

1ST INTERNATIONAL PRIZE

WHITE CARRARA

The Municipality of Carrara, since 2017 a Unesco Creative City, is pleased to announce the first edition of the **White Carrara International Prize** as part of the programme of initiatives of “White Carrara 2025 – Design: here and now”, an exhibition/event produced with the collaboration of IMMCarraraFiere SpA and organised under the patronage of the Tuscany Region, the co-participation of the North-West Tuscan Chamber of Commerce, the contribution of Fondazione Marmo ETS and with the technical sponsorship of ERP Massa Carrara SpA.

01. THEME

The theme of the call is a search for ideas for urban design projects with the prevalent use of Carrara marble, and which explore innovative aesthetic and functional solutions.

Urban design is not just a functional tool; it is a fundamental element to be inserted into the context of contemporary towns, combining aesthetics, functionality, comfort and sustainability (i.e. maximum duration and minimum maintenance), which are useful for improving the quality of life of inhabitants and visitors.

Through creative projects, urban design can today influence and model people’s lives, generating actions and embodying social values which are useful for making public places and spaces more liveable and welcoming.

Participants are asked to submit a project for an installation (e.g. bench, seat, playground) which is useful either for sitting on, looking at, socialising, or playing.

The maximum dimensions must be 200x150xh150 cm.

02. PUBLICATION AND PROMOTION OF THE COMPETITION

The present call will be communicated through the institutional channels of the Municipality of Carrara, White Carrara and the Carrara Unesco Creative City circuit.

03. PARTICIPATION

Participation is free of charge and open to all adult creative talents, who can participate either as individuals or as groups.

Each group, each member of a group and each individual can present only one project.

Applications must be original and new and not violate third person's rights in any way.

Participants must present the project, using the online form on the site www.whitecarrara.it, which will be active from 14 April 2025, **by 14 June 2025**, 23:59 hours.

All the material must be presented with texts in Italian and English.

Incomplete or late applications not presented online, or which do not comply with the formats and dimensions specified in the online form, will not be accepted.

04. REQUIRED DOCUMENTS

Documents required for participation:

- project for the original design object conceived for the competition, containing all the information necessary for its description and production in pdf format, max 10 MB.
- name, claim and text describing the design object (max 300 characters)
- text describing the participant's CV (max 2000 characters).

A pdf copy must be presented of the individual participant's or group leader's identity document (with place of birth).

Groups wishing to participate must compile the application form with the name of the group leader, and must list the names, countries and dates of birth of the other members of the group.

05. PRIVACY AND USE OF MATERIAL

All the material sent will be treated as strictly confidential, and will in no case be passed on to third persons, particularly to non-members of the jury, before the closure of the competition. Participants will be bound by the same principles of privacy up to the official publication of the results, under penalty of exclusion from the competition.

The organisation reserves the right to publish details and information on the winning projects on the website www.whitecarrara.it, social media pages, and other paper or digital material.

If competitors wish to protect their work, requesting copyright or patent registration, they can do it before entering their work in the competition.

06. JURY

The jury which will select the 3 winning projects and award the prizes will be made up of: the artistic director of White Carrara; a representative of the Accademia di Belle Arti of Carrara; the director of the mudaC art museum of Carrara; two selected designers of international fame; and one representative of Fondazione Marmo ETS.

07. ASSESSMENT CRITERIA

The jury will proceed to assessment on the basis of the following criteria:

- the project must present innovative and original solutions of particularly striking creativity,
- the projected design work must be functional and easily usable, bearing in mind the needs of the various users (adults, children, disabled persons, etc.).
- the projected design work must add value to the public space, must be able to adapt to different contexts, and must be easy to integrate into different urban spaces,
- the project must take sustainability into account, both from the economic point of view and regarding the use of the materials,
- the project must take into account both the physical safety of users and the stability of the work, with the aim of avoiding accidents and damage,
- it is useful for the project to take into account the involvement and participation of citizens, favouring social interaction and improvement of the quality of life (for example games for children, benches, bus platforms and shelters),
- the call is open to all creative talents, with priority for projects presented by under-35s,
- the jury's decisions will be irrevocable.

08. PUBLICATION OF THE RESULTS OF THE CALL

The 3 winning projects will be announced by 14 July, with the publication on the site www.whitecarrara.it.

09. PRIZE-GIVING CEREMONY

The prize-giving ceremony will take place in Carrara in September and the winners will be invited to the town as guests of the Municipality of Carrara.

10. EXHIBITION OF WINNING PROJECTS

All the winning projects will be presented on the site www.whitecarrara.it and exhibited in a special show in the project room of the mudaC art museum of Carrara for a period of two months.

The Municipality of Carrara reserves the right to exhibit these projects in Italy and/or abroad.

11. CREATION AND OWNERSHIP OF THE WORK

The Municipality of Carrara, in collaboration with local businesses, will make the 3 winning projects within May 2026, maintaining the exclusive ownership of the objects created, which will be positioned in municipal territory.

The intellectual ownership, including copyright and any other right of use relative to the design of the work, will remain the exclusive property of the author.

The author grants the Municipality free of charge a perpetual license for the use of the images of the work for institutional, educational, cultural and promotional purposes, both offline and online, always with a specific acknowledgement of the creator of the work.

In the case of the need for modification or adaptation of the work for safety or maintenance reasons, or the need for adaptation to the urban space, the author will be consulted, on the understanding that the Municipality will have the full right to proceed with these modifications.

For information relative to the present call it will be possible to write to the following email address: whitecarrara@carrarafire.it