



C3W

7th Edition '25-'26

Official Contest Guidelines



WELCOME
WORK
WONDER

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1. THE CONTEST

C3W was conceived between 2018 and 2019 by Alessandro Ferrari, Co-Founder and CEO of Phoenix Informatica, with the aim of creating a dialogue and collaboration between the world of Academies and the world of Enterprises.

In particular, through discussions with several organizations, two main needs emerged. The first was to understand how to derive value from the abilities of communication professionals — to make corporate communication engaging internally and effective externally.

The second was the desire, common across many industries, “to bring beauty into the company”, rediscovering art and culture as nourishment for the spirit.

“The contest was born almost by chance, from the emotion of being among young students of an art academy where I had been invited to share my experience.

The vision of their artworks moved me deeply and created a strong sense of well-being. From those first moments to designing a contest that would bring together young people, art, business, and industry, the step was short.”

Alessandro Ferrari

Thus, in 2019, the first edition of the contest came to life.

Its main goal was to create a bridge between Art and Communication Academies and the world of Business and Technical-Scientific Research — generating value for both.

Starting from real briefs proposed by companies and institutions active in the technical-scientific field, young students and future professionals are invited to create original art and communication projects that can be actually implemented — free from the rigid constraints that sometimes limit creativity in business, yet consistent with reality.

Abstraction and concreteness, ideas and needs, creativity and strategy merge to generate original solutions that respond to the challenges faced by both sides.

The partnership with Kilometro Rosso Innovation District has made C3W a unique cultural initiative that connects art and research. Furthermore, the immediate endorsement of Fondazione Brescia Musei, during Brescia and Bergamo Capitals of Culture 2023, confirmed the contest’s vitality and continued public interest.

From the very beginning, C3W was founded on the awareness of the strategic importance of fostering dialogue between all stakeholders — asking students to create practical, applicable projects in the context of research and entrepreneurship.

Each edition of C3W is divided into two stages: an Autumn Session and a Spring Session, each lasting one academic year. This allows universities and academies to organize their courses effectively and ensure participation across disciplines.

The Spring Session involves Visual Arts programs, while the Autumn Session involves Communication and Design programs.

Further details can be found in the following sections and on the official website: www.c3w.it

C3W invites companies to engage intellectually and personally — to let ideas flow freely in creating real briefs on which the professionals of tomorrow will work, and to be open to dialogue and encounters that foster genuine connection and understanding.

2. PREVIUOS EDITIONS

Below is a brief list of the previous editions' titles, illustrating the growth and evolution of the contest over time:

- 2019 ► [A competition of ideas to communicate better - Consortia of Enterprises and Science & Technology Parks.](#)
- 2020 ► [Corporate Communication between Offline and Online](#)
- 2021 ► [Innovative through Art: - Image, Communication, Video, Social, and Design — five “muses” serving technical-scientific research.](#)
- 2022 ► [Communicating Humanism 4.0](#)
- 2023 ► [The Red - Art, Culture, and Humanism: a renaissance for the new millennium.](#)
- 2024 ► [Youth and Work: A Comparison Between Expectations and Reality.](#)

3. THE THEME: “THE SHAPE OF CARE”

7th Edition

We live in an age that constantly pushes us to conceal imperfections — in our personal lives as much as in our professional ones. The critical eye toward what falls outside shared standards often leads us to abandon the “different” in favor of the “normal,” the old for the new. Objects break, wear out, are discarded. Unfortunately, this happens not only to things. Fragility is perceived as a flaw to be fixed, or worse, to be erased. But what if we tried to look at it differently?

“The Shape of Care” is born from a simple intuition: care is not only prevention, not only protection. At times, care is what happens after the break — it is the gesture that welcomes, repairs, transforms what is broken into something new, perhaps different from the original, yet possibly more authentic and meaningful.

The proposal draws inspiration from Kintsugi, the ancient Japanese art of repairing broken pottery with liquid gold. The invitation here is not to imitate its aesthetic literally, but to reinterpret its philosophy in a contemporary and ethical key.

By using damaged, recovered, or forgotten materials, and by focusing on objects marked by time and use, this theme invites a new idea of beauty. The “scars” that appear do not seek to hide imperfection but to highlight it — they become tangible traces of the care received, of attention to detail, visible signs of consideration and respect for the wholeness of a story.

The theme of the Seventh Edition of C3W therefore lies at the intersection of art and social reflection. It invites participants to reconsider the very notion of perfection; to look anew at what bears the marks of time, use, or difference; to imagine a society capable of welcoming cracks and transforming them into meaning, recognizing them as integral parts of a story worth telling.

As per C3W tradition, the contest adopts an open approach that grants maximum creative freedom to students, provided that submitted works remain coherent with the proposed theme.

The goal is to stimulate creativity, innovation, and critical thinking — to represent the complexity and diversity of the theme through projects that connect different worlds: one's educational path, the social and cultural reality we live in, and the world of business. Participants are called to shape new connections through design, communication, and the visual arts.

What about the 6th Edition?

3. THE THEME: "YOUTH AND WORK: BRIDGING EXPECTATIONS AND REALITY"

In today's society, the relationship between young people and the world of work unfolds as a journey filled with opportunities and challenges, unexpected encounters, difficult paths, but also surprising possibilities.

It is a journey aimed at finding understanding and harmony between the expectations of young professionals and the real opportunities offered by various companies.

The theme "Youth and Work: Expectations vs. Reality" reflects the original mission of C3W: to highlight the new generations and promote synergy between academic institutions, future professionals, and businesses, fostering mutual understanding.

Students are encouraged to explore topics related to the challenges, dreams, and expectations of contemporary youth, with a particular focus on the in-depth analysis of the connection between personal aspirations and the demands of the job market.

This is an invitation to go beyond the surface, to delve into the emotions, feelings, and diverse perspectives that emerge from different socio-cultural contexts.

Participants are asked to present concrete projects, created with a "fresh" and "youthful" perspective, capable of bridging the academic and business worlds. The 3W Competition adopts an open approach, granting students complete creative freedom. There are no restrictions on the format of the submissions, as long as they remain consistent with the proposed theme.

The ultimate goal is to stimulate creativity, innovation, and critical thinking, offering a space for the free expression of individual visions. Students are invited to present projects that embody the complexity and diversity of the topic, creating meaningful connections between academia and the world of work.

4. PARTICIPATION GUIDELINES

a. paths

The contest offers two distinct sessions:

- Spring Session, dedicated to the Visual Arts
- Autumn Session, dedicated to Communication and Design

1. Visual Arts:

Participants are invited to conceive, design, and produce a work consistent with the contest theme, using the technique, medium, and artistic style they find most appropriate (figurative, abstract, contemporary, digital, etc.).

There are no restrictions on methods, styles, or materials. All disciplines are welcome painting, sculpture, drawing, photography, performance, installation, and others — with full freedom in the choice of materials.

Technical parameters:

- For 2D artworks, dimensions must range between 40 × 40 cm (minimum) and 150 × 150 cm (maximum), with or without a simple frame.
- For 3D artworks, maximum size is 100 × 100 × 100 cm and maximum weight 25 kg.

2. Design and Communication:

Participants should develop a communication project consistent with the contest theme, choosing freely the channels, tools, and content structure.

Examples (non-exhaustive): concept creation, visual design, copywriting for graphic-visual communication, print or digital advertising layouts, editorial plans; the design and development of videos, apps, podcasts, websites, magazines, or publishing series.

Minimum project requirements:

- Audio-video productions must not exceed 3 minutes.

- Editorial projects must include the title of the publication, cover design, grid structure, page mock-ups, proposed distribution and promotion plan, target audience, and publication frequency.
- Podcast proposals must include cover art, visual materials for communication and promotion, and a short demo not exceeding 3 minutes.

b. requirements

Participation in C3W is open to students regularly enrolled in an Academy or University that has established a partnership with C3W.

Former students and/or professionals are not eligible.

Academies, through their professors, will guide students by providing instructions aligned with the objectives and nature of their courses.

Projects may be submitted individually or in groups (minimum 1 – maximum 10 members).

Each participant or group may submit up to three projects, whether under one course multiple courses.

No component of a group project may be extracted and presented as an individual work.

Registration is open throughout the edition period, provided that deadlines are met. Participants must fill out the online form available through the dedicated [link](#) and upload their project materials in PDF format, including images, technical sheet, and an abstract (max 2,000 characters) describing the work.

If a video is included, a YouTube or Vimeo link should be added.

For artworks, participants must upload between 2 and 5 photos and a technical sheet specifying: title, materials, dimensions (cm), weight, technique, and a short description of the work and creative process.

Any special requirements (supports, bases, mediums, etc.) must be mentioned in the PDF or communicated directly to the organization.

Transport: Phoenix covers transportation costs for selected artworks from pick-up to delivery points and back only when the size exceeds 70 cm³.

For pictorial or sculptural works, participants must complete the form, attach the detailed technical sheet and photos, and request — by selecting the corresponding box — the organization of transport (pick-up and delivery).

Insurance is optional and at the artist's expense. Phoenix declines any responsibility for damage or theft of selected works.

(Reference link: <https://c3w.it/web/content/3607>)

c. timeline

The contest is divided into two sessions:

- **Autumn Session** — involving courses in Design and Communication
- **Spring Session** — involving courses in Visual Arts

Calendar:

7th Edition – AUTUMN SESSION (October 2025 – September 2026)

- October 2025: Kick-off – Launch of the Call for Academies
- 15th of June 2026: Deadline – Project submissions
- 19th of June 2026: Evaluation and Ranking
- 4th of September 2026: Finalists must confirm their presence at the Award Ceremony
- 2nd of October 2026: Award Ceremony – 7th Edition (Autumn Session)

7th Edition – SPRING SESSION (March 2026 – February 2027)

- March 2026: Kick-off – Launch of the Call for Academies
- 15th of December 2026: Deadline – Project submissions
- 30th of December 2026: Evaluation and Ranking
- 8th of February 2027: Finalists must confirm their presence at the Award Ceremony
- 26th of February 2027: Award Ceremony – 7th Edition (Spring Session)

d. awards

Winners will be announced during the Award Ceremony.

A jury composed of experts and professionals will evaluate projects according to the established criteria.

The jury's decision is final and not open to appeal.

The five finalists will receive a commemorative plaque. The top three will also be awarded a cash prize. At the jury's discretion, honorable mentions may be given for the 6th and 7th positions. Prizes will be paid via PayPal or bank transfer, distributed equitably among group participants.

Winners must be physically present at the Award Ceremony (at least one member per group). In case of absence, the prize will automatically pass to the next participant in the ranking.

e. scoring and criteria

The jury, composed of experts and professionals in the fields of Visual Arts and Communication, will assign scores from 0 to 10 for each criterion.

The sum of all scores will determine the final ranking.

Evaluation criteria:

- Relevance to the Theme: Ability to capture the core values and spirit of the contest's theme.
- Originality: Uniqueness and capacity to draw attention through structure and emotional impact, avoiding overlap with existing works.
- Technical Execution: Respect for the technical standards and methodologies specific to the project's field.
- Communication: Clarity and effectiveness in conveying the project to a broad audience.

f. opportunities

Opportunities for Students:

- *Networking: Build connections with professionals, teachers, and fellow participants, expanding one's academic and professional network.*
- *Professional Feedback: Receive constructive feedback from industry experts and academics, supporting personal and professional growth.*
- *Soft Skills Development: Improve communication, teamwork, time management, and creative problem-solving through practical experience.*

- *Online Visibility: Gain visibility by having one's project showcased online and on social media.*
- *Social Awareness: Address social and environmental themes through artistic and communication projects.*
- *Academic Recognition: Earn academic or institutional recognition, awards, or special mentions, strengthening one's professional profile.*
- *Future Opportunities: Participation can serve as a springboard for future academic or professional paths.*
- *Career Awareness: Develop awareness of the real-world opportunities in art, communication, and design, supporting informed career choices. Exploring New Professional Horizons: Discover innovative and original projects created by new generations of talent.*

Opportunities for Companies:

- *Connection with the Future: Build relationships with future professionals and understand their skills and perspectives.*
- *Employer Branding: Demonstrate openness and innovation, strengthening corporate reputation.*
- *Strategic Awareness: Understand the value of structured communication policies and the positive impact of integrating art into the workplace on productivity and employee well-being.*
- *Engagement: Challenge and inspire young minds to explore new creative approaches to real business needs.*
- *Collaboration: Engage in active collaboration with other companies sharing a forward-looking vision of education and innovation.*
- *Community of Innovators: Join a growing community that sees art and communication as strategic levers for development.*

Opportunities for Academies:

- **Exhibition and Visibility:** Showcase student projects in a prestigious setting during the award event, gaining exposure before professionals, companies, and experts.
- **Networking:** Facilitate connections among students, faculty, and professionals in art, communication, and design.
- **Academic Enhancement:** Strengthen institutional reputation through participation in a contest promoting dialogue between art, culture, science, and technology.
- **Flexible Participation:** Take part in either session (Autumn or Spring), involving selected courses in each, ensuring accessible participation.

5. RIGHTS AND DUTIES / LEGAL CLAUSES

Copyright and Intellectual Property

- **Originality:**
Participants guarantee that all submitted projects are original and do not infringe upon any third-party copyrights or other rights.
- **Author's Rights:**
Each author retains full intellectual property rights over their submitted project.
- **Grant of Usage Rights to the Organization:**
Participants grant the contest organization a non-exclusive, royalty-free right to use, reproduce, distribute, and publish their works for promotional purposes only, without profit.
- **Unlimited Usage Rights:**
The organization may use submitted works in any medium or format — including magazines, websites, exhibitions, or promotional publications — without geographic or time limitation.
- **Author Attribution:**

The organization will always credit the author(s) in all publications or exhibitions of their work.

- **No Transfer to Third Parties:**

The organization cannot transfer or assign usage rights to third parties without the author's explicit consent.

- **Respect for Copyright:**

The organization commits to respecting authors' rights and using the projects only as specified in these regulations.

- **Use of Finalist Projects:**

Projects selected as finalists may be used by the organization for promotional purposes, including online and offline publication.

- **Jury Decision:**

The jury's decision is unique and final.

- **Participation Requirement:**

Finalists must attend the Award Ceremony (notice given at least three weeks in advance). In case of unjustified absence, the award will be revoked and assigned to the next finalist. For group projects, at least one member must attend. If no member is present, the award automatically passes to the next project in the ranking.

- **No Modifications:**

The organization will not alter submitted works without the author's explicit consent.

- **Educational Use:**

The organization may use works for educational purposes (e.g., presentations, workshops, teaching materials) while crediting the author.

- **No Commercial Use:**

Projects will not be used for commercial purposes without a separate agreement with the author.

- **Responsibility:**

Participants declare they are the legitimate copyright holders and accept full responsibility for any third-party claims.

- Amendments:

The organizers reserve the right to modify the regulations for greater clarity or legal compliance, informing all parties concerned.

- Liability Disclaimer:

The organizers assume no responsibility for disputes arising from copyright violations related to the lawful use of the projects as stated herein.

- Publication of Results:

The organization has the right to publish results and winners' names across multiple media channels.

- Non-Selected Works:

Non-selected works may be used for promotional purposes.

- Insurance Clause:

The organization disclaims responsibility for damage, theft, or loss of works during transport, reception, or return.

- Acceptance of Regulations:

Participation implies full and unconditional acceptance of these terms, including data protection and privacy provisions.



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