



## APPLICATION GUIDE

### 4° Festival ECRÃ of Audiovisual Experimentations

2020

Applications are now open to become part of the official program of the Forth Festival ECRÃ of Audiovisual Experimentations. In 2020, the event will take place from the 20<sup>th</sup> to the 30<sup>th</sup> of August, online.

Festival ECRÃ is produced by 5D Magic, Assuna Productions and MAM-RJ. With support of Sesc-RJ.

## I – GENERAL CONSIDERATIONS

### 1. THE FESTIVAL'S OBJECTIVES

1.1 FESTIVAL ECRÃ will take place from the **20<sup>th</sup> to the 30<sup>th</sup> of August, 2020**, online.

1.2 FESTIVAL ECRÃ aims to promote and stimulate the exhibition of experimental and avant-garde audiovisual works. The accepted ARTWORKS can be produced in any medium, device or other techniques.

1.3 FESTIVAL ECRÃ is composed of the following video experimentations: CINEMA; INSTALLATION; PERFORMANCE; VR; and OTHER EXPERIENCES.

1.4 FESTIVAL ECRÃ is not for profit.

1.5 There will be no kind of awarding for the selected PRODUCERS and ARTWORKS.

1.6 There will be no kind of financial help for the selected PRODUCERS and ARTWORKS.

1.7 For further information, contact FESTIVAL ECRÃ via e-mail: [festivalecra@gmail.com](mailto:festivalecra@gmail.com)

## 2. APPLICATIONS

2.1 Applications will be open from **10th of February until the 10th of April, 2020** (postponed until the end of April).

2.2 The applications to FESTIVAL ECRÃ are received and validated only via the Film Freeway platform: <https://filmfreeway.com/FestivalECRA>

2.3 Each PRODUCER can send one or more ARTWORKS, each as an individual application.

2.4 The act of applying implies the automatic and full agreement with the norms and conditions in this guide.

2.5 Artists and groups of any nationalities are allowed to apply, whether they are personally represented or under the representation of a company.

## 3. THE SELECTION

3.1 FESTIVAL ECRÃ counts with the following Categories: CINEMA; INSTALLATION; PERFORMANCE; VR; and OTHER EXPERIENCES, which are respectively divided into Sub-categories.

3.2 Each Category has its own individual application form:

- a) The CINEMA category will accept the following types of work: Short Film, Medium-Length Film and Feature Film;
- b) The INSTALLATION category will accept the following types of work: Installation and Video Art;
- c) The PERFORMANCE category will accept the following types of work: Performance;
- d) The VR category will accept the following types of work: VR;
- e) In submissions there is a category for BRAZILIAN ARTWORKS, which will accept: Films, Installations, Performances and VR;
- f) There is no application available for OTHER EXPERIENCES.

3.3 It will be the responsibility of the FESTIVAL ECRÃ Directors to organize the chosen ARTWORKS according to room availability, space, schedule and the amount of other selected works.

3.4 The Curators and Directors of FESTIVAL ECRÃ are the only authority on the selection process and the decisions made concerning exceptions.

3.5 The results will be made available on the website [www.festivalecra.com.br](http://www.festivalecra.com.br) and on the official FESTIVAL ECRÃ social media up to a month and a half after the application deadline.

3.6 The PRODUCER whose ARTWORK is selected for the FESTIVAL will be contacted via e-mail and/or phone.

3.7 There is no limit to the number of selected ARTWORKS.

3.8 The ARTWORKS which don't respond to all the requirements of this guide will be declined.

3.9 There will be no kind of awarding for the selected PRODUCERS and ARTWORKS.

## II – SUBMITTING FOR THE CINEMA CATEGORY: SHORT FILM, MEDIUM-LENGTH FILM AND FEATURE FILM

### 4. THE FILMS

4.1 This section is aimed at the PRODUCERS who wish to submit an ARTWORK on the CINEMA CATEGORY.

4.2 The submissions to FESTIVAL ECRÃ is open to any FILM, without any limit on duration, on the categories:

- a) Short film: between 0-40 minutes long;
- b) Medium-Length Film: between 40-60 minutes long;
- c) Feature film: over 60 minutes long;

4.3 The selected FILMS will be screened at the spaces venues associated with the FESTIVAL. In case of any changes, the Producers will be in touch.

4.4 The application form requires, among others, the following information:

- a) **Applicant General Information**, such as full name, stage name, date of birth, place of birth, address, e-mail, and phone number;
- b) **PRODUCER or Representative Information**, such as stage name, date of birth, place of birth, address, e-mail and phone number;
- c) **FILM Information** including title, summary, technical file, duration of the FILM;
- d) **Distribution Information** such as official website and social media;
- e) **FILM Images**, still and/or posters in high definition for marketing purposes;
- f) FILM rating;
- g) How the PRODUCER heard of FESTIVAL ECRÃ.

4.5 The submissions which don't correspond to all the requirements of this guide will be declined.

4.6 In the case that the Curators believe that an ARTWORK can be adapted into an INSTALLATION, the same will be in touch via e-mail and/or telephone.

## 5. NEXT STEPS FOR THE SELECTED FILMS

5.1 The PRODUCERS of the selected ARTWORKS must turn in the following documentation up to two weeks after being made aware of the successful application via e-mail

[festivalecra@gmail.com](mailto:festivalecra@gmail.com):

- a) a digital file of the FILM in .H264 format;
- b) the FILM's dialogue list, preferably in English or Portuguese, in .DOC or .SRT format, for the purposes of subtitling and closed-caption;
- c) summary of the film, technical sheet, cast, script, and filmography of the movie director(s), in a .DOC or .PDF file;
- d) the FILM's promotional material for the purposes of marketing and press: at least three images of the ARTWORK and one picture of the DIRECTOR, in .JPG or .PNG format with an image quality of at least 300dpi or 2MB properly identified and credited.

5.2 The submission of the FILM implies, if selected, the acceptance of the following clauses without the need for any compensation:

- a) its projection on the session(s) at the spaces and venues associated with FESTIVAL ECRÃ, such as Cinemateca do MAM-RJ and Sesc-RJ facilities and online streaming;
- b) its projection and exhibition in events related to the FESTIVAL or organized by/in collaboration with FESTIVAL ECRÃ for two months;
- c) the right to post the promotional material related to the WORK (including plot, cast, photos, trailers, and so on) on the FESTIVAL's website [www.festivalecra.com.br](http://www.festivalecra.com.br) and other websites, magazines, etc.

## III - SUBMISSION FOR THE INSTALLATION CATEGORY: INSTALLATIONS AND VIDEO ART

### 6. INSTALLATIONS

6.1 This section of the Manual is aimed at the PRODUCERS who wish to submit an ARTWORK on the INSTALLATION category.

6.2 The submission on FESTIVAL ECRÃ is open to any INSTALLATION, without a limit on duration, on the category:

- a) Installation and Video Art: Video art, interactive installations, immersive, new proposals on how to watch a video, hybrid projects, etc.

6.3 The selected INSTALLATIONS will be exhibited at the spaces venues associated with the FESTIVAL. In the case of any changes, the Production will be in touch.

6.4 The submission form will require these and other information:

- a) **Applicant General Information**, such as full name, stage name, date of birth, place of birth, address, e-mail, and phone number;
- b) **PRODUCER or Representative Information**, such as stage name, date of birth, place of birth, address, e-mail and phone number;
- c) **Information about the INSTALLATION** including title, summary, technical sheet, duration, conception, clear of an objective description of the presented WORK, conceptual explanations, and other characteristics;
- d) **Images of the INSTALLATION** such as: photos, still and/or poster in good quality for marketing means;
- e) **List of required equipment** for the execution. Specify in detail the material necessary, support and space dimension, etc;
- f) **Images and/or videos of the INSTALLATION** in good quality;
- g) **Distribution Information** such as official website and social media;
- h) Installation age rating;
- i) How you heard about FESTIVAL ECRÃ.

6.5 The submissions which don't correspond to all the requirements of this guide will be declined.

6.6 The technical feasibility for the execution of the proposals as well as the connection with video art are selection criteria for the INSTALLATION category.

## 7. NEXT STEPS FOR THE SELECTED INSTALLATIONS

7.1 The PRODUCERS of the selected INSTALLATIONS must send, up to two weeks after being notified of the selection, via e-mail on [festivalecra@gmail.com](mailto:festivalecra@gmail.com):

- a) a video file of the INSTALLATION in .H264 format – if applicable;
- b) dialogue list – if applicable – of the INSTALLATION, preferably in English or Portuguese if that's the WORK's original language, in .DOC or .SRT format, for the purposes of subtitling and closed-caption;
- c) summary, technical information, cast, technical sheet, script and filmography of the director(s), in .DOC or .PDF format;
- d) promotional material of the INSTALLATION for marketing and press purposes: at least three images of the ARTWORK and 1 picture of the director, in .JPG or .PNG file with the image quality of at least 300dpi or 2MB properly identified and credited.

7.2 The submission of the INSTALLATION, if accepted, implies the acceptance of the following without the need for any compensation:

- a) its projection and exhibition at the spaces and venues associated with FESTIVAL ECRÃ, such as Cinemateca do MAM-RJ and Sesc-RJ facilities and online streaming;

- b) its projection and exhibition in events related to the FESTIVAL or organized by/in collaboration with FESTIVAL ECRÃ for two months;
- c) the right to post the promotional material related to the WORK (including plot, cast, photos, trailers, and so on) on the FESTIVAL's website [www.festivalecra.com.br](http://www.festivalecra.com.br) and other websites, magazines, etc.

7.3 FESTIVAL ECRÃ commits to provide the necessary space for the proposal, supporting its assembling and disassembling;

## IV – SUBMISSION FOR THE PERFORMANCE CATEGORY: PERFORMANCES

### 8. THE PERFORMANCES

8.1 This section of the Guide is aimed at the PRODUCERS who wish to submit an ARTWORK on the PERFORMANCE category.

8.2 The submission on FESTIVAL ECRÃ is open to any PERFORMANCE on the category:

- a) Performance: Artistic, musical, dance, visual and graphic performances, performing arts, hybrid projects, etc. Related to the video experimentation.

8.3 The selected PERFORMANCES will be performed at the spaces venues associated with the FESTIVAL. In the case of any changes, the Production will be in touch.

8.4 The submission form will require these and other information:

- a) **Applicant General Information**, such as full name, stage name, date of birth, place of birth, address, e-mail, and phone number;
- b) **PRODUCER or Representative Information**, such as stage name, date of birth, place of birth, address, e-mail and phone number;
- c) **Information about the PERFORMANCE** including title, summary, technical sheet, duration, conception, clear of an objective description of the presented WORK, conceptual explanations, and other characteristics;
- d) **Images of the PERFORMANCE** such as: photos, still and/or poster in good quality for marketing means;
- e) **List of required equipment** for the execution. Specify in detail the material necessary, support and space dimension, etc;
- f) **Images and/or vídeos of the INSTALLATION** in good quality;
- g) **Distribution Information** such as official website and social media;
- h) PERFORMANCE age rating;
- i) How you heard about FESTIVAL ECRÃ.

8.5 The submissions which don't correspond to all the requirements of this guide will be declined.

8.6 The technical feasibility for the execution of the proposals as well as the connection with video art are selection criteria for the PERFORMANCE category.

## 9. NEXT STEPS FOR THE SELECTED PERFORMANCES

9.1 The PRODUCERS of the selected PERFORMANCES must send, up to two weeks after being notified of the selection, via e-mail on [festivalecra@gmail.com](mailto:festivalecra@gmail.com):

- a) a video file of the PERFORMANCE in .H264 format – if applicable;
- b) dialogue list – if applicable – of the PERFORMANCE, preferably in English or Portuguese if that's the WORK's original language, in .DOC or .SRT format, for the purposes of subtitling and closed-caption;
- c) summary, technical information, cast, technical sheet, script and filmography of the director(s), in .DOC or .PDF format; promotional material of the PERFORMANCE for marketing and press purposes: at least three images of the PERFORMANCE and 1 picture of the director, in .JPG or .PNG file with the image quality of at least 300dpi or 2MB properly identified and credited;

9.2 The submission of the PERFORMANCE, if accepted, implies the acceptance of the following without the need for any compensation:

- a) its performance at the spaces and venues associated with FESTIVAL ECRÃ, such as Cinemateca do MAM-RJ and Sesc-RJ facilities and online streaming;
- b) the right to post the promotional material related to the WORK (including plot, cast, photos, trailers, and so on) on the FESTIVAL's website [www.festivalecra.com.br](http://www.festivalecra.com.br) and other websites, magazines, etc.

9.3 FESTIVAL ECRÃ commits to provide the necessary space for the proposal, supporting its assembling and disassembling.

## V – SUBMISSION FOR THE VR CATEGORY: VIRTUAL REALITY

### 10. THE VR

10.1 This section of the Guide is aimed at the PRODUCERS who wish to submit an ARTWORK in the VR category.

10.2 The submission to FESTIVAL ECRÃ is open to any VR art on the category:

- a) VR: Videos, Films, and other artistic manifestations thought as an experience of Virtual Reality.

10.3 The selected VR's will be exhibited at the spaces venues associated with the FESTIVAL. In the case of any changes, the Production will be in touch.

10.4 The submission form will require these and other information:

- a) **Applicant General Information**, such as full name, stage name, date of birth, place of birth, address, e-mail, and phone number;
- b) **PRODUCER or Representative Information**, such as stage name, date of birth, place of birth, address, e-mail and phone number;
- c) **Information about the VR** including title, summary, technical sheet, duration, conception, clear of an objective description of the presented WORK, conceptual explanations, and other characteristics;
- d) **Images of the VR** such as: photos, still and/or poster in good quality for marketing means;
- e) **List of required equipment** for the execution – if applicable. Specify in detail the material necessary, support and space dimension, etc;
- f) **Images and/or vídeos of the VR** in good quality;
- g) **Distribution Information** such as official website and social media;
- h) VR age rating;
- i) How you heard about FESTIVAL ECRÃ

10.5 The submissions which don't correspond to all the requirements of this guide will be declined.

10.6 In case the Curators think your work can be adapted into an INSTALLATION, the same will be in touch via e-mail and/or telephone for due authorization.

## 11. NEXT STEPS FOR THE SELECTED VRs

11.1 The PRODUCERS of the selected PERFORMANCES must send, up to two weeks after being notified of the selection, via e-mail on [festivalecra@gmail.com](mailto:festivalecra@gmail.com):

- a) a vídeo file of the VR in .H264 format or one that better fit the project;
- b) dialogue list – if applicable – of the VR, preferably in English or Portuguese, if that's the WORK's original language, in .DOC or .SRT format, for the purposes of subtitling and closed-caption;
- c) summary, technical information, cast, technical sheet, script and filmography of the director(s), in .DOC or .PDF format; promotional material of the VR for marketing and press purposes: at least three images of the VR and 1 picture of the director, in .JPG or .PNG file with the image quality of at least 300dpi or 2MB properly identified and credited;
- d) promotional material of the INSTALLATION for marketing and press purposes: at least three images of the ARTWORK and 1 picture of the director, in .JPG or .PNG file with the image quality of at least 300dpi or 2MB properly identified and credited;

11.2 The submission of the VR, if accepted, implies the acceptance of the following without the need for any compensation:



- a) its exhibition at the spaces and venues associated with FESTIVAL ECRÃ, such as Cinemateca do MAM-RJ and Sesc-RJ facilities and online streaming;
- b) its exhibition in events related to the FESTIVAL or organized by/in collaboration with FESTIVAL ECRÃ for two months;
- c) the right to post the promotional material related to the WORK (including plot, cast, photos, trailers, and so on) on the FESTIVAL's website [www.festivalecra.com.br](http://www.festivalecra.com.br) and other websites, magazines, etc.

11.3 FESTIVAL ECRÃ commits to provide the necessary space for the proposal, supporting its assembling and disassembling;

## VI - SUBMISSION FOR BRAZILIAN WORKS: FILMS, INSTALLATIONS AND VIDEO ART, PERFORMANCES and VR

### 12. THE BRAZILIAN WORKS

12.1 This section of the Manual is aimed at the PRODUCERS who wish to submit an ARTWORK on the BRAZILIAN WORKS category.

12.2 The submission on FESTIVAL ECRÃ is open to any BRAZILIAN WORKS on the categories:

- a) Films;
- b) Installation;
- c) Performance;
- d) VR.

12.3 The selected BRAZILIAN WORKS will be exhibited at the spaces and venues associated with the FESTIVAL. In the case of any changes, the Production will be in touch.

12.4 The submission form will require these and other information:

- a) **Applicant General Information**, such as full name, stage name, date of birth, place of birth, address, e-mail, and phone number;
- b) **PRODUCER or Representative Information**, such as stage name, date of birth, place of birth, address, e-mail and phone number;
- c) **Information about the BRAZILIAN WORK** including title, summary, technical sheet, duration, conception, clear of an objective description of the presented WORK, conceptual explanations, and other characteristics;
- d) **Images of the BRAZILIAN WORK** such as: photos, still and/or poster in good quality for marketing means;
- e) **List of required equipment** for the execution – if applicable. Specify in detail the material necessary, support and space dimension, etc;
- f) **Images and/or vídeos of the BRAZILIAN WORK** in good quality;
- g) **Distribution Information** such as official website and social media;
- h) Installation age rating;

- i) How you heard about FESTIVAL ECRÃ.

12.5 The submissions which don't correspond to all the requirements of this guide will be declined.

12.6 The technical feasibility for the execution of the proposals as well as the connection with video art are selection criteria for the BRAZILIAN WORK category.

12.7 In case the Curators think your work can be adapted into an INSTALLATION, the same will be in touch via e-mail and/or telephone for due authorization.

### **13. NEXT STEPS FOR THE SELECTED BRAZILIAN WORKS**

13.1 The PRODUCERS of the selected BRAZILIAN WORK must send, up to two weeks after being notified of the selection, via e-mail on [festivalecra@gmail.com](mailto:festivalecra@gmail.com):

- a) a video file of the BRAZILIAN WORK in .H264 format – if applicable;
- b) dialogue list – if applicable – of the BRAZILIAN WORK, preferably in English or Portuguese if that's the WORK's original language, in .DOC or .SRT format, for the purposes of subtitling and closed-caption;
- c) summary, technical information, cast, technical sheet, script and filmography of the director(s), in .DOC or .PDF format;
- d) promotional material of the BRAZILIAN WORK for marketing and press purposes: at least three images of the ARTWORK and 1 picture of the director, in .JPG or .PNG file with the image quality of at least 300dpi or 2MB properly identified and credited;

13.2 The submission of the INSTALLATION, if accepted, implies the acceptance of the following without the need for any compensation:

- a) its projection and exhibition at the spaces and venues associated with FESTIVAL ECRÃ, such as Cinemateca do MAM-RJ and Sesc-RJ facilities and online streaming;
- b) its projection and exhibition in events related to the FESTIVAL or organized by/in collaboration with FESTIVAL ECRÃ for two months;
- c) the right to post the promotional material related to the WORK (including plot, cast, photos, trailers, and so on) on the FESTIVAL's website [www.festivalecra.com.br](http://www.festivalecra.com.br) and other websites, magazines, etc.

13.3 FESTIVAL ECRÃ commits to provide the necessary space for the proposal, supporting its assembling and disassembling;

## **VII – COMMITMENTS AND RESPONSIBILITIES**

### **14. THE COMMITMENTS AND RESPONSIBILITIES**

14.1 A Applicant commits to the following:

- a) To send the marketing material;
- b) To concede to FESTIVAL ECRÃ the right to use the image of the WORK and photographs for marketing purposes;
- c) To sign the term of Authorization and Declaration (sent via e-mail at the moment of selection confirmation).

14.2 FESTIVAL ECRÃ commits to the following:

- a) To post at [www.festivalecra.com.br](http://www.festivalecra.com.br) the selection results;
- b) To publicize to press organizations (via press-releases) and on digital mediums;
- c) FESTIVAL ECRÃ won't be held accountable for eventual damage inflicted on the ARTWORKS and spaces.

## 15. THE ACCEPTANCE OF THESE TERMS

15.1 The Applicant with submitted work on FESTIVAL ECRÃ, according to this Guide must be creator or co-creator of the ARTWORK and/or possess the moral and material rights associated to it, as well as the moral and material rights associated to the Project and any technical documentation of the WORK, committing to respecting integrally the rights of intellectual property of others and responding fully and with exclusivity for any violation, losses and moral or material damage that may occur.

15.2 For the purpose of disclosing the selection result, the applicant with WORK submitted to FESTIVAL ECRÃ, authorizes the FESTIVAL, without charge, exclusively, temporarily, irrevocably, and irreversibly, with no restriction in terms of territory, quantity of samples, number of mediums, number of emissions, transmission and retransmissions, to share and use their name and the one of their WORK exclusively for the FESTIVAL's marketing purposes.

15.3 It will be the applicant's responsibility to attest the authorship of the ARTWORK, freeing the FESTIVAL of any responsibility concerning incoherencies on that matter.

15.4 The cases of lacking information will be decided by FESTIVAL ECRÃ Directors and Curators.

## VIII – FINAL CONSIDERATIONS

### 16. TIMETABLE

Submissions: from the 10th of February to the 10th of April 2020 (postponed until the end of April).

Results: between the 31<sup>th</sup> of April and 1<sup>st</sup> of June 2020.

FESTIVAL ECRÃ: from the 20<sup>th</sup> to the 30<sup>th</sup> of August, July 2020.

## **17. SERVICE CHANNEL**

17.1 Doubts about this Guide can be sent to electronic address [festivalecra@gmail.com](mailto:festivalecra@gmail.com) with DOUBTS as the e-mail subject.

17.2 Further information can be found on FESTIVAL ECRÃ's official website:  
[www.festivalecra.com.br](http://www.festivalecra.com.br)