

# Hepburn Swiss Italian Festa

## FESTA 2020 ARTWORK PRIZE

The **Hepburn Swiss Italian Festa** is a four-day community festival that celebrates the enduring contribution of Swiss Italian migrants who came to the Daylesford/ Hepburn Springs region during the 1850s gold rushes. While the gold fields drew people from all parts of the world, it was the Swiss Italians who lead the fight to protect the springs and underground mineral waters that so define Victoria's Spa Country today.

The Festa, which ran for 25 years from 1993 to 2017, is returning to Hepburn Shire in October 2020. Each year, the Festa has featured an original artwork or design that has appeared on posters, programs and marketing materials to promote that year's event. This year, local artists, photographers and designers are invited to submit an original artwork in any medium that will become the face of Festa 2020.

With generous sponsorship support from the **Farmers Arms Hotel Daylesford**, the 2020 Festa Committee is delighted to announce a new prize for an original artwork selected to promote the 2020 Festa. In addition to the **Artwork Prize of \$1000**, the **Farmers Arms** will also subsidise the conversion of the winning artwork into posters, program booklets and online files, and host of the launch of the artwork and poster in mid 2020.

Our theme for Festa 2020 is "**It's who we are**" - focusing on the legacy that the Swiss Italian community built, and which underpins who we are today.

### Specifications

- The artwork can be in any medium, but must be suitable for use in both printed and electronic form for posters, program booklets, flyers, online and video production.
- The artwork must include, or make appropriate provision for the addition of:  
Event Name & Theme: Hepburn Swiss Italian Festa – It's who we are,  
Event Dates: 22 – 25 October 2020,  
Online Handles: website, Facebook & Instagram, and  
Logos for major sponsors.
- Background to the Swiss Italian Festa, and some examples of previous Festa posters/artwork, can be found at [swissitalianfesta.com](http://swissitalianfesta.com)
- Entries must be original artworks, created specifically for the 2020 Festa, and not have been displayed publicly elsewhere in any form.
- Ideally entries should be submitted electronically to [artprize@swissitalianfesta.com](mailto:artprize@swissitalianfesta.com), either directly or via emailing a link to a Dropbox, GoogleDrive or similar file-sharing service. For non-electronic entries, or further information, please email [artprize@swissitalianfesta.com](mailto:artprize@swissitalianfesta.com)
- The judging panel will be drawn from the **Swiss Italian Festa Committee** and representatives of the **Farmers Arms Daylesford**. The winning artwork may be exhibited at the **Art Suites**.
- Intellectual property and reproduction rights for the winning artwork will become the property of the Swiss Italian Festa Inc, with the artist being credited at all times.

**The closing date for competition entries is 5.00pm Friday 27 March 2020.**