

# About

C A L Z E



## Socks, young creatives and solidarity V Edition

**ABOUT SRL**, a young Italian artisan company of men's hosiery, owner of the ABOUT CALZE brand, based in the province of Mantua, promotes in collaboration with Filmar spa, Consorzio Filoscozia, Mantovano Oncological Institute, Cultural Marketing Association in SMEs, B-Code, the fifth edition of the prestigious competition for young creatives and designer.

### How to participate

Competitors must submit ideas for new designs and patterns for socks, presenting 5 designs or patterns in light .jpg format and one in pdf format with good definition

. the elegance and reinterpretation of the classics of men's fashion in the Slow Wear perspective, in particular the saleability of the products will be judged in relation to the fashions of the moment and the philosophy of About (an example: use of micro-patterns but with originality and in harmony with the colors, we always recommend the presentation of a part of the models with a winter color variant and a part with summer colors). ABOUT srl, reserves the right to select even just one drawing per artist, some or all of the 5 proposals.

In particular, we ask for micro-patterns and fantasies in line with the style of About Srl, designed on a sock model (not the simple pattern, but a drawing / figure where a full sock is reproduced).

### What is required

- 1) Present projects on the main social networks, especially Instagram
- 2) ability to follow and anticipate trends, taking into account in particular ESG issues and therefore Ethics, respect for the environment inspired by the 2030 Agenda <https://unric.org/it/agenda-2030/>
- 3) Give a theme and a message to your collection, specify the underlying reasons for your choices.
- 4) Creating a moodboard
- 5) Presenting Capsule Collections
- 6) **All socks must be designed with FILMAR yarns** even by mixing more than one yarn together, here you can find the collections <https://www.filmar.it/it/collections>
- 7) Proposals must include a **MINIMUM 1 Man sock, 1 Woman sock, 1 Child sock, 1 Unisex sock**
- 8) **WE ALWAYS REQUEST to create a synthetic file containing the drawings of the socks, in pdf format with name and surname of the designer and School of origin , an example Mario Rossi Accademia X.pdf**
- 9) **A super token can be activated for a sock chosen by the competitor. A Crowdfunding campaign can be activated only for a sock of the student's choice, whoever raises the most funds will be**

*produced on a par with the winning socks, as thanks to crowdfunding they have proven to be able to gather support on the market. The Crowdfunding campaign is at the total expense and responsibility of the competitor who will have to take care of increasing their visibility by giving a name to the socks, but NOT indicating the About Calze brand which will not come into operation until the production and marketing decision.*

*10) A 3D prize will be awarded, a particular prize for the best realization of the design using 3D software (presentation of socks in 3D and with augmented reality videos).*

To participate, simply send an email to [aboutcalze@gmail.com](mailto:aboutcalze@gmail.com) by **12.00 on 01 June 2023**.

## **Award**

The selected socks will be made thanks to the contribution of Filmar Spa who will donate the yarn and thanks to About Calze who will realize the designs.

All the winners (first, second, third place and various prizes such as the Marketing Award, Crowdfunding Award, 3D Award) will have the opportunity to be welcomed at the **MDA Marketing Designer Academy of the Cultural Marketing Association in SMEs**. The winners will be notarized on the blockchain thanks to the tools offered by B-code.

**The competition is part of the long history of the Marketing Award of the Cultural Marketing Association in SMEs of which it will constitute the X Edition.**

The prizes and possibilities included in this prize may be subject to changes, modifications or cancellations as a result of medical emergencies or precautions to be taken at the discretion of the organizers following events or situations that could arise.

**The award ceremony will take place in a physical, digital or phygital place indicated with subsequent communication.**

**Probably the award ceremony will take place in September 2023.**

## **Regulations**

The date and time of arrival of the email containing the attachments with the following documentation will be valid: competition participation form, completed in its entirety, the proposals for socks. The simple submission constitutes adherence to the competition and full and incontestable acceptance of its regulation in all its parts. By participating, you automatically authorize the complete transfer of the rights to use the work and the artist's name to About srl without having anything to expect, exempting About srl, its members, its representatives and each organizer of the call from any legal claim or not. A brief report on the characteristics of the work must be included in the email. All the works received will be retained by the company with the automatic consent of the artist, for the purpose of using them at a later stage. The designs and patterns selected can later be modified to adapt them to the production (dimensions, colors, designs) in accordance with technical constraints and production possibilities. The company will award a work by an artist, the exploitation rights of the works sent are transferred to About srl without requiring anything in return. The judgment of the Commission is unquestionable, the jury will choose the works according to the criteria of adherence to the moodboard provided, the aesthetic solutions, functional-technical characteristics, most suitable for marketing purposes and the elements listed in the "What is required" section.

The participants in the competition assume all responsibility for the authorship and originality of the sketches presented and undertake to indemnify the promoters of the Competition from any action, judicial and extrajudicial

request undertaken by third parties or by themselves, against them for reasons of the drawings produced. The organizing bodies are automatically released from any liability action by the participants. With the participation deed, the designer waives any direct or indirect legal action. Participants also undertake to create the works exclusively with a declaration of uniqueness for About srl, which will no longer be replicable.

Without prejudice to the intellectual property of the various projects that remains in the hands of the authors, by participating in the competition the artists consent to the photographic and video reproduction and dissemination of their project for the purpose of communication and promotion and exhibition in Italy and abroad, without having anything to expect. They also authorize About srl to commercial and non-commercial exploitation of the work without having anything to claim other than the maintenance of authorship (obtained by indicating the name of the designer next to the name of the collection). For the purposes of promoting artists, any web pages dedicated to the products (they may or may not be created), may contain photos, biography / description of the artist and links to the artist's website. A portion of the proceeds from the sale of the winning socks (net of the above costs) will be donated as a percentage (10%) to the Mantuan Oncological Institute IOM Mantua, testimonial of the competition and the rest to About srl. About srl may spontaneously and without obligation integrate the amount described above. The money collected with any crowdfunding operation must be spent solely to pay the construction costs with indications and methods indicated following the achievement of this objective, the excess part will be retained by the competitor or donated to charity. The sole person responsible for the crowdfunding actions and campaigns is the competitor himself.

**Info and contacts:**

About Socks [www.aboutsocks.it](http://www.aboutsocks.it)

Filmar spa <https://www.filmar.it/it/>

Cultural Association Marketing in SMEs [www.marketing-pmi.it](http://www.marketing-pmi.it)

Mantuan Oncological Institute <https://iomn.it/>

# About

C A L Z E



## SUBSCRIPTION FORM

### Socks, young creatives and solidarity III Edition

The undersigned ..... born  
in.....

on ..... Resident / domiciled / in ..... Via  
..... n .....

post code ..... tel ..... cell ..... Email  
(uppercase) .....

Declares:

- 1) to be currently enrolled in the Course of ..... at.....  
.....
- 2) to have read the regulation attached to this application and to accept all the conditions contained therein;
- 3) to accept, in particular, that the work created will be the exclusive and exclusive property of About srl which will be able to promote, use and market it at its own discretion;
- 4) to authorize the processing of their personal data pursuant to Legislative Decree 196/2003.
- 5) attach sketches

Read, approved and signed

Place and date signature .....