



INTERNATIONAL ADVERTISING AWARDS

X EDIZIONE 2024

PENARTAWARD

INFORMATION BROCHURE



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GLI SCOPI DI OPENARTAWARD

On the basis of the claims received in the past editions with the sponsorships of the Minister of the Economic Development, the Presidency of Ministers, the Presidency of the Campania Region, the Municipality of Naples, the European Community and with the bestowing of the President of the Republic's medal,

Openart, graphic and visual communications school, announces the ninth edition of "OPENARTAWARD - PRIZE TO ADVERTISING (tomorrow's creative people rewards today's creative people)", contest reserved to those companies interested in communication and marketing.

To let the prize breathe an international air, since last year, the invitation to attend to the OpenartAward has been extended to the communication agencies that operate in the European

The purposes of the initiative are:

Giving prominence to companies that deal with communication. The press office will communicate to the media the phases of the competition allowing an additional channel of visibility of the advertising communications signed up by the agencies for the competition.

The competition jury (unique reward in this field with this characteristic) is composed entirely by students and former students of graphic design and visual communication of our institute!

This feature of the award creates a concrete bridge between the world of education and the job market; this will enable students to directly experience a professional job and at the same time enabling the professionals to test their creativity on a jury very communicative and with a particular attention to the new trends in graphics, characteristics of the students of the courses of graphic and visual communication.



The award ceremony of the competition will take place during the month of September 2024 and will take place, as for the previous editions, in a prestigious location at the height of the value of the event.

The exhibition of the works entered in the competition and the support activities (debates and meetings on the world of communication) will take place in the days preceding the awards ceremony in the same structure.

OPENARTAWARD NUMBERS

Below is the list of communication agencies that have participated in the latest edition of OPENARTAWARD.

21iLab (Milano) - A&P (Reggio C.) - Addivenire (Catania) - ADSglen (Milano) - Agrelli&Basta (Napoli) - Alea (Napoli) - Alta (Firenze) - Altraforma (Modena) - Anomalia (Milano) - Arc's (Torino) - Arsenale (Aosta) - Artificio (Lucca) - Assault (Palermo) - Audiocomm (Catania) - Avenire (Napoli) - Barbara Zorzi Communication (Padova) BasileADV (Avellino) - **BGmedia (Spain)** - Brain Storm (Napoli) - BridgeAdv (Caserta) - Brunazzi&associati (Torino) **Bulldog studio (Spain)** - Caleido (Perugia) - Comunica (Salerno) - Concept store (Pescara) - Creative Area (Napoli) **CreativeNumb (UK)** - Cocchi&Cocchi (Modena) - **Code (Barcelona - Spain)** - **Codek (Spain)** - Contatto (Crotone) - Copiaincolla (Mantova) - Curve Creative (Torino) **Dance&design (UK)** - DGlen (Milano) - **Drag&Drop (France)** - DoppiaVu Design (Salerno) - Dusty Lab (Caserta) - Duva&duva (Napoli) - Easy Com (Catania) - Elle17 (Cosenza) - Emagraphic (Caserta) - ESJ factory (Crotone) - Estro (Napoli) - Energia pura (Perugia) - Essedicom (Firenze) - Fuorisede (Siena) - Futura adv (Isernia) - **Gamebrand (France)** - Glisbo (Cagliari) - Glum (Siena) - Gotonet (Cagliari) - Graphicnart (Napoli) - Greenwich (Milano) - Guariglia Adv (Napoli) - Guerra& Partners (Bari) - GWC (Milano) - Holbein & partners (Treviso) - Human Creative (Roma) - Jac le Roi (Parma) - IdeaComunicazione (Roma) - Ideal (Torino) - **Ideas4you (Austria)** - Imprinta (Bari) - IMTweb (Napoli) - Incipit (Trieste) - Inkout (Genova) - Insight (Salerno) - Involucra (Torino) - Kaffaina - Torino - Kayak advertising (Milano) - **Koolbrand (Spain)** - Kromo (Napoli) - Kubik (Pescara) - Le Immagini (Ferrara) - Lineout (Roma) - Lindbergh (Lucca) - Lionsvege - Napoli - **London (UK)** - LS (Monza) - Luis.it (Bologna) - Mand (Perugia) - Marazzi Full Communication (Milano) - Mc Brains (Siena) - Mediasoul (Napoli) - **Merci Michel (France)** - MGP (Milano) - Milk (Vicenza) - Mmad (Lucca) - Mutart (Napoli) - NetCongress (Napoli) - Netmind (Napoli) - New Deal (Verona) - Nubes (Salerno) - Ohnestudio (Napoli) - OGI (Napoli) - Olistic (Taranto) - OWL (Treviso) - Packaging in Italy (Parma) - **PARNASO (Sevilla - Spain)** - **Pixar Design (UK)** - Plan_net (Milano) - Pop Comm (Siena) - **Project Noir (Malta)** - Promos (Rimini) - Publifarm (Bergamo) - Puntolinea (S.Marino) - Publione (Forlì) - Quom3 (Sassari) - Ragucci adv (Napoli) - Raineri Design (Brescia) - Reattiva (Catania) - Red drop - Catania - Redfish (Sassari) - Reverse innovation (Milano) - Riganera (Cagliari) - Rino Cetara Comunicazione (Napoli) - **ROLL STUDIO (London - UK)** - **RSZ type (Spain)** - S&PH (Napoli) - SED+ (Oristano) - Sema (Napoli) - SGS (Napoli) - Sidebloom (Pisa) - Spazio Vision (Milano) - Studio La Regina (Cosenza) - Studio 3pl (Salerno) - Studio Idea (Roma) - TamTam (Catania) - Tecnostudi (Bologna) - The Club Factory (Napoli) - Tiky Adv (Milano) - Toni Traglia (Bergamo) - Tool (Milano) - Touche (Bologna) - **Trip (UK)** - Tunnel (Milano) - Tuttuu (Napoli) - **Twenty (Spain)** - Vart (Milano) - Verve (Salerno) - We export (Napoli) - We image (Napoli) - WillBusiness (Napoli) - XDstudio (Avellino) - Yolo (Benevento) Zefiro (Cosenza) - **YellowBall (London - UK)** - Zeus (Vicenza)



OPENARTAWARD NUMBERS

The first 9 editions of the award took place continuously from 2012 until 2023 and had a wide echo both in terms of participation and in terms of professional quality, and always a growing trend in every evaluation index. This is a numerical summary of past editions:

1th edition 2012:

artworks in competition: about 90 brands involved: 50 advertising agencies in competition: 16 (edition was reserved for Campania region)

voters: Openart students AY 2010/11 and AY 2011/12

sponsorship: the President of the Campania Region, the City of Naples

2th edition 2013:

artworks in competition: over 150 brands involved: 90 advertising agencies in competition over 30 (coming from all over Italy)

voters: Openart students AY 2011/12 and AY 2012/13

sponsorship: the President of the Campania Region, the City of Naples

3th edition 2014:

artworks in competition: over 300 brands involved: about 200 advertising agencies in competition: about 50

voters: studenti Openart students AY 2012/13 and AY 2013/14

sponsorship: European Community, Ministry of Economic Development, the President of the Campania Region, the City of Naples awards: medal of the President of the Italian Republic

partnerships: NapoliFilmFestival, Cartiere FEDRIGONI, PIXARTPRINTING, ArtistilnVetrina

4th edition 2015:

artworks in competition: 507 brands involved: 335 advertising agencies in competition: 62

voters: Openart students AY 2013/14 and AY 2014/15

sponsorship: European Community, Ministry of Economic Development, the President of the Campania Region, the City of Naples partnerships: NapoliFilmFestival, Cartiere FEDRIGONI, Eurograph print, ArtistilnVetrina, CapriccioCatering

5th edition 2016:

artworks in competition: 625 advertising agencies in competition: 91 brands involved: 403

voters: Openart students AY 2014/15 and AY 2015/16

sponsorship: European Community, Ministry of Economic Development, the President of the Campania Region, the City of Naples, AssoCo (Italian association advertising professionals).

partnerships: NapoliFilmFestival, Cartiere FEDRIGONI, Therapoint print, ArtistilnVetrina, Radio Punto Nuovo, Secret Magazine, metaprintart

6th edition 2017:

artworks in competition: 822 advertising agencies in competition: 109 brands involved: 564

voters: Openart students AY 2015/16 and AY 2016/17

sponsorship: European Community, Ministry of Economic Development, the President of the Campania Region, the City of Naples, AssoCom (Italian association advertising professionals), UniCom (Italian association advertising professionals), Chamber of Commerce.

partnerships: NapoliFilmFestival, Cartiere FEDRIGONI, Therapoint print, ArtistilnVetrina, Radio Punto Nuovo, Secret Style Magazine, Metaprintart, Cinemaltaliano, La Buona Tavola, IVO, Federazione Italiana Beach Soccer.

7th edition 2018:

artworks in competition: 1018 advertising agencies in competition: 131 brands involved 654

voters: Openart students AY 2016/17 and AY 2017/18

sponsorship: European Community, Ministry of Economic Development, the President of the Campania Region, the City of Naples, AssoCom (Italian association advertising professionals), UniCom (Italian association advertising professionals), Chamber of Commerce.

partnerships: NapoliFilmFestival, Cartiere FEDRIGONI, Therapoint print, ArtistilnVetrina, Cinemaltaliano, La Buona Tavola Magazine, IVO, BeDifferent, PlanetStand.

8th edition 2019:

lavori in concorso: 1098 agenzie in gara: 144 brand coinvolti: 715

votanti: studenti Openart a.a. 2017/18 e a.a.2018/19

patrocini: Commissione Europea, Ministero dello Sviluppo Economico, Regione Campania, Comune di Napoli, UNA, Consolato di Francia

hanno contribuito: Banca di Credito Popolare, NapoliFilmFestival, Cartiere FEDRIGONI, Therapoint print, ArtistilnVetrina, Cinemaltaliano, La Buona Tavola Magazine, IVO, BeDifferent, PlanetStand.

9th edition 2023:

artworks in competition: 1098 advertising agencies in competition: 144 brands involved 715

voters: Openart students AY 2017/18 and AY 2018/19

sponsorship: European Community, Ministry of Economic Development, the President of the Campania Region, the City of Naples, UNA (Italian association advertising professionals), French Consulate. partnerships: Banca di Credito Popolare, NapoliFilmFestival, Cartiere FEDRIGONI, Therapoint print, ArtistilnVetrina, Cinemaltaliano, La Buona Tavola Magazine, IVO, BeDifferent, PlanetStand.



THE AWARDS CEREMONY

The award ceremony will take place, as every year, in a prestigious location at the height of the importance of the award, during the month of September 2024.

The exhibition of the participating works and a series of collateral events at the event (conferences and meetings on the themes of graphics and advertising communication) will take place in the same venue chosen for the award ceremony.

As every year, it is expected the presence of civil authorities that will deliver some plates of particular significance, as well as the presence of numerous employees of the world of journalism and entertainment.

Past editions took place in the prestigious halls of the Palazzo delle Arti of Naples (PAN) and in the very prestigious headquarters of the French Consulate at the Institute Francaise Grenoble in Naples.



THE AWARDS
CEREMONY



THE
OPENARTAWARD
PRIZE



THE OPENARTAWARD PRIZE

The categories will be the following, each of which includes a winner, a second place and a third place.

- 1) **logos** (brand identity, logos, corporate logos, product brands)
 - 2) **outdoor** (posters, billboards, bus ...)
 - 3) **direct marketing** (coordinated corporate leaflets, brochures, catalogs ...)
 - 4) **print** (adv inserts in magazines, newspapers, magazine ...)
 - 5) **packaging** (boxed, packaging, labels, etc ...)
 - 6) **Multimedia** (Web sites, CD-ROMs, app ...)
 - 7) **video and radio** (TV commercials, radio spots ...)
 - 8) **Other categories may be added, according to the types of works that will be registered for the competition**
- There are also special categories established by any partners of the event**

In past editions special prizes were awarded: Assocom, Unicom, SecretMagazine, Fedrigoni, Radio Punto Nuovo, ArtistInVetrina, NapoliFilmFestival, Therapoint, Cinemaitaliano, BeDifferent, PlanetStand, IVO, La Buona Tavola Magazine, StefanoMandolese

In addition, special prizes were awarded for unconventional advertising or not included in the categories listed above

The assigned plates are of great intrinsic value being made with aluminum plates with an exclusive thermal printing procedure polished with protective vitrifying material and mounted with a pre-formed and molded plexiglass support.



THE TION



THE COMMUNICATION

OpenartAward is being promoted with posters throughout the territory of the city of Naples, they will also be made posters, brochures and flyers for a widespread promotion

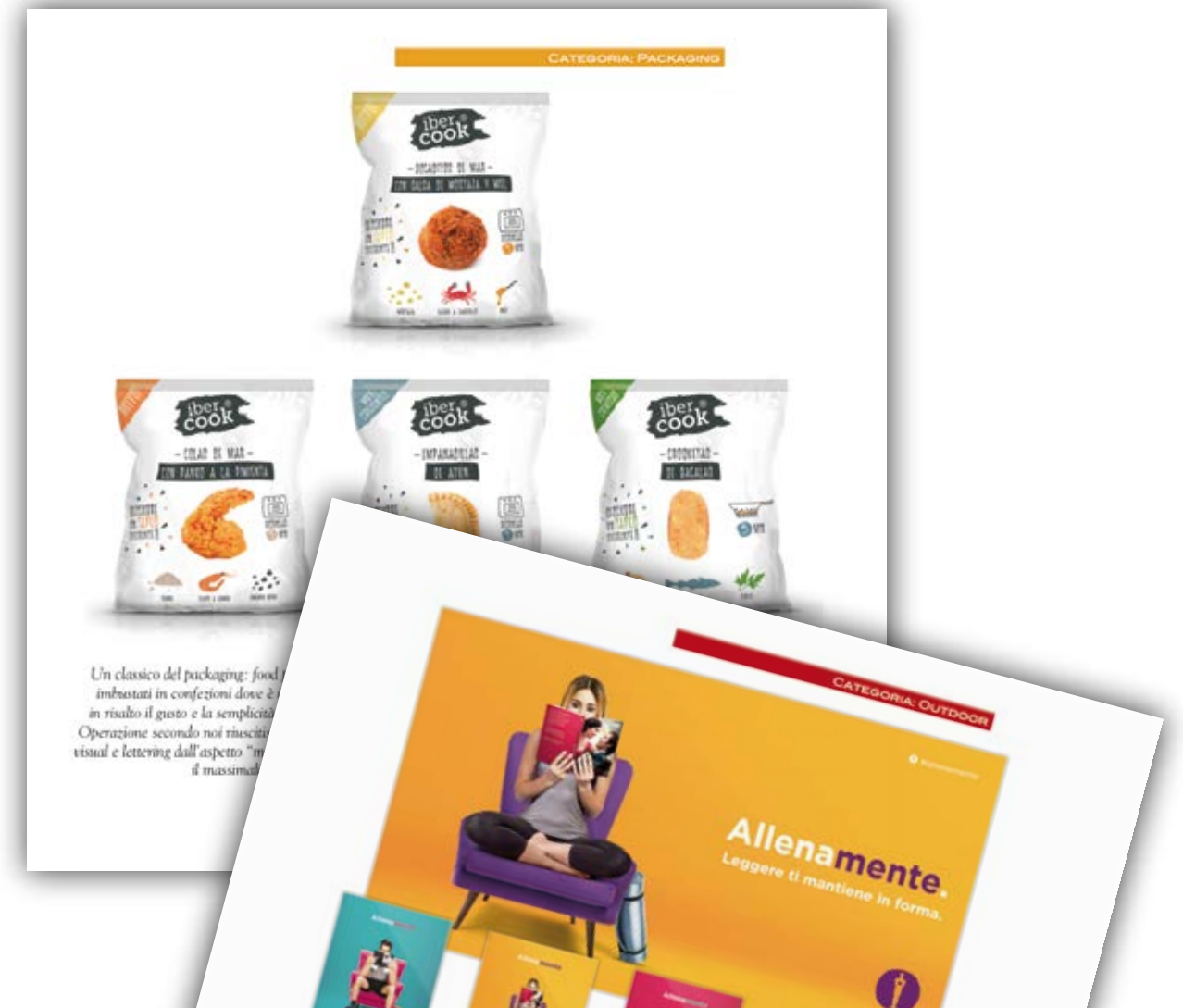
Through a press office will be transmitted to the media (newspapers, TV, radio, web) every step of the event (the collection of entries, voting, collateral events, the final night awards ...)

Also we achieve a catalog of the event with a robe of great value graphics in which will be placed all the winning works of the fifth edition of openartAward that will be distributed to the participants, the experts and the media

Particular interest will be given to the promotion of openartAward through the social and the web spaces (facebook, youtube, twitter etc ...) dedicated to openartAward. It is planned the construction of a specific web site which will contain all the news and events related to the event, as well as the publication of the works submitted to the prize. It is already active a social space on facebook.

A series of meetings and seminars dedicated to graphic design and advertising (open to the public) will be held during the openartAward.

To give further prestige to the prize, a catalog is published containing all the winning artworks with the description of the awarded works and the indications of the communication agency that made them.



CONTACTS

OpenartAward is organized by OPENART, a private training institute that has been operating exclusively in the field of graphics and visual communication since 1999.

The organizing seat of the award is therefore elected at the headquarters of the OPENART institute

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