



## Competition Announcement

"Movie for Disability"

#nontinascondere

### BRIEF

In order to promote the culture of integration, the Disability Pride Italy offers to filmmakers the chance to create short audiovisual works on the theme of disability - intended as a marked decrease in quality of life due to diseases and / or traumatic event - compelling storytelling direct to the public. The goal is to draw attention on ignored problems of disabled people, bearing in mind the slogan of the Disability Pride Italy 2017 "don't' hide yourself", addressed both to disabled and able-bodied: to the first ones for pushing them to ask loudly the respect of their rights, the latter to support these claims.

In Italy being disabled means to have enormous difficulties, in everyday social life, school, work, leisure. It often means to be totally excluded.

The road to a true integration and acceptance of persons with disabilities is very long, and even in Europe the overall picture is extremely fragmented. Although the experiences of some countries, which are very close to us, show a renewed proactive attitude towards solution of the problem, we must strongly support this path to get a full and complete integration.

### COMMUNICATION AIM

Goal: Make the public become aware to a general reflection on of the attitude of closure towards disability, stimulating a virtuous cycle of self-criticism against prejudice.

Make the target to get involved in first person, focusing on the effect of displacement that occurs when there is the healthy / able-bodied person in a position to experience

the incapability to fully live their lives - even in the most basic and simple gestures - and to feel deprived of the basic right of every individual to fully live their emotions, their daily lives, their own existence.

## **PLACEMENT**

The contest aims is to generate clusters of individuals who for practical purposes may constitute valid stakeholders to be entrusted for spreading the message; for this reason it involves all social categories.

## **TARGET**

For the kind of expected results, the reference target should be identified primarily in the active segment of the population -adults 15/64 years- able to ensure the widespread dissemination and rapid way of the message.

## **CONSUMER BENEFIT**

The type of values, as the achievement of the goal of the contest elevates the status of the individual and the community, promoting better social integration, offering greater capacity to interpret the needs of a heterogeneous community and therefore complex, generating faster and effective response to any crises.

## **MAIN PROMISE**

It is important to suggest the target the possibility to trigger a historical change.

## **STONE OF VOICE**

Favor a rational rather than emotional tone, avoiding leading the public to develop compassion and pity attitudes that show the sense of "distance" of a group over another. The goal of the contest is to return the same dignity to every individual and erase the prejudice on diversity.

### **How to participate**

The competition is open to all narrative genres and all types of narrative (fiction, documentary, music video, animation films, commercials) lasting up to 10 minutes (including opening titles and closing credits, if any).

Each participant may submit more than one work, although published.

To enter the contest you must send the entry form, attached to this announcement which can be downloaded directly from the [www.disabilityprideitalia.org](http://www.disabilityprideitalia.org) website.

The modules and the audiovisual work video files must be submitted, under penalty of exclusion, no later than May 31th 2017 at 11.59 pm to the following e-mail:[ufficiostampa@disabilityprideitalia.org](mailto:ufficiostampa@disabilityprideitalia.org)

Video files must have the following specifications

Format: mp4, mov  
Codec: H264  
Relashion: 16:9, 1920 x 1080p  
Italian subtitles for the hearing impaired

The sender, once sent the work, declares to be the holder of all rights to use the same, without exception, and that the contents of it do not violate applicable laws. In any event, the sender raises the organization from responsibility for the short screened in public.

The submitted products will be used by the Disability Pride Italy for cultural / informative purpose, for all uses permitted by law without any profit and without giving a profit to the author, ensuring at the same time the quotation of the author.

The application for admission to the competition implies acceptance of these rules.

### **SELECTION COMMITTEE AND JURY**

The Selection Committee, composed of experts in the field, will select in its sole discretion, eight works participating in the Sweepstakes, and those out of competition that may still be screened publicly.

Two other works will be included in the competition through a selection on the web. The movies will be uploaded on the Facebook page of the Disability Pride Italy the day after the submission deadline of the movies of May 31th 2017 and the public can cast their vote from June 1th 2017 until 11.59 pm of June 15th 2017 through putting a like to the movies.

A judging panel will select three of the ten finalists whose videos will be awarded the prizes.

The final event schedule and venue of the projections will be published on [www.disabilityprideitalia.org](http://www.disabilityprideitalia.org) website and on Facebook and Twitter pages of the Disability Pride Italy, by the end of June 2017 and the finalists will be contacted directly.

### **AWARDS CEREMONY**

The price giving ceremony will take place during the Disability Pride Italy 2017, that will be held in Naples on July 7, 8 and 9.

The top three winners will be awarded with:

€ 1.000 first place  
€ 600 second place  
€ 400 third place

This announcement and the registration form can be found at [www.disabilityprideitalia.org](http://www.disabilityprideitalia.org)

For more information send an e-mail to:  
[ufficiostampa@disabilityprideitalia.org](mailto:ufficiostampa@disabilityprideitalia.org)