



La Biennale di Venezia

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17th International Architecture Exhibition

Procedure for National Participations

ART. 1 – Sections of the International Architecture Exhibition

La Biennale di Venezia, (hereinafter referred to as La Biennale), is the promoter and organizer of the 17th International Architecture Exhibition which will be open to the public **from May 23rd until November 29th 2020 (pre-opening on May 21st -22nd)**.

The Exhibition will be curated by Hashim Sarkis (hereinafter referred to as “Artistic Director”) and will take place in the institutional venues of the Giardini della Biennale and the Arsenale, with extensions in other venues in the City of Venice.

The Artistic Director is responsible for the development and realization of the event, relying on the organization of la Biennale.

The Exhibition will be divided into:

- a. **International Exhibition**, curated by the Artistic Director;
- b. **National Participations** by the individual foreign Countries;
- c. **Collateral Events** selected and promoted by la Biennale.

ART. 2 – Ownership of the National Participation

Participating in the Exhibition will be those **Countries officially invited by la Biennale to exhibit inside their own pavilions in the area of the Giardini di Castello and those hosted by la Biennale for a long term period in the Arsenale (Sale d’Armi)**. La Biennale reserves the right to ask the Countries that will not be using their own pavilion to participate in the Exhibition, to make it available for its own institutional purposes.

Participation in the Exhibition will also be extended to those **Countries without a pavilion that have officially applied to participate in the Biennale, and for which la Biennale has confirmed the invitation, following the procedures described in the following articles 3 and 4**. These Countries must find adequate exhibition spaces in different venues outside the Giardini di Castello and Arsenale and advise the Architecture Department of La Biennale as soon as possible to include their participation in the official programs and press releases by la Biennale.

The chosen exhibition venue must be noticed in advance by the participating Country and listed by its owner on the “virtual notice board” posted on La Biennale website,



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www.labiennale.org/en/biennale-noticeboard, by following the indicated procedure and in compliance with the existing Italian law.

In the case of National Participations set up in exhibition venues, playing host to initiatives which are not part of the Exhibition's program, the Commissioner will ensure that the exhibition spaces used for National Participations are clearly identifiable and separated from the exhibition spaces used for other initiatives not included in the Exhibition.

In addition, adequate internal and external signage exclusively dedicated to the National Participation should make allowances for the venue.

ART. 3 – Official Request of Participation from Countries that have permanent Pavilion at Giardini or long term Pavilion at Arsenale

Given the uniqueness of each National Participation the **Governmental Authority** (Minister of Culture, Minister of Foreign Affairs, or competent Minister for Cultural Affairs) of the Country will appoint a **Commissioner** who will have to belong to the Governmental Authority or to the delegated Public Institution representing the Country.

As representative and direct expression of the Governmental Authority of the Country the Commissioner will guarantee the transparency of the organizational process, supervise the project of the National Participation and be responsible for the exhibition in the Country's own pavilion, in agreement with la Biennale and in compliance with the Exhibition's cultural and organizational standards. No deputy Commissioners nor co- Commissioners will be accepted. La Biennale must be officially notified of the appointment of the Commissioner not later than **November 30th 2019**. As representative and direct expression of the Governmental Authority of the Country the Commissioner will not be allowed to perform such role for more than one Country.

The same considerations will also apply to the process through which the Governmental Authority will appoint a **Curator**, communicating to la Biennale the nomination procedures and notifying the appointment in due time and, in any case, **before being officially announced** to the public. As representative and direct artistic expression of the Governmental Authority of the Country the Curator shall not perform the same role for other National Participations nor Collateral Events. The Curator will be responsible for the artistic project as well as the selection of the exhibitors, whose participation should not entail any fee.



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ART. 4 – Official Request of Participation from Countries that do not have a permanent Pavilion at Giardini or a long term Pavilion at Arsenale

The official participation request will have to be signed by the competent **Governmental Authority** (Minister of Culture, Minister of Foreign Affairs, or competent Minister for Cultural Affairs) or the Governmental Public Institution more closely linked to the Governmental Authority through which the Country normally performs activities of the same type (any request from the Ambassador or any other representative of the Country in Italy and abroad will not be considered).

The official participation request shall be sent within the deadline of February 10th 2020

The Governmental Authority will appoint a **Commissioner** who will have to belong to the Governmental Authority or to the delegated Public Institution representing the Country. As representative and direct expression of the Governmental Authority of the Country the Commissioner will not be allowed to perform such role for more than one Country.

The Commissioner will supervise the exhibition project of the national participation and will be responsible for the exhibition in the Country's own pavilion, in agreement with la Biennale and in compliance with the Exhibition's cultural and organizational standards. No deputy Commissioners nor co- Commissioners will be accepted. La Biennale must be officially notified of the appointment of the Commissioner not later than **November 30th 2019**.

The Governmental Authority will appoint a **Curator** communicating to la Biennale the nomination procedures. The Curator will not be allowed to perform the same role for other Countries nor for Collateral Events. The appointment will have to be notified to la Biennale in due time and, in any case, before being officially announced to the public. The Curator will be responsible for the artistic project as well as the selection of the exhibitors, whose participation should not entail any fee.

ART. 5 – Submission of the exhibition project

The participating Country will submit a text explaining the curatorial concept of the national participation as well as the detail exhibition project (exhibitors list, artworks list, installation layout) to the Architecture Department of La Biennale by **February 1st 2020** for due information and verification.

Contextually, it is mandatory that for the exhibitions to be installed in listed buildings the internal exhibition project must be directly submitted by the Countries to the Soprintendenza Archeologia, Belle Arti e Paesaggio per il Comune di Venezia e Laguna for authorization.



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The Countries with pavilions in the area of Giardini di Castello may set-up their artistic projects within the indoor space of their own pavilions. Outdoor common spaces in the Giardini are not available to the participating Countries unless located in the area immediately adjacent to their own pavilion and specifically authorised by la Biennale upon presentation to the Architecture Department of La Biennale di Venezia by the Commissioner of a detailed project not later than **February 15th 2020** in order to assess the feasibility of the project itself and submit it to the competent local Authorities to receive the necessary authorizations. Such authorization also includes sound or light installations in both indoor and outdoor spaces that might interfere with the surrounding urban context.

In case of projects including works to be located in public outdoor spaces in Venice (including water spaces as well as sound or light installations) which might interfere with the surrounding urban context, the participating Country has the obligation and responsibility to submit to the Architecture Department of La Biennale no later than **February 15th 2020** the necessary detail technical documentation required by the local authorities (Municipality, Superintendence for the Architectural Heritage, other Responsible Offices) in order to assess the feasibility of the project itself and to issue the necessary authorizations.

Subsequently la Biennale will take care of submitting said documentation to the competent Local Authorities, in order to complete the approval process within the scheduled deadlines.

Such authorizations will be valid only until the end of the exhibition. Hence, any installation in public spaces will have to be promptly dismantled and removed immediately after the closing date.

Should the artistic proposal of the Country be composed of two different projects in as many locations (one of which must be the official Pavilion), the proposal will be accepted only if the project outside the Pavilion represents the minority of the entire project, and if it is located at a public cultural institution belonging to the Country itself.

The participating Country must autonomously proceed with all the necessary procedures to obtain any additional required authorization from the responsible local authorities.

In general, the participating Country will sustain all installation costs for its own exhibition, including the cost of transportation, customs procedures, storage of crates and materials, surveillance and guards, security of the exhibition venues, cleaning, insurance, waste collection and disposal and any additional cost that might be required for the proper realization of the exhibition.



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The participating Country will guarantee that all information texts within the exhibition graphic project shall be foreseen at least in double language, Italian and English.

Outdoor information panels, exhibition titles and any other information support are not allowed for the pavilions located in the Arsenale and Giardini areas.

National participations must have the same duration as the International Exhibition (until **November 29th 2020**). Exceptional cases will have to be discussed in advance with the Biennale.

In case of technical problems that might occur during the opening period and cause the temporary closing of the pavilion, the Country will have to immediately inform the Biennale and promptly intervene in order not to prevent the access to the public for more than required to solve the problem.

ART.6 – Promotion and publicity

La Biennale will promote and publicize the National Participations in its own institutional communication tools as follows:

- **materials supplied to the Italian and international press**, following the terms and deadlines established by La Biennale in its own communication plan for the Exhibition;
- **official catalogue** of the 17th International Architecture Exhibition, where there will be a section dedicated to National Participations with a fixed number of pages including texts and images for each National Participation as established by the general editorial plan of the Exhibition catalogue;
- **promotional publications** of the 17th International Architecture Exhibition, that will contain the general information about each National Participation as established by the general editorial plan for the Exhibition;
- **web site** of la Biennale;
- **information Venice map** to be displayed in the exhibition venues of Giardini and Arsenale which will highlight the venues of all National Participations.

Furthermore, during the preview of the Exhibition, la Biennale will provide additional visibility to National Participations in a dedicated information space for short video for National Participation with venue in the City of Venice previews display and printed promotional material distribution, where provided by the Participating Country.

In order to include National Participations in the general communication plan of the Exhibition, the Commissioner must send the following **materials and information for press**



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release to the Press Office and to the Architecture Department of La Biennale:

- significant images of the exhibited works, meeting the required international press standards including complete captions and photographs credits as indicated by the Press Office of la Biennale;
- written description and explanation of the exhibition project for the purpose of promoting and publicizing the Event;
- promotional material to be distributed to the Italian and international press during the preview of the Exhibition and at the press conferences (not to be returned).

Those materials will have to be submitted to the Press Office for approval before any publication to the press within **March 16th 2020**.

The participating Country will also notify the contacts of the Press Office in charge of its official communication plan, which will have to be previously submitted to the Press Office of la Biennale.

In order to include the National Participation in the Exhibition catalogue and in the other publications on distribution (short guide, leaflet, etc.), the Commissioner will receive specific information forms from la Biennale to be signed by each exhibitor or by his/her representative under the responsibility of the Commissioner himself. The following material and information for the publication must be submitted to the Architecture Department of la Biennale and received no later than **February 10th 2020**:

- title and venue of the National Participation;
- names and qualifications of the Curator/s and exhibitors;
- text with a description of the exhibition project; detailed info texts will be indicated in the Catalogue Form;
- number of significant images of the works on exhibit, meeting the publication standards (minimum format 21x29, 300 dpi, tiff/jpg file) including full captions and photographs credits as indicated in the Catalogue Form that will be sent.

In general, copyright clearances must be obtained by the organizers for the free and unrestricted use of all images and texts provided; la Biennale may hence use such images and texts on all kinds of supports and media considered to be useful for communication and advertising, including web-based services. For this purpose la Biennale will send a Copyright Form which must be returned together with the provided materials. Such Copyright Form, granting clearance, must be signed by the owner of the rights of the work and/or the project (the architect himself or his heirs).



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La Biennale cannot be held responsible for incorrect or incomplete data and information regarding the works and authors on materials which have been printed, published and/or distributed by la Biennale itself when the required documentation should result incomplete, not clearly legible or if it received after the established deadlines. No change in venue or running dates of the National Participations will be allowed if notified after the deadline of **February 10th 2020**.

La Biennale reserves the exclusive right, directly or through third parties, to film or photograph the works and installations inside the exhibition spaces of the 17th International Architecture Exhibition, for the realization of editorial products aimed to document and promote the Exhibition, including products for Italian and international commercial television networks, home video, DVD and Internet.

La Biennale also reserves the right to use the materials provided by the participating Country for the purposes of its own institutional communication plan (Exhibition catalogue and any other related publication, including CD-ROMs, guidebooks, postcards, products or promotional materials distributed free of charge or for sale) with no obligation to pay any fee or compensation to the participants.

ART. 7 – Supporters of the National Participation

Any sponsor, institution or public and/or private subject that have contributed in any capacity to the realization of the National Participation may, if explicitly requested by the organizers, be mentioned in the Exhibition catalogue in accordance with the guidelines established by la Biennale which in any case do not allow the publication of logos and/or corporate symbols. No sponsors of the National Participation may, under any circumstance, be presented or present themselves in independent public relations actions as sponsors of the 17th International Architecture Exhibition, since they are recognized only as sponsors or supporters of the National Participation they have supported.

Third parties supporting the National Participation will be credited as follows:

Biennale's communication tools (company name, no logo):

- official Exhibition catalogue

National Participation's communication tools (company name and logo):

- press release
- dedicated catalogue
- dedicated invitation to the pavilion's opening



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- exhibition graphics (introduction panel) in the pavilion
- graphics (posters, leaflets, etc.)

Please note that information and promotional materials (such as leaflets, etc.) can be displayed in the dedicated space at the entrance of the Arsenale venue by previously informing the Biennale's Architecture Department and Press Office.

Please also note that the dedicated catalogue of the National Participation will be sold exclusively inside the official bookshops of the Arsenale and Giardini.

ART. 8 - Compliance with regulations concerning Pavilion employee contracts, insurance and social security coverage.

The Country will engage pavilion staff and suppliers in keeping with and no less than the Italian minimum remuneration levels and working conditions as those prescribed by law and by the C.C.N.L. (National Collective Agreement on Labour), based on the respective employee level, category, and sector.

The Country is also obliged to observe and to apply all standards relating to compulsory health insurance and accident prevention regulations, as well as social security as concerns its employees and collaborators.

The Country will be deemed liable for any legal penalties arising from any possible non-observance of the above instruction. The Biennale is and will be exempt from any liability for non-observance.

ART. 9 – Documentation

The participating Country can prepare, distribute and publicize, under its own responsibility and at its own expense, any other advertising material and specific publications regarding its exhibition projects.

For publications sent from abroad, the participating Countries, Institutions and Entities will be responsible for the payment of the entire cost of transportation and customs fees as well as of the duties for definitive import to Italy (for non-EU countries).

La Biennale reserves the right to acquire copies of all materials and any other material of interest received, for the purpose of adding it to the Archives of La Biennale ASAC (Archivio Storico delle Arti Contemporanee) to make them available for both institutional and study purposes.

The organizers of the National Participation must therefore submit 5 complimentary



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copies of all publications and printed materials they have produced for the ASAC and the Architecture Department.

ART. 10 – Use of the logo

La Biennale will send every participating Country and every Commissioner a reproduction of the specific logo for the National Participations. This logo must be used for promotional purposes only and in agreement with the Editorial Projects and Activities and Web Office of la Biennale (adv@labiennale.org), which will contact the organizers in order to explain the procedure. The logo must be placed on all information and printed material following the guidelines established by the Editorial Projects and Activities and Web Office of la Biennale, to whom the material must be submitted for prior approval.

The use of the logo entitles the organizers to a discount on the fee for posting bills in Venice (on condition that no commercial logos or corporate symbols of sponsors appear on the posters) and to distribute promotional materials of the events at a dedicated information booth in the venues of the 17th International Architecture Exhibition.

The absence or incorrect use of the logo on promotional or advertising materials as well as the missing approval of such materials by the Editorial Projects and Activities Office of la Biennale will exclude the National Participation from the Exhibition's communication and publicity plan, and involve the cancellation of benefits including the discount on posting bills in Venice and the option to distribute these promotional materials at a dedicated information booth in the Exhibition venues.

The logo cannot be given to the exhibitors, sponsors or supporters of the National Participation for independent communications or any other use.

The logo cannot be used after the end of the 17th International Architecture Exhibition (November 29th, 2020).

ART. 11 – Access to the Exhibition

The Press Office of la Biennale is solely responsible for accreditation of the press for access to the exhibition venues of Giardini and Arsenale, and for issuing the press passes for admission. The media professionals who apply directly to the organizers of the National Participation must in any case be accredited by the Press Office of la Biennale, which has to be advised of their names, the names of the publications they work for, and all other necessary details for the direct contact between la Biennale and the media professionals. The organizers of the National Participation may apply to the Press Office of la Biennale



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for accreditation of their own press agents and information professionals, by following the accreditation procedures that may be found on the website of la Biennale (www.labbiennale.org).

During the pre-opening of the Exhibition (**May 21st and 22nd 2020**) the participating Countries will be allocated a number of invitations, in the quantity and at the conditions established by la Biennale, that they may distribute autonomously to their own commissioners, curators, exhibitors, and institutional guests.

ART. 12 – Miscellaneous

In case of controversy in the interpretation of the individual articles of these Regulations the original text written in Italian will be considered binding.

In case of dispute and for any matter not covered by these Regulations, the decision by la Biennale is final.

ART. 13 – Information and Contacts

Desk Countries – Legal and Institutional Affairs

+39 041 2728370

countries@labbiennale.org

Visual Arts and Architecture Department

+39 041 5218720

countries@labbiennale.org