



THE 3W CONTEST

2024 EDITION

GUIDELINES



MEANING OF 3W:
WELCOME, WORK, WONDER

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1. THE CONTEST

The 3W Contest was born between 2018 and 2019 from the mind of Alessandro Ferrari, Co-founder and CEO of Phoenix Informatica, with the aim of creating moments of dialogue and collaboration between the world of Academies and the world of Enterprises.

More specifically, discussions with various entities revealed two needs: the first is to understand how to **extract value** from the communication skills of professionals to make corporate communication engaging internally and effective externally; the second is the desire to “**bring beauty into the company**,” a common goal across various sectors, even the most unexpected, rediscovering art and culture as nourishment for the spirit.

“The contest was born by chance, from the emotion of being among young students of an art academy where I was invited to share my testimony. The vision of the works of young artists generated in me a significant emotion and a sense of well-being. From those first moments to the design of a contest that combined youth, art, business, and industry, it took little time.”

Alessandro Ferrari

Thus, in 2019, the first edition of the contest came to life, aimed at creating a bridge between Art and Communication Academies and the world of Business and technical-scientific research, generating value for both realities. Starting from **real briefs** from companies and institutions active in the technical-scientific field, young students and future professionals are called to create tailored art and communication projects that are genuinely implementable, free from the constraints that sometimes limit the creativity of businesses but coherent with reality.

Abstraction and concreteness, ideas and necessities, creativity and strategy merge to give rise to original solutions that meet the needs of the involved parties.

The symbiosis between the contest and the research world, thanks to the partnership with Kilometro Rosso Innovation District, allows Concorso 3W to be a unique cultural initiative. Furthermore, the immediate adherence to our idea of sharing by the Brescia Museums Foundation during Brescia and Bergamo Capital of Culture 2023 highlights the ongoing freshness and high interest that the Contest generates among its interlocutors. After all, it was born from the awareness of the strategic importance of encouraging this dialogue among all interested parties, asking students to create projects that are **concretely applicable** in the context of research and business centers.

Each edition of Concorso 3W is divided into two phases: the Autumn Session and the Spring Session, each lasting one year to allow academies and universities to organize themselves effectively by involving various courses. The Autumn Session will feature Visual Arts courses, while the Spring Session will involve courses in Communication.

More details are provided in the following paragraphs of this announcement and on the website <https://concorso3w.it/>.

For businesses, C3W requires an **intellectual and presence commitment**. We ask them to share their ideas freely to collaboratively create real briefs that future professionals will tackle and to be available for communication and meetings to get to know each other better.

2. PREVIOUS EDITIONS

Here is a brief list of the titles of previous editions to showcase the growth and evolution of the contest over time.

- 2019** ▶ A competition of ideas to improve communication
Consortiums of Enterprises and Scientific-Technological Parks
- 2020** ▶ Corporate Communication between Offline and Online
- 2021** ▶ Innovative with Art:
Image, Communication, Video, Social and Design:
five “muses” at the service of technical-scientific research.
- 2022** ▶ Communicating Humanism 4.0
- 2023** ▶ Red
Art, Culture, and Humanism: Renaissance in the New Millennium

3. THEME: “YOUTH AND WORK: A COMPARISON BETWEEN EXPECTATIONS AND REALITY”

In today’s society, the relationship between young people and work unfolds as a journey filled with opportunities and challenges, unexpected confrontations, rocky paths, but also surprising occasions. This journey aims to find a balance and harmony between the expectations of young professionals and the real opportunities offered by different companies.

The theme “*Youth and Work: A Comparison between Expectations and Reality*” aligns with the core mission of C3W: **highlighting the new generation** and fostering a synergy between academic institutions, future professionals, and businesses to enhance mutual understanding.

Students are encouraged to explore topics related to the challenges, dreams, and expectations of contemporary youth, with a particular focus on a detailed analysis of the relationship between **individual aspirations and the demands of the labor market**.

The initiative promotes research that goes beyond the surface, delving into emotions, feelings, and the different perspectives emerging from various socio-cultural contexts.

Participants are required to present concrete projects, developed with a “fresh” and “young” perspective, aimed at **bridging the academic world with the business world**.

The 3W Contest adopts an open approach, giving students complete creative freedom. There are no constraints on the outputs, as long as they align with the proposed theme.

The ultimate goal is to stimulate creativity, innovation, and critical thinking, **offering a space for free expression** of individual visions. This allows students to present projects that embody the complexity and diversity of the theme, while creating significant connections between the academic and business worlds.

4. PARTICIPATION GUIDELINES

A. TRACKS

The contest offers two distinct phases: the Spring Session, dedicated to visual arts, and the Autumn Session, focused on communication.

1. Visual arts:

Participants are asked to conceive, design, and create an artwork in line with the theme of the contest, adopting the technique, style, and artistic mode deemed most appropriate (figurative, abstract, contemporary, digital, etc.).

There are no restrictions regarding methods, styles, techniques, or materials, and the contest embraces disciplines such as painting, sculpture, drawing, photography, performance, installation, etc., allowing the use of any materials deemed suitable.

Technical parameters of the artwork:

- For two-dimensional (2D) works, dimensions must be between a minimum of 40x40 cm and a maximum of 150x150 cm, with the option to include or omit simple frames.
- For three-dimensional (3D) works, the maximum dimensions allowed are 100x100x100 cm, with a maximum weight of 25 kg.

2. Communication:

Participants are asked to create a communication project relevant to the contest theme, with full freedom to choose the channels, tools, and content format.

Examples include, but are not limited to: concept and visual concept creation, copywriting for a visual-graphic communication message, advertisements for print or digital media, editorial plans, video, app, podcast, website development, and editorial tools like magazines or collections.

Minimum project requirement:

- Audio-video productions must have a maximum duration of 3 minutes.
- Editorial productions must include a title, cover, graphic structure, layout mockup of internal pages, distribution, and promotion plans, specifying the target audience and publication frequency.
- Podcast proposals must include graphic design for the icon, visuals for the communication and promotion of the program, and a brief demo of the show, not exceeding 3 minutes.

B. REQUIREMENTS

Participation in the 3W Contest is open to students officially enrolled in an Academy or University that has established a partnership with C3W. Ex-students and/or professionals are not eligible to participate. Academies, through their professors, will guide young minds and provide them with the guidelines for the final project, based on the objectives and characteristics of the courses involved in the initiative.

Participants may compete individually or as part of a group, with a minimum of one person and a maximum of ten people per group. Multiple projects/works are accepted from an individual or a group, with a maximum of three entries per participant, regardless of whether they come from a single course or multiple courses. No element of a collective project may be extracted and submitted as an individual project.

Registration can occur at any point within the competition cycle, as long as deadlines are respected. Participants must complete the form available at [insert link], uploading the project materials in PDF format. The PDF should include **all necessary components: photos, technical sheet, and a description (abstract) of up to 2,000 characters**. If a video is included as part of the submission, it must be linked via YouTube or Vimeo. For artwork submissions, a minimum of two and a maximum of five photos are required, along with a technical sheet. The form, **available for download**, must be completed and attached with the photos (e.g., title, materials, dimensions in cm, weight, technique, description of the work and the creative/ideation process).

For specific needs regarding supports, bases, or mediums, these should be detailed in the PDF or by contacting the organization directly.

Phoenix will handle the transport of selected artworks from the pick-up to the delivery point and vice versa, but only if the work exceeds a size of 70 cm³. For painting or sculpture productions, the student or group must complete the form, attaching a detailed work sheet along with appropriate photographs, and request the organization of transportation (pick-up and delivery) by selecting the corresponding box.

Insurance is voluntary and at the artist's expense. Phoenix is not liable for damage and/or theft of selected works.

C. TIMELINE

The contest is divided into two sessions:

- Autumn Session: Focuses on Communication courses.
- Spring Session: Focuses on Visual Arts course.

The schedule is as follows:

6th Edition AUTUMN SESSION (October 2024 – September 2025)

- October 2024: Kick-off – Contest announcement to Academies
- June 2025 (15/06): Deadline – Submission of projects
- June 2025 (15-30/06): Project evaluation, ranking
- July 2025: Publication of ranking
- September (1st week) 2025: Finalists confirm attendance at the award even
- September (3rd week) 2025: 6th Edition Autumn Session Award Ceremony

6th Edition SPRING SESSION (March 2025 – February 2026)

- March 2025: Kick-off – Contest announcement to Academies
- December 2025 (10-15/12): Deadline – Submission of projects
- December 2025 (15-30/12): Project evaluation, ranking
- January 2026: Publication of ranking
- February (1st week) 2026: Finalists confirm attendance at the award event
- February (3rd week) 2026 : 6th Edition Spring Session Award Ceremony

D. AWARDS CEREMONY

The winners will be announced during the awards ceremony. A panel of experts and professionals will evaluate the projects based on predetermined criteria. **Their decision is final and cannot be contested.**

The top 5 finalists will receive a commemorative plaque, while the top 3 will be awarded a

cash prize. At the judges' discretion, honorable mentions may also be given to the 6th and 7th place participants. Cash prizes will be distributed via PayPal or bank transfer to the participants equally.

The announcement of the winners will take place during the **awards event** and will only be valid for those physically present. If a finalist is absent, the prize will automatically be awarded to the next participant in the ranking.

E. SCORING AND CRITERIA

The jury, consisting of experts and professionals in the fields of Visual Arts and Communication, will score each submission between 0 and 10 points per criterion. **The sum of these points will determine the ranking.**

Projects will be evaluated based on the following criteria:

- Relevance to the Theme: The ability to capture the core values and spirit of the contest's theme.
- Originality: The project's uniqueness and its ability to attract attention through its structure and evocative power, without causing confusion or overlap with other existing works.
- Technique: Adherence to the norms and methodologies characteristic of the field in which the project is submitted.
- Communication: The ability to clearly convey the project, making it understandable to a broad audience.

F. OPPORTUNITIES

Opportunities for Students:

- *Networking*: Build connections with industry professionals, professors, and other participants, expanding their network in both academic and professional fields.
- *Professional Feedback*: Receive constructive feedback from experts and professors, providing an opportunity for personal and professional growth.
- *Development of Soft Skills*: Improve communication, teamwork, time management, and creative problem-solving skills through practical experience.
- *Online Visibility*: Having their work published online increases students' visibility, especially on digital platforms and social media.

- *Social Awareness:* Address social or environmental issues through their projects, contributing to raising awareness and promoting important causes.
- *Academic Recognition:* Gain academic recognition, awards, or special mentions, which can enhance academic credentials and add credibility to their professional profile.
- *Access to Future Opportunities:* Participation in the contest may serve as a stepping stone to further academic or professional opportunities.
- *Awareness of Professional Opportunities:* The contest promotes awareness of career opportunities in art, communication, and design, helping students to pursue more informed and strategically relevant careers in the industry and services sector.

Opportunities for Companies:

- *Exploring New Professional Frontiers:* Discover innovative and original professional creations from the new generation through their work.
- *Connections with the Future:* Establish relationships with future professionals, assessing and understanding their skills.
- *Improving Employer Branding:* Show openness and a desire for innovation, contributing to enhanced employer branding.
- *Strategic Awareness:* Gain insights into the real opportunities offered by specific professions and understand their strategic importance. Implementing structured communication policies supports corporate strategy, promoting the effective achievement of objectives. Integrating art into the business environment fosters a positive and engaging atmosphere, positively impacting productivity.
- *Engagement:* Present challenges and briefs that allow young minds to explore new approaches and solutions to address problems or meet specific needs.
- *Challenges and Collaborations:* Actively engage and collaborate with other companies that share and support an innovative approach to education.
- *Community of Innovators:* Share challenges and the desire to explore opportunities offered by art and communication.

Opportunities for Academies:

- *Exposure and Visibility:* Academies will have the opportunity to showcase their students' projects in a prestigious setting during the awards event. This exposure offers visibility to academic creations in front of a wide audience of professionals, industry experts, and company representatives.

- *Networking with Professionals:* The 3W Contest facilitates meetings between students, professors, and professionals in the fields of art, communication, and design. Academies will have the opportunity to establish significant connections with key figures, fostering potential future collaborations.
- *Enhancing Academic Profile:* Participating in the 3W Contest allows academies to enhance their academic profile. Being involved in an initiative that promotes dialogue between art, culture, science, and technology can increase the institution's reputation and attractiveness.
- *Participation in Thematic Sessions:* The contest is divided into two thematic sessions, allowing academies to participate flexibly by involving specific courses in the Autumn and Spring Sessions. This structure enables targeted and convenient participation by academic institutions.

5. RIGHTS AND OBLIGATIONS / LEGAL CLAUSES

COPYRIGHT AND AUTHORSHIP CLAUSES

- **Originality:**
Participants guarantee that the projects submitted for the contest are original and do not infringe on any copyright or other rights of third parties.
- **Author's Copyright:**
Each author retains all intellectual property rights to their project submitted for the contest.
- **Grant of Usage Rights to the Organization:**
Participants grant the contest organizers the non-exclusive, free right (for academies and authors) to use, reproduce, distribute, and publish the submitted projects for promotional purposes of the contest, without profit.
- **Unlimited Usage Rights:**
The contest organization has the right to use the submitted projects in any format or media, including but not limited to magazines, websites, exhibitions, and promotional publications, without geographic or temporal limitations.
- **Author Attribution:**
The contest organization commits to crediting the author(s) of each project used in all publications or exhibitions.
- **Prohibition of Transfer to Third Parties:**
Contest organizers do not have the right to assign or transfer the usage rights of the submitted projects to third parties without the author's consent.
- **Copyright Compliance:**
The contest organization commits to respecting the authors' copyrights and using the projects only in the ways specified in this regulation.
- **Use of Finalist Projects:**
Projects selected as finalists may be used by the contest organization for promotional purposes, including publication on online or offline channels.
- **Judgment:**
The jury's decision is final and irrevocable.
- **Participation:**
The participant is required to attend the awards ceremony on the scheduled date, with prior notice given well in advance (minimum 3 weeks before the event). Only in the case of justified and documented reasons will a finalist be exempted from attendance. In the event of unjustified absence, the prize will be revoked and awarded to the next participant in the ranking present at the ceremony.

- **Prohibition of Modification:**
The contest organizers commit not to modify the submitted projects without the author's explicit consent.
- **Use for Educational Purpose:**
The contest organizers may use the projects for educational purposes, such as in presentations, workshops, or educational materials, with an obligation to credit the author.
- **Exclusion from Commercial Use:**
The contest organization commits not to use the projects for commercial purposes without a separate agreement with the author
- **Responsibility for Submitted Projects:**
Participants declare that they are the legitimate copyright holders of the submitted projects and assume responsibility for any violations of third-party rights.
- **Modifiche al Regolamento:**
I promotori del concorso si riservano il diritto di modificare il regolamento e il bando, sia durante che dopo lo svolgimento della sessione, previa comunicazione agli interessati, al fine di assicurare maggiore chiarezza e conformità legale.
- **Changes to the Regulations:**
The contest promoters reserve the right to modify the regulations and the contest announcement, both during and after the contest session, upon communication to the participants, in order to ensure greater clarity and legal compliance.
- **Disclaimer:**
The contest organizers disclaim any responsibility in the event of disputes related to copyright violations raised by third parties due to the use of the projects in accordance with the clauses specified in the regulations.
- **Publication of Results:**
The contest organizers have the right to publish the results, including but not limited to the names of the winning authors, across various media channels.
- **Use of Non-Selected Projects:**
Non-selected projects may be used by the contest organization for promotional purposes.
- **Insurance Clause:**
The organization is not liable for the receipt or return of projects in the event of damage, theft, etc..
- **Acceptance of the Regulation:**
Participation in the contest implies unconditional acceptance of all the clauses related to copyright and the rights specified in these regulations, including the processing of personal data.