

INTERNATIONAL VIDEO CONTEST
FOURTH EDITION

RIPRENDITI
LA CITTÀ

RIPRENDI
LA LUCE

SPONSOR GOLD

Cariboni
group



GEWISS

PERFORMANCE
in LIGHTING

SPONSOR AWARD



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DGA LIGHT
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MEDIA PARTNER

LUCE



Luxemozione
news dal mondo della luce

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INDUSTRIALE



Camera di Commercio
Firenze



ORDINE DEGLI ARCHITETTI
PIANIFICATORI PAESAGGISTI E CONSERVATORI
DELLA PROVINCIA DI FIRENZE



In collaborazione con:



PROCEDURES

Short films must not exceed 60 seconds length and they can be shot with portable or mobile devices such as: tablets, smartphones, video camera, digital camera, etc... Participation is free, either individually or in group (no more than three components, for which a group leader must be indicated).

CATEGORIES

The new format of the video contest is divided into three categories:

THE UNDER 18S

THE UNDER 30S

YOUNG LIGHTING DESIGNERS
UNDER 35

SPECIAL AWARDS

JURY'S SPECIAL PRIZE: 1.000 euros

EDUCATION TO CULTURE: 1.000 euros

ENERGY SAVING AWARD: 1.000 euros

LIGHT AND THEATRE AWARD: 1.000 euros

DEADLINES

December 13, 2016:
Presentation press conference
at the Triennale di Milano

April 21, 2017:
closing of the competition

May 21, 2017:
Award ceremony in Florence,
in the Palazzo Vecchio

Following the success of the past editions, AIDI (the Italian Cultural Association of Lighting) organizes and promotes the fourth edition of the International video competition “Riprenditi la città, Riprendi la luce”.

An initiative that aims to disseminate the “culture of light” among the young, to stimulate their awareness of the importance that this element plays in their daily lives, and to learn and understand how they interact, precisely through the light, with the city they live, work, or study in.

The light, the young participants and the cities still are the protagonists of this IV edition. The video will be the instrument through which they will narrate the light: a 60-second film, which can be filmed with portable or mobile devices such as tablets, smartphones, video camera, camera, etc.

The cities become the stage of their video shooting and tales, their lit backgrounds, the colourful scenographies through which the young participants will tell their stories, their squares, and their gathering, leisure, meeting, and work places. A fresh look that, through many 60 second gazes, will not only convey the value of the light in our daily lives, but that will give us the idea of their dreams and hopes, of the image of our cities and, above all, of what their eyes see and communicate.

FOURTH EDITION'S NOVELTIES

The very young and the lighting designers

With the single theme LIGHT AND PLACES, this new edition is open to the under 18s, to the under 30s and to young lighting designers under 35. It will thus be interesting to compare the three categories' works and different approaches, in an even richer and more interesting narrative. In particular, the competition wants to give to the young lighting designers the opportunity to introduce their work and to enhance their visibility.

THEME

Light and Places

The competition theme is LIGHT AND PLACES, where places can be either outdoor or interior. The short videos will have to narrate perception of light in the city and its value in the re-enhancement of the urban and social gathering spaces.

LIGHT AND THE UNDER 18S

*"Youth is happy because it has the capacity to see beauty.
Anyone who keeps the ability to see beauty never grows
old ..."*

Franz Kafka

Light is heritage of those younger too, and AIDI, aware that the culture of light has to start right from the "youngest", in collaboration with GALDUS (www.galdus.it), vocational and educational training center, opens the competition to the under 18s, by actively involving high schools and professional institutes, in which the light might easily become subject of projects and field of study.

Thus, also the kids between 14 and 18 years will become aware of the importance that this element plays in the places they daily visit. For the participants of this category, the relationship between light and their school building may be the subject of their videos.

Awards:

1st place:

a 500 euros book voucher and a device

2nd place:

a 300 euros book voucher and a device





LIGHT AND THE UNDER 30S

“Young men’s love then lies not truly in their hearts, but in their eye...”

William Shakespeare

Awards:

1st place:
2000 euros

2nd place:
1200 euros

Il concorso chiede ai tanti giovani videomaker e non solo, sempre più appassionati di questi mezzi, di rappresentare la luce nella sua quotidianità di spazio/tempo attraverso il loro sguardo attento e la loro sensibilità.

The competition calls on the many young film makers – but not only –, who are increasingly interested in these media, to represent the light, through their own attentive gaze and their sensitivity, in its daily space and time dimensions. They can narrate the relationship between light and space, both in public spaces of the city and in interiors inserted within an urban context.

LIGHT AND YOUNG LIGHTING DESIGNERS

*"Architecture is the learned game, correct and magnificent,
of forms assembled in the light..."*

Le Corbusier

Young lighting designers are driven by the passion for their work, but often they do not have the possibility to confront themselves with interesting projects and test their talents.

The competition aims to give them an opportunity to introduce their work and to enhance their visibility.

Starting from the lighting of a place or from one of its lighting objects or furnishing, the young lighting designers are invited to narrate in their video their project and the several phases that made it.

Florence, Showlight and the Lighting designers

"Showlight", involving over 500 lighting designers and experts in the show lighting industry from all over the world, will take place at the Florence's Convention Centre, May 20-23, 2017. Showlight is one of the competition's partner.

Awards:

1st place:
2000 euros

