



2024
MA-g Awards entry pack

MA-g



The entry pack consists of the following sections:

1	Introduction	3
2	MA-g Awards programme	3
3	MA-g Contemporary collection	4
4	Key dates	4
5	Selection process	5
6	Categories definition, single and series entries	5
7	Assessment criteria	14
8	Rules of entry:	15
	Eligibility	15
	Submission	16
	Disqualification	18
	Acceptance	19
9	Entry fees	20
10	Terms and conditions	21
11	FAQs (Frequently Asked Questions)	22
12	Additional information	26



1 Introduction

The Museum of Avant-garde protects and promotes the legacy of the avant-garde, the movements, art groups, and individual artists, who contributed with their beliefs and their work to shape the cultural and social scene and redefined our comprehension of art.

2 MA-g Awards programme

The MA-g Awards are a yearly appointment to pay tribute to creativity in graphic design, illustration and photography in the form of their artistic or commercial nature. Entrants will have the chance to win multiple awards submitting different artworks.

What makes the Awards programme even more special is the unique opportunity to receive this prestigious recognition from the most influential artists of our times – iconic and multi-awarded professionals, who made outstanding contribution to the arts in their own field. They are responsible for bestowing the Awards as they represent the MA-g exclusive and sole judges for all relevant categories in their discipline.

The Museum of Avant-garde intends to celebrate their career achievements by naming the awards after them. At every edition participants have the opportunity to receive this one off honour from the very Judge who is lending his name to the Awards for the current edition. Each year the Awards reflect the specific partnership: they are unique and unrepeatable.

The collaboration between The Museum of Avant-garde and the Judges is also an incredible testimony of their support to recall the prolific period of avant-garde and originality in arts and design, and their role is instrumental in shaping The MA-g contemporary collection as it grows year on year.

In 2021 The Museum of Avant-garde launched its first edition of the MA-g Awards, together with three extraordinary artists joining in: William Klein, Seymour Chwast and Tom Geismar judged entries for photography, illustration and graphic design respectively.

In 2022 and 2023 we continued this trail of outstanding judges partnering up with Duane Michals, Nobuyoshi Araki, Gerald Scarfe, Maciej Hibner, Henry Steiner and Fritz Gottschalk who also believed in the vision of The Museum. This year will see the participation of three remarkable judges with:

- Graciela Iturbide MA-g Awards for photography
- Ed Fella MA-g Awards for illustration
- Sheila L. de Bretteville MA-g Awards for graphic design



The awards involve a double stage selection process, which will see all finalists entering The Museum of Avant-garde permanent collection, comprising works from the greatest artists of the avant-garde movements, and showcasing their work online on ma-g.org and MA-g digital channels. Once the Museum new venue will open to the public, works will be displayed also in temporary exhibitions together with the historical collection to prompt correspondence and parallels between today's creativity and the flourishing artistic genius of the avant-gardes.

3 MA-g Contemporary collection

The Museum of Avant-garde programme is an extraordinary opportunity to become part of a wider cultural institution, and gain international recognition. Entering the contemporary collection offers successful applicants the possibility to view their own work next to those masterpieces by world renown artists, and bind their name to the avant-garde legacy. This two-sided journey through one historical collection and one contemporary horizon generates a parallel that is often sought but rarely actively pursued, as per the Museum's vision and mission.

The contemporary collection is not conceived as an ancillary element in the Museum's assets; it is instrumental to bring forward the understanding and appreciation of different art forms today. In this sense the Museum also honours the foundations of the avant-gardes, in their ability to drive the conversation on what art is, should and could be. Furthermore the contemporary collection is part of the permanent collection that will be on display in The Museum of Avant-garde venue and online: it is not designed to be limited to an yearly event, instead to remain always visible online and in future exhibitions.

4 Key dates

To ensure a fair and transparent process to support this ambitious programme, The Museum of Avant-garde has collated all relevant information, requirements and suggestions in this entry pack. Key dates:

- 31st March 2024
Entries open for all categories
- 30th April 2024
Deadline to benefit from 'early bird' discount (closing date 10pm UTC)
- 31st May 2024
Final Entry deadline (closing date 10pm UTC)
- 31st October 2024
MA-g Awards winners and finalists entering MA-g contemporary collection announced



Good luck to all participants and a special thank you for their creativity, enthusiasm and interest in The Museum of Avant-garde programme.

5 Selection process

- Entries are open from 31st March until 31st May 2024. The Museum of Avant-garde reserves the right to decide a discretionary extension period, to be included in our online news and social media.
- A first stage selection will take place during June and July. The MA-g judging panel will be responsible for reviewing all entries, in each discipline and category and ensure all projects meet the preliminary technical requirements.
- A second stage selection will focus on the creative and artistic criteria and will identify submissions chosen as finalists for the Awards. There is no limit to the number of artworks selected every year. Shortlisted entrants will be notified in private correspondence via email. Entrants are also advised to sign up on ma-g.org to receive MA-g updates.
- The MA-g Awards Judges will review the most distinguished entries entering the collection. The Judge of each discipline will independently choose the winners. The process will be conducted in the highest form of confidentiality and rigour, to ensure a fair treatment for all and a valuable unbiased recognition for the winners. Exceptionally Judges may agree to offer feedback or comments to specific submissions, although there is no obligation to do so and their judgment remains final.
- The winners will be communicated on ma-g.org and MA-g official social media at the end of October. Winners will receive the 2024 Awards certificate and their works will be duly referenced on ma-g.org within the contemporary collection.

6 Categories definition, single and series entries

The category definition and a brief description of what each category entails can be found here below:

- Submissions are also classified by 'single entries' and 'series entries'.
- Single entry submissions give the possibility to upload one image file only.
- Series entry submissions give the possibility to upload up to 10 image files.
- Some categories allow only one type of entry, according to the type of project to facilitate the judges work in understanding the context and the work itself.



Please note that for both single entry and series entry, each file should correspond to one image only, so multi-image comp will not be accepted. Please refer also to FAQs included in this pack for further information.

A Graphic Design

A1 Logo design

It applies to single logos or families of logos for corporations, businesses, organisations and associations, as well as campaign and events. Motion logos are also allowed in this category, although they are expected to feature in a static version. When submitting your entry online, please choose single or series to calculate entry fees.

A2 Brand and corporate identity

Any brand identity created for a previously unbranded organisation, product or service or a total rebrand project, where there is a clear distinction between the old and the new identity. It applies to projects that express the brand or corporate identity across multiple print or digital collateral. It also includes campaign identities and identities for events and initiatives. Please note this category is for 'series' only.

A3 Original typeface

The creation of an entirely new typeface designed as a complete set of alphanumeric characters including marks and symbols, digitised in at least one workable font. It includes serif, sans serif, script and decorative typefaces. Typeface design exclusively in lower or upper cases are also accepted. Variations or adaptations of existing fonts will need to illustrate a decisive distinction and originality to mark the difference from the original. When submitting your entry online, please choose 'single' or 'series' to calculate entry fees.

A4 Advertising

Creative direction for corporate or product advertising, across any media such as print, TV, online, events and experiences, exhibitions, social media. It also includes advertising for initiatives and events. It may apply to copywriting, art direction or both. It does not include tactical advertising exclusively focused on price based promotion. When submitting your entry online, please choose 'single' or 'series' to calculate entry fees.

A5 Book design

Design of entire books for a variety of genres, including children's books, trade publishing books, fiction and non-fiction books, covering any topics from arts and culture, politics, science, fashion, cook books and so on. No restrictions are made to the subject or category of the book, nor to the print run, so that also limited edition books are included in this category. It applies to the whole book design and / or to its cover or dust jacket only. Photography books are accepted in this category, although the judgement will focus on the graphic



design qualities, and they may be suited to enter the photography category. When submitting your entry online, please select 'single' (for book cover only) or series (for the whole book design) to calculate entry fees.

- A6** Magazine design
Design of recurring publications, with no other requirement for their frequency, format or medium. For this edition of the MA-g Awards also special edition such as double issues or biennale publications, as per rules of entry. It includes design of the magazine in its entirety or just its cover. It includes also online magazines. Please note this category is for 'series' only.
- A7** Brochure design
Design of print collateral, addressed to present an organisation, a product / service or a range of product and services. It also includes a series of brochures aimed at presenting different product ranges or companies or departments and similar within a broader organisation. Please note this category is for 'series' only.
- A8** Poster design
Design of a single poster or a series of posters created to promote a product, service, campaign, initiative, organisation or an event, from advertising to cinema to political campaigning to fairs. It is not restricted to a rigid format (although large scale materials such as billboards part of a wider advertising campaign may be suited also in the advertising category). It includes also double posters. It includes posters printed in all techniques, such as lithography, flexography, digital printing, screen printing, or produced as digital posters and retro illuminated posters and multi-layered posters. When submitting your entry online, please choose 'single' or 'series' to calculate entry fees.
- A9** Event and exhibition design
Design of all elements of an experience as one off events or recurring events of any subject, theme or organiser. It includes retail events and sector fairs, as well as conferences, cultural exhibitions and art installations. It is open to large scale cyclical events as well as small pop up stalls. Please note this category is for 'series' only.
- A10** Packaging design
Any design of any form of packaging, not limited to any specific product, material or substrate. Structural packaging projects are included if associated with a 2D design concept. Primary and secondary packaging design are accepted, as well as the integration of the two. When submitting your entry online, please choose 'single' or 'series' to calculate entry fees.
- A11** Web design
Any creation that has been designed for websites in any format, in which the user experience is enhanced by the graphic design and visual translation of the brand message, product or service. It includes cross platforms User Interface design,



for digitally native work or projects for which digital application was the prominent creative output. It does not include projects that were limited to UX and architecture or web development only or where the visual arts element remained secondary. Please note this category is for 'series' only.

A12 Motion graphics

Any design work created with the purpose of turning graphics in an animated product or a video, for example corporate presentations, animated logos, product launches, inflight films, festival title sequences and event animated graphics in general. Submissions for this category should include static frames for motion graphics, as a standalone sequence or a series of sequences and they should be submitted as JPG/RGB only (please see rules of entry). A link to download the actual animation should be provided in the project description. Please note this category is for 'series' only.

A13 Uncommissioned projects

Projects that have been developed outside the requirements of a specific brief or client commission. This category includes artworks created to establish a portfolio of work, or to present a case for good design or to introduce a personal style. It also includes projects that have not been successful for RFP and pitch proposals, subject to RFP client written consent. When submitting your entry online, please choose 'single' or 'series' to calculate entry fees.

A14 Other

This category has been kept open to projects and artworks that can't be quite classified in any of the above categories. Due to its nature, submissions in this category may be extremely diverse, competing against each other on multiple levels, but there is no limit to the number of artworks that can be admitted to the contemporary collection nor to the Judges Awards. It could include also multi-discipline projects, eg in combination with illustration or photography or any art form, according to the applicant's intent and judgement. When submitting your entry online, please choose 'single' or 'series' to calculate entry fees.

B Photography

B1 Fashion and beauty

Any imagery designed to showcase and promote fashion items, clothing and accessories, either as part of a specific collection and season or as a brand campaign. This category also includes beauty imagery and beauty brand communications. They can include photography that has been used for advertising campaigns or in fashion shows or across other media channels. Artworks could be black and white or colour photography, produced (printed and not printed) in any format and size and edited in post-production to any degree or desired effect. When submitting your entry online, please choose 'single' or 'series' to calculate entry fees.



- B2** **Portraiture**
Any imagery depicting a subject or a group of individuals, focussing on the facial features and expressions to reflect a personality. Images could follow different approaches, such as a formal set up or construct, a contextual style, ie a subject in his / her natural activity, or a candid style, without the subject being aware of the photographer at the time of the shot. Any technique and typology is accepted. Artworks could be black and white or colour photography, produced (printed and not printed) in any format and size and edited in post-production to any degree or desired effect. When submitting your entry online, please choose 'single' or 'series' to calculate entry fees.
- B3** **Abstract**
Any imagery whose original subject is not immediately recognisable or has been treated in a way not to be traceable, either during shooting or in post production. Also referred to as non-objective photography or conceptual photography, it includes images conceived to express an idea or sentiment or symbolise something else. Experimental photography can often fall within this category although not necessarily. Artworks could be black and white or colour photography, produced (printed and not printed) in any format and size and edited in post-production to any degree or desired effect. When submitting your entry online, please choose 'single' or 'series' to calculate entry fees.
- B4** **Still life**
Any imagery that takes inanimate elements as subject. This could include a setting, a scene, as well as a single or composition of objects. It often involves static scenes but it could also capture a moment in time. No additional specifications or limitations apply to this category. Artworks could be black and white or colour photography, produced (printed and not printed) in any format and size, and edited in post-production to any degree or desired effect. When submitting your entry online, please choose 'single' or 'series' to calculate entry fees.
- B5** **Street photography**
Any imagery that depicts everyday life in an urban or rural context. This category is suited to represent the photographer's viewpoint placing the viewer at the centre of the scene. If the focus is on actual buildings of a city or its surroundings, it may be also worth considering alternative categories such as Architectur and cityscape, while Street photography is more related to the 'actions' happening and everyday life. It is also worth considering Documentary or Live events, depending on the artist's intent and message. Artworks could be black and white or colour photography, produced (printed and not printed) in any format and size, and can be edited in post-production to any degree or desired effect. When submitting your entry online, please choose 'single' or 'series' to calculate entry fees.e
- B6** **Nature**
Any imagery related to nature, including floral, mineral or animal kingdoms and wildlife. It includes any natural sciences subject, fine art photography of natural



elements, ie water, air, fire or earth, in landscapes or in close-up scenes and textures. It refers to 'living' elements, which would be otherwise falling under the category of Still life imagery. Artworks could be black and white or colour photography, produced (printed and not printed) in any format and size, and can be edited in post-production to any degree or desired effect. When submitting your entry online, please choose 'single' or 'series' to calculate entry fees.

B7 Architecture and cityscape

Any imagery aimed to highlight architectural value of buildings and urban masterplans. It includes also interior design for any destination use from commercial to pop up and temporary structures, and landscaping for public or private gardens. The category is also open to architectural salvage subjects, including architectural archeology views or close-ups. Cityscapes include city views from any angles and perspective including aerial photography, with no limitations to techniques or means used in its shooting. It encompasses also photography for the industrial sector, such as engineering, manufacturing and man made intervention and constructions. Artworks could be black and white or colour photography, produced (printed and not printed) in any format and size, and can be edited in post-production to any degree or desired effect. When submitting your entry online, please choose 'single' or 'series' to calculate entry fees.

B8 Nude

Any imagery that portrays the human body in isolation or in a composition. It can include crops and close-up images manipulated to the point of a not-immediately recognisable human body, unless made intentionally unrecognisable (please see also alternative category Abstract above). Artworks could be black and white or colour photography, produced (printed and not printed) in any format and size, and can be edited in post-production to any degree or desired effect. When submitting your entry online, please choose 'single' or 'series' to calculate entry fees.

B9 Documentary

Any imagery aimed at providing accurate representation of real events, people, processes. It can include any subject from people lifestyle, science, technology, environment or events. This category could as well raise awareness on specific topic or follow a scientific and educational purpose. Artworks could be black and white or colour photography, produced (printed and not printed) in any format and size, and can be edited in post-production to any degree or desired effect, although the purpose of this editing is generally related to enhancing the reality, as opposed to interpreting and transforming it. When submitting your entry online, please choose 'single' or 'series' to calculate entry fees.

B10 Live events

Any imagery that relates to a live event, exhibition, performance or happening.



Live events category could include sport competitions or cause-related gatherings. Artworks could be black and white or colour photography, produced (printed and not printed) in any format and size and edited in post-production to any degree or desired effect. When submitting your entry online, please choose 'single' or 'series' to calculate entry fees.

B11 News

Any imagery concerning present time and current affairs from around the world. It could include but is not restricted to political news and events, as any topics covered by general press. The element of timeliness and socio-cultural sensitivity are key for this category dedicated to photo-journalism. When submitting your entry online, please choose 'single' or 'series' to calculate entry fees.

B12 Other

Imagery of any other subject not mentioned in the above list or subjects that cross over multiple categories and present multi-layered messages could be submitted in this category. It could also include photography not included within previous categories, for example when the artist's intervention took place during the creation of that image, while capturing a specific moment, event or subject or afterwards in post production, following an accidental filming or shooting. Artworks could be black and white or colour photography, produced (printed and not printed) in any format and size and edited in post-production to any degree or desired effect. When submitting your entry online, please choose 'single' or 'series' to calculate entry fees.

C Illustration

C1 Brand identity and advertising

Illustration designed to represent a brand, a product or a service, by creating a distinctive and ownable visual language or a character. It includes adverts in which illustration plays a key role. It encompasses illustrations created for example on brochures, cards, record / CD sleeves, publications wraps and inserts, as well as on digital platforms, such as websites, apps, games and social media channels. Submissions in this category could consist of one single illustration or a series. Please note this category is for 'series' only.

C2 Illustrated book

Illustration for books where illustration and/or graphics are a key component of the design. This could be applied on cover or inside pages or both. It is relevant for books where illustration is accompanying and adding an extra dimension to story telling. It includes illustrated children's books. This category includes books illustrated with any technique, style, audience and topic. Please note this category is for 'series' only.

C3 Editorial

Illustration designed to accompany any written text for newspapers, magazines



or other publications, conveying the theme or the gist of an article. It includes illustration styles for cover headlines that have become key components of periodicals or newspapers brand identity. It could refer to illustrations used as infographics or in a more abstract or metaphorical way. Submissions in this category could consist of one single illustration or a series. When submitting your entry online, please choose 'single' or 'series' to calculate entry fees.

C4 Graphic novel and comics

This category is specifically dedicated to illustrated books and periodicals, in which the story is presented in comic-strip format. It may also include books which are not fictional or not entirely fictional and are covering social issues and current affairs. It includes also comics in the traditional sense, addressed to any audiences. Please note this category is for 'series' only.

C5 Engraving, etching and printmaking

Any illustration that has been created through a specific choice of printmaking. It could include relief such as wood cut or woodblock. It could include intaglio, such as engraving or etching or mezzotint and aquatint. It could include illustrations created with planographic technique, such as lithographs or monotyping. Finally it could also include illustrations realised with silk screen printing or stencil in general. This category explores illustrations where the technique adds an original dimension to the art piece, either presenting an innovation or rediscovering traditional techniques, eg aerography, frottage, grattage etc. When submitting your entry online, please choose 'single' or 'series' to calculate entry fees.

C6 Packaging

Any illustration that has been designed originally to fit a specific packaging design project. It is allowed to submit entries in which the original illustration was also transferred onto other mediums, as far as its initial concept was designed to marry up with a structural packaging requirement. When submitting your entry online, please choose 'single' or 'series' to calculate entry fees.

C7 Site specific

Illustration created to be shown in a specific space or related to a specific destination. It includes exhibition banners, signage, environmental graphics, installations, building wraps, street art and interactive sites. Mural, events, exhibition design in general are all included in this category. It is allowed to include artworks that have been created for permanent or temporary destinations. When submitting your entry online, please choose 'single' or 'series' to calculate entry fees.

C8 Hand lettering

Any drawings or illustrations that have been created to compose letterforms, crafted to be used for a specific purpose or arrangement. It could include only



a limited set of letterforms or numeric glyphs in a composition. However it is also allowed to include work that has gone through a digitization process to be used as a font, as far as the original creation was drawn by hand. Submissions in this category could consist of letterforms related to any language and could present either the original hand lettering as a combination or the full set hand drawn in preparation of the digitisation but not the resulted font. When submitting your entry online, please choose 'single' or 'series' to calculate entry fees.

C9 Uncommissioned projects

Illustrations that have been developed outside the requirements of a specific brief or client commission. This category includes artworks created to establish a portfolio of work, or to present a case for good design or to introduce a personal style. It also includes projects that have not been successful for RFP and pitch proposals, subject to RFP client written consent. When submitting your entry online, please choose 'single' or 'series' to calculate entry fees.

C10 NFTs

This year new category is dedicated to NFT art, in particular generative art. For artworks originated on different mediums please refer to other categories. For the 2023 edition NFTs include 1/1 (if the original artwork exists only as an NFT), generative art or PFPs published on any blockchain. This category is open to single entry or series entry in case of NFTs collections. NFTs could cover any subject or topic and they will be judged based on the same criteria outlined for other categories in this entry pack. The judgement will focus on the artist's ability to express a creative and artistic value through the use of technology and to produce different collection artworks, each with its specific value individually and as part of a whole. The author's technical proficiency in coding does not constitute a relevant criteria. Please note that for series entry only a maximum of 10 variations can be accepted, independently from the number of artworks generated and published on a platform. It is possible to add in the submission description a link to view additional variations or animations. Each file should be in JPG in RGB, up to 2Mb each, for a total of 10 files per entry.

C11 Other

This category has been kept open to projects and artworks that can't be quite classified in any of the above categories. Due to its nature, submissions in this category may be extremely diverse, competing against each other on multiple levels, but there is no defined number of artworks that can enter the contemporary collection. It could include also multi-discipline projects, such as in combination with graphic design or photography or any artistic form, according to the applicant's artistic intent and judgement. When submitting your entry online, please choose 'single' or 'series' to calculate entry fees.



7 Assessment criteria

The Museum of Avant-garde intends to keep the judging criteria limited in number and stringent in their quality. This is the result of a balance between the professional code of conduct it represents, as a cultural institution committed to the protection of universal artistic value, and the innovative and curious spirit that guides its approach to art, and the desire to take a fresh outlook on the world, pushing creative boundaries and honouring the legacy of the avant-gardes.

The Museum of Avant-garde and the Judges MA-g Awards organizers have therefore determined two sets of criteria:

7A Technical criteria

- Originality
The Museum of Avant-garde and the MA-g Awards Judges expect all submissions to avoid plagiarism and be the result of an original creative concept and execution
- Fairness
The Museum of Avant-garde and the MA-g Awards Judges consider fairness a fundamental value and expect all submissions to reflect this general principle in the concept, message, or inspiration behind each artwork
- Relevance
The Museum of Avant-garde and the MA-g Awards Judges review all submissions based on each specific sub-category, considering the commissioning brief, the medium, technique and deployment of creative output within the specified categories and sub-categories

7B Artistic criteria

- Creative Principles Mastery
The Museum of Avant-garde and the MA-g Awards Judges particularly value submissions that reveal confidence and mastery in the use of category codes, and the ability to own the visual language for the purpose of flawless expression in both concept and execution
- Ahead of its time Artistry
The Museum of Avant-garde and the MA-g Awards Judges particularly value submissions that bring a fresh perspective to their discipline or category. Artworks submitted are not expected to fit in with the common definition of avant-garde in style or visual representation, nor to align with oeuvres in the Museum's historical avant-garde collection. Entries could freely interpret the avant-garde legacy, in the broader sense of a leading edge path to express their creativity, an inventiveness in their approach, technique or medium, or an



inspirational frame of reference, that could suggest an interplay among art forms, creativity and commercial work.

- Unequivocal Momentum
The Museum of Avant-garde and the MA-g Awards Judges particularly value submissions that bring in an immediate significance. By touching the collective sensitivity, these artworks create an emotional reciprocity with the zeitgeist and a palpable impression with overtness and saliency.

8 Rules of entry

8A Eligibility

- To be eligible for The MA-g Awards programme, entries should consist of a creative output, that can be classified in the disciplines of graphic design, photography or illustration.
- Submissions are welcome from any region and country in the world. Please note all key dates including entry deadline are based on UTC time zone.
- The selection process is open to individuals (professionals, students or enthusiasts), creative communications agencies, commissioning clients, public or private organizations including not-for-profit, associations or groups collaborating to a project, with no specific reference to their legal entity or foundation date.
- There is no requirement to behold a relevant academic certificate, qualification or professional association membership for the submissions. In line with the spirit of the historical avant-gardes, The Museum of Avant-garde and the MA-g Awards organisers intend to allow any talented individual to participate in the selection process, regardless of background, education or profession of participants at the time of their submission.
- It is allowed to present artworks and projects that are products of advertising campaigns, exhibition design, stage or set design, digital design and any other specialist disciplines that fall in one of disciplines and category descriptions above as per the online submission form. It is also frequent that projects combine two or more disciplines, for example photography and graphic design: entrants will be free to choose which discipline to opt for, however The Museum of Avant-garde recommends choosing the one that is most significant and not necessarily the most 'obvious' or prominent one.
- All entrants must own the rights of the work they choose to submit and be granted permission by the copyright owner, ie the client commissioning work, unless they participate in the category of 'uncommissioned work' only. Entrants are responsible



for informing and collating permission from the legal copyright owner, in writing, at the time of submission.

- Whilst the online form does not require a proof of client approval, this may be requested at any time if claims or issues arise and are submitted by the legal copyright owner. In such instance the Museum will suspend the judgement or admission, and may discuss separately the participation of the legal owner and the inclusion of the artwork in the selection process or in the collection. Uncommissioned work will follow the same judging process, review and consideration and will be given the same opportunity to be shortlisted as any other commissioned work, yet without requiring any approval.
- Projects created in the realm of a RFP or pitch – if not chosen by the client – could still require client sign off depending on the RFP documentation. Entrants are expected to clear this out with the client and The Museum of Avant-garde will assume that permission has been secured prior to the participation.
- Entries should constitute 'published work'. The definition of published work refers to any artworks that have appeared in print media or digital platforms for artistic, educational, commercial or non-commercial purposes, whether as part of a series, a campaign or an individual creation, in any country in the world. This is independent from the medium, print run or digital coverage of the publishing platform. Entrants may be asked to provide a proof of the publication at any point in time during the judging process or even after the conclusion of the selection, should the submission be chosen for the contemporary collection.
- Entries for The Museum of Avant-garde contemporary collection and MA-g Awards can only comprise artworks published within the previous two years of each edition. For the 2024 MA-g Awards, projects must have been published between 1st January 2022 and 31st March 2024. Artworks published on or after 1st April 2024 will be eligible for 2025 edition.

8B Submission

- Entrants must complete the online submission form on The Museum of Avant-garde website <https://www.ma-g.org/awards/entry/> and upload their work, together with relevant information and self-declaration available on the website by 31st March at 10pm UTC. Applications submitted after this date and time will not be accepted.
- Entrants are required to choose one discipline and one category only for each submission. Should entrants feel none of the categories is suitable to define their submission, they will have the possibility to choose the categories 'Other', in each of three main disciplines.



- There is no limit to the number of submissions. All entries will be reviewed as anonymised, so that no distinction could be made in case of a single multi-entry applicant.
- By selecting the self declaration statement, entrants agree to all terms and conditions indicated in the regulations, in particular each participant confirms to have the permission and right to apply with a specific artwork.
- By submitting their entries, participants confirm their full awareness in disclosing their personal data exclusively to The Museum of Avant-garde, and express their wish to be contacted by The Museum of Avant-garde and MA-g Awards organizers regarding the selection process and the results of their submission. Should this not be the case, The Museum of Avant-garde will not be in the position to include the artwork in the permanent collection; this will invalidate their submission, and ultimately the purpose of this selection.
- Entrants also acknowledge and agree to have their personal information in the form of full name, country of residence and information about the artwork published and accessible on The Museum of Avant-garde website, should they enter the contemporary collection or win the Judges MA-g Awards.
- The Museum of Avant-garde – in compliance with the GDPR protection law – will not disclose any personal information that is not relevant for the contemporary collection, such as email address or contact information.
- Artwork titles that carry the name of the participants will not be accepted, unless the given name is not attributable to the author (for example it can be a person in the artwork title but not necessarily who created the artwork).
- Each entry can be accompanied by a text of maximum 300 words, to provide context around the brief, inspiration or the result of the artwork. The accompanying text should also be kept anonymous with no reference to the entrant's name. It should be in English, with the exception of the work title, which could be in any chosen language, supported by corresponding English translation. Although no minimum number of words is set, the project description is regarded as an opportunity for entrants to explain the value of their work and as such it is recommended to all participants to use this space effectively.
- It is not possible to amend, delete or integrate the details or project description after the submission. Please note that it is the participant's responsibility to make sure all artwork or project details are correct in every part.
- Images of the work included in the submission should be in JPG/RGB format and should not exceed 5Mb each. For a single submission, only one image is allowed. For series submission, participants are requested to upload up to a maximum of 10 individual images (up to 10 files of no more than 5Mb each). Multi-image



composition in one file will not be accepted (unless it constitutes the effective artwork). For series or collections participants are requested to upload up to a maximum of 10 files. Submissions of more than 50 Mb in total will not be accepted.

- Additional material, imagery or text of any kind, other than what is allowed in the submission form, will not be taken into consideration. Entrants are kindly requested not to send any material directly to The Museum of Avant-garde via post, email or any download link (eg WeTransfer, Dropbox or similar).
- Entries are considered fully submitted upon receipt of a confirmation email to the entrants and subject to the completion of the submission form on ma-g.org in all its parts, including entry fees. Fees are to be paid in full as per appropriate category at the moment of submission.
- The only way of entering the process is via the Museum's online form. Regrettably The Museum of Avant-garde cannot accept submissions by any other means, as a way to participate in the selection process. Applications sent as direct email to The Museum of Avant-garde will invalidate the submission, in fairness to other participants.
- Entrants are encouraged to refer to FAQs section for any further clarifications during the selection timeframe. For any questions regarding the selection process, or technical issues, troubleshooting contact will be made available to participants during this period at email address support@ma-g.org. Due to the volume of participants, please allow up to 48 hours for a more comprehensive reply.
- Decisions taken at each stage of the selection process and related to the Awards winners are final and irrevocable. Although The Museum of Avant-garde attempts to establish an open dialogue with everyone, there is no requirement for the Museum judging panel and the MA-g Awards Judges to provide individual feedback to the entrants.

8C Disqualification

- Entries that refer to artworks published before 1st January 2022 are not eligible and as such will be immediately disqualified. No refund will be issued for misleading or untruthful statements.
- All entries submitted after the deadlines indicated will not be taken into account for the selection process, nor for the Judges MA-g Awards.
- Any entry that has been submitted without the owner's rights or permission will be automatically disqualified. The burden of proof is within the remit of the entrants and neither The Museum of Avant-garde nor the Judges could be held responsible for misuse of these artworks during the selection and judging process. Any disqualified work will be automatically removed from The Museum of Avant-garde collection,



unless the legal owner agrees to rectify the permission and usage rights within 30 days from the date in which the situation became known.

- Any entry that in any way underpins, encourages or contribute theoretically or financially to race, gender, social status, political views or any other form of discrimination will be also disqualified. The Museum of Avant-garde will not tolerate any work that contradicts or aims to hamper the freedom of speech within the boundaries of mutual respect and correctness.
- Any actions or communications addressed to the judges aimed at influencing their judgement, outside the commentary presented in the submissions, would incur into immediate disqualification for the entrant.

8D Acceptance

- All winners will be notified by email and their name will be published on The Museum of Avant-garde website and its communication channels by 31st October 2024. Winners' names will also feature in the public domain as a result of The Museum of Avant-garde publicity and communications.
- All finalist artworks selected during the two stage process will constitute part of the permanent collection by 31st October of the same year and will receive a certificate, stating their inclusion in the collection, according to the terms set out in the regulation.
- The MA-g Awards winners will also receive the MA-g Awards certificate carrying the Judge's signature, the relevant edition, discipline and category.
- All accepted entrants and winners agree to send the physical artwork, published work or original artefact that has been chosen to enter the permanent collection or awarded the Judges MA-g Award in its category, as part of the agreement with the Museum. Artworks will need to be shipped to the Museum by 31st December 2024, or at a later date to be agreed on an individual basis with the Museum.
- All finalists and winners are responsible for their own shipping arrangements and expenses. The Museum does not accept any liability for artworks that have encountered any damage or loss during transport and until they are safely delivered and secured in The Museum of Avant-garde archive, its logistics deposit or final venue.
- All finalists agree to donate their artworks to The Museum of Avant-garde. The donation will be valid from the date the artwork is received by The Museum of Avant-garde. The author retains his / her copyright on the artwork submitted.
- The Museum of Avant-garde will be responsible for the artworks received, their conservation, security and publicity. The Museum is also committed to a broader code of ethics such as:



- . provide accurate information about items and artists
- . use collections for public benefit – for learning, inspiration and enjoyment
- . engage with public, artists, partners, sponsors
- . exhibit collections items to generate knowledge and engagement within wider audience
- . support freedom of creative expression in all its forms and manifestations and stimulate public debate
- . ensure all artists will have a fair and equal opportunity to be represented through their work
- . welcome artists participation to the Museum' activities and future initiatives
- . uphold the highest standards of integrity in all its behaviours
- . openly discuss expectations and clarify terms of collaborations and partnership as requested
- . recognise the principle that collection items are not regarded as financially negotiable assets and refuse to sell them (unless there is a demonstrable public long term benefit or a separate agreement with the artist).

9 Entry fees

Participation to the programme is subject to entry fees, to contribute to The Museum of Avant-garde collection management, organisation and selection programme. Fees have been set per each discipline. Fees also vary for single-entry and series categories, according to specific concessions. Some categories allow for choosing a single entry or a series. For other categories the type of entry is set by the regulation on the principle of facilitating the Judges' work. Detailed fees are indicated as follows:

- Photography single entry: 50 CHF
- Photography series entry: 100 CHF
- Illustration single entry: 50 CHF
- Illustration series entry: 100 CHF
- Graphic design single entry: 100 CHF
- Graphic design series entry: 200 CHF

Early bird submissions benefit from a 10% discount on all entry fees. Deadline for early bird discount is set on 30th April 2024 at 10pm UTC.

Students can benefit of 50% discount on the entry fees for the relevant discipline and category. To benefit from student reduced fees, entrants should be able to demonstrate their current status and enrolment at a university, college or other secondary education institution recognised in their country of residency. Evidence of their enrolment can be required at any point throughout the judging process.



To promote equal participation and inclusiveness, the MA-g offers entrants from top 100 poorest countries in the world a 50% discount off their entry fees, which are automatically calculated. The top 100 countries have been identified from the full ranking list published in the World Population Review and available online <https://worldpopulationreview.com/country-rankings/poorest-countries-in-the-world>. For further information on discounted fees and qualifying countries please contact support@ma-g.org.

All fees are intended per each entry and are expressed in Swiss francs and inclusive of VAT.

10 Terms and conditions

- The Museum of Avant-garde is the trading name of MoA-g SA, P.O. Box, 6850 Mendrisio, Switzerland, and responsible for the Museum collection management and development, including the organisation of the contemporary collection selection. By entering the selection process and submitting their work, applicants declare to comply with the rules and requirements set out in the above sections of this document.
- By entering the process, entrants also agree to register their details and grant The Museum of Avant-garde permission to safely and securely store their personal data in its database. Personal data required are indicated as mandatory on the online submission form. Only if entrants are successful, The Museum of Avant-garde will refer to the information provided to post the winning certificate and Award.
- The Museum of Avant-garde complies with the current data protection law GDPR (EU) 2016/679 in place to the benefit of all entrants.
- All chosen artworks entering the contemporary collection constitute a donation to The Museum of Avant-garde and, as part of the collection, are intended to be displayed by the Museum as physical items. The ownership of creative output remains with the entrant, who will own the full right on his / her work. In the case of a legal copyright owner other than the entrant, the entrant will ensure the legal copyright owner agrees to the same irrevocable terms.
- As a consequence, artists agree to grant The Museum of Avant-garde permission to publish the works in print or digital format for its own promotion purposes as well as for editorial publications. When entrants have been granted consent by the legal copyright owner, it is their responsibility to ensure this permission will be extended also to the usage indicated.
- Entrants, who have been selected to enter the contemporary collection, must ensure all physical artworks arrive with The Museum of Avant-garde registered office within the required deadline. All production and shipping costs including travel insurance and custom taxes are on entrants.



- The Museum of Avant-garde cannot be held liable of any claims arising from works submitted without permission or with consent restricted to specific use or event and not extended to future publishing, online or in print media.
- When an artwork is the result of a collaboration between two individuals or entities, the main entrant is responsible for attaining permission from all parties. In case of disagreement or ambiguity, permission from the legal owner will prevail and should be proven to qualify for the entry.
- The Museum of Avant-garde will disclose the results of each phase of the process to entrants, subject to their consent to receive updates as per sign up form on MA-g website.
- The Museum of Avant-garde guarantees to put in place all duly required processes to ensure the conservation and safe keeping of the artworks received.
- The Museum of Avant-garde agrees not to sell the artworks unless otherwise agreed with the artist separately.
- The Museum of Avant-garde however cannot be held responsible for claims arising from artworks that have been displayed during any given period of time and not continuously, in consideration of the body of work which will grow over the years and of the temporary exhibitions and initiatives that may require additional exhibition space from time to time.

11 FAQs (Frequently Asked Questions)

q How often the MA-g Awards change their judges?

a The MA-g Awards take place every year as a recurring event. Each year one of the most influential artists of our time will partner with the Museum to take on the role of Judge and bestow his / her own awards only for that particular edition, passing the baton to another Judge for the following edition. The first edition of the Judges MA-g Awards has seen three living legends of arts and creativity. For 2024 the MA-g Awards will be named:

- Graciela Iturbide MA-g Awards for photography
- Ed Fella MA-g Awards for illustration
- Sheila L. de Bretteville MA-g Awards for graphic design

This way, the MA-g Awards represent also a way to pay tribute to the extraordinary career achievements of the Judges, who have entrusted the Museum and collaborated on this important initiative.

q Who are the Judges for next year MA-g Awards?



- a The Judges for 2025 edition will be communicated in January 2025, after the conclusion of the 2024 edition.
- q *I am participating with a 'series' project. Can I submit more than one image to illustrate the series work?*
- a For series entries, it is possible to submit up to 10 individual images / files within the same submission. Each file should not exceed 2Mb. Please do not attempt to upload more or bigger files per submission.
- q *I am participating in a category marked as 'series'. Can I pay for a single entry category if I upload only one image?*
- a Unfortunately certain categories are considered by nature multiple-file entries. They may be a photographic series or a multi-faceted project for which one image only will not provide enough information to the judges. Category considered series will have a set entry fee independently by the number of images actually submitted. The Museum encourages participants to take advantage of the opportunity to upload up to 10 images.
- q *I am participating in a category marked as 'single entry'. Can I submit multiple images? Or multiple images in one file (as a comp)?*
- a Categories marked as single entry will not allow entrants to upload more than one image to their submission. This is intentionally defined to ensure all entries are comparable within that category. The Museum encourages participants to select the 'hero' image and to refrain from creating one composition with multiple images in the same file.
- q *My project is a cross-discipline, for graphic design and photography. Can I enter the same project twice?*
- a It is possible to enter the same work in different disciplines, eg photography and graphic design to maximise the opportunity of winning two different Judges MA-g Awards. However this will incur in separate entry fees, one for each submission. There is no need to participate with multiple submissions in different categories, as the Judges will review and shortlist all works with their respective discipline.
- q *My artworks often combine some visual elements with other art forms (poetry, sculpture etc). Can I take part in the selection process?*
- a Yes and your work will be welcomed and reviewed fairly by the judging panel as any other entry. The Museum of Avant-garde encourages participants to read carefully the assessment criteria to understand the principles behind the collection. As far as the entry is submitted within one main discipline and one category (for instance Other) the submission is considered valid.



- q Can I take part in the selection process with artworks that have been submitted to other competitions?*
- a Yes, it is possible to participate in the selection process with artworks that have been also submitted to other design, photography or illustration competitions, as far as the original work is available to The Museum of Avant-garde and will be donated to the Museum in case of successful outcome. The Museum of Avant-garde clearly requires original submissions to be given to the contemporary collection display.*
- q Will I receive a monetary prize if my work is chosen for the contemporary collection or the Judges MA-g Awards?*
- a Currently there is no monetary prize set out for the MA-g Awards.*
- q I would like to take part in the NFTs category. Do you accept AI generated NFTs?*
- a No, the MA-g Awards and their judging programme offer artists of different backgrounds and talents the possibility to enter the contemporary collection. Whilst the Awards are specific to each artwork, the collection is formed by a community of artists: at this stage The Museum feels that an AI generated NFT will not be adequate to judge and celebrate human being creativity and talent.*
- q My NFT collection is made out of 200 pieces: how can I submit only 10?*
- a Entrants can freely select which artworks to choose to constitute a series but each series cannot be more than 10 pieces (each file no more than 2Mb). This is independent from which choice the artist has made, ie long form or short form to produce his / her set number of pieces. Entrants are requested to submit artworks that the author still owns, eg reserved, because if successful, those artworks will be donated to The Museum of Avant-garde by the author.*
- q Can I submit a small collection of NFTs which I minted myself and are for sale?*
- a Yes of course, if NTFs have been already minted, it will possible for the Judges to review the creative output and judge it fairly in full transparency. However please note that if these NFTs are successful they should be donated to the Museum and therefore those exact variations should not be for sale to private or public collectors.*
- q Do you offer any discounts such as 'early bird' submissions?*
- a We do offer entry fees discounts to students, artists who have already joined the MA-g collection and participants from poorer countries. The Museum of Avant-garde is keen to make its Awards as accessible and inclusive as possible, within the limitations of organisational costs. Please refer to entry fees section in*



the current entry pack. The MA-g Awards organisers also agree to offer a 10% discount for early bird submissions received by 30th April at 10pm UTC. 'Early bird' discount is calculated automatically on the MA-g Awards submission form at checkout, within the relevant timeframe.

- q *I have made a mistake in my submission. Would it be possible to send an update via email or to submit it again via the online form?*
- a Unfortunately it is not possible to amend an entry once submitted through The Museum of Avant-garde online form. The Museum of Avant-garde is unable to offer any refunds on inaccurate or incorrect submissions. Regrettably this may mean submitting the work again with a brand new entry, which will incur in an additional entry fee. Should this happen, The Museum of Avant-garde will assume it is the most recent application but in case of doubt may get in contact with the applicant to clarify any mistakes or changes.
- q *Can I cancel my submission?*
- a If for whatever reason an entrant wishes to withdraw his / her work after having submitted it, he / she can do so by emailing support@ma-g.org. Unfortunately entry fees are non refundable.
- q *What if I submit my work in the wrong category?*
- a It is outside the remit and the intention of the judging panel to re-categorise any submission as this is entirely the participant's decision. The judging panel will take into consideration how relevant an entry is to a category and why the artwork has been submitted within that category, in the effort of appreciating the artist's original intent.
- q *What if I submit my work twice?*
- a Regrettably entrants are entirely responsible for the correct information of their artworks and submission. The Museum of Avant-garde is not responsible for amending or withdrawing submissions. However if an entry has been accidentally submitted twice, entrants should communicate so to the Museum within 24hours to support@ma-g.org and the Museum will attempt to cancel the payment or refund the entry fees (minus the admin fees) in consideration of the exceptional circumstances.
- q *When will my work be displayed if successful?*
- a The Museum of Avant-garde venue will open to the public in 2025. Until then, all works from successful entrants will be on display on the MA-g website in the contemporary collection section and may feature on MA-g official channels and social media.



- q What happens to submissions if unsuccessful?*
- a The Museum of Avant-garde programme requires all applications to be filled in directly on ma-g.org website in the submissions section. Original artworks or copies cannot be submitted via email or by post (unless they have been accepted to the contemporary collection and expressively requested by the Museum). For this reason, the Museum is unable to return any items or creative work sent via post.
- q Is it possible to pay via PayPal or bank transfer?*
- a The only payment methods authorised are made available on the submission form check out point. It is not possible for The Museum of Avant-garde to accept submissions via direct bank transfer, cash or via PayPal. Applicants can pay via credit card. Payment of the entry fees is incorporated in the submission process, so unpaid submissions will be considered incomplete and will not be included in the selection process.
- q I have submitted my entry and paid the entry fees but I have not received any email or confirmation of payment.*
- a To check the payment and your full submission has been successfully received, please allow 24 hours from the submission time, as you should receive a confirmation email within this timeframe. Failing this, please contact us via email support@ma-g.org.

12 Additional information

As more interactions with interested parties and applicants occur, further revisions or integrations of the current document may be uploaded – so we strongly advise interested parties to sign up to receive communications and updates about the ongoing programme. Whilst the core rules and requirements will not be subject to change for the whole duration of the judging process, some useful clarifications or additional FAQs may offer entrants new opportunities to better present their submission or fully benefit from this information.

For additional information please contact support@ma-g.org allowing up to 48 hours for a full reply. Please refer to our Privacy policy and general Terms & Conditions on our website for any other information about data protection. The Museum of Avant-garde contemporary collection selection and the MA-g Awards are a programme fully designed, promoted and managed by MoA-g SA, trading as The Museum of Avant-garde.

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