

# **RULES FOR THE CHRISTMAS CREATIVE CONTEST FOR ARTISTS**

"DISPLAY YOUR ART ON THE LEDWALL AT MILAN BERGAMO AIRPORT"

## **1. Promoter**

The contest is promoted by **STEELBLOOM SRL** (hereinafter referred to as the "Promoter"), owner of the platform [www.noiviviarte.it](http://www.noiviviarte.it).

## **2. Name of the contest**

Christmas creative contest dedicated to artists – Art exhibition on the LED wall at Milan Bergamo Airport

## **3. Purpose of the contest**

The contest has cultural and promotional purposes and aims to promote contemporary creativity by offering artists a visually striking showcase and an opportunity for visibility in a high-traffic space.

## **4. Exhibition location**

The selected works will be displayed on a **large LED wall** located inside **Milan Bergamo Airport**.

## **5. Eligibility**

Participation is open to artists of legal age, without restrictions on nationality, who register on the platform [www.noiviviarte.it](http://www.noiviviarte.it) and comply with the terms and conditions of participation set out in these rules.

## **6. Duration**

- **Exhibition of works: December 25 to January 7**
- **Selection of the winner: January 10**

## **7. How to participate**

To participate in the competition, you must:

1. Create an account on [www.noiviviarte.it](http://www.noiviviarte.it)
2. Upload your artwork to the platform
3. Subscribe by January 7 to the LED wall display by choosing one of the available options:
  - *Rising Bloom*
  - *Blooming Flower*
  - *In Bloom*
  - *Yellow Bloom*

All works that are correctly uploaded and displayed will automatically take part in the creative contest.

## **8. Eligible works**

Original works of art are eligible. The artist guarantees that they are the author of the work submitted and that they hold all rights to it.

## **9. Winner selection criteria**

A **qualified jury**, appointed by the Promoter, will select a **single winning work** based on the following criteria:

- quality of artistic research
- authenticity of creative expression.

The jury's decision is final.

## **10. Prize**

The prize consists of:

- **A weekend for two people for two nights**
- **At Relais Villa Alma**
- **To be used during 2026**, subject to availability The prize cannot be converted into cash or transferred to third parties.

## **11. Announcement of the winner**

The winner will be announced on **January 10** and contacted using the contact details provided during registration.

## **12. Acceptance of the rules**

Participation in the contest implies full acceptance of these rules.

## **13. Processing of personal data**

Participants' personal data will be processed in compliance with current legislation on the protection of personal data and exclusively for purposes related to the conduct of the competition.