

VIDEO MAPPING CONTEST

LILLE 2014

1ST EDITION

Rencontres Audiovisuelles organise a **Video Mapping Contest** during the European Heritage days 2014, with the support of the City of Lille.

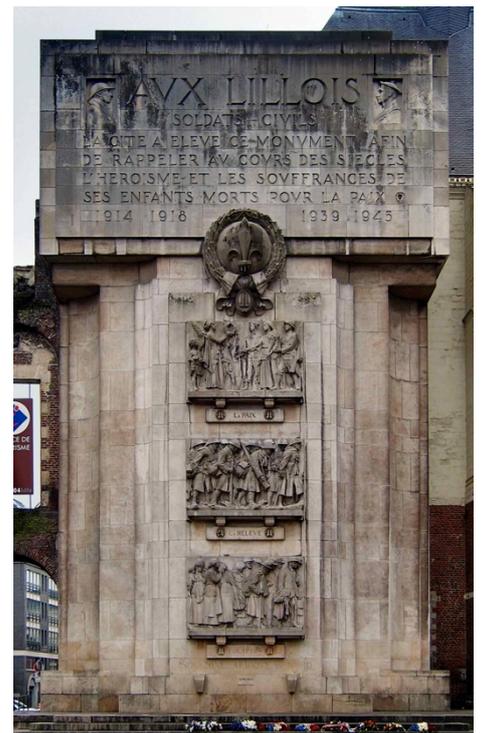
This contest is open to international participants, to professionals and students in cinema, animation, digital arts, graphic design...

The creations have to be made for the **War Memorial located on the Rihour Square in Lille** (more information in appendix 3), from a given matrix and on the following given theme: **"Great War, 1914-1918"**.

The public screening will take place on Saturday, September 20th, 2014 in the evening.

The winner will receive 2000€.

A special student prize will be provided with 1000€.



1 – Pre-registrations: July 14th

2 – Submission of subscriptions: September 1st

**3 – Screening of the selected projects:
September 20th**

Contest Rules

ARTICLE 1 - ORGANISER

The Video Mapping Contest and the screening evening are organised by Rencontres Audiovisuelles.

ARTICLE 2 - SPECIFICATIONS

The video creation needs to last between 2 and 5 minutes, to include sound and be conceived for the facade of the War Memorial on the Rihour Square in Lille, on the theme "Great War, 1914-1918".

ARTICLE 3 - PRE-REGISTRATION

The contest is open to all and for free.

The registration form and the technical data including the matrix of the facade of the monument need to be asked by email at: mapping@rencontres-audiovisuelles.org before July 14th, 2014.

ARTICLE 4 - SUBSCRIPTION

The candidates have to send the following elements **before September 1st, 2014**:

- the signed contest rules (this document)
- the fulfilled registration form
- 3 images for the communication of the event (format 300 DPI)
- the video creation, under video format 1000x16000 and under QuickTime Animation format (million of colours, without image key, constant Bit Rate)
- the sound needs to be in 48 khz/16 bits uncompressed, it can be included in the video.

These elements can be sent by email at: mapping@rencontres-audiovisuelles.org (video file via ftp / WeTransfer / Dropbox...), or by mail: Rencontres Audiovisuelles, BP 1295, 59014 LILLE Cedex (video file on a USB key – that can be sent back if requested – or Blu-ray).

ARTICLE 5 - SELECTION

An internal jury will select the projects that will be screened on September 20th on the facade of the War Memorial, Rihour Square in Lille.

A professional jury will nominate the winners during the public screening.

ARTICLE 6 - PRICES

The selected candidates by the jury will have their creation screened on Saturday, September 20th in Lille (screening with a high power beamer).

The organisers offer a hotel night and the dinner on Saturday evening to the candidates selected for the public screening. Transport fees are their own costs.

The winner will receive 2000€ (first prize), and 1000€ (student prize), all taxes included.

ARTICLE 7 - RIGHTS

The candidate is responsible for all the rights of his creation (image, sound). The organisers have no responsibility regarding the use of contents of which the candidate would not have the rights.

ARTICLE 8 - USE

The candidates authorise Rencontres Audiovisuelles to use their creation under the following conditions:

- A video will be realised and used for the promotion of the Video Mapping Contest and the creation and will be shown on the Internet, or during events where the contest will be presented.
- The creation under its video mapping format will be used on Saturday, September 20th. The organiser has the right to organise other screenings on one or a few days in the following year.

ARTICLE 9 - CANCELLATION

Rencontres Audiovisuelles have the right to cancel the event in case of emergency situation.

If so, the candidates will be immediately informed and can't get any refund.

ARTICLE 10

Participating to the contest means accepting these rules.

Date, name and signature of the candidate

The War Memorial, Rihour Palace



The War Memorial, standing against the Rihour Palace, has been realised by the sculptor Edgar Boutry from Lille, under the direction of the architect Jacques Alleman.

This collaboration has also given birth to four other monuments in Lille such as the Foch Monument and the 18 Bridges Monument.

It has been realised using Burgundy limestone, which was at that time largely used: the Pouillenay stone, characterised by the presence of many marine fossils.

The monument is 21 meters high, 12 meters large and 5 meters deep (about 550m² in total).

In the context of the commemorations of the centenary of the Great War, the city of Lille has launched a restoration programme of the Great War statues and monuments owned by the city. After a first campaign in 2013 on a few commemorative monuments in Lille, the city of Lille decided to launch in 2014 the restoration of the War Memorial standing against the Rihour Palace.

This architectural element, built at the initiative of the city of Lille and finished in 1927, is a symbol of the city and of the commemorative patrimony of the Great War in Lille, but had been poorly maintained until now.

Indeed, the interventions aiming at conserving the monument were limited to only partial maintenance of the structure.

The restoration of the War Memorial, including the treatment of micro-organisms and traces of pollution will enable to restore its clean and bright aspect from its beginning and increase its visibility from the Grand Place.

The monument will fit better with the Rihour Palace that has been renovated in 2000.

This simple large-scale monument is composed of a central section, decorated with three superposed high reliefs following the major axis, with projecting motifs. Low reliefs figures are "Peace", "The Relief" and "The Captives".

