

INTERNATIONAL VIDEO COMPETITION
SECOND EDITION

RIPRENDITI
LA CITTÀ

RIPRENDI
LA LUCE

OPPORTUNITIES /
SPONSORSHIP

After the success of the 1st edition of the video contest **Riprenditi la città, Riprendi la luce**, which saw the participation of over 150 videos, many of great quality, AIDI (Italian Association of Lighting) launches the 2nd edition.

An initiative that aims to spread the “culture of light”, starting from the young people, to encourage the importance that this element plays in their daily lives, and to know and understand how young people interact, just through the light, with the city where they live, study or work.

Even in this new edition the light, the young people and the city will be the protagonists, and even this year the video will be the tool by which telling about light.

A short 60-second video clip, which can be shot with a portable or mobile device such as: tablets, smart-phones, video camera, digital camera etc...

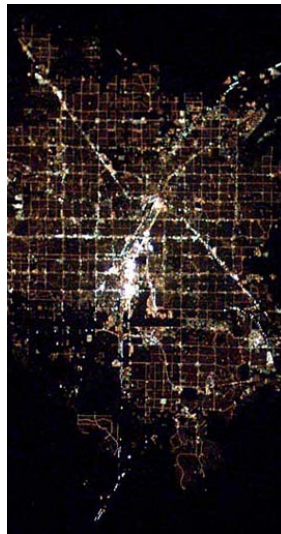
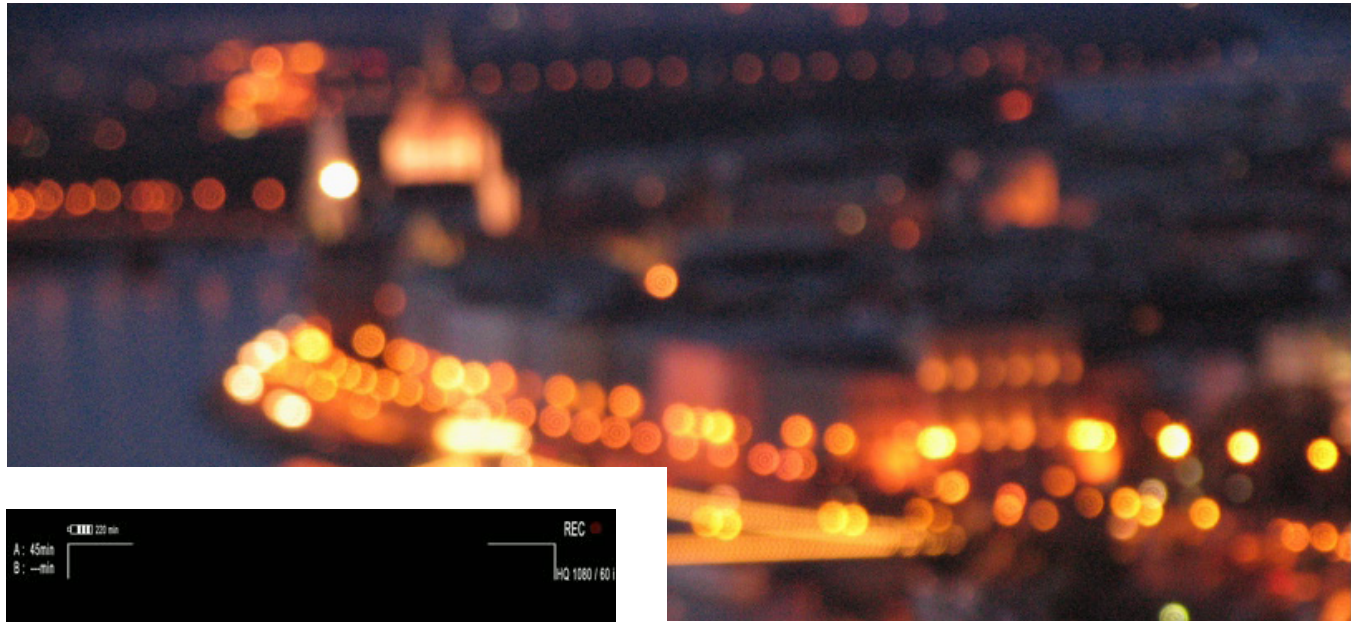
The next year, 2015, has been proclaimed “International Year of Light” by UNESCO because light is everyone’s heritage: the use, study and production of this vital resource, over the centuries, have passed the geographic, gender, generational and cultural boundaries between people and have approached many young people to science and innovation... Hence it becomes important to disseminate and promote, especially among young people, the development of technologies such as optics or photonics.

For this reason, the competition has been recognized as an important initiative to raise global awareness on how the light-based technologies can improve the quality of life, by providing innovative solutions to reduce energy consumption and environmental impact, and has been inserted between the numerous activities to be implemented during the 2015

NEWS FOR THE SECOND EDITION

From National to International: the light has no boundaries, it is interesting to compare between different geographical origin approaches.





CONTEST

CATEGORIES

In the second edition there will be no thematic sections, but 3 categories where the light and the cities will be told in a different way.



→ **LIGHT AND PLACES**
for young people under 30

Young people, of any cultural training, can participate by sending a 60-second video, which tells the perception of light in “their” places in the city.



→ **LIGHT AND CINEMA**
for young people under 30

Category in which young people can send short films with the construction of screenplays and stories that are inspired by the theme of light.



→ **LIGHT AND MUSIC**
for young people under 30

In music, the light is the protagonist. Young people are encouraged to develop short films that tell of this close relationship.

CONTEST RULES



The short film can take up to 60 seconds max, and can be shot with a portable or mobile device such as: tablets, smart-phones, video camera, digital camera, etc...

→ PARTICIPATION

Participation is free, individually or in groups, consisting of a maximum of three components, for which a group leader must be indicated

→ IMPORTANT DATES

Press conference for the presentation of the contest: November 18, 2014
Contest closing date: February 28, 2015
Awards Ceremony: Spring 2015

→ JURY

The submitted videos will be judged by an exceptional jury, with representatives from the world of culture and entertainment.

CONTEST

AWARDS

The prizes (10 total) will be awarded to those short films that will highlight the best scenic, aesthetic, emotional and technical potentialities of night lighting. Particular attention will also be given to the presentation quality of the short films. There will be two winners for each category (1st and 2nd place) and four special prizes.



→ AWARD CATEGORIES



- | | | |
|--|--|---|
| • Category
Light and Places
1 st and 2 nd
classified | • Category
Light and Cinema
1 st and 2 nd
classified | • Category
Light and Music
1 st and 2 nd
classified |
|--|--|---|
-



→ SPECIAL AWARDS

- | | | | |
|--|---|--------------------------------|---|
| • Award
Lighting design

(where the light is
the element of space
redevelopment) | • Award
International
Year of Light,
2015 | • Award
Jury Special | • Award
Most Original
Video |
|--|---|--------------------------------|---|
-

CONTEST

COMMUNICATION

The communication of the contest will take place on three different levels: local, national, international



→ COMMUNICATION PLAN

In particular, the project involves the following activities:

- Media partner;
- Media relations activities;
- Portal and online communication;
- Creation of promotional material advertising;
- Communication activities with the institutions;
- Social network activities, campaigns, blogging and viral marketing;
- Events, press conference and awards ceremony;
- Creation of a promotional video to promote the contest.

→ LAUNCH AND CLOSURE

The opening of the contest, is scheduled in early November 2014 and will end on February 28, 2015.

The press conference for the launch of the contest will take place on November 18, 2014 at the Agorà room of the Milan Triennale, and the award ceremony of the winners will be held in Turin in the second half of March, 2015, in the famous Mole Antonelliana, home of the prestigious Museo del Cinema.

For this second edition it was decided to choose Turin for the award ceremony and as twin city of Milan, because it well portrays an example of how to combine art, culture and beauty with innovation and technological development, helping to create and disseminate the “culture of light”, which is also one of the most important goals of this contest.

SPONSORSHIP

RULES

solutions and sponsorship times



→ SOLUTIONS AND SPONSORSHIP TIMES

The young target, and the theme of the contest, lead to the involvement of diverse companies or individuals. The member sponsors will have several benefits, including:

- communication with young people using a language that draws on positive values;
 - opportunity to use communication over an extended time horizon that goes from March to September;
 - values of social commitment, focus on “beauty”, and so on, proposed by the contest;
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→ SPONSOR COLLECTION

July/September 2014

SPONSORSHIP

PACKAGE

Companies interested in participating can choose among three different ways of sponsorship

→ **GOLD SPONSOR / 15.000 €**

- Logo, in a privileged position, on the contest website and on all of the promotion and dissemination material;
- Interview with the Sponsor, with release on the contest website and inside Luce magazine;
- A page dedicated to the company on the contest website;
- Presence and speech at the press conference for the presentation of the contest;
- Sponsor's material made available in the press kit;
- Statement by a representative of the sponsor at the award ceremony event;
- Mention of the sponsor in press releases and in the main interviews;
- Branding of the press conference and award event.

→ **AWARD SUPPORTER / 10.000 €**

- Logo on the contest website and on all of the promotion and dissemination material;
- Interview with the Sponsor, with release on the contest website;
- Page dedicated to the company on the contest website;
- Mention of the sponsor in press releases and in the main interviews;
- Sponsor's material made available in the press kit;
- Statement by a representative of the sponsor at the award ceremony event;
- Branding of the award event.

→ **SILVER SPONSOR / 5.000 €**

- Logo on the contest website and on all of the promotion and dissemination material;
- Interview with the Sponsor with release on the contest website;
- Page dedicated to the company on the contest website;
- Mention of the sponsor in press releases and in the main interviews.

RESULTS

1st EDITION

Young people under 30, with a sixty-second short film made using any technological tool (video cameras, smartphones, and tablets), have filmed and interpreted the element of light in the city, in three different thematic areas: the places of culture, movement and leisure.

155

video came from
all over Italy
and abroad

More than
200 registrations
on the youtube
channel created
for the contest

35000

views to the website
www.riprendilacitta.it

13 institutions
sponsoring



5

winners

All the major universities
and training centers that have
contributed to the dissemination
of promotional materials
were involved

Over **95**
newspapers,
magazines and web
portals that have
talked about the
competition

RIPRENDITI LA CITTÀ
is a contest sponsored by



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