretion and responsibility of the Artist** to contact and eventually use a recommended operator, Organizer will in no way work as an agent or intermediary.

ART. 13 RESPONSIBILITIES OF THE ORGANIZER

The organizer hereby declines any responsibility deriving from actions and circumstances whatsoever attributable to one or more participating Artists, even as a result of their non-compliance with the herein General Regulations. The Artists are solely responsible for their artworks and performances during the Florence Biennale. The Organizer is fully exempt from any responsibility in relation to:

1. The authenticity, provenance, and value of the artworks displayed;
2. Obligations of a commercial, financial, administrative, or fiscal nature vis-à-vis collaborators, visitors, and governmental authorities as related to the artworks displayed;
3. Civil liability for theft or damage to the artworks displayed, damages to the Artists and their collaborators as well as Third Parties, and damages to the equipment, furnishings and fixtures of the venue.

ART. 14 INSTALLATION AND SET-UP

The Artists shall be responsible for any damage they may cause to the equipment, furnishings and fixtures of the exhibition spaces in the venue of the Florence Biennale. The Artists and/or their assistance may be required to provide documents proving the ownership of the artworks they are transporting and/or handling. During the set-up and dismantling phases. **Transport vehicles may be parked outside the venue only where permitted, and strictly for the time necessary to loading and unloading the artworks.**

14.1) Installation Set-up Phase

Unless otherwise stated, the venue will be accessible for installation and set-up on **October 15 and 16, 2015** from 8.00 – 8.00 pm each day. Therefore, all artworks must be fully installed by 8.00 pm of Friday, October 16th and ready for official opening on October 17, 2015.

14.2) De-Installation phase

Exhibition spaces must be returned in the condition in which they were received within the stipulated period and any damages caused to structure, equipment and/or fixtures of spaces will be charged to Artist. The de-installation of exhibition spaces must be completed without fail, unless otherwise provided, no later than **19:00 on Monday, October 26, 2015**. After this deadline, the Organizer reserves the right to carry out the de-installation and storage of works, without any liability, including moving the unclaimed property or otherwise left at the Exhibition venue, the goods will remain at the disposal of the legitimate holders in the storage facilities; any expense for transferring and storing, in compliance with art. 1787 of the Italian Civil Code of Law, is exclusive responsibility of the Artist.

ART. 15 INSURANCE

The Organizer undertakes to insure the artworks on display at the Florence Biennale against theft and fire, and also to stipulate a civil liability insurance for the period of the exhibition with a € 700,000 coverage as a whole. The Artists are recommended to stipulate an additional insurance covering their artworks against risks and damages that may occur during transportation (inbound and outbound), storage, handling, set-up and de-installation activities. All policies should include a clause forgoing the right to make recourse claims vis-à-vis the Exhibition Center and Organizer. Uninsured Artists will still be accepted, but must personally assume all responsibilities set down in this article. It is recommended to insure artworks.

ART. 16 PHOTOGRAPHS AND REPRODUCTIONS

The Organizer reserves the right to take photographs of views

and/or details within the venue, and reproduce or authorize the reproduction of the photographs taken.

ART. 17 PROHIBITIONS

Within the framework of the Florence Biennale it is strictly prohibited to:

- a) place nails and/or screws or otherwise puncture the walls, ceilings, and floors of the exhibition venue;**
- b) attach weights to the structures of the exhibition venue;
- c) drive or park vehicles of any kind in the exhibition area;
- d) leave parked vehicles in the parking lot of the Fortezza da Basso at night (including de-installation phase);
- e) carry harmful, hazardous, and dangerous items (i.e. explosives, flammable materials, corrosive substances, etc.);
- f) remove the artworks from the venue during the exhibition days without prior written authorization of the Organizer;**
- g) distribute advertising materials (magazines, catalogues, leaflets, brochures, etc.) that are unrelated to the Artist;**
- h) use the name and/or logo of the Florence Biennale without prior written authorization of the Organizer;
- i) cause any inconvenience or nuisance of any kind to the normal running of the exhibition, at the risk of immediate expulsion from the exhibition venue premises;
- j) carry out political propaganda of any kind inside the exhibition venue;
- k) the Artists and their employees may not remain in the stand or within the Exhibition Venue enclosure during the closing hours of the Exhibition or at other unauthorized times, without special permission;
- l) leave residues of any nature, including materials used for the exhibition space set-up (adhesive tape, carpet pieces etc.) in the exhibition venue;
- m) begin the dismantling/de-installation operations before the exhibition has closed;**

n) in the absence of explicit authorization it is forbidden to copy, reproduce, even partially, by any means and dissemination of these documents © 2014 Arte Studio srl.

ART. 18 MISCELLANEOUS

The Organizer hereby reserves the right to establish, even in derogation of these General Regulations, any rules and regulations that may improve the operation of the Exhibition and the internal services. Any such rules and regulations shall be equal in value to these General Regulations and therefore, equally binding.

ART. 19 FORCE MAJEURE

In case of force majeure, or for reasons beyond the control of the Organizer, the place and date of the X Florence Biennale will be subject to change.

ART. 20 JURISDICTION AND APPLICABLE LAW

In compliance with articles 1341 and 1342 of the Italian Civil Code of Law, the Artist specifically agrees to the clauses included in: **Articles 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, and 20 of the herein General Regulations, and the provisions stated in the documents attached hereto, namely FORM A, FORM B, and Privacy Notice**

DATE ___ / ___ / ____

FIRST AND LAST NAME

.....

SIGNATURE

.....

PRIVACY

INFORMATION STATEMENT AND CONSENT PURSUANT TO LEGISLATIVE DECREE NO. 196/2003

Pursuant to Legislative Decree 196/2003, Personal Data Protection Code, the Organizer, in the role of data controller, is required to provide certain information regarding the use of the personal data handled.

PURPOSE FOR WHICH THE DATA IS HANDLED

The personal data shall be handled as part of the Organizer's institutional activities for the following purposes:

- a) purposes strictly linked and instrumental to the management of relations with clients and suppliers and credit protection (commissions assigned to credit recovery companies, factoring companies and/or Credit Institutions);
- b) purposes functional to the development of the Organizer's activities for which the person concerned has the right to give his or her consent. This category includes the following activities:
 - the sending of information or advertising material to clients regarding exhibitions organized annually;
 - verifying the level of customer satisfaction, including through market research companies;
- c) purposes connected to requirements set down by law, directives, EC legislation as well as regulations issued by recognized authorities.

METHOD OF DATA HANDLING

The personal data shall be handled using manual, electronic and telematic instruments, using criteria strictly connected to the aforementioned purposes and, in any case, capable of guaranteeing the safety of the said data through the adoption of suitable preventive safety methods pursuant to art. 31 and fol. of Legislative Decree no. 196/2003.

SUBJECT CATEGORIES TO WHICH THE DATA CAN BE PASSED ON

In order to carry out its activities, the Organizer may also avail itself of: 1) external firms/businesses/companies carrying out activities closely connected with and instrumental to the management of relations between the Organizer and the client.

Data shall be handled by these subjects for the following purposes:

- a) performance of services related to participation in the exhibition (technical, logistical, insurance services, etc.);
- b) printing of official event catalogues;
- c) printing, envelope stuffing, mailing and delivery of messages to clients;
- 2) credit recovery companies, factoring companies, credit institutions;
- 3) external firms/businesses/companies carrying out activities functional to those of the Organizer itself.

Data shall be handled by these subjects for the following purposes:

- a) carrying out market research on representative client samples, on behalf of the Organizer;
- b) sending messages, information and advertising material to the clients regarding the exhibitions organized annually, even by third parties, with which the Organizer has stipulated appropriate agreements;
- c) promoting the acquisition of Visitors and Artists for shows and events, on behalf of the Organizer, as agents, brokers or similar figures;
- d) guaranteeing the surveillance and safety of the Fair Complex;
- e) promoting services related to the commercial activities of the Visitors and Artists, on behalf of the Organizer.

AREA OF DISTRIBUTION

In the event of the positive conclusion of the contract regarding participation in fair events, the Organizer shall, according to the express provisions of the Regulations of participation, enter the personal data in the Official Event Catalogue, destined for national/international distribution. The Organizer may circulate the data provided by Artists by entering the same on electronic supports – including multimedia supports. This data shall permit Visitors and Artists at each individual event to identify the position of the stands, as well as to learn about the characteristics of the exhibit of each participating Artist.

RIGHTS AS PER ART. 7 OF LEGISLATIVE DECREE 196/2003

It should be noted that art. 7 of the abovementioned Decree offers the possibility of exercising certain specific rights. In particular, the person concerned may ask the data controller to confirm the existence or absence of his/her personal data and that the same be made available in an intelligible form. Moreover, the party concerned: has the right to gain knowledge of the origin of the information, the criteria and purposes for which the same is handled; obtain the cancellation, transformation into an anonymous form or the blocking of data handled in breach of the law, as well as the updating, correction and, if applicable, the integration of the same; oppose the handling of the said personal information for legitimate reasons; freely oppose the handling of the personal data regarding the same for the purposes of commercial information or the sending of advertising or direct sales material or in order to carry out market research or interactive commercial communications.

DATE ___ / ___ / ____

SIGNATURE

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The catalogue of X Florence Biennale will be published by **Fausto Lupetti Editore** (over 800 titles of Italian and foreign authors). The Florence Biennale catalogue will be distributed throughout Italy through Lupetti's network, which includes bookshops, websites like **Amazon.it** and the main book fairs in Italy and Europe (Bologna, Turin, Rome and Frankfurt). Plus, for the first time the catalogue will also be an eBook, available on **iTunes Store**. STEALTH is the platform for distribution of digital books that **Simplicissimus Book Farm** provides to Fausto Lupetti Editore, findable in the main online bookshops both Italian and internationally.

In addition we are proud to announce that Fausto Lupetti Editore will also publish a series of books, dedicated to contemporary art titled **Florence Biennale Books** that will include special events and exhibitions organized by the Florence Biennale team, in the Florentine home of LINEA Spazio Arte Contemporanea and in other venues.

The catalog will be sold at retail value of €60,00 to the public and €29.99 on iTunes Store and digital format. **For participating artists a special price is reserved of €45,00 per additional acquired copies.**

FIRST NAME LAST NAME

NAME (for catalogue)
(please give the exact Artist name to be printed on the catalogue)

COUNTRY ADDITIONAL CATALOGS N°
(please state the country the artists is representing)

This form should be accompanied by the following documentation and returned by no later than May 31, 2015:

• A **biography of 150 word maximum** in english (obligatory) and in own language, to be e-mailed to info@florencebiennale.org or angelina@florencebiennale.org. We suggest you include any information about your training, recent exhibitions and some comments about your work. **Artists should request confirmation from the Organizational Team that the material has arrived as no reminder will be sent.**

• A **color photo of the work** to be published in the Exhibition Catalogue. The photo should be high resolution and sent by e-mail or on a CD-ROM in a digital format (minimum 300 dpi). **The work published in the Catalogue must be exhibited at the Biennale and should be no more than 5 years old**, therefore you must choose an artwork you are certain you will be exhibiting.

Please complete the **Selected Artwork's technical details of the chosen piece:**

TITLE OF WORK

TECHNIQUE..... YEAR
please provide a brief definition of the technique used (max. 50 characters)

MEASUREMENTS (cm)

HEIGHT WIDTH DEPTH WEIGHT LENGTH
(sculpture) (video)

The photo should be accompanied by instructions regarding the exact printing position, top and bottom, as well as the first and last name of the Artist.

Arte Studio reserves the right to ask Artists to change or modify the chosen artwork for publication, at its own unquestionable discretion. The material sent will not be returned.

I, the Undersigned, having acquired the information in this **FORM B**, as a participant at the X Florence Biennale, hereby declare to authorize the reproduction of any photographic images of my works, free of charge, in the Exhibition Catalogue. I also hereby declare to allow the material sent, containing biographical and photographic material, to be used for printing, reproduction and communication purposes.

I, the undersigned, having received the information set down in art. 13 of Legislative Decree no. 196/2003 and pursuant to art. 23 of the said law, hereby consent to the handling of my personal information.

DATE __ / __ / ____

SIGNATURE