

## **INTERNATIONAL PUBLIC ANONYMOUS CONTEST**

for conceptual design of the visual identity of the Public Institution "Museum of Contemporary Art of Montenegro"

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### **1. Subject of the contest**

The subject of the contest is the design of visual identity and book of graphic standards for the PI Museum of Contemporary Art of Montenegro.

#### **1.1. Contest owner**

PI Museum of Contemporary Art of Montenegro (hereinafter MCAM), park Kruševac, 81000 Podgorica, Montenegro.

#### **1.2. Activity and mission**

The main activity of MCAM is to preserve, protect and present artworks that have been created from the 1950s to the present day. The mission of MCAM is to popularise contemporary art in Montenegro, educate the audience, promote contemporary international art trends, work on the systematisation and promotion of the contemporary Montenegrin art scene in the country and abroad.

#### **1.3. Objective of the contest**

The objective of the contest is the selection of a conceptual design for the visual identity (symbol and/or logotype) of MCAM, which will provide a new image in the public, as well as obtaining a unique recognisable visual identity defined by the book of graphic standards.

### **2. General conditions**

#### **2.1. Formal features of the contest**

The contest is public, two-stage. The first stage is anonymous, while the second (if any) may be non-anonymous.

#### **2.2. The right to participate**

All legal and natural persons within and outside the territory of Montenegro have the right to participate in the contest. All interested international experts and the general public have the right to participate in the contest, individually or in a group. If the artwork is submitted by a group, such group should appoint one member as a representative. One author or a group have the right to submit several artworks, as individual contest elaborations.

#### **2.3. Conflict of interest**

Persons who have a conflict of interest, i.e. participating in the implementation of the contest: persons authorised for processing the application, members of the Expert Jury, as

well as persons who are related to them or being in a marital or cohabiting union with them, cannot apply for the contest. Each registered author or group must sign a statement attached to the contest documentation (appendix C1), guaranteeing that there is no conflict of interest.

#### **2.4. Personal data**

In accordance with the Law on Data and Personal Protection<sup>1</sup>, MCAM will process the personal data of the applicants solely for the purpose of conducting the procedure and concluding a contract with the awarded authors, as well as for the purposes of communicating with the applicants about the results of the contest.

If the submitted artwork does not contain information about the author, it will be excluded from further proceedings.

Personal data will be processed exclusively by the individuals authorised to process applications for the contest, who will work completely separate from the expert committee for evaluation of the artwork.

The first names and last names of the authors of the awarded designs will be publicly announced.

### **3. Content of the contest elaboration**

The contest elaboration must contain all the elements of the book of graphic standards indicated in the group A and a minimum of three implementations from group B, as well as the necessary appendices (C).

The book of graphic standards in A4 format (horizontal orientation) contains:

#### **A / MANDATORY ELEMENTS**

##### **1. Symbol and/or logotype**

1.1. with three variants of inscription:

in Montenegrin language in both alphabets (Latin and Cyrillic) and in English

language

- **Muzej savremene umjetnosti Crne Gore**
- **Музеј савремене умјетности Црне Горе**
- **Museum of Contemporary Art of Montenegro**

1.2. with three variants of acronym:

- **MSUCG**
- **МСУЦГ**
- **MCAM**

1.3. individual and combined variants of inscription and acronym

1.4. variant of the primary symbol with the name of the gallery:

- **Dvorac Petrovića**
- **Perjanički dom**
- **Botanička bašta**
- **Galerija Centar**

2. The primary symbol and/or logotype should be BLACK-WHITE / positive, negative, half-tone in all inscription variants indicated under point 1

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<sup>1</sup> The Law on Data and Personal Protection published in the "Official Gazette of Montenegro", no. 79/2008, 70/2009, 44/2012 and 22/2017.

3. Variants of the secondary application of the symbol orientation and/or logotype in colour
4. Textual elaboration of the proposed design (up to 500 words)
5. Permitted reduction of the symbol and defined zone of isolation
6. Defined colour palette (CMYK, RGB, PANTONE) / colour design to be applied on a black and white background.
7. Defined Typography<sup>2</sup> (print/web)
8. Construction of the symbol

## B / APPLICATIONS

9. Seal<sup>3</sup> and stamp<sup>4</sup>
10. Business card (Montenegrin and English language)
11. Business letter A4 format (Montenegrin and English language)
12. Envelope / format C4, C5, C6 and DL
13. ID card
14. Admission tickets
15. Spatial marking / info board
16. Spatial marking / set of pictograms<sup>5</sup>
17. Symbol application on the vehicles (car and van)
18. Promotional tote bag
19. Symbol application on T-shirts and uniforms
20. Folder
21. Notebook A5
22. Standard leaflet (A5, A4 trifold)
23. Standard catalogue (vertical and square format)
24. Standard poster (vertical B2 and A3 format; horizontal 4:3 for large formats)
25. Application of the symbol and defined standards for the website
26. Application of the symbol and defined standards for social networks
27. Application by applicant's own choice<sup>6</sup>
28. Memorandum for printed and electronic template Word document with locked data in header and/or footer.

## C / APPENDICES

1. declaration of conflict of interest<sup>7</sup>

<sup>2</sup> The font used for primary and secondary inscriptions should be either free to use or with a purchased license. This is especially important for awarded authors, because the right to use typography will be a consisting part of the contract for which it will be necessary to provide proof. If any of the inscriptions are the author's letters (e.g. an acronym), this should be emphasized in the statement of authorship and elaboration (appendix 2).

<sup>3</sup> The seal (diameter 30mm) contains a symbol and/or logotype, and full inscription - Muzej savremene umjetnosti Crne Gore, Podgorica

<sup>4</sup> The stamp (dimensions 47x18mm) contains a symbol and/or logotype, inscription - Br.\_\_\_\_\_, Podgorica, \_\_\_\_\_.20\_\_\_\_. g.

<sup>5</sup> Choice of topics by author's own discretion (example: information, wardrobe, museum shop, cafeteria, official premises, depot, toilets, exhibition in preparation...)

<sup>6</sup> If they consider it essential, the authors can additionally propose a certain application of their own choice, which is not a part of the content proposed by MCAM

<sup>7</sup> The signed declaration of absence of conflict of interest should contain the following text:

*Pursuant to the point 2.3. and point 3 of the International Public Anonymous Contest for the conceptual design of the visual identity of the PI Museum of Contemporary Art of Montenegro, and relating to appendix C/1, I - First Name and Last Name, the author of the artwork under the code XXXXXXXX, declare that there is no conflict of interest, or more precisely, that I am not in a relationship or marital/common-law union with the members of the expert jury or the person authorised to process the application. (City, date, electronic signature)*

2. statement of authorship<sup>8</sup>
3. information about the author or author's team<sup>9</sup>

- The contest elaboration should be submitted in A4 format (horizontal orientation), marked with a code in the upper right corner. The author comes up with a code of 3 letters and 5 numbers (e.g. S1m3N409). The code should be created in such a way that it does not violate the anonymity of the author in any case.

- The elaboration is submitted by e-mail, as a unified PDF file, no larger than 10MB, A4 format, horizontal orientation.

#### **4. Application method and deadlines**

##### **4.1. Method of application**

Send artworks by e-mail, in two separate e-mails to the address:  
konkurs@msucg.me

E-mail 1:

subject: **code\_Contest elaboration\_MCAM**

attachment:

**code\_Elaborat MCAM.pdf** (max 10MB)

E-mail 2:

subject: **code\_statements and data\_MCAM**

attachment:

**appendix1\_code\_statement of conflict of interest\_MCAM.pdf**

**appendix2\_code\_statement of authorship\_MCAM.pdf**

**appendix3\_code\_information about the author\_MCAM.pdf**

*note: the application must be sent in two separate emails, while the files should be named as indicated above.*

##### **4.2. Deadlines**

The contest was announced on **September 13, 2023** on the website: **www.msucg.me**

The deadline for submission of artworks is **October 22, 2023 until 3:00 p.m.**

The results of the first stage of the contest will be announced no later than **November 11, 2023.**

Announcement of the final results will be no later than **December 11, 2023.**

#### **5. Evaluation and awards**

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<sup>8</sup> The signed statement of authorship should contain the following text:

*Pursuant to the point 3 of the International Public Anonymous Contest for the conceptual design of the visual identity of the PI Museum of Contemporary Art of Montenegro, while relating to appendix C/2, 1 - First Name and Last Name, the author of the artwork under the code XXXXXXXX, declare that the submitted artwork is the result of my own research and creative work, that it was not previously published, that I have not violated copyrights or used the intellectual property of other persons without permission. (City, date, electronic signature)*

<sup>9</sup> First name and last name of the author, that is, the representative of the author's team; ID number, residential address, e-mail address and contact phone number of the author, or the representative of the author's team; bank account number of the author, that is, the representative of the author's team (authors from abroad provide SWIFT and EBAN), to which the payment should be made.

### 5.1. Commission

The selection of the submitted conceptual designs will be carried out by an international Expert Commission composed of:

1. **prof. M.Sc. Ana Matić**, President of the Commission
2. **prof. M.Sc. Boštjan Kenda**, Member
3. **prof. M.Sc. Rastko Ćirić**, Member
4. **prof. dr Vladislav Šćepanović**, Member - Director of MCAM
5. **prof. dr Zdravko Delibašić**, Member - President of the MCAM Council

Person authorised to process applications:

**Nikoleta Mudreša**, MCAM secretary

### 5.2. Evaluation criteria

1. Artistic quality - from 0 to 25 points;
2. Clarity and comprehensibility of communication - from 0 to 25 points;
3. Originality - from 0 to 25 points;
4. Applicability - from 0 to 25 points.

### 5.3. Awards

The Prize Fund amounts to **EUR 15,000.00** including taxes, i.e. the redemption will be paid in the net amount<sup>10</sup>

**1<sup>st</sup> prize:** redemption of **10,000.00 EUR** (net amount)

**2<sup>nd</sup> prize:** redemption of **3,000.00 EUR** (net amount)

**3<sup>rd</sup> prize:** redemption of **2,000.00 EUR** (net amount)

- The Commission reserves the right, in case none of the attached designs fully meets the required criteria, to conduct a second-stage contest, providing a short list and inviting the selected authors by e-mail to customize the contest elaboration within 5 working days. The codes of their artworks will also be published on the MCAM website.

- The Commission also reserves the right to possibly consult with the authors of the designs that could be adopted before the final decision.

- The Commission reserves the right not to select any of the submitted designs for the contest.

- Awarded artworks and information about awarded authors (first names and last names) will be publicly available.

### 5.4. Prize payment conditions

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<sup>10</sup> Depending on the author's status (employed/unemployed), as well as the country of residence, the amounts of the prize redemptions will be reduced by the corresponding taxes, contributions and bank transfers, while according to the Law on Personal Income Tax ("Official Gazette of the Republic of Montenegro", no. 65/2001, 12/2002 - revised, 37/2004, 29/2005 - state law, 78/2006 and 4/2007 - revised and "Official Gazette of Montenegro", no. 86/2009, 40/2011 - state law, 14/2012, 6/2013, 62/2013, 60/2014, 79/2015, 83/2016 and 67/2019).

The authors of the awarded designs are obliged to submit, within 30 days from the day of the decision, a completed book of graphic standards, which is specified under point 3 of this contest and should be conformed to the Commission's requirements.

The book of graphic standards will be submitted in printed and electronic form (PDF in print resolution). In addition to all the elements from group A, it should also contain all the elements from group B, after which the contract will be signed and the awards will be paid out.

In arrangement with the client, the author of the first-prized solution is obliged also to submit certain items from the book of standards in an open vector file.

## **5.5. Copyright**

The contest owner, after the Commission's decision and by payment of the award, redeems all copyright and intellectual property rights exclusively, without time and territorial limitations, from the author of the awarded artwork.

MCAM can use the rights from the above provision for the entire artwork or only for a part of it.

With the payment of prizes, the artworks that win first, second and third prize become the property of the Museum of Contemporary Art of Montenegro.

After the payment of the award, which contractually defines the transfer of all material copyrights to MCAM, the author of the awarded artwork permanently waives any additional request for payment. In accordance with the conditions of the contest, the purchased artwork has copyright trademarks according to the provisions of the law governing copyright and related rights. The author of the purchased artwork retains all moral copyrights on the artwork, while transferring to MCAM all material copyrights for the entire duration of the copyright, that is, the right to unlimited usage of the artwork in physical form, in immaterial form, in modified form, as well as the right to unlimited usage of copies of the author's artwork.

MCAM has the right to further transfer the rights, without the author's permission.

## **6. Final provisions**

6.1. Decisions of the Commission in the bidding process are final.

6.2. Before the work of the Expert Commission and the opening and evaluation of the conceptual designs, the persons authorised to process applications for the contest will immediately exclude from consideration any conceptual design which:

- arrived after the set deadline of the Contest, and/or
- does not comply with the contest's regulations on the method of application (point 4.1) and/or
- does not comply with the contest's regulations on the confidentiality of data about the author.

6.3. The court in Podgorica is competent for any disputes.

For any additional clarifications, throughout the Contest period, potential applicants can be informed by e-mail: **[konkurs@msucg.me](mailto:konkurs@msucg.me)** and/or phone: **+382 69 144 755**.