

# **RULES OF THE “VINO VERO POSTCARDS” CONTEST**

## **I. INTRODUCTION**

VINO VERO POSTCARDS is a contest conceived and promoted by the wine bar Vino Vero (2) in collaboration with the publishing house Lightbox.

The goal of the VINO VERO POSTCARDS contest is to produce four original artist-designed postcards dedicated to the city of Venice. Each postcard will be an artistic interpretation of the city through the lens of “Vino Vero”.

The digital age we live in urges us to value and preserve analog habits that have shaped our culture and way of living.

Just as wine is rooted in the earth, certain emotions cannot be conveyed with a simple click. They belong to slowness, to waiting, to handwriting, to travel. For us, the postcard is a symbolic object of this sensitive dimension.

Writing and wine: an ancient, complicit, and human pairing. A gesture worth preserving and caring for. The organizer commits not only to promoting and selling the postcards but also to their mailing.

## **II. PURPOSE OF THE CONTEST**

The contest involves the selection of four works that will be turned into original artist postcards.

The postcards must represent a personal, poetic, or symbolic vision of Venice inspired by the Vino Vero universe: conviviality, hedonism, earth, craftsmanship, writing, travel, wine.

## **III. ELIGIBILITY**

The contest is open to:

all individuals aged 18 or older of any nationality

as long as they submit an original work that fits the theme.

Each participant may submit only one work.

### **Accepted types of works:**

Visual works of any kind are allowed, provided they can be reproduced in postcard format:

Original photographs (preferred format)

Illustrations

Collages

Digitized paintings

Graphic / digital art

Images will not be accepted if they contain:

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<sup>1</sup> This regulation is excluded from the scope of Presidential Decree 430/2001 governing prize contests and prize operations, as well as local games of chance, pursuant to Article 19, paragraph 4, of Law no. 449 of December 27, 1997.

<sup>2</sup> And by TFB S.r.l., the operator of the business activity carried out under the VINO VERO brand.

Visible trademarks, signatures, watermarks, or logos  
Discriminatory, violent, obscene, or sexual content  
Recognisable product placement

#### **IV. TECHNICAL REQUIREMENTS, SUBMISSION, AND DEADLINE**

Works must be submitted via email (or via WeTransfer link) to:

wineclub@vinovero.it

Subject line: Name Surname – VINO VERO POSTCARD

Deadline: 30/11/2025.

The images submitted must be accompanied by a presentation of the artist with a letter of intent explaining the concept behind the image (max 1,500 characters including spaces), the artist's CV and a portrait.

The postcards must represent a personal, poetic, or symbolic vision of Venice inspired by the Vino Vero universe: conviviality, hedonism, earth, water, light, craftsmanship, writing, travel, wine.

The medium is open: photography, drawing, painting, collage, digitized painting, graphic art/digital art. Both horizontal and vertical formats are accepted.

##### **Technical specifications:**

Accepted formats: JPEG, PNG, PDF

Orientation: verticale o orizzontale

Minimum resolution: 300 dpi

Suggested size: 10x15 cm or equivalent proportions

##### **Required attachments:**

- Completed and signed application form
- Signed release form for promotional use of the work, including author attribution and confirmation of authorship
- A valid ID document

#### **V. JURY AND SELECTION CRITERIA**

The jury will evaluate the submitted works based on the following criteria:

- Relevance to the theme, up to 15 points.
- Originality and artistic language, up to 30 points.
- Technical and compositional quality, up to 15 points.

By January 15, 2026 the jury will select the four finalists based on the highest total scores. Results will be announced on Vino Vero's social media channels:  
[https://www.instagram.com/vino\\_vero/](https://www.instagram.com/vino_vero/)

**2025-2026 Jury Panel:**

Sam Youkilis – Photographer and filmmaker

Mara Sartore – Curator and Director of Lightbox

Lorenzo Vitturi – Photographer and artist

Matteo Bartoli – Founder of Vino Vero

The jury's decisions are final and not subject to appeal.

**VII. PRIZES**

The four selected works will be:

- Printed as official VINO VERO POSTCARDS
- Exhibited and sold at Vino Vero Venezia

Additionally:

Each of the four selected artists will receive a €1,000 (one thousand euros) gross fee from TFB S.r.l., the contest promoter. This fee includes all applicable taxes and contributions and represents the maximum amount payable by TFB S.r.l. The payment is made in return for the exclusive and indefinite transfer of all economic exploitation rights of the selected work, under Articles 12 and following of Italian Copyright Law (Law no. 633 of April 22, 1941).

The amount will be paid in a single installment within 60 days of signing the copyright transfer agreement, which must occur no later than 30 days after the works are publicly announced on TFB S.r.l.'s social channels.

It is the finalist's responsibility to contact TFB S.r.l. within the stated time frame.

**VII. COPYRIGHT AND USAGE RIGHTS**

By participating, each applicant grants TFB S.r.l. a non-exclusive, free license to:

- Promote the contest and the postcards on its own channels
- Print and/or reproduce the postcards for non-commercial purposes Works will not be altered, but graphic adaptations may be made for printing or formatting.

**VIII. ACCEPTANCE OF THE RULES**

Participation in the competition implies:

- Full acceptance of these rules,
- Confirmation of authorship of the submitted work,
- Signing of the release form for the use of images and the processing of personal data (in accordance with GDPR 2016/679 and applicable law).

## **IX. CONTACTS AND SUPPORT**

For questions or clarification::

Esmeralda Spitaleri [esmeralda@vinovero.it](mailto:esmeralda@vinovero.it)

Artwork submission:

wineclub@vinovero.it

General info:

Instagram: [https://www.instagram.com/vino\\_vero/](https://www.instagram.com/vino_vero/)