

**PARATISSIMA**  
**OPEN CALL**  
**FOR VISUAL ARTISTS**

**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 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 process,

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 Regulations outline the procedure for artists and performers who wish to submit works in the following media:

\*\*\* PHOTOGRAPHY

\*\*\* ILLUSTRATION

\*\*\* DIGITAL COLLAGE

\*\*\* DIGITAL GRAPHIC WORKS

\*\*\* IMAGES AT

**>> All works must include a printable digital file <<<**

You can participate by clicking on the "Apply Now" button available on [this page](#) and following the application process.

You can NOT apply for the following categories of works:

\*\*\* painting

\*\*\* sculpture

\*\*\* video

\*\*\* site specific installation

\*\*\* any work that does not involve printing from a digital file

## 2. How to participate

### 2.1 - Free Art Gallery application

Register at the [link](#). This registration will automatically and free of charge entitle the inclusion of the artist and his or her works within the [artgallery.paratissima.it](#) platform, a

showcase dedicated to the promotion and online sale of all the works the registered artists. The creation of the aforementioned profile will also allow access to the Registration Form to participate in the Terra Madre - Salone del Gusto 2024 call for entries.

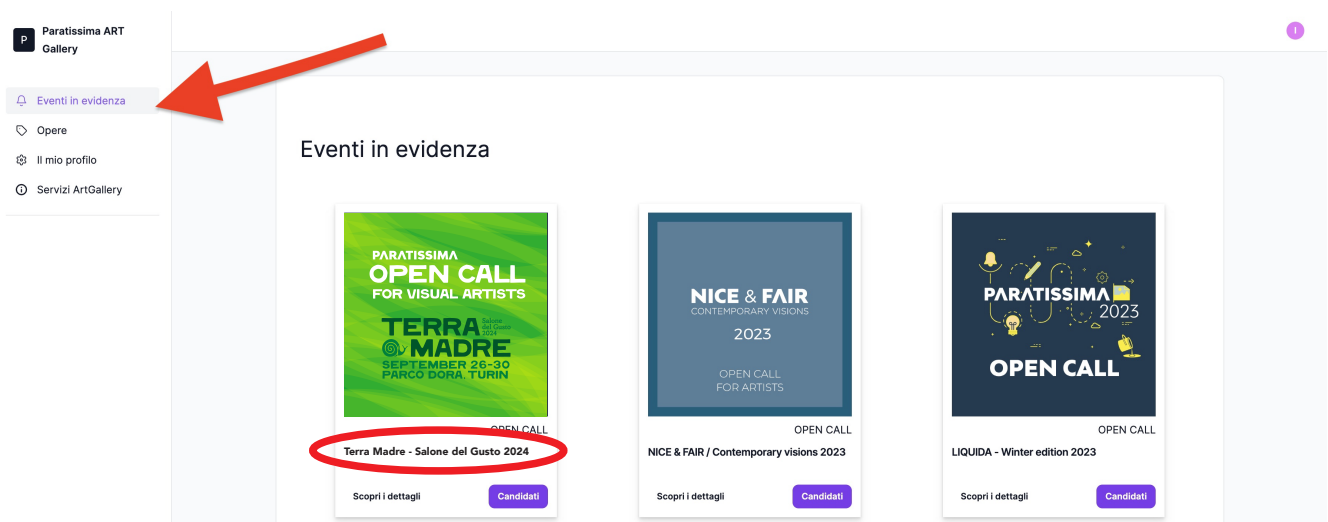
For support in the registration process, you can download the [Guide to Online Completion](#)

In case you have already previously made the Art Gallery enrollment, access with your credentials to the [link](#) and follow directly step 1.2.2.

ATTENTION: To access the project application, it is essential to have an Art Gallery profile; the procedure outlined above is therefore *conditio sine qua non* to participate in the event.

## 2.2 - Applying for the competition

To complete the application procedure, simply go to the "Highlighted events" section in the left menu within your artist profile.



The "Highlighted events" section allows direct access to the Application Form for the Terra Madre - Salone del Gusto 2024 competition.

By clicking the "Apply" button under the box "Terra Madre - Salone del Gusto 2024" you will access the aforementioned Form where you will be able to select the work(s) to be

submitted in the competition from those previously uploaded to your personal Art Gallery profile.

**Participation in this call for entries is free of charge, and the production of the selected works is the responsibility of the Organizer (Paratissima).**

**PLEASE NOTE: The Art Direction reserves the right to select even a part of the nominated works.**

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

### **3. Candidate commitments**

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

By accepting 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 submissions, and that Paratissima's use of such material will be free of charge, will not infringe on the rights of any third party, fully indemnifying Paratissima and Terra Madre 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.

If the images contain material or elements that are not the property of the Participant and/or are subject to the rights of third parties and/or if persons appear in the photograph/image, the Participant is responsible for obtaining, prior to the submission of the work(s), all releases and consents necessary to allow their publication, display and use in the manner set forth in these Terms, without any additional compensation. If a person appearing in a photo is not of the age of majority in their state/province/territory of resi-

dence, the signature of a parent or legal guardian is required on each release.

#### **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 stipulated 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 regulations.

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. Licenses/releases**

By checking the Terms and Conditions box, you are submitting your/your work(s) to the Terra Madre - Salone del Gusto 2024 call for entries, and you declare that:

- a) you may legally enter into contracts under applicable law;
- b) you have obtained and have copies of model releases from all persons depicted in the photographs you submit to the Terra Madre - Salone del Gusto 2024 call for entries, and such persons have voluntarily consented to the publication and/or dissemination of their likeness for all legal purposes.

Neither Paratissima nor their associates, affiliates or partners assume any responsibility for photos submitted in violation of these Terms. Images that demonstrate violations of copyright and/or grant policies will be removed and disqualified from the call for entries after due investigation.

#### **6. 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.

## **7. Disputes and complaints**

You acknowledge and agree that these Terra Madre 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.

## **8. 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](#)