

## **CTP Art Wall by ARC**

### **PAINT A HUGE 1!**

Hungary's Biggest Mural Art Design Contest

Do you paint? Are you into street art? Are you filled with creative visual ideas? Do you adore spectacle? Do you enjoy leaving a mark? Are you dreaming of drawing more attention to your work? Are you creating art in order to inspire or give others some food for thought, or to create beauty? Or you simply like to come up with new ideas all the time? If any of your answers are "Yes!" then this competition is for you!

In Hungary's biggest mural art design contest to date, we are looking for the best artwork that our jury will pick to cover a surface area of 4,500 sq m on a wall of a building.

CTP, one of the largest industrial real estate developer and manager companies in Central and Eastern Europe, is now launching the Art Wall project in Hungary, with the support of ARC. The project's aim is to select an artwork for the giant wall of one of their industrial properties in a highly visible location. CTP is committed to support creativity, visuality and dialogue: creative designers are given the opportunity to express themselves in large-scale wall designs, this time in Hungary (<https://www.youtube.com/watch?v=jKc5sJgxspg>, <https://www.ctp.eu/>).

The winner entry chosen by the jury of CTP Art Wall by ARC - Paint a huge 1! competition will decorate the facades of a building perfectly visible by the motorway M1 near Biatorbágy. The surface to be covered with the artwork exceeds 4,500 square meters, which thanks to its location will be perfectly visible from the M1 motorway and main road No.1.

If you are interested, please register or log in to the online platform on <https://arcmagazin.hu> and upload your proposal.

In the competition, besides the winner entry, 13 designers selected by the jury and an additional entry voted by the public will also receive an award! Don't hesitate, there is a good chance you may win or be among the finalists!

**Design! Apply!**

## **REGISTRATION REQUIREMENTS**

The organizer of the competition is CTP Management Hungary Ltd. (hereinafter: Organizer) in collaboration with ARC Művészeti Szolgáltató Nonprofit Ltd.

## **MAIN ASPECTS OF THE PRE-SELECTION AND ASSESSMENT OF THE ENTRIES**

1. How the design fits into the landscape of Biatorbágy and how it considers the natural and built environment around the building as well as its characteristics and architectural features.
2. How innovative and unique the design is.
3. How financially and physically feasible it is to create the design. In determining the evaluation criteria it is not our intention to limit the creativity and/or imagination of the applicants, as it is in our interest to encourage them to come up with innovative perspectives.  
However, we would like to emphasize that implementation costs and feasibility of the proposed artworks are very important aspects in the evaluation. Therefore, it is important that this aspect is taken into consideration by applicants when planning their design.
4. In case the entry's subject is political, negatively discriminating, uses black humor or is obscene, this will result in the exclusion from the competition.
5. The winner entry selected by the jury may receive an implementation permit in the municipal licensing procedure of the Local Municipality of Biatorbágy.

## **Legal and Personal Requirements**

- All natural persons over the age of 18, legal entities or registered organizations without legal personality (the latter two collectively referred to as "legal entities") are eligible to apply
- With regard to nationality and place of residence the Organizer does not impose any restriction, conditions on the applicants.
- Members, officers, employees, relatives of the Organizer and relatives of the listed persons are not eligible to apply

## **APPLICATION PROCEDURE**

Applications can only be submitted online at the official website of this competition at <https://arcmagazin.hu>.

Submissions will be managed and assessed through the eContest application management system. You can register and/or log in to eContest from the application page where you can apply and upload your entry. The jury will pre-screen the submissions in the system and then meet to discuss and evaluate.

Application period opens on 14th January 2020 and ends on 9th March at 12.00pm.

### **Submission Requirements**

- Registration/log in to eContest
- Filling in the online application form
- Accepting the Privacy Policy and other Declarations, Terms and Conditions of the competition
- Uploading and submitting the artwork on the online platform

### **Application Steps**

#### **1. Registration/log in to eContest**

You can access eContest at <https://arcmagazin.hu>. If you have already registered for another competition, you can log in by clicking on the "Login" button and entering your username and password.

If you have forgotten your password, you can reset it by entering the email address you have already registered with. In this case, you do not need to re-register. After you have submitted your request, eContest will send you an e-mail with a link to reset your password.

#### **2. Filling in the Online Application Form**

The online application form will be available upon registration and/or login. An applicant, whether applying as a private person or on behalf of a legal entity, is only required to complete one application form. The applicant's name, contact details (e-mail and telephone number) are required. The

application form will be completed upon acceptance of the necessary declarations.

If you are applying as a legal entity, you will be required to provide the name of the legal entity, its authorized representative, its registered seat and tax number.

By submitting the application form the applicant declares that he/she, or the legal entity he/she represents, has prepared and is in possession of the original version of the submitted artwork.

### **3. Accepting the Privacy Policy and Other Declarations, Terms and Conditions of the Competition**

By filling in and submitting the application form, accepting the Privacy Policy and any additional declarations recorded on the application form, the applicant automatically accepts the Terms and Conditions of the competition and thereby certifies that his/her submission meets requirements in all respects.

Applicants can only apply with original artworks not previously published elsewhere.

#### **The Applicant agrees (to):**

- grant the Organizer the right to publish the submitted artwork - indicating the name of the author.
- grant the Organizer the right to use the submitted artwork as described below.
- not be obliged to grant the Organizer the right to use their submission in case their artworks are not among the 15 entries selected by the jury .
- grant the right to reproduce, distribute, broadcast or otherwise publish their intellectual property, and to transmit, modify or exhibit the artwork by involving a third party in case their submission is among the 15 artworks selected by the jury during the final assessment.
- grant the right to reproduce, distribute, broadcast or otherwise publish their intellectual property, and to transmit, modify or exhibit the artwork by involving a third party in case their artwork wins, gets implemented or is voted by the public to receive an award.

- to no time and space limitation to the user rights granted to the Organizer by the applicants of the winning and implemented entries and artworks voted by the public to receive an award.
- grant the Organizer exclusive and transferable right to use, without additional costs, by the buildings' consecutive owners and financing banks. The consent to surrender user right by the authors of these submissions also includes a waiver of their right to withdraw the artwork.
- the prize and remuneration in the amount indicated in the call for competition in exchange for the right to use of the winner entry.
- that Organizer shall be entitled to receive the right to use the 13 additional entries among the 15 entries chosen by the jury during the final assessment in exchange of 200,000 HUF (two hundred thousand Hungarian Forints) without limitation to time and space.
- prove that their submitted artworks are their own intellectual properties and consent is not required from third parties for their utilization or publication.
- that the Organizer shall use the submission free of charge in accordance to the above described.
- that authors of the 15 artworks selected by the jury undertake to personally present their concept, design and artwork to the jury in the third phase at the Art Wall event (scheduled for April 1, 2020).

### **Submitting Entries and Finalizing the Application**

An applicant may participate in the competition with a maximum of 5 entries.

Entries uploaded to the server need to meet the required technical specifications explained in section "Formal and Technical Requirements", therefore, please carefully read this document before proceeding.

A valid submission requires a title as specified under "Formal and technical requirements". In the optional description field the applicant may write a short description (up to 500 characters) of the entry.

Applicants are free to modify their uploaded entries at any time by clicking on the relevant button before clicking to submit or before the end of the application period.

Please remember that due to the high number of visits in the last few days approaching the end of the application period uploading may take much longer, therefore please submit your entries as soon as possible.

## **APPLICATION PERIOD**

The application period ends on 9th March 2020 at 12:00 (noon).  
Submissions received after this date will not be accepted.

## **DESIGN PRIZES**

The winner entry that will be implemented will receive an award of 1,000,000 HUF (one million Hungarian Forint).

The submission voted for an award by the public will receive a prize in the amount of 500,000 HUF (five hundred thousand Hungarian Forint)

Authors of the remaining 13 artworks not awarded among the previous two categories but selected in the 15 entries by the jury will receive a prize in the amount of 200,000 HUF (two hundred thousand Hungarian Forint).

These are gross amounts and therefore they are subject to all applicable taxes and contributions set out in the Hungarian law. The prize winner will enter into contract with the Organizer in order to receive the prize. If the contract fails to come into effect due to the applicant's fault, the applicant is not entitled to receive remuneration.

## **Entry Fee**

There is no entry fee for natural or legal persons.

## **JUDGING**

### **Assessment Process**

Expected assessment period: from 10th to 31st March 2020.

All valid entries will be reviewed and assessed by a jury in a multi-phase assessment process. The jury is obliged to exclude entries that do not meet the requirements.

The assessment of entries will consist of three rounds.

In the first round the juries will pre-select the entries according to the requirements specified in the call for competition with the aim to only keep entries for the next round with adequate content that professionally and technically meet the requirements stated in this document.

The first round of the assessment will take place between 10th and 15th March, 2020.

During the second round of the assessment, the jury will further narrow the number of entries and select 15 finalists. The second round of the assessment will take place on 18th March, 2020.

After Round 2, the 15 finalists will be published on <https://arcmagazin.hu>. This will launch the online public vote. Voting ends before the Art Wall event on 31st March 2020.

During the third round, the final phase of the assessment will take place at the Art Wall event (scheduled for 1st April 2020), where the 15 finalists will present their concepts and artworks. Following the presentations, the jury will decide which artwork shall win the competition. Afterwards, both the winner artwork and the winner of the public voting will be announced.

### **The Jury**

All entries will be evaluated by a jury.

The Organizer authorizes the jury to select or exclude entries according to their own assessment criteria taking also into account the main requirements of the assessment and to make the final decision as they deem appropriate.

### **Members of the Jury**

Gábor Bakos – ARC

László NikonOne Brunszkó – Illustrator, Painter, Graffiti-artist

Kata Oltai – Art Historian, Curator, FERi

László Vágó – Construction Director, CTP

Rudolf Nemes – Country Manager, CTP

Balázs Fekete – Contractor,

Graphic Designer, Painter, Vertigo Murals,

András Megyeri – Contractor, Founder of Színes Város

Local government representative of Biatorbágy

## **Award Ceremony**

The final result of the competition, therefore the winner of the contest and the public award will be announced at the Art Wall event. The winner entry and winner of the public vote will be selected from the top 15 entries selected by the jury. The location and exact time of the Art Wall event will be announced in advance to the producers of the 15 selected artworks.

## **FORMAL AND TECHNICAL REQUIREMENTS**

### **Entries**

One entry should consist of three images:

The first image is the overall visualization of the entry with a size of 1920x1080 pixels. The second image is a view of wall "A" with a size of 21704x1549 pixels. The third image is a view of wall "B" with a size of 14504x1445 pixels. It is highly important that Applicants place their artwork in the sample files.

Applicants should not include any other graphic or text in the sample files. If the entry contains any symbols, tags or texts (such as names) this will be considered a breach on anonymity resulting in automatic exclusion from the competition.

Combined sample files are available here: <https://arcmagazin.hu/files/artwall-sample-files.zip>

### **Image Format and Resolution**

Entries created with sample files need to be uploaded for evaluation in JPEG (Joint Photographic Experts Group) format, 72 dpi, RGB color mode. The image compression quality should be 100% (percent) for the 3D\_sample-artwall file and 80% (percent) for walls "A" and "B". If the images are not created using the sample files or do not follow the order in which they appear in the specification, during "Submission" the system will automatically reject them and not allow their submission.



## **Specifications for the Implementation Phase**

Applicants must have the appropriate digital files for the use of the submissions. For vector graphics: digital files saved in AI file format or in PDF format, designed in CMYK color setting of 1:10. For Pixel Graphics: digital files saved in PSD format minimum 150 dpi and maximum 300 dpi, in CMYK color setting, and 1:10 design.

Following the assessment, authors of the selected 15 best artworks must provide the Organizer with the digital files in vector graphic or high-resolution in 1:10 design specified for the implementation and usage.

## **PUBLICITY AND COPYRIGHT TERMS**

Applicants only have access to the original data files they have uploaded in eContest. The entries and the applicant data are not public until results are announced.

The uploaded images can be modified until the end of the application period unless applicants do not finalize their own material, i.e. submit beforehand.

The applicant also acknowledges that by submitting the entries all liability for any personal or copyright infringement caused by its public display (exhibition) shall be borne by the applicant, including any financial liability for such infringement.

Applicants must apply with entries of which they or the legal entity they represent are the sole proprietors of and are in possession of copyright. In the event of a breach, the application will become invalid and the applicant cannot receive an award. In the event that the breach becomes known after the award ceremony, the applicant shall be obliged to return the prize in full.

By submitting the entry, the Applicant assumes responsibility for the copyright terms of the submitted entries of the artwork(s) produced by the Applicant or of the legal entity he/she is representing. The Applicant also declares that he/she does not violate the copyright, user or privacy rights of any third party, and that the publication of the entry does not violate any laws. Applicant's liability for any breach of the aforementioned terms is full and unlimited.

The Organizer reserves the right to modify the contents of the competition.

For more information, please contact [palyazz@arcmagazin.hu](mailto:palyazz@arcmagazin.hu) or +36304649684.

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<https://www.facebook.com/ArcMagazin>  
<https://www.instagram.com/arckiallitas/>

For more information about CTP, please visit: <https://www.ctp.eu/>

Teaser video about the Art Wall project:  
<https://www.youtube.com/watch?v=jKc5sJgxspg>