

**PARATISSIMA**  
**OPEN CALL**  
**FOR PERFORMANCES**

**TERRA** Salone  
del Gusto  
2024  
 **MADRE**  
**SEPTEMBER 26-30**  
**PARCO DORA, TURIN**

# **TERRA MADRE**

## **Salone del Gusto 2024**

Terra Madre Salone del Gusto is the largest international event of Slow Food, the movement that promotes the consumption of good, clean and fair food for all.

Held every two years in Turin, Italy, the event is now in its 15th edition and provides a unique opportunity for Slow Food communities from around the world to meet and exchange their vision for the future.

The rich program also includes conferences, markets, workshops, networking activities, music and flavors of the world. Terra Madre Salone del Gusto is organized by Slow Food, the City of Turin and the Piedmont Region.

This year, Terra Madre Salone del Gusto and Paratissima are collaborating to amplify the dissemination of the values of the Terra Madre network through the language of art, with an international open call for performers, photographers, illustrators and graphic designers who can, through their research, investigate the theme of the 2024 edition.

### **THE THEME OF THE 2024 EDITION**

The invitation of the Terra Madre Salone del Gusto 2024 edition is to restore a healthy balance in the relationship between human beings and Nature. In this relationship, food constitutes an inescapable link not only with Nature, but also with Culture. In this sense, Slow Food's goals, through Terra Madre Salone del Gusto, become functional in showing a way forward, to illuminate a new path toward a healthier relationship with nature, through food.

Food reconnects us to the land, the soil, and the sea, but it is also an integral part of our identity: it is the perfect tool for reshaping the link between nature and culture.

The art exhibition will provide an opportunity to dive into the complex environmental and social challenges related to our food system.

In a world where food represents a fundamental intersection of cultures and individuals, it is essential to lucidly address the delicate balance that characterizes our relationship with food.

Through language that aims to create emotional connections, the intention is to explore these issues without falling into naive optimism or rampant pessimism, maintaining an honest and realistic look at the current situation, and without concealing the challenges we face.

Although data and statistics provide a rational picture of the situation, the artistic exhibition and the immersive experience that follows provide a space in which to reflect on the complex and often contradictory realities of our food system.

Participation in the call for proposals is free of charge and the deadline for submissions is Monday, July 15, 2024.

For more information regarding the Terra Madre Salone del Gusto program and this year's edition, see the web site [Terra Madre Salone del Gusto 2024](#)

The exhibition will open on Thursday, September 26, 2024 at Dora Park, Turin.

The closing date of the exhibition is scheduled for Monday, September 30, 2024.

## **TERMS AND CONDITIONS**

This document defines the Terms and Conditions that govern the application to Terra Madre - Salone del Gusto 2024. These Terms and Conditions apply between the User and PRS Srl Impresa Sociale (henceforth we will refer to it more simply as Paratissima), an Italian company with registered office in C.so Re Umberto 9bis, 10121, Turin, Italy, P.IVA 11800270016, operating owner of the website [paratissima.it](#), [prs.arte](#), [artgallery.it](#) and all related websites and services.

By checking the Terms and Conditions box and completing the event registration pro-

cess, you are taking part in Terra Madre - Salone del Gusto 2024, hereby acknowledging that you are bound by the following Terms and Conditions. Please read them carefully before applying for the application.

## **1. Notice rules**

Applications for Terra Madre open May 17, 2024, and close July 15, 2024.

PLEASE NOTE: These Rules outline the procedure for participation artists who wish to present a PERFORMANCE (artistic, musical).

It is possible to participate by clicking on the "Apply Now" button available on [this page](#) and following the application process.

## **2. Modalities of participation**

### **2.1 - Application by Google Form**

This [link](#) will take you to the Google Form where you will be able to upload your application and the works you intend to submit for the exhibition.

The Form requires the uploading of:

- a profile picture of the artist or collective;
- a portoflio with previous performances similar to the one you intend to present at the Terra Madre event;
- a description of the performance and indications of the hypothetical total duration;
- a list of any technical needs (electrical connections, darkness, microphones, etc.)

### **WARNING**

Any requests and/or needs of a technical and/or stage/installation nature not reported will not be considered.

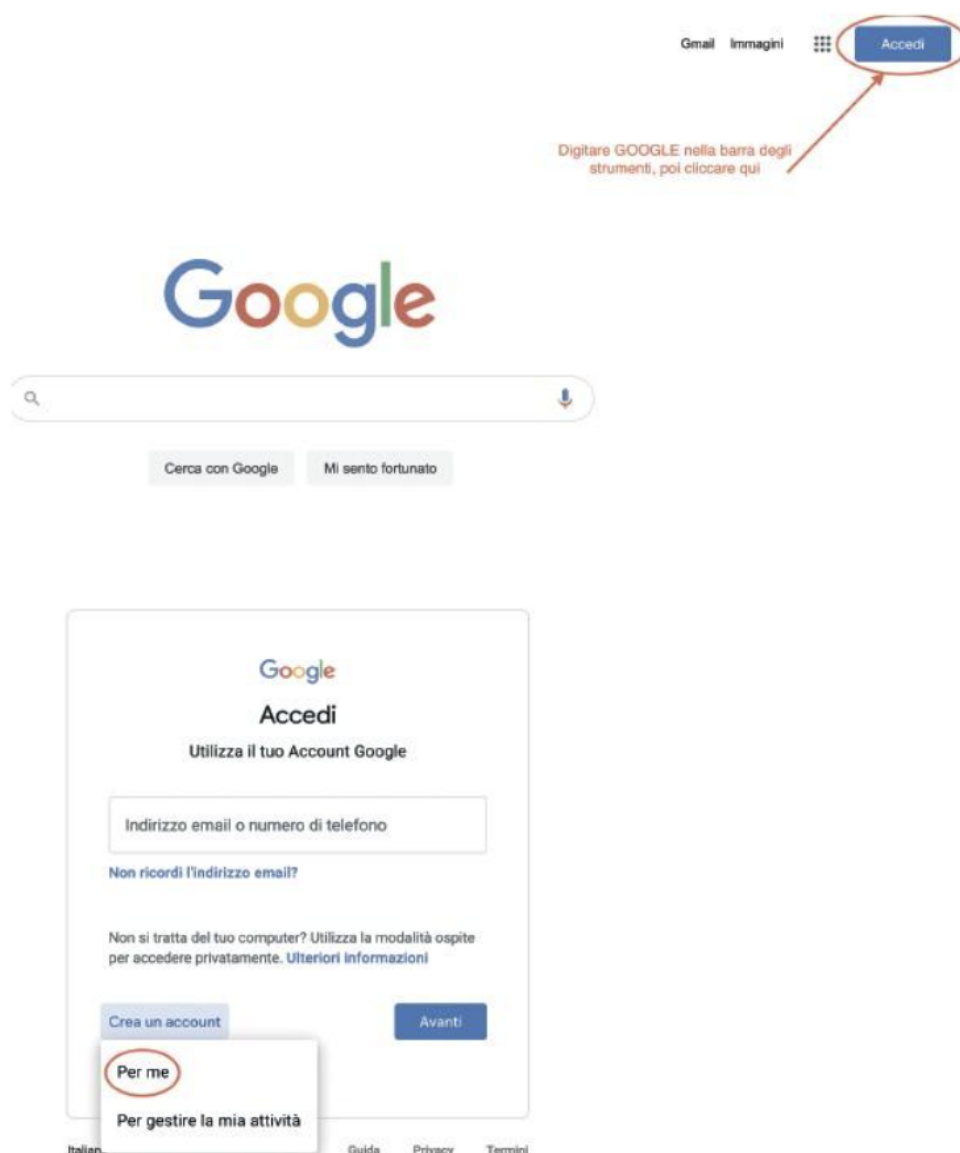
Reimbursement of expenses may also be provided as appropriate.

To access the **Google Form**, you must have your own Google account, such as your Gmail e-mail account.

In case you do not have one, you can create a Google account as shown below.

### **Participation in this call for proposals is free of charge.**

For any special needs or requests, please contact the organizing secretariat at [artgal-lery@paratissima.it](mailto:artgal-lery@paratissima.it)



### **3. Candidate commitments**

By checking the Terms and Conditions box, your entry to Terra Madre - Salone del Gusto 2024 will become official, and you hereby acknowledge and agree to be bound by these Terms and Conditions.

By agreeing to these Terms and participating in Terra Madre - Salone del Gusto 2024, you warrant that all information submitted is true, current, and complete, that you own the copyright to all work submitted, and that Paratissima's use of such material will be free of charge, will not infringe on the rights of any third party, and will fully indemnify Paratissima and Terra Madre - Salone del Gusto 2024 in the event of infringement.

You further acknowledge that the full names of those selected may be published by Paratissima and Salone del Gusto, and you grant Paratissima a non-exclusive, perpetual, royalty-free worldwide license to use and publish your work, in whole or in part, in any form of media, for the exclusive purpose of promoting the current and future editions of the Terra Madre - Salone del Gusto call for entries.

### **4. Commitments of Paratissima**

Paratissima agrees to notify each selectee at the email addresses associated with each application. The participant will have 7 days from the day they are notified to respond to Paratissima and accept the selection. If Paratissima is unable to notify the artist, or if the artist\* does not respond within the specified time period as specified, this may result in the forfeiture of the selection, and Paratissima reserves the right to select an alternate artist in accordance with these Terms and the Terra Madre - Salone del Gusto 2024 call for entries rules.

Paratissima agrees to always mention the artist's copyright. When you upload your work to this application, you remain the copyright owner, and Paratissima and Terra Madre will not claim ownership of the work.

### **5. Limitation of liability**

By applying, Participants agree to release and hold harmless Paratissima and each of

their respective partners, affiliates, subsidiaries, advertising agencies, agents, and their employees, officers, directors, and representatives from any and all claims, losses, and damages arising from their participation in activities related to the Terra Madre - Salone del Gusto 2024 call for entries.

## **6. Disputes and complaints**

You acknowledge and agree that these Terra Madre - Salone del Gusto 2024 Terms of Participation along with [Paratissima's Privacy Policy](#), as well as any claim that may arise between you and Paratissima, will be governed by and construed exclusively under Italian law. You further acknowledge and agree that the Italian courts shall be the exclusive forum in which you agree to resolve any claim, cause of action or dispute between you and Paratissima arising out of or in connection with these Terms.

## **7. Right to cancel or suspend the exhibition**

If for any reason the call for the Terra Madre - Salone del Gusto 2024 call is unable to function as scheduled due to bugs, external issues, tampering, unauthorized intervention, fraud, technical failures, or any other cause beyond Paratissima's control that corrupts or impairs the administration, safety, fairness, integrity, or proper conduct of this call, Paratissima reserves the right, at its sole discretion, to cancel, terminate, modify, or suspend the event.

Paratissima cannot promise that the services related to the Terra Madre - Salone del Gusto 2024 call for entries will be free from errors or omissions or that they will be available uninterrupted and in fully operational condition. These services may be suspended temporarily and without notice in the event of system failure, maintenance or repair or for reasons reasonably beyond Paratissima's control. Paratissima will not be liable if, in whole or in part, the service related to the Terra Madre - Salone del Gusto 2024 call for entries is interrupted or modified in any way.

## **8. Privacy**

Please see our [Privacy Policy](#)