

# DIGITAL ARTIST CONTEST

MONACO YACHT SHOW 2021



Rossinavi is launching a contest in a call out to **Photoshop artists**.

Each artist will be asked to choose a media pack (futuristic, sportive, lifestyle) that will determine the theme of their work. Within that pack the artist will find some photos that they are free to choose and modify, using photoshop or other digital tools. The participating artists will be completely free to interpret the themes according to their own artistic vision.

**7 of the best digital artworks** will be printed, framed and showcased on board of Rossinavi's 70 meters superyacht, Polaris, that will be presented during the Monaco Yacht Show from 22 to 25 September 2021. The jury will be composed of leading experts in the field, professionals from outside the sector, journalists and visual artists.

## THE CRITERIA THAT THE JURY WILL FOLLOW FOR THE EVALUATION OF THE WORKS WILL RESPECT THE FOLLOWING PARAMETERS:

- Interpretation and clarity of the theme for the viewer
- Creativity and originality of the depicted theme
- Quality of artistic composition and overall design based on the theme
- Overall impression of the art

Rossinavi will give the winning artist the opportunity to showcase their art on board of Polaris, and will also use the artwork for their social media campaigns via the brand's social channels (over 30K followers on IG). In addition to this, the winners will receive a VIP pass to access the MYS, and will be given a tour of Polaris by **Federico Rossi**, Rossinavi's Chief Operating Officer (COO).