



EUROPEAN
CIRCULAR
ONLINE
MUSEUM

EU COM ART CONTEST OVERVIEW



Comparative
Research
Network:



ART FOR
SOCIETY

ilSalone
deiRifiutati
COOPERATIVA SOCIALE



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EU COM ART CONTEST OVERVIEW



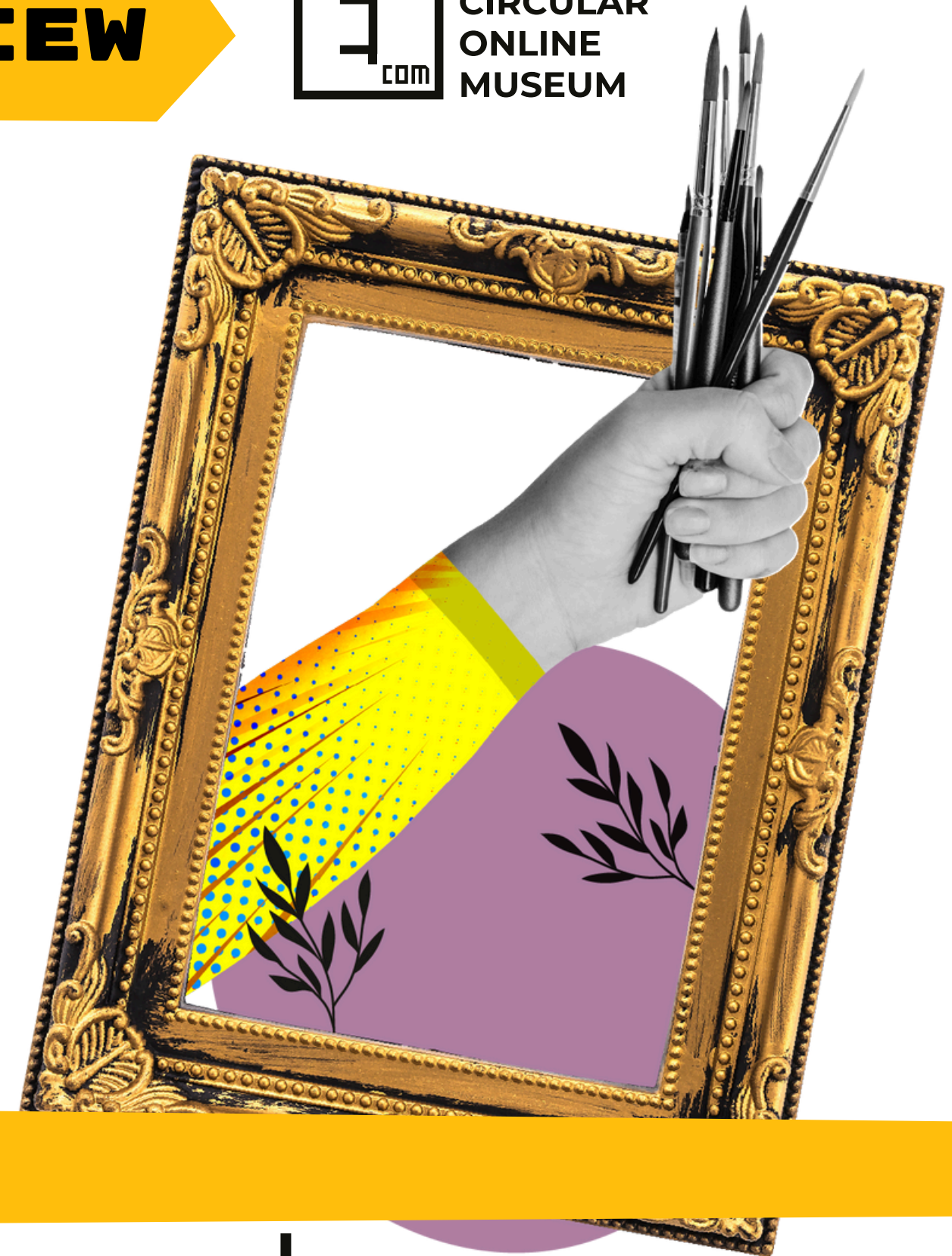
WHAT IS THE EU COM ART CONTEST

The EU COM ART CONTEST is an **international initiative** of the EU COM project.

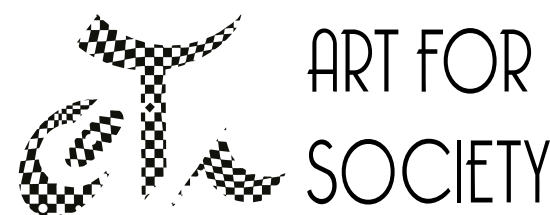
The contest opened for submissions on February 28, 2024, and closed on May 15, 2024.

It aimed to **foster networking among artists and designers, enhancing their visibility and skills** through transnational artistic exchange.

The contest focused on **upcycling art and circular lifestyle concepts**



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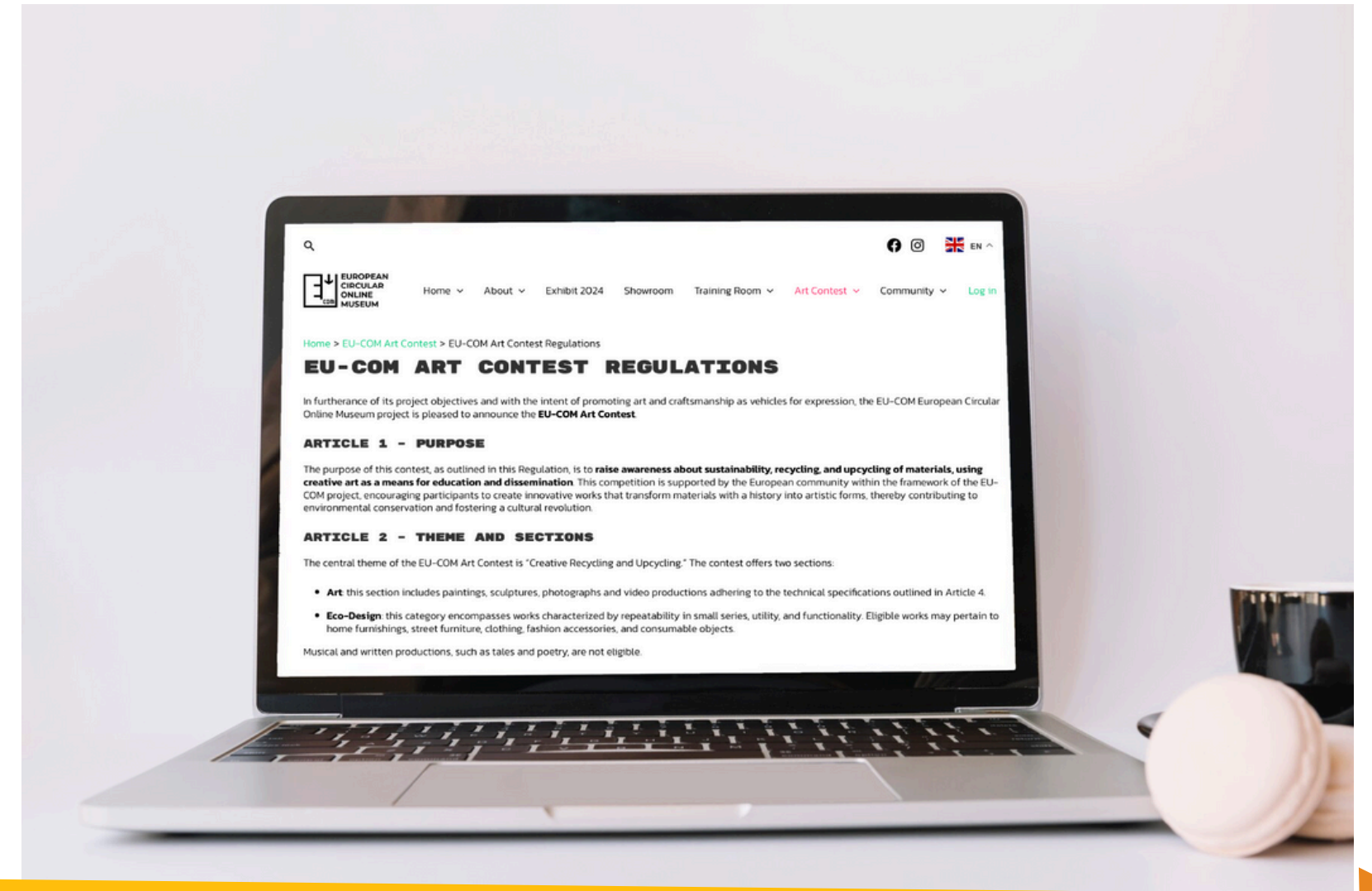


CONTEST CREATION

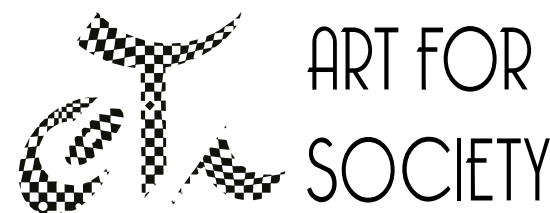
The contest was developed through several **phases**:

- **research** on regulations
- **drafting** initial guidelines
- partner **discussions**
- **finalization**
- **implementation** on the platform
- continuous **testing**

The regulations were carefully structured to ensure **inclusivity, transparency**, and compliance with intellectual **property rights and data protection** standards.



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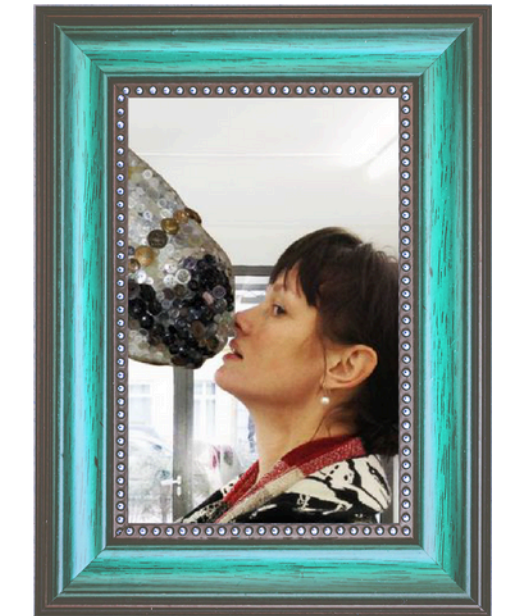


CHOOSING THE JURY

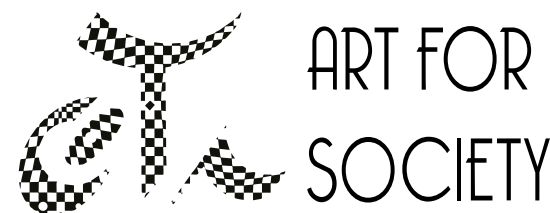
An **international jury of six experts** was selected, representing diverse fields such as **contemporary art, sustainability, and social engagement**.

The jury evaluation process followed a two-stage approach:

- national pre-selection
- final international jury evaluation



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HOW WE PROMOTED THE CONTEST

A comprehensive communication plan was implemented to maximize outreach.

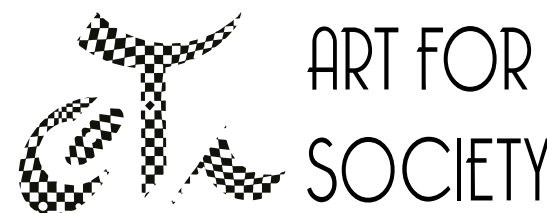
The strategy included targeted **social media campaigns**, dedicated **website content**, and **collaboration with partners** across Europe.

A strong **visual identity** was established, blending elements of pop art and creative recycling themes

EU COM ART CONTEST					
SOCIAL POSTS CALENDAR					
MAIN CONTENTS (what we want to communicate)	MAIN OBJECTIVE	N. OF POSTS	n.1	n.2	n.3
1 We are organizing an international contest	Create curiosity about the contest before opening	3	Announce the contest call coming soon	Announce the contest call coming soon	Announce the contest call coming soon
2 Official contest opening	Launch of the contest with official links, communicate channels info	2	Communicate official opening and main objective of the contest, invite people to go to the website	Communicate official opening and main objective of the contest, invite people to go to the website	
3 Talk to different targets	Involve all targets using a specific visual language and text to promote subscriptions and raise their curiosity	3	Talk to upcycling/recycling artists	Talk to eco designers and nature friendly creatives	Talk to teams Assoc with sustainable and inclusive productions
4 How to subscribe	Make subscription easy and give people clear informations	3	Provide info about how to subscribe	Provide info about how to subscribe	Provide info about how to subscribe
5 Introduce jury composition	Present jury members to create interest and involve jurors communities	6	French juror Paul Ardenne	Italian juror Simona Spinella	German juror Julia Theek
6 Winners /prices	Raise the will to participate to giving the prize, using effective way to communicate it	3	Italian juror Sara Stoffi	German juror Kamila Franz	French juror Kata Keresztely
7 Last Call - Postpone deadline	Communicate timing and extension of the deadline (all White:?)	3	Winners will attend an Art Residency and a transnational training: create a content about it	Winners will attend an Art Residency and a transnational training: create a content about it	Winners will attend an Art Residency and a transnational training: create a content about it

CONTEST POSTS CALENDAR - Official EU COM social pages: Facebook and Instagram							
2024	MON	TUE _ Crn	WED	THU _ Cota	FRI	SAT _ Salone	SUN _ Salone
FEBRUARY 24		13 FEB Training post	14 FEB	15 FEB Training post	16 FEB	17 FEB Training post	18 FEB
	19 FEB	20 FEB Announce the contest call coming soon	21 FEB	22 FEB Announce the contest call coming soon	23 FEB	24 FEB Announce the contest call coming soon	25 FEB
MARCH 24	26 FEB	27 FEB after training post Crn	28 FEB Official contest opening - Salone	29 FEB	1 MAR Official contest opening - Salone	2 MAR after training post Salone	3 MAR
	4 MAR	5 MAR n.1 involve upcycling artists in your text	6 MAR	7 MAR n.2 involve eco designers and artisans in your text	8 MAR	9 MAR n.3 involve social realities in your text	10 MAR
	11 MAR	12 MAR n.1 how to subscribe	13 MAR	14 MAR n.2 how to subscribe	15 MAR after training post Cota	16 MAR n.3 how to subscribe	17 MAR
FIRST CONTEST PAID CAMPAIGN 20/26 - MARCH	18 MAR	19 MAR	20 MAR	21 MAR	22 MAR	23 MAR	24 MAR
	25 MAR	26 MAR	27 MAR	28 MAR n.1 introduce Paul Ardenne	29 MAR	29 MAR	30 MAR n.2 introduce Simona Spinella
APRIL 24		TUE _ CRN		THU _ COTA		SAT _ Salone	
	1 APR	2 APR n.3 Introduce Julia Theek	3 APR	4 APR	5 APR	6 APR n.4 Introduce Sara Stoffi	7 APR
	8 APR	9 APR n.5 Introduce Kamila Franz	10 APR	11 APR n.6 Introduce Kata Keresztely	12 APR	13 APR	14 APR
	15 APR	16 APR n.1 Communicate prize: Art residency in France	17 APR	18 APR n.2 Communicate prize: Art residency in Italy	19 APR	20 APR n.3 Communicate prize: Art residency in Germany	21 APR
SECOND CONTEST PAID CAMPAIGN 24/30 APRIL	22 APR	23 APR	24 APR	25 APR	26 APR	27 APR	28 APR
	29 APR	30 APR	1 MAY	2 MAY	3 MAY	4 MAY n.1 Extra days to subscribe	5 MAY
	6 MAY	7 MAY n.2 last call - extra days to subscribe	8 MAY	9 MAY	10 MAY	11 MAY	12 MAY
	13 MAY	14 MAY n.3 Last post	15 MAY	16 MAY (Salone)			

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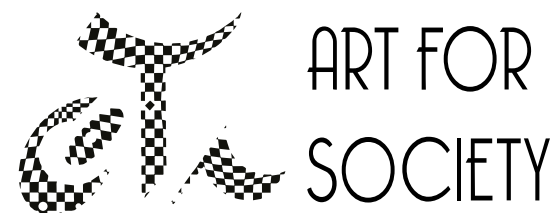
JOINING THE CONTEST

The contest adopted an **online registration system** to facilitate participation and ensure accessibility.

A **user-friendly form** was developed, and continuous support was provided through **email, social media, and in-person assistance** to help participants with varying digital literacy levels.



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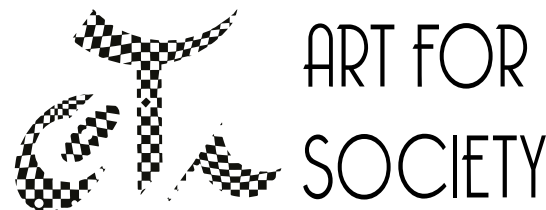
CHALLENGES AND SOLUTIONS

Throughout the contest, significant challenges such as **digital accessibility, file format issues**, and **deadline** extensions were addressed.

The team provided **ongoing technical support** and adapted processes **to facilitate participation and accessibility**.



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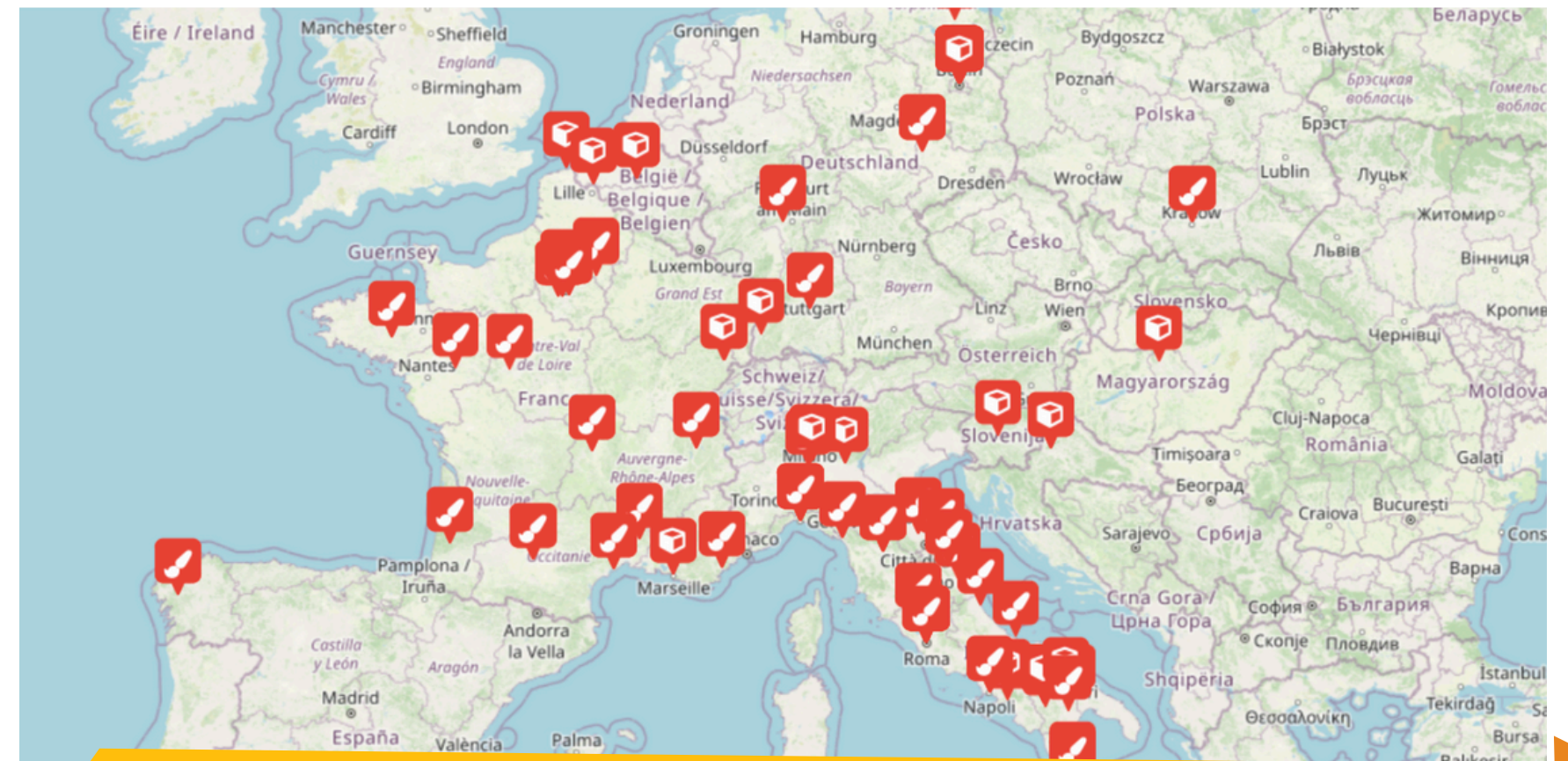


CONTEST PARTICIPATION

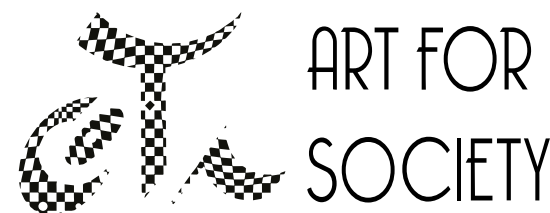
A total of **100 participants** from **10 different European countries** joined the contest in both Art Category and Eco-Design category.

Participants were **between 20 and 60 years old** from **52 European cities**.

The participants included both **professional artists and beginners**, demonstrating that the contest was open and accessible to everyone interested in upcycling and eco-friendly design.



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THE WINNERS

In July 2024 the jury selected **15 winners**.

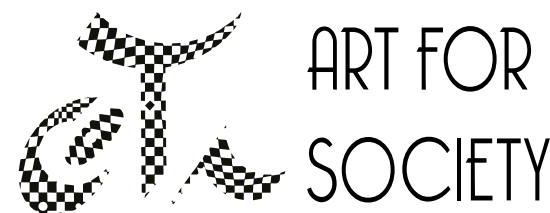
These talented artists and designers were chosen based on their **creativity, social engagement** and their ability to **use recycled materials in innovative ways**.

As a reward, they had the opportunity to participate in an **international artistic residency**.

The selected works are all exhibited in a special section on the platform called **Exhibit 2024**.



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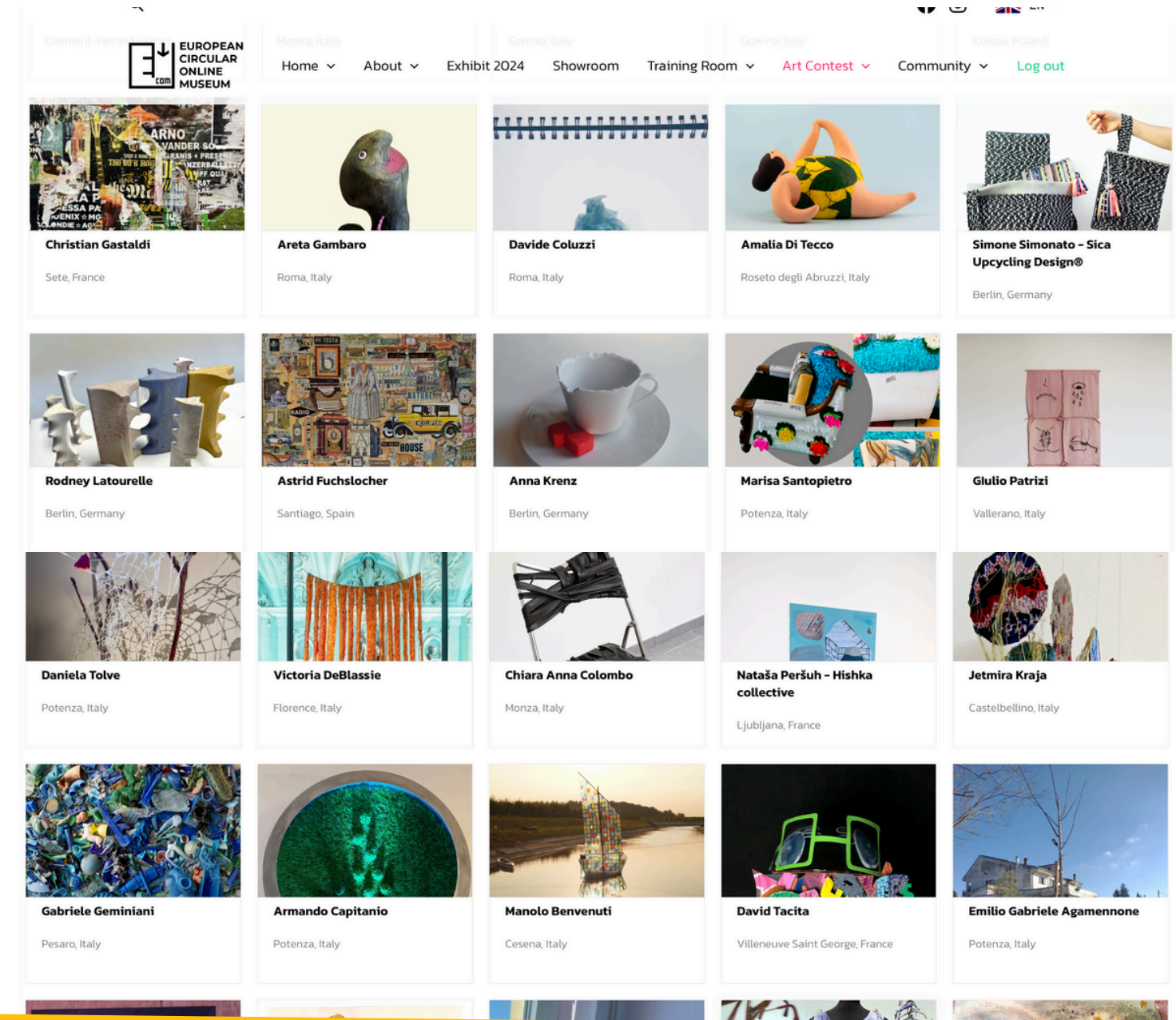
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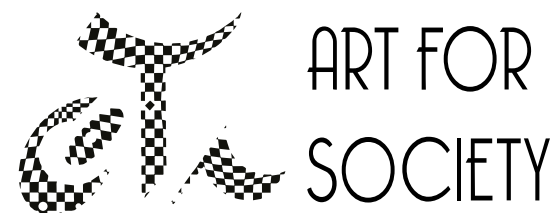
OUTCOMES AND IMPACT

The contest successfully engaged a **wide audience**, contributing to **community building** and raising **awareness** and interest about upcycling art and design.

It also helped create a **digital resource of artistic works** and fostered collaboration among artists and designers across Europe.



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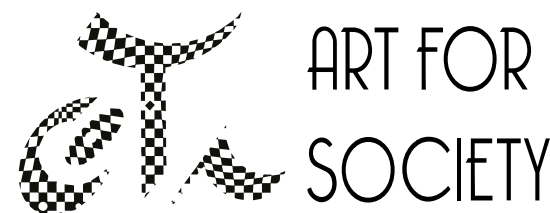
WHAT ' S NEXT?

Building on the success of the EU COM ART CONTEST 2024, **future editions** that we hope to offer aim to

- **expand participation**
- **improve the digital platform**
- further **promote sustainability and circularity** through art and design



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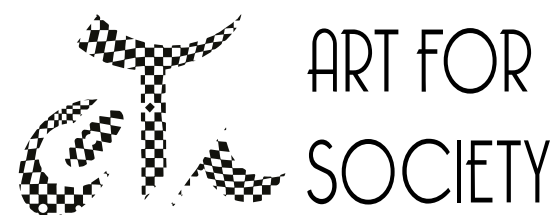
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WINNING ARTWORKS



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UPSOLUT



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MATERIAL:
meter sticks
*The “dynamic”
aspect of the
measuring tape,
which can be folded
or extended, makes
this lamp adaptable
to various spaces,
funny and hypnotic.*

NADJA MONNET

THE STALLING MOOSE, OR TALK TO ME

MATERIAL: **magnetic tape**

*A symbolic creation,
crafted with ancient
and familiar manual
expertise, a warning
against the danger
on the animals and
the planned
obsolescence of
digital devices*



OLA LEWIN

**NOT SO LONG AGO,
NOT SO FAR AWAY**



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MATERIAL: tea bags

Portraits of people with whom the artist drank a tea, printed on the used tea bags: an installation to crystallize the precious time dedicated to relationships

KAMA JACKOWSKA

RECLAIMING SPACES



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MATERIAL:
mixed reused materials

Engaging children in the co-design and executive process of furniture raises awareness about environmental issues and fosters a responsible, creative relationship with materials.

REBEKA MAJNAR



MATERIAL: **plastic nets**

Elegant 3D embroidered installations of re-plastic yarn, evoking underwater worlds. A special material sublimation, the aestheticization of waste.

LAURENCE AELLION

THE SHADOW OF SITARANE



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MATERIAL: **second-hand fabrics painting**
Textile painting that celebrates the material's flatness. A synesthetic comic to caress, between the intimacy and iconic distance.

LAURA BLANCHE

CASCADING CITRUS



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MATERIAL : **tanned orange peels**

An organic cascades fuses ancient food processing wisdom with innovation, challenging more equitable markets. The careful process evokes ritualistic scenes but also visionary sustainable solutions for new materials.

VICTORIA DEBLASSIE

ELÉNA

MATERIAL: **PET bottles**

A collective operation inspired by fishermen's boats. It highlights marine environmental issues and evokes dreamlike scenarios of childhood.

MANOLO BENVENUTI

NATURAL SEAT



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MATERIAL: **wood from fallen trees**

The deep connection of the artist with nature is reflected in this site-specific object combining aesthetics and functionality. The project's essential lines shape an individual reflection that invites participation.

GABRIELE AGAMENNONE

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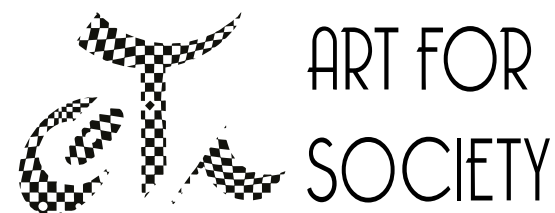


Thank you all for helping us grow the project and the EU COM community!

WE HOPE TO HAVE YOU ONBOARD FOR THE NEXT EDITIONS!



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