



RomaEuropaFAKEFactory

international videoart, music, literature and legislative art competition

<http://www.romaeuropa.org>

"Freedom to Remix". Origins

The **RomaEuropaFAKEFactory** competition originates from the "**Freedom to Remix**" initiative, promoted by [A]rt is [O]pen [S]ource (Salvatore Iaconesi/xDxD and Oriana Persico/penelope.di.pixel) and Marco Scialdone, with the support of DegradArte, ComputerLaw 2.0, NeRVi and Valeria Bochicchio.

RomaEuropaFAKEFactory constitutes a critical reaction to the "**RomaEuropa Web Factory**" competition, organized by the RomaEuropa Foundation in partnership with Telecom Italia SpA, subverting its logics.

The global dialogue on the free sharing of knowledge, on the new cultural and economic models that can be implemented using digital technologies and their infinite possibilities in adding value to human creativity using Internet's horizontal models, possibly identifies the greatest instance towards evolution of the global society during these last few years. And its reach is global, too, referring in multidisciplinary ways to politics, economy, culture, environment and to the societies of relations, work, bodies and desire.

These are the reasons why "**RomaEuropaFAKEFactory**" organizers couldn't settle on passively accepting the modalities through which the competition organized by the RomaEuropa Foundation functions. The RomaEuropa Foundation is an important, institutionally recognized, cultural operator supported by public institutions, whose mission (as can be read in their official website) is "*promoting, supporting and diffusing contemporary artistic creativity in Italy and internationally*", enacting "*a cultural policy based on diffusion and reflection on the contemporary art world in the european area*".

The "**RomaEuropa Web Factory**" competition promoted by the **RomaEuropa Foundation** and by **Telecom Italia SpA** substantially proposes young artists working multidisciplinarily on the web to submit their artworks to participate to possibility of winning a prize of 5000 euros in one of the provided categories: videoart, music, literature, production of advertisements.

How? No remixing, mashing-up, manipulating of any kind allowed.

Using this simple rule the competition achieves **two groundbreaking goals**.

First of all, the **exclusion** of the quasi-totality of digital creativity, since it uses sampling, remixing, text, video and sound processing as its cultural foundation, with theoretical roots that reach back up to the avant-gardes of the beginning on the '900s.

Furthermore, it achieves the promotion of a **cultural model** that is not able to acknowledge

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technology's contributions in terms of cultural innovation, knowledge sharing, freedom of thought. All of this by founding a dialogue with new technologies on a **presumption of illegality** of one of the main forms of creativity used by the millions of persons using the web: sharing, enacted through the technical and legal tools autonomously created by Internet users themselves, in a shared global effort.

Even more, the Romaeuropa Foundation and Telecom Italia reserve a further surprise to the artists participating to their contest. By submitting artworks to the competition artists are forced to give up all of their rights on them: exclusively, with no time limitations, and free of charge.

The Romaeuropa Foundation and Telecom Italia reserve, for themselves, the rights to commercialize, sell to third parties and, surprise, remix, edit, cut and adapt all the submitted content.

The Romaeuropa Foundation can remix. Artists can not.

RomaeuropaFAKEFactory. What is it

RomaeuropaFakeFactory is an international competition **allowing its participants to do everything that is forbidden by the rules of the Romaeuropa Web Factory competition.**

Our critique is embodied in this new competition: a free opportunity for expression, for research and to pragmatically promote digital creativity operators of any age, and their productions.

RomaeuropaFAKEFactory transforms the techniques of remix, mash-up, content manipulation into the **condition for admissibility of the artworks**. Even more, according to our legal disclaimer, artists grant the organizers **a non-exclusive, non-commercial usage license**, reserving for themselves the rights to revoke it whenever and in whichever way they prefer, by simply sending an email.

The competition is addressed to all artists, creativity lovers and to experts of legislative disciplines with a predilection for the issues of intellectual property, inviting them to create and submit their works on the theme "**Freedom to Remix**".

Four categories:

VideoArt (100cuts),
Electronic Music (100samples),
Literature (100quotes)

and a brand new one

LawArt, legal remix used to create legislative texts on the subject of intellectual property.



The aim of the jury will be to **critically analyze contemporary culture through the submitted artworks**, to approach its better understanding. This is why we won't establish rigid rankings and we won't assign prizes. The work will be the object of theoretical research and of public discussion, and they will be collected into a **catalog** including the critical and legal texts.

The only form of "classical" **prize** will be provided by the public audience. The works will be published on **ArtsBlog.it** that will host them for a limited time during which the audience will be able to vote for their favorite remix artwork in the four sections.

Everything will be exposed in a **public event and exhibition** to be held at the end of the competition, and will be the object of an intense communication activity performed by the organizers, promoters and curators.

The equipe's work is executed on a voluntary basis, and completely for free: we are open to any form of collaboration and support you will be able to provide us. :)

How to participate to the competition

The works will be accepted for submission up until **March 15th 2009**

Every participant will be able to submit one or more artworks in all of the sections of the competition.

Here below you can find a synthesis of the guidelines to present the artworks in the four sections.

Detailed information can be found on the official website, and we advise you to read them

VideoArt section – 100Cuts

VideArt works will be admitted in any genre, technique or technology.

The only rule is that the final product will need to explicitly include elements coming from pre-existing works (from a minimum of 10 to a maximum of 100).

To be accepted, **the final work must include:**

- **the title;**
- **the work,**
- **a clear and detailed reference to the sources used in the video;**
- **a synthetic description of the techniques used** (remix, cut-up, mash-up, generation, synthesis, etcetera...), be them digital, analogic, combinatory or algorithmic



To submit the videos load them on your favourite user generated video website (Youtube, Vimeo...) and **send us the reference link, together with the rest of the required information.**

Works created by individuals and those created by groups are both accepted to the contest.

** The works have to be submitted to the email address videoart@romaeuropa.org, under the form of an attached document (TXT, RTF, ODP, PDF, DOC, or any other form, as long as you arrange it with us beforehand). In the body of the email message you will need to add your full name, your nickname or pseudonym, the name of the group, if you represent one, and of its participants, the internet address (full URL) on a public user generated video website (Youtube, Vimeo...) where your work is visible, and you will need to specify a reference email address. If you want, please feel free to add something about yourself. Submissions will be accepted up until March 15th 2009 (included).*

Music section – 100Samples

Musical works will be admitted in any genre, technique or technology.

The only rule is that the final product will need to explicitly include sound samples coming from pre-existing works (from a minimum of 10 to a maximum of 100).

To be accepted, **the final work must include:**

- **the title;**
- **the work,**
- **a clear and detailed reference to the sources of the samples used in the music;**
- **a synthetic description of the techniques used** (remix, cut-up, mash-up, generation, synthesis, etcetera...), be them digital, analogic, combinatory or algorithmic

To submit your works attach them to an email message, together with the other required information (see above). If your sound file is too big for attachment, please contact us so that we can give you an FTP account to use for uploading.

Works created by individuals and those created by groups are both accepted to the contest.

** The works have to be submitted to the email address music@romaeuropa.org, under the form of an attached document (TXT, RTF, ODP, PDF, DOC, or any other form, as long as you arrange it with us beforehand). In the body of the email message you will need to add your full name, your nickname or pseudonym, the name of the group, if you represent one, and of its participants, the internet address (full URL) on which your work is eventually downloadable, and you will need to specify a reference email address. If you want, please feel free to add something about yourself. Submissions will be accepted up until March 15th 2009 (included).*

Literature section – 100Quotes



Literary works of any genre will be accepted to the competition, from **narrative** (stories, autobiographies, science fiction, cyberpunk, noir, crime novels, historical fiction, educational, epistolary, novels, short stories...), to **poetry, essays**, with no limits in length, focused on the theme of "cut&mix". Put no restraint to your imagination. And have fun.

The only rule is that the final work **explicitly includes from 10 up to 100 quotes or references**, such as textual samples (elements of novels and essays, fragments of websites, emails, chat flows, elements of theatre plays, poetry extracts, personal diaries: any form of text) taken from one or more sources, and that, remixed, create a new work: a cut&mix artwork.

To be accepted, **the final work must include:**

- **a title;**
- **the artwork**, meaning the textual or typographical product that is the result of the creative process;
- **an analytical index** clearly detailing and documenting the quotes and references used to compose the work;
- a **summary of the techniques used** (remix, cut-up, mash-up, text generation and composition, typographical composition etcetera...), be hem digital, analogic, combinatory or algorithmic.

Works created by individuals and those created by groups are both accepted to the contest.

** The works have to be submitted to the email address 100words@romaeuropa.org, under the form of an attached document (TXT, RTF, ODP, PDF, DOC, or any other form, as long as you arrange it with us beforehand). In the body of the email message you will need to add your full name, your nickname or pseudonym, the name of the group, if you represent one, and of its participants, and you will need to specify a reference email address. If you want, please feel free to add something about yourself. Submissions will be accepted up until March 15th 2009 (included).*

LawArt Section

Legal and legislative texts of any genre will be accepted to the competition (laws, rules and regulations, acts, disclaimers, verdicts, contracts, licenses...) as long as they concern copyright and intellectual property issues, or the assessment of the evolution processes of governments, institutions, companies and individuals due to the technological evolution, to the networks and to the resulting scenarios in terms of culture, art, knowledge and economy.

The works of "**Law Art**" can be created using any technique or methodology. They must, though, explicitly refer, cite, quote or integrate, in a true "remix process", one or more international legislative experiences on the discussed subjects.

To be accepted, **the final work must include:**

- **a title;**



- **the work**, meaning the legal text that is the result of the creative process;
- an **analytical index** clearly detailing and documenting the quotes and references to the "legal samples" used to compose the work;
- a short **description of the motivations** behind your remix procedure;
- if they exist, a **summary of the techniques used** (remix, cut-up, mash-up, text generation and composition, typographical composition etcetera...), be hem digital, analogic, combinatory or algorithmic.

Works will be accepted from individuals as well as from collectives and groups (such as associations, institutes, legal studios...).

** The works have to be submitted to the email address lawart@romaeuropa.org, under the form of an attached document (TXT, RTF, ODP, PDF, DOC, or any other form, as long as you arrange it with us beforehand). In the body of the email message you will need to add your full name, your nickname or pseudonym, the name of the group, if you represent one, and of its participants, and you will need to specify a reference email address. If you want, please feel free to add something about yourself. Submissions will be accepted up until March 15th 2009 (included).*

To obtain further information and to collaborate to the project you can contact the following email address

info@romaeuropa.org

All the information about the competition can be found on the official website

www.romaeuropa.org

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RomaeuropaFAKEFactory is an initiative by

[A]rt is [O]pen [S]ource

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