



AdbA Art Deco Buenos Aires Argentina America - ACAPA Civil Association Art Heritage Action, non-profit Association, which protects defends, promotes and disseminates Art Deco Heritage in Argentina and America and collaborates in its objectives with teacher training and Art for the Peace in all its manifestation



## HERITAGE SOLIDARIT Y ACTION VOLUNTARY DONATION

### 5<sup>th</sup> Edition 2020 International Photography Competition the Art Deco and Modern Movement from Argentina, America and the World



It is a real pleasure for **AdbA Art Deco Argentina América - ACAPA** to resume its activities in the face of the emergency that the pandemic imposed without prior notice, and due to the particularity of the situation, to encourage to keep the spirit active through the: **5th Edition of the AdbA Art Deco and Rationalism International Photo Contest, which is institutionally sponsored by: the SCA Central Society of Architects, European Club, National Commission of Monuments and Historic Sites, Strategic Planning Council of the Autonomous City of Buenos Aires, Latin American Design Association ALADI, Chamber of Jewelers and Watchmakers of Buenos Aires, among others.**

We look forward to awaken the interest of many participants in all countries around the world, without needing to leave their homes, being able to participate with photographs from their own archives that have not taken part in previous contests and with new modalities, which can be seen below, in the bases.

Since its inception, this competition had the objective of rescuing the hidden heritage in our cities, and collaborating with a charitable purpose, receiving the name: **"HERITAGE SOLIDARITY ACTION"**

Since the year 2014 and for four consecutive Editions, it has achieved that many art deco lovers of the world "help us to help", accepting to auction their photographs for the benefit of the Association of Professionals of the Pedro Elizalde Children's Hospital "La Casa Cuna". This non-profit civil entity has the purpose of contributing to the provision of the Pediatric General Hospital of Pedro de Elizalde for the assistance of the pediatric patient. One of the oldest Hospitals in América and first of its kind, founded as Casa de Niños Expositos. It gave shelter to many orphan children, among them the Master of Art Deco painting of Buenos Aires and La Boca: **Don Benito Quinquela Martín.**

Currently, with its own human and technological resources and free of charge, the Hospital assists more than 500,000 children per year, fulfilling the high and medium complexity care needs of the City of Buenos Aires and the Metropolitan area, providing assistance to low-income patients from all over the country and from America. For this reason, it is our intention that this 5th Edition 2020 expands the charity actions of this Competition, to thank the valuable work that the medical professionals and researchers of the Hospital Elizalde carry out. For this we invite you to collaborate with a

**VOLUNTARY DONATION** <http://www.artdecoargentina.com.ar/concurso.html>

- Donation Donation U \$ S 5 .-
- Donation Donation U \$ S 10, -
- Donation Donation + of U \$ S 10.-

**NOTE: The names of the donors will remain forever as gratitude and a reminder, on a plaque that will be located at the Pedro e Elizalde Children's Hospital.**

## THE COMPETITION RULES AND SCHEDULE ARE AS FOLLOWS:

Free OF CHARRGE <http://www.artdecoargentina.com.ar/concurso.html>

### SCHEDULE

Opening: May 1st

Registration: until August 30<sup>th</sup>

First round of inquiries: until June 7<sup>th</sup>

Answers to first round of inquiries: July 14<sup>th</sup>

Second round of inquiries: until August 7<sup>th</sup>

Answers to second round of inquiries: until August 14<sup>th</sup>

Submissions until: September 30<sup>th</sup> at 12 p.m.

**Publication first selection, for public vote on Facebook October 1<sup>st</sup>**

Public vote until: October 24<sup>th</sup> at 10 p.m.

Announcement of award winning photographs: October 30<sup>th</sup>

Awards ceremony, charity auction and raffle in person, in October during the ART DECO WEEK Buenos Aires 2020, in the Auditorium of the Pedro de Elizalde Children's Hospital LA CASA CUNA, located at Av. Montes de Oca 40, C1270 AAN, Buenos Aires, subject to health security measures. If not possible, it will be done virtually. The results will be announced on our networks

### PARTICIPANTS

In this edition, we are having some new awards categories hoping to arouse the interest of new competitors from all over the world. Everyone interested in heritage, including professionals in architecture, engineering, design and photography, as well as Argentine and foreign amateurs, residents in the country or abroad, older than 16 years of age may submit works to this contest.

Members of the association organizing the competition and jurors cannot take part.

### COMPETITION CALL AND AIMS

**AdbA Art Deco Buenos Aires Argentina – ACAPA**, non-profit Civil Association, member of the International Coalition of Art Deco Societies (ICADS), is pleased to invite professionals in architecture, engineering, design and photography, as well as amateurs interested in arts and heritage, to 5th international Photo Competition of World Art Deco and Modern Movement Heritage.

From its beginnings, this Competition had the objective of rescuing the hidden heritage in our cities and uniting us through a common language. As well as collaborating for a charitable purpose, receiving for this reason the name: "PATRIMONIO ACCION SOLIDARIA" / "SOLIDARITY ACTION HERITAGE"

A project in benefit of the Association of Professionals of the Pedro Elizalde Children's Hospital "La Casa Cuna", the first of its kind in America, which has established this solidarity action as a tradition and has had the support of friends, family, and the following auspices since its creation: Association of Professionals Ap Elizalde La Casa Cuna; ACA Argentinian Automobile Club, (AMSCA) Mutual Association Central Society of Architects Juan Antonio Sarachaga and team Ministry of Culture of the City of Buenos Aires, the Legislature of the City of Buenos Aires, the National Commission for Monuments and Historic Sites, the National Secretary of Tourism, the Secretary of Culture of the city of Mendoza, the province of Mendoza Tourism Authority, the San Juan City Government; San Telmo Antique Dealers and Friends Association, UP Palermo University Faculty of Design and Communication and Faculty of Architecture; SCA Central Society of Architects, DArA Associated Argentine Interior Designers, San Juan College of Architects, San Juan Society of Architects, Mendoza College of Architects, Birmingham University, Faculty of Architecture and Urbanism - Buenos Aires University Javier Garcia Cano Chair; IDEA USAC- Advanced Studies Institute, Chile; Argentine General Council in Miami, Argentine General Council in New York Habitat Magazine, D&D in Argentina Magazine, Regina Australe Puerto Madryn -Patagonia Argentina, Global Business Consulting, the cities of Alberti, Salliqueló, Guamini, Balcarce, Tornquist, Laprida, Tandil, Azul, Olavarría, Saldungaray, Rauch, Adolfo Alsina, Saavedra, Pigüé, Pringles, all in the province of Buenos Aires, Mathematics Chair, Faculty of Architecture La Plata University. Instituto Federal de Goiañia Brasil (IFG); in Canada Art Deco Society of Montreal; University of Design of Montevideo Uruguay; UNESCO Cuba Heritage Chair, Cuba Museum of Decorative Art, Cuba Art Deco Society, Havana Art Deco, Cuba College of Architects and Engineers; University of Birmingham England Latin American Design Association, Association (ALADI).; International Council of Monuments and Sites (ICOMOS).

## 1. AIM

The main aim of this competition is to highlight, rediscover and bring into focus Art Deco and Modern Movement architecture, interior design, art, ornamentation, monuments, furniture and objects that remain hidden in the world cities ; their details and importance in the making of built and tangible heritage.

The competition seeks to explore whatever remains of these two branches of twentieth century avantgardes, developed between the two World Wars. Both, one as a stylistic attitude and the other centered on design, were often closely combined to compose designs and works of great richness and complexity.

Thus, these cultural assets ranging from decorative objects, fashion, gastronomy, bi-dimensional graphics, memorials and large pieces of infrastructure which are identified with the heritage of international modernity but also with regional identities inspired by academic and vernacular, artisan and industrial, and artistic and scientific influences, are the object of this competition.

## 2. SUBJECT

This competition subject are buildings, banks, houses, hospitals, warehouses, buildings for worship, schools, houses, silos, industrial architecture, bridges, vaults, pantheons, porticos, parks, squares, monuments and monuments especially dedicated to the Grail. Jose de San Martin, places, corners, details, urban facilities, lighting, sculptures, a bench with bars, reliefs (bas-reliefs and on reliefs), works of art, furniture, interiors and also fashion, jewelry, gastronomy and everything that contributes to building the spirit of Art Deco and Rationalism in the cities of the world.

Examples in Argentina, America and the rest of the world some examples: Parisian Arcade, Art Deco shopping passage, Budapest, Hungary; Heredia Theater, cultural symbol of Cartagena de Indias, now Adolfo Mejías Teatro (Colombia); City Hall Cinema (Peru) Aldred Building - Plaza de Armas – Vieux- Montreal (Canada); Fausto Cinema on Prado and Colon Street in the Historic Center and the América Theater on Galiano Street, in Havana (Cuba); Fokas stores, Venezelos street and the Pavilion of the Electric Society of Athens and Pirée (Greece). All buildings in the Miami Art Deco District, from Collins Avenue to Ocean Drive - registered in the National Registry of Historic Cities of Miami; Carbide y Carbón Buildings, in Chicago; American Radiator Building, New York (USA); Museum Torres García, Plaza Matriz, Building Alonso, Palacio Piria, Building Artigas, Garage Rincón, Plaza Zabala, Building Mc Lean, Building Vignale, Hotel Don, Aduana Arq. Jorge Herrán, Building Lapido Arquitectos Juan Aubriot and Ricardo Valabrega, Placio Diaz y Tapie, among others in Montevideo (Uruguay); Turri Buildings, Guillermo Schneider Vergara Building, Vicuña Mackenna 58 Building Community, Chilean Writers Society Building (Almirante Simpson 7) with Art Deco elements by the Architect Julio Machicao, Santa Lucia Building - The Ship - Sergio Larraín Gracia Moreno y Jorge Arteaga, Merced 84 - La Gárgola - Arch. L. Kulczewski, Alameda 295 Residential Building by Ricardo Larraín Bravo and also Nuñoa National Stadium (Chile) Cristo Redentor, Rio de Janeiro (Brazil); Tel Aviv the Bauhaus City (Israel); Morocco, Maghreb White House, Morocco (Africa); Soona Mahal building in Mumbai India; **among other diverse examples that the participant will be able to discover and propose.**

The record of simple examples that enrich the rural and urban atmosphere, such as houses, businesses, cemetery pantheons, banks, schools, apartment buildings, infrastructures: bridges, water tanks, butts, decorative floors, fountains, sculptures, porches and decorative details; as well as furniture and art objects, will also be valued.

Historical photographs of your own research or family files will also be accepted as a new “**stimulus category**”, mentioning the origin and authorship of the same, if they are not the responsibility of the participant. We encourage you to send photos from your files without leaving your home and with any photographic means or technique.

## 3. PARTICIPANTS

Everyone interested in heritage, including professionals in architecture, engineering, design and photography, as well as Argentine and foreign amateurs, residents in the country or abroad, older than 16 years of age may submit works to this contest. Members of the association organizing the competition and jurors, as well as their associates or relatives, are not allowed to send submissions.

## 4. COMPETITION OPENING AND CLOSING DATES.

Photographs may be submitted between May 1st and August 30th Through AdbA's web site:  
<http://www.artdecoargentina.com.ar/concurso.html> -

The evaluation of the competition will be held in two stages. First, a pre-selection phase in which the jury will select the pre-finalists. This decision will be unappeable and published on AdbA's Facebook: <https://www.facebook.com/AdbA.Argentina> on September 1<sup>st</sup>.

The Advisor will announce and ask the selected photos' authors to send via email their shots in high resolution. The selected photographs will be posted on AdbA's Facebook page for the public vote until October 30<sup>th</sup>.

Prize winners will be notified by email and will be awarded their prizes during the exhibition to be hold in October in the Children's Hospital Auditorium, alongside with the auctioning of those photographs which have been expressly authorized to be

included. If it is not possible to assist personally, both actions will be carried out virtually through the AdbA page: [www.tiendaadba.com.ar](http://www.tiendaadba.com.ar)

This is subjected to the development of the COVID 19 pandemic that we are going through as well as to government regulations regarding the holding of meetings and mandatory social distancing regulations. In the case of not being able to carry it out in person the auction will be performed virtually through the AdbA page: [www.tiendaadba.com.ar](http://www.tiendaadba.com.ar)

## **5. SUBMISSION FORMAT.**

The images should be uploaded for their judgment, to the AdbA website in JPG with their greater side of 1000 pix.

If chosen for the final voting, the authors will be asked to send them in digital version in black and white or color, with any photographic technique in the JPG or TIFF format with a resolution of 300 dpi, and a maximum weight of 2 MB, inside a canvas or 45 cm x 60 cm digital canvas to the email [adbainscripciones4@gmail.com](mailto:adbainscripciones4@gmail.com)

Each photo must be sent separately; the maximum number of shots allowed per participant is four.

Photos must be direct shots, not intervened by any kind of digital resources such as photomontage, except for digital processing and edition to erase any element that may hinder the absolute and clear understanding of the take.

Images must be originals and must not have participated in previous editions of this competition. In all cases the author must provide references of the site and location of the photographs and the overall context in which the photographs were taken, following the instructions' form, on submitting them to <http://www.artdecoargentina.com.ar/concurso.html>

Historical photographs from your own research or family files will also be accepted as a new stimulus category.

Together with the photographs must come the form published on our website with all the data required, including first name, surname and ID number of the author.

Form to be completed on submitting the photographs - Details of the work and the author:.

1. First and last name of participant
2. ID number
3. Date of birth
4. Nationality
5. City and country
6. E-mail address
7. Facebook
8. Twitter
9. Telephone number
10. Identification of the photograph (geographic location and/or address, name of the building or site, author/builder, year of building)
11. Caption or title of the photograph
12. I agree (or not) to send my photograph to auction as a charity for the Children's Hospital former Casa Cuna

## **6. NUMBER OF SUBMISSIONS PER PARTICIPANT.**

Each author may submit up to 4 (four) photographs. In case of being photographs of a close-up or a detail, we ask you to send, together with your information, and to the email [adbainscripciones4@gmail.com](mailto:adbainscripciones4@gmail.com), a photograph of the complete heritage (piece of furniture, building, etc), from where it was obtained. Optionally, you can also include a video of maximum 30 seconds, in horizontal format, for a better comprehension and possible diffusion. This is complementary and non-exclusive.

## **7. AFFIDAVIT OF AUTHORSHIP.**

Each author must be responsible and confirm that the photographs are their sole responsibility. In the case of the stimulus category for historical photographs, refer to the source and / or author. The organizer is not responsible for the rights or tariffs established in relation to the modalities of the works presented. It is the absolute responsibility of the participants

## **8. INQUIRIES**

Inquiries may be directed to the contest advisory, to: [adbainscripciones4@gmail.com](mailto:adbainscripciones4@gmail.com), with the subject: "ConcursoAdbA2020". The answers will be posted on <https://www.Facebook.com/AdbA.Argentina>

## 9-DELIVERY AND RECEPTION OF THE WORKS

The photographs will be received through the site [http://www.artdecoargentina.com.ar/concurso\\_2020.html](http://www.artdecoargentina.com.ar/concurso_2020.html). Until August 30th, 2020 at 00:00. The jury will select the works, and its result will be unappealable. Once the photos have been selected, the Contest consultancy will request their digital submission in higher resolution through the email [adbainsripciones4@gmail.com](mailto:adbainsripciones4@gmail.com). The selected works will be exhibited from September 1, 2020 and until October 1, 2020 at midnight, on the AdbA Facebook website for public voting. **The public vote constitutes a stimulus prize and does not influence the jury's vote.**

## 10. INTERNATIONAL JURIES INVITED TO PARTICIPATE:

International Juries invited: The invited jury o participate voluntarily this is integrated in this opportunity by: Dr Javier Indart Medical Director of the Pedro de Elizalde Children's General Hospital, President of the Association of Professionals of the Pedro de Elizalde Children's Hospital Dr. Victor Pawluk; Sandra Cohen Rose President of Art Deco Montreal, Dra. Carolina Magaña Fajardo Academic Coordinator of Culture, Research Communication and Dissemination Faculty of Design Mexico; Mrs. Alicia Castillo Mena ICOMOS of Madrid Spain, Central Society of Architects SCA Arch. Darío López President; Aldo Sessa Photographer, Alejandro Leveratto Photographer; Commission of Museums, Monuments and Historic Sites, Teresa Anchorena; Arch. Mario Boscoboinik UBA Chair, UP Design and Communication Academic Body; National Museum of Decorative Art, Professor Mike Robinson Chair of Cultural Heritage Director University of Birmingham, England; Carmen Maria Ramos UNESCO Chair in Culture Tourism; Andrés Duprat Director of the National Museum of Fine Arts (Argentina), Andrea Guadalupe Vice President of Argentina at Mercosur Asean Chamber of Commerce MACC; Gustavo Lopez Coordinator Habana Deco Group Museum of Decorative Art El Vedado (Cuba); Arch Steve Pynes Miami Preservation Center; Maria Gravari Barbas Sorbonne University; Daphne Gurri President AIA Miami; Gladys Maria Collazo Usallan President Cultural Heritage Cuba National Council; Mayor of Ñuñoa Santiago de Chile; Historian Marta Canessa de Sanguinetti Uruguay Heritage, IFG Institute Federal de Goiañia Brasil, Camara de Joyeros y Relojeros de Buenos Aires, Maria Violeta Pereyra Director of the Argentine Mission in Luxor (Egypt), Amital Perry Attaché of the Public Diplomacy of the Embassy and Arch Claudia Waisbord - in charge of Academic Affairs Cultural Contributions and Technicians of the White City - Tel Aviv (Israel); Lic Enrique Vieytes Rector, Nueva Escuela de Diseño y Communication; Paolo Bergomi President ALADI Latin American Design Association (Argetina); Ricardo Ramón Jarne Art Critic CCE Cultural Center Spain Costa Rica; IFG Institute Federal de Goias Brasil, Chamber of Jewelers and Watchmakers of Buenos Aires AdbA Art Deco Buenos Aires Argentina America / ACAPA President Arch. Adriana Piastrellini.

## 11-AWARDS AND MENTIONS

The jury will evaluate both the documentary value, the unpublished value, and the expressive value that reflects the spirit of an era and its heritage significance. Historical photography is incorporated as a novelty and a new stimulus category. Can be a research work of his authorship or his family archive, that has not participated in any competition and allows us to reveal a valuable heritage (that made up the heritage of the time), although it has now been demolished. The prizes can be increased in the course of the call for contributions from the sponsors or donations.

A-First prize: U\$S 500, and the Facebook and AdbA website front photo for one year.

B- Second and third prize honorary, AdbA website scrolling front photo for one year.

C-Three Honorary Mentions with Diploma

D-Special Mentions: on Interior Design, Unknown Heritage, Elizalde Hospital, Monumental heritage, San Martinian Heritage, Corrientes Avenue Buenos Aires Art Deco Axis. Mention of the Inter- American Heritage, Mention Sculptural Heritage. All prizes and mentions shall have acquisition character.

E- All the honorary mentions the Jury considers suitable.

F- Incentive award: Beyond the awards given by the academic Jury, a Diploma will be awarded to the author of the photograph that receives more votes from the public on Facebook.

G-Tribute Mentions: These mentions were incorporated in honor of friends who passed away, leaving us passion for Art Deco. G1- **Tribute Mechita Salvatore** Mention "a tomar el te" (afternoon tea) mention. You can send photographs of elements used at tea time (porcelain, silverware, teapots).

G2/ **Tribute to Gustavo Pereira** CHRYSELEPHANTINE Mention: You can send photographs of this exquisite miniature sculptures (ivory and gold, ivory and bronze, ivory).

All prizes and mentions winners, and selected photograph, shall have acquisition character.

#### **12-EXHIBITION AND DISSEMINATION:**

The awarded photos will be exhibited on the AdbA official site and on the AdbA Art Deco Argentina Facebook page, and published on our networks and disseminated on the pages of our sponsors. They will be auctioned to benefit the Casa Cuna Children's Hospital in person in the Auditorium of the Casa Cuna Children's Hospital, in October at ART DECO WEEK. It is subject to the development of the COVID 19 pandemic that we are going through as well as to government regulations regarding the holding of meetings and mandatory social distancing regulations. If it not aut possible in person, the action will be performe virtually through the AdbA page: [www.tiendaadba.com.ar](http://www.tiendaadba.com.ar) .

#### **13-USE OF THE IMAGES:**

The organizer may establish with the awarded and selected works a bank of images for use in publications promoting and disseminating the AdbA Art Deco Argentina America heritage in any medium with mention of the author in each case.

#### **14. RESPONSIBILITY OF THE ORGANIZER**

Competition organizer commits to publish selected photographs for the final vote of the jury and the public and to publish the results. The jury's decision is final, unappealable and independent of the public vote.

#### **15. DONATION FOR CHARITY PURPOSE.**

Authors of awarded works are invited to collaborate with the CHILDREN'S HOSPITAL former CASA CUNA. With the express permission of the authors, their photographs may be included in a Charity Auction in person or virtually, in Argentina and / or the world. To this end, those interested in donating their photographs to the charity auction must give their conformity in the competition form.

Also, and in order to expand the solidarity actions of this Competition, all participants and the general public are invited to make a VOLUNTARY DONATION to benefit the Association of Doctors of the Pedro Elizalde La Casa Cuna Hospital, which will be used for scientific research and the purchase of necessary equipment and health supplies.

**VOLUNTARY DONATION** (See page) <http://www.artdecoargentina.com.ar/concurso.html>

- **Donation U \$ S 5.-**
- **Donation U \$ S 10, -**
- **Donation + of U \$ S 10.-**

**NOTE:** The names of the donors will remain forever as a gratitude and a reminder, on a plaque that will be located at the Pedro de Elizalde Children's Hospital agregam.

**Thank you very much!!!**

**Traducing Interpretation and translation Department AdbA - ACAPA:** Damian Ignacio Caceres – AdbA member