

Sirmione Award for the Photography, 16th Edition, 2025

SIRMIONE 10% PHOTO MARATHON

20th July 2025

The date of the competition may be changed by the organisation

Art. 1

Sirmione Award for the Photography

The Municipality of Sirmione promotes the Sirmione Award for the Photography, 16th Edition, dedicated to Sirmione and the Garda Lake and organizes the:

SIRMIONE 10% PHOTO MARATHON

Art. 2

Participation

The contest is open to everyone, except for the Administrators and the employees of the Municipality of Sirmione, jurors and their families

Art. 3

Procedures of registration and execution

The registration and the participation at the Award can be only executed following the procedures provided on the websites www.visitsirmione.com and sirmionefotografia.it

Art. 4

Registration costs

Registration is free of charge.

Art. 5

Procedures

The 10% Photo Marathon is a competition for digital photographs that will take place on Sunday 20th July 2025 in Sirmione (BS) from 7:30 to 8:30 a.m.; the meeting point will be at 7:00 a.m. in Piazza Carducci.

Participants will have one hour to interpret the theme assigned by the panel of judges, which will be announced at 7:00 am. As well as the theme, the panel may specify any characteristics that the photographs in the competition must have (e.g. colour or black and white, proportions and/or other).

Any pictures taken with digital equipment (SLR cameras, compact cameras and mobile phones) are allowed in the 10% Photo Marathon.

Participants can only submit one photograph for the assigned theme, by the deadline, and must register on the website www.sirmionefotografia.it, participate in the 10% Photo Marathon (registration is free of charge) and follow the instructions for uploading their photographs.

The panel of judges reserves the right to change the number of themes and photographs to be submitted. These changes may also be announced on the day of the 10% Photo Marathon.

The pictures submitted for the competition must be taken exclusively during the 10% Photo Marathon, i.e. on the day and at the times when the marathon is taking place, otherwise they will be excluded from the competition.

Art. 6



Themes

The organisers will communicate the themes on the day of the competition.

Art. 7

Technical features of the photos

The photographs sent must be exclusively in JPG format.

The dimensions of the photographs (number of pixels on both sides) must be the maximum permitted by the camera used (without reductions or scaling) and be complete with all the original EXIF data of the shot, under penalty of exclusion from the competition.

The images mustn't contain white borders, signatures or recognizable logos, name of the participant written in digital watermark, signature on the photo or any other univocal sign of identifications.

The Jury will accept images optimized and personalized according to the taste and style of the author but not distorted compared to the original appearance at the time of shooting.

In no case will images be accepted in which key elements of the composition have been added or removed or obtained from consistent cuttings of larger shots, as well as photocompositions, photomontages, double exposures not obtained directly during shooting or in any case processing heavily influencing the appearance and content of the images.

Specifically, are allowed:

- colour to black-and-white conversion;
- tones adjustment (high lights and shadows, hardness and softness);
- adjustment of sharpness, brightness, contrast and saturation;
- adjustment of the color profile used;
- straightening of the horizon;
- the use of filters physically placed in front of the camera (polarizers, cross-screen, soft focus and similar)
- the use of "digital filters" contained in the most popular image processing software available to the public, to vary the color tones of the images, give color casts, imitation effects of chemical images or other similar ones.
- particular techniques, such as Tilt&Shift, Dragan effect, HDR, Focus Stacking etc.

Tools based on generative AI models that introduce new functions to enlarge, enhance, insert unrealistic elements into images are not allowed.

Each participant must keep the originals of the shots, whether in Raw or JPG format, which the Jury reserves the right to request viewing; failure to produce the original will result in exclusion from the competition.

The Jury will have the right to reject any image that has been, in its sole discretion, overly retouched to the detriment of the integrity of the content and meaning of the original image.

Art. 8

Photographies' delivery

Each author can participate by sending only one photograph for the assigned theme.

Photographs must be submitted in digital format by 11:59 p.m. on Monday 21st July 2025, according to the instructions indicated on the websites www.visitsirmione.com and sirmionefotografia.it.

Art. 9

Copyright

For each work sent for the participation at the Award, the candidate must declare under his own responsibility:

- that he is the real author of the work and that he has all the rights relating to it.
- that the work doesn't betray any right of a third party and doesn't violate any current regulation.
- moreover, he declares and guarantees that he is the holder of each moral and patrimonial right relating to the work.
- In any case the author relieves the organization from all the responsibilities, costs or burden of any nature, that might be supported due to the content of the work.
- that he grants to the District of Sirmione a full-use license, not exclusive, irrevocable, permanent and totally free. In any case the name of the author will be specified.

Pursuant to current legislation on the subject, each participant has the full right of ownership and use of the images created during the competition.

The photographs, at the discretion of the Jury, may be exhibited in an exhibition and published on the institutional website of the Municipality of Sirmione and on the Facebook page of the Municipality of Sirmione.

Art. 10

Exclusions

Any omissions or inaccuracies in the data on the registration form, or in any other form of documentation required to complete the registration process, may lead to the cancellation of participation in the event.

The photographs in the competition must not be published online (on forums, personal websites or social networks) before the award ceremony. Any publication will result in the exclusion of the photo(s) from the competition.

Photographs that have already participated in previous editions of the Award cannot be submitted

Art. 11

Responsibilities

The author of the photographs is the only person responsible for the content of them.

Photos, which could damage the personal dignity or in any way the image and the name of the Organizer, of the sponsors, of the Public Administration and of any other subject (natural or legal person), are not allowed.

In case of sending images, which damage the law regulations, the third party's right or even only inopportune, the author of these images will totally relieve the organization and he will keep it unharmed from any claim, economic or not, of a third party.

The organization is not responsible for the behaviour and of the acts of the participants.

Participants must behave prudently and responsibly, in order to respect the social regulations and to avoid any damage for the practicability and the citizenry.

Art. 12

Jury

The Award's Panel is presided by the Mayor of Sirmione and is thus composed:

Mayor or his delegate



Municipal Councilor of Tourism or his delegate

3 professional photographers:

Roberto Bellini, Luigi Brozzi, Antonello Perin

Photography enthusiasts from Sirmione identified by the Mayor and Municipal Councilor of Tourism.

The Mayor, President of the Jury, has the right to designate further members of the Jury chosen from among the representatives of the Sirmione tourist promotion bodies (Sirmione Municipal Library, Sirmione Pro Loco, Sirmione Hoteliers and Restaurateurs Consortium, Sirmione Traders Association), among the institutional representatives of the tourist promotion bodies of the Gardesano basin and among recognized photography experts.

The definitive composition of the Jury will in any case be officially communicated on the websites:

www.visitsirmione.com and sirmionefotografia.it

Art. 13

Judgement of the images

The Photo Marathon is held under the banner of extemporaneity: the Jury's evaluation will favor images characterized by spontaneity, evaluating the relationship with the places of the event and the coherence with the assigned theme.

Art. 14

Awards

The winning photographs will be exhibited in the photographic exhibition dedicated to the 2025 edition of the Sirmione Award for Photography, opened at Palazzo Callas Exhibitions.

The Jury reserves the right to assign further prizes or, if it deems it appropriate, not to award all the prizes provided. Additional prizes will be announced on the websites www.visitsirmione.com and sirmionefotografia.it. All prizes are personal and non-transferable and, where applicable, must be collected personally by the winners during the award ceremony.

The prizes are not cumulative.

Art. 15

Communications

The organization of the Competition will communicate with the participants exclusively through the websites www.visitsirmione.com and sirmionefotografia.it, with e-mail messages or text messages via mobile telephone. It is therefore mandatory for participants to provide both contact details. Any changes will be promptly communicated on the websites www.visitsirmione.com and sirmionefotografia.it and directly to those registered.

Art. 16

Acceptance of the Guidelines

The participation in the contest implicates the total acceptance of these Guidelines.

Art. 17

Headquarter and contacts of the Award

Sirmione Award for the Photography, 16th Edition

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