



## Gelato Day 2021: the passion of a lifetime in a virtual contest.

“Give free rein to your creativity to celebrate together but at a distance”.

### REGULATIONS

#### 1. ORGANIZERS

This first edition of the contest is promoted by Artglace (Confédération des Associations des Artisans Glaciers de la Communauté Européenne) and will run from 15 February to 30 June 2021.

#### 2. PURPOSE

The contest is for gelato craftsmen and -women working in Europe, and serves a dual purpose:

- increased promotion through video media of MANTECADO, the official flavour at the 9th European Artisanal Gelato Day (GDay), which this year is focussed on Spain
- the desire to stand united, despite the difficulties of the moment, in order to celebrate this significant event together.

#### 3. HOW TO PARTICIPATE

It is free to take part; each gelato artisan is asked to submit a video lasting no more than 90 seconds on how to prepare and present the official flavour at the 9th Gday, i.e. MANTECADO.

When making Mantecado, only those ingredients listed in the official published recipe may be used. The recipe can be downloaded from [www.gelato-day.com](http://www.gelato-day.com) and from the official Facebook page 24 March European Gelato Day.

The video must be sent before the deadline set out in these regulations (see point 5 - Terms and conditions for submitting video material).

Any videos made in languages other than Italian or English must be accompanied by a written translation (in Word or PDF format) into the above languages, in order to enable the jury to assess them more quickly and effectively.

Members of the jury and their families are excluded from the contest, as well as anyone who in any way assists in the running of the contest.

Although the contest is open to European artisanal gelato makers, any videos coming from countries outside Europe will be published and will receive a certificate of participation.



#### **4. VIDEO TECHNICAL SPECIFICATIONS**

All videos must be high definition (a resolution of 1280 x 720 pixels is recommended), and in MP4 format; no videos in any other format will be published.

Any videos unrelated to the promotion of the official GDay 2021 flavour, MANTECADO, will not be published.

#### **5. TERMS AND CONDITIONS FOR SUBMITTING VIDEO MATERIAL**

In addition to the video, each entrant shall send their contact details so that they can be contacted at a later stage.

The videos shall be delivered online via wetransfer.com or similar applications to the following email address: **artglace.eu@gmail.com**.

Two event windows will be made available:

##### **1st round**

To take part in the 1st call, the video must be submitted by 6 pm on 8 March 2021.

##### **2nd round**

To take part in the 2nd call, videos may be submitted from 9 March until 30 June 2021.

#### **6. JURY**

A technical jury made up of at least three members chosen from among professionals and experts in the craft gelato sector will be set up.

The jury will give its verdict, using a marking system from 1 to 10, by assessing the following criteria:

- 1) originality of the presentation
- 2) quality of the video
- 3) illustration of the Mantecado production process
- 4) aesthetics and decoration of the tub

In the event of a tie, the shortest video will be declared the winner.

For each of the 2 rounds, one winning video will be chosen. A third winning video will be selected on the basis of its overall score.

The decision of the jury shall be final.



## **7. PRIZES**

The top three European gelato makers will each receive a commemorative plaque and will be invited to attend, as guests of Artglace, the celebration of the 10th GDay, to be held at the European Parliament in Strasbourg/Brussels in February/March 2022.

All participating gelato makers (both inside and outside Europe) will be awarded a certificate of participation (see section 8).

## **8. PRIZE-GIVING**

The awards and certificates will be handed out during the ceremonies for the 10th GDay, which will be held:

- 1) at Longarone Fiere, on the occasion of the MIG
- 2) at the Rimini Trade Fair, on the occasion of the SIGEP

## **9. PARTICIPATION, IMAGE RIGHTS, PRIVACY**

Given the limited timeframe, in order to proceed more quickly, we would like to specify the following: submission of the video shall constitute a formal application by participants to take part in the contest, acceptance of which shall be subject to the approval of Artglace which, having ascertained the relevance of the content to these regulations, shall publish the video through the channels referred to in Section 10 below.

The information provided by the gelato makers in each video shall be acquired by the Organizer who shall be free to publish it before, during and after the Event.

The gelato makers give Artglace, irrevocably and exclusively, the right to use the videos and the information contained therein and/or attached thereto, including the image, the voice, the name, the statements as well as any authorial and/or artistic contributions, whether amateur or otherwise, and all related rights to commercial usage thereof (as set out in Articles 12,13,14,15,16,17,18, and 18-bis of Italian Law no. 633/1941 and subsequent amendments and additions thereto).

Each entrant represents and warrants that he or she is the exclusive owner of all right, title and interest (including that of any family members or assistants involved in making the video) in his or her image, signature, voice and portrayal, life story and biographical information, copyright, image and communication rights relating to his or her name, nickname or pseudonym, image, portrayal, voice, signature, photograph and other elements or attributes of his or her person, identity or personality (collectively, the “Ownership”).

The gelato maker whose video is published hereby undertakes to comply with the provisions of these regulations and grants the Organizer, and any third parties involved in running this event, the right to use the said video and/or information material.



## 10. PROMOTION/VISIBILITY, IMAGE RIGHTS, PRIVACY

All gelato makers who submit a video, in line with these regulations, shall be given the opportunity to raise their profile and increase their recognition through:

- publication of the video on the official web site at [www.gelato-day.com](http://www.gelato-day.com)
- publication of the video on the official Facebook page at [www.facebook.com/EuropeanGelatoDay](http://www.facebook.com/EuropeanGelatoDay)
- publication of a link to the video on the Artglace page on the SIGEP platform
- promotion through the event press office (press kit, press releases).

## 11. CONTACTS

For any information and/or clarification please contact us at the following e-mail address:

[artglace.eu@gmail.com](mailto:artglace.eu@gmail.com)

or via the Associations affiliated to Artglace:

-  **A.G.I.A.** - Austria  
e.mail: [gelato@gelato.at](mailto:gelato@gelato.at)
-  **A.R.A.G.F.** - Belgio  
e.mail: [henri.tavolieri@gmail.com](mailto:henri.tavolieri@gmail.com)
-  **GELATOART** - Croazia  
e.mail: [tomasmaglica@gmail.com](mailto:tomasmaglica@gmail.com)
-  **C.N.G.F.** - Francia  
e.mail: [direction@lemondedudessert.fr](mailto:direction@lemondedudessert.fr)
-  **UNITEIS** - Germania  
e.mail: [uniteis@uniteis.com](mailto:uniteis@uniteis.com)
-  **G.A.** - Italia  
e.mail: [comitatonazionalegelatieri@gmail.com](mailto:comitatonazionalegelatieri@gmail.com)
-  **ITAL** - Olanda  
e.mail: [gelateria@talamini-enschede.nl](mailto:gelateria@talamini-enschede.nl)
-  **A.N.H..C.E.A.** - Spagna  
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