



TC PREMIO CAPPIELLO

150 ANNI DALLA NASCITA DEL PADRE DELLA CARTELLONISTICA MONDIALE

OFFICIAL RULES

Rev 1.4 of 17/04/2025



Premise

The **Leonetto Cappiello International Award** is a competition conceived and organized by **Enoturistica WineTrade Enogastronomia Comunicata di Nannipieri Simone** based in **Via dei Pelaghi 156 57124 Livorno (LI) PIVA IT02035630496** and **Terme del Corallo Association onlus/odv** based in **Terme del Corallo Via degli Acquedotti, 31 57100 Livorno (LI)** to celebrate the 150th anniversary of the birth of **Leonetto Cappiello**, father of the modern advertising poster. The Award promotes artistic creativity and visual communication in the world of wine and spirits, enhancing the territory and Italian food and wine excellence. Participation implies full acceptance of these regulations.

Article 1 – Purpose of the Prize

The Leonetto Cappiello International Award aims to promote art and visual communication, celebrating Leonetto Cappiello's legacy through the creation of advertising posters dedicated to the wines and spirits of the participating wineries, with a strong link to the territory and wine culture.

Participants, of any category, will have to present an original and unpublished work, inspired by the style of Leonetto Cappiello and the winery selected for the 2025 edition on the website (premiocappiello.it).

Article 2 – Categories of Participation

The **Leonetto Cappiello International Prize** provides for two distinct categories of participation, with specific registration procedures and requirements.

Category ARTISTS

The ARTISTS category is open to **all artists**, without any limitation of age, nationality, training or professional background. Painters, illustrators, graphic designers, advertisers and creatives of all kinds can participate.

Category STUDENTS

The STUDENTS category is reserved for **students of secondary schools with an artistic or graphic advertising specialization** and is divided into:

- **Two-year course:** for students enrolled in the first and second year.
- **Three-year period:** for students enrolled in the third, fourth and fifth year.

It is **recommended** that teachers of the participating classes should:

- To provide technical, artistic and conceptual support to students throughout the entire creative process, stimulating their originality and guiding them in compliance with the requirements of the competition.



- Supervise the submission of works through the appropriate online form, ensuring that each work complies with the deadlines, methods and guidelines inspired by the work of Leonetto Cappiello.
- To reinforce the importance of respecting the rules, emphasizing how the **Leonetto Cappiello International Prize** is not just a competition, but a training opportunity to learn discipline, fairness and professionalism, fundamental values in the world of art and communication.

The Organization invites students and teachers to live this experience with enthusiasm and collaborative spirit, considering it not only as a competition, but as a path of personal and creative growth, inspired by the values of excellence and integrity that the Leonetto Cappiello International Prize wants to promote.

Article 3 – Uniqueness of the Technical Category

3.1 The **Leonetto Cappiello International Prize** provides for a single category that embraces all the artistic techniques admitted, both pictorial and digital. This choice reflects the innovative spirit of **Leonetto Cappiello**, master of the advertising poster, known for his ability to break the mold and experiment with new visual languages.

3.2 The uniqueness of the category makes it possible to enhance the creativity, originality and communicative effectiveness of the works, regardless of the medium used, stimulating an open dialogue between tradition and innovation, just as happened with Cappiello.

3.3 The Organization reserves the right, however, to assign **special mentions** to works that stand out for excellence in the technique used, be it pictorial, digital or mixed, thus recognizing talent and mastery in every form of expression.

Article 4 – Requirements of the Works

The works must be made in **57x70 cm** or **70x100 cm** format with any pictorial or digital technique, inspired by the style of Leonetto Cappiello and representing wines or spirits from the wineries participating in the project. Each participant can submit **only one** original and unpublished work.

Article 5 – Prohibition of the Use of Artificial Intelligence

5.1 The use of **Artificial Intelligence (AI) tools** for the total or partial creation of the works presented at the **Cappiello Prize** is strictly prohibited. Each work must be the exclusive result of the creativity and manual or digital work of the author, without the support of AI image generators or similar software.

5.2 In the event of ascertained use of AI, the participant will be **immediately disqualified** from the competition and his/her work excluded from any evaluation phase and from any final exhibition.

5.3 The Organization also reserves the right to revoke any prize awarded and to report the incident publicly, in order to ensure the integrity and transparency of the initiative.



Article 6 – Registration Procedures

6.1 Registrations will be open from **March 1st to May 30th, 2025 for the STUDENTS category and from March 1st to June 30th for the ARTISTS category** through the www.premiocappiello.it website. A participation fee of **€ 25.00 is required for the ARTISTS category to cover the organizational and exhibition set-up costs**. Failure to fill in the form or failure to pay will result in exclusion from the competition.

6.2 Participation for STUDENTS is FREE.

Article 7 – Delivery of the Works

The works must be sent in digital format using the appropriate form on the website. In case of selection for the exhibition, the original or a high-quality print (for digital works) must be delivered to the address of the Organization, at the expense of the participant. Failure to send within the deadline will result in exclusion.

Article 8 – Jury and Evaluation of the Works

The jury of the Leonetto Cappiello International Prize will be composed **of a variable number of members** selected from:

- **Journalists** specialized in art, design and communication;
- **Professionals from the world of graphics and design**, with experience in the field of visual communication;
- A representative of **the winery chosen for the competition**, who will bring the perspective of the wine world;
- A representative of **Enoturistica**, organizer of the Award;
- **Exponents of the art world**, with proven experience and recognition at local and national level.

EVALUATION METHOD AND SCORES

1. The works will be evaluated with a score **between 0 and 100** based on consistency with Leonetto Cappiello's style, originality, technical quality and communication skills. The jury's judgment is unquestionable and final.
2. A ranking will be drawn up with the sum of the scores of each juror for each work
3. **The first 10 classified** in each category will be decreed FINALISTS of the competition and will access the next phase and the exhibition
4. **The first 3 classified** in each category will be announced the winners

At the end of the event, a report of the jury's activities will be drawn up.

Article 9 – Prizes



PRIZES FOR THE STUDENT CATEGORY

(1 specific prize for the 1st or 2nd classes and one for the 3rd, 4th or 5th grades)

1. Commemorative plaque
2. **Visit with free tasting for 4 people** at the participating winery.
3. **Presence on the notice board of the event on the website of the Award**
4. **Interview with publication on the ASA-Press.com website**

AWARDS FOR THE ARTISTS CATEGORY

1. Commemorative plaque
2. **Pack of 6 bottles** offered by the participating winery
3. **Visit with free tasting for 4 people** at the participating winery.
4. **Presence on the notice board of the event on the website of the Award.**
5. **Interview with publication on the ASA-Press.com website**

Article 10 – Exhibition and Award Ceremony

The winners will be announced during a **final exhibition** in Livorno at the venue that will be communicated before the end of the competition, in June/September 2025, where the finalist and winning works will be exhibited.

Article 11 – Ownership and Rights of Use

The works **will remain the property of the authors**, but Enoturistica and the selected winery will be able to use them free of charge for promotional purposes, with citation of the author.

Article 12 – Appeals and Reports

12.1 Any **appeals or reports** by participants relating to the outcome of the competition or the conduct of the Organization or the jury must be submitted in writing no later than **7 days from the date of the award ceremony**.

12.2 Appeals must be sent by email to the official address of the Leonetto Cappiello International Prize (info@enoturistica.it), accompanied by a detailed reason. The Organization undertakes to evaluate each report carefully and to provide feedback within **30 days** of receiving the communication.

After the 7-day deadline, no further appeals or objections will be accepted.

Article 13 – Legal clauses

13.1 Participation is forbidden to members of the jury, organizers and their families. Enoturistica is not responsible for damage or loss during transport. The competent court is that of Livorno.



13.2 Participation implies full acceptance of these regulations.

For more information:

www.premiocappiello.it

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