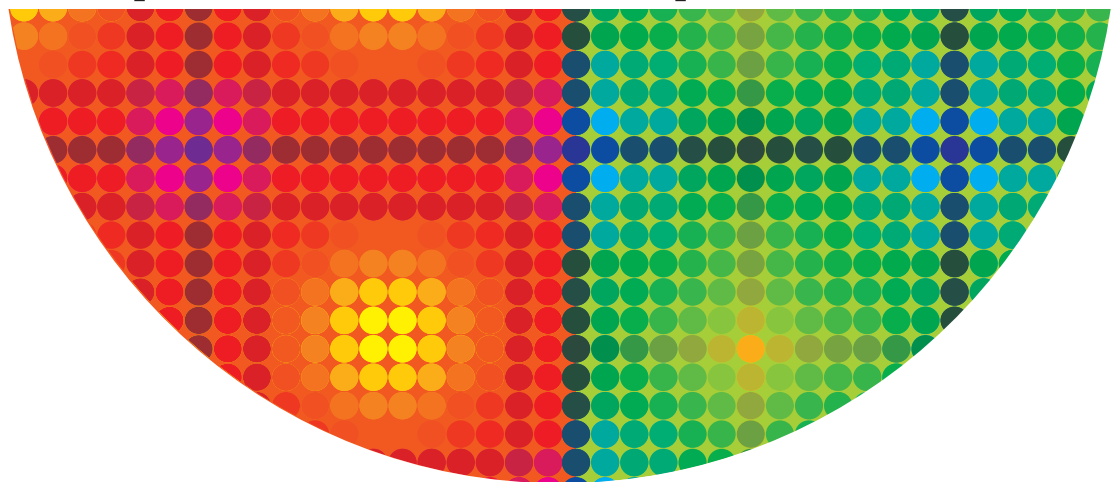


international video contest 2018

fifth edition

→ riprenditi la città → riprendi la luce



AIDI

Associazione
Italiana
di Illuminazione



PROMOTING INSTITUTION

Since its foundation in 1958, AIDI – Associazione Italiana di Illuminazione (the Italian Lighting Association) performs a constant action of scientific, technical and cultural information, and disseminates the culture of light and the issues related to the lighting world.

Present on the national level with territorial sections, it has always been an ambassador of the modern Italian lighting culture, having as its main purpose the dissemination of knowledge on all aspects of illumination, favouring studies and researches.

It carries out didactic, cultural and dissemination activities, establishing its own boards and study committees. It maintains relationships with organizations, associations, research centres, and national and international committees directly or indirectly engaged, in Italy or abroad, in the development of lighting studies and applications.



THE COMPETITION

Following the success of the past editions, AIDI (Associazione Italiana di Illuminazione) organizes and promotes the fifth edition of the International video competition “Riprenditi la città, Riprendi la luce”.

An initiative that aims to disseminate the “culture of light” among the young and the very young, to stimulate their awareness of the importance that this element plays in their daily lives, and to learn and understand how they interact, precisely through the light, with the city they live, work, or study in.

The light, the young participants and the cities still are the protagonists of this fifth edition. The video is the narrative instrument: a 60-second film, which can be filmed with portable or mobile devices such as tablets, smartphones, video camera, camera, etc.

Cities thus become the stage of their video shooting and tales, their lit backgrounds, the colourful scenographies through which the young participants will tell their stories, their squares, and their gathering, leisure, meeting, and work places. A fresh look that, through many 60 second gazes, will build a new and topical vision of their dreams and hopes, of the image of our cities and, above all, of what their eyes see and communicate.



WHAT'S NEW IN THE 5TH EDITION

CATEGORIES AND THEMES

This new edition is open to two distinct categories of young people: the under 18s and the under 30s. They are invited to narrate the light within three thematic sections: *Light and Places*, *Light and Art*, and *Light and Words*. Furthermore, the special prize *Light and Photography* will be awarded to the video that will better highlight the important role of photography in the making of a short movie.

● LIGHT AND PLACES

Places can be either outdoor or interior areas of the city.

The short videos will have to narrate the perception of light in the city and its value in terms of urban re-enhancement and social gathering.

For the very young participants, the relationship between light and their school building may be the subject of their videos.

● LIGHT AND ART

Light has always been a key element for those artists who skilfully used it in their works. Furthermore, light can help us to better read an artwork, helping us to better understand the intentions of its author. Light can also reveal architectural details and often lead us to rediscover otherwise forgotten buildings.

The videos that participate in this thematic section will have to highlight the value of light in the enhancement of the artistic heritage.

● LIGHT AND WORDS

When well-used, the combination of words, images and music may give strength to images, enhancing their expressive and emotional power. In this section, young people can send their shorts along with scripts and stories inspired by the theme of light.

LIGHT AND THE UNDER-18S

Light is also a heritage of the very young. Well aware that the culture of light has to start right from the “youngest”, AIDI opens once again the competition to the under 18s, by actively involving high schools, in which the light might easily become subject of projects and field of study.

Three winners will be selected, one for each thematic section, and awarded with a 500 euros book voucher and an iPad

LIGHT AND THE UNDER-30S

The competition calls on the many young film makers – but not only –, who are increasingly interested in these media, to represent the light, through their own attentive gaze and their sensitivity, in its daily space and time dimensions. They can narrate the relationship between light and space, both in public spaces of the city and in interiors inserted within an urban context.

Three winners will be selected, one for each thematic section, and awarded with 2,000 euros each

→ SPECIAL PRIZES

Light and Photography

1,000 euros

Jury's Special Prize

1,000 euros

PARTICIPATION

Participation is free of charge and may be individual or in group (up to three components, for which a group leader must be indicated)

DEADLINES

launching of the competition
Triennale di Milano/
January 17th, 2018

award ceremony
Auditorium MAXXI,
Museo Nazionale
delle Arti del XXI secolo/
May 17th, 2018

closing of the competition
April 30th, 2018

for more information and further details on how to participate in the competition, please visit the official website:
www.riprenditilacitta.it

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