

IULM Talent & Creativity Challenge – edition II

A university is by definition a place of intellectual challenge. Learning means testing oneself, broadening one's gaze, opening one's mind. The pandemic represented a major challenge, and IULM has taken up the challenge and is now passing it on to our students in the form of a Call for Talent & Creativity.

The secret of our university is the continuous and intimate dialogue between different sensitivities, between economic and humanistic disciplines. Our university cultivates the idea that 'know-how' and 'knowledge' must go hand in hand.

This is the secret of the education of our students, whom we ask to be capable of critical and creative thinking, with a mindset trained and ready to grasp the transformations taking place in the world around them.

With this in mind, also for this academic year, IULM is inviting students to put their talent and creativity to the test by participating in the second edition of the IULM Talent & Creativity Challenge by submitting a creative product for one of the proposed categories. A jury of professors and professionals will decide the winner for each category.

All students regularly enrolled in a Bachelor's, Master's or University Master's degree programme, as well as those who have graduated since the July 2022 graduation session may apply individually or in groups. Applications may be submitted in no more than three categories.

Projects must be submitted between **15 May and 15 September 2023**.

At this [link](#) you will find details for uploading projects, which can take place from **15 May 2023**.

If you have any questions, please email talent@iulm.it

The winners in each of the various categories will receive a cash prize (varying from €1,000 to €3,000, at the jury's sole discretion, also taking into account the commitment put into the realisation of the product requested).

1. Short film

Participants must make a short fiction film under five minutes in length. Any technique is allowed, as is any genre. The work must have been realised after July 2022.

COORDINATOR and PRESIDENT OF THE JURY: Prof. Gianni Canova

2. Short story

Participants must write a short story of no more than 25,000 characters, including spaces, in which the theme of the year ("risk") is the subject of a literary "genre": comic, noir, fantasy, romance, dystopian, etc.

The genre must be stated at the beginning of the story.

COORDINATOR and PRESIDENT OF THE JURY: Prof. Paolo Giovannetti

3. Commercial

IULM FREEZE

Devise and realise a commercial of a maximum duration of 60 seconds whose theme is the launch of IULM FREEZE, a human hibernation capsule made in IULM, which promises the reduction/elimination of risk through its "freezing". IULM FREEZE guarantees the possibility to be awakened automatically when the existential/climatic/generational/professional/human risk drops below an acceptable level, falling within the limits of the norm.

Disclaimer: IULM FREEZE is an imaginary product.

Proposals should start from the concept and then be realised, using any device available, including a smartphone.

COORDINATOR and PRESIDENT OF THE JURY: Dr. Guido Cornara

4. Translation of a literary text

Participants must produce an Italian translation of John McGahern's text entitled "The Image" taken from Love of the World. Essays.

When I reflect on the image, two things from which it cannot be separated come: the rhythm and the vision. The vision, that still and private world which each of us possesses and which others cannot see, is brought to life in rhythm- rhythm being little more than the instinctive movements of the vision as it comes to life and begins its search for the image in a kind of grave, grave of the images of dead passions and their days.

Art is an attempt to create a world in which we can live: if not for long or forever, still a world of the imagination over which we can reign, and by reign I mean to reflect purely on our situation through this created world of ours, this Medusa's mirror, allowing us to see and to celebrate even the totally intolerable.

We cannot live, we can only reign, and we have no reason or right to reign, nothing more than our instructive need, so we reign in the illusion of permanence of false gods; and it may be this need of the illusion of permanence that creates in its turn the need for shape or form. As we reign on our cuckoo thrones the subjects we summon up are images.

Image after image flows involuntarily now, yet we are not at peace, rejecting, altering, shaping, straining towards the one image that will never come, the image on which our whole life took its most complete expression once, that would completely express it again in this bewilderment between our beginning and our end; and then the whole mortal game of King would be over, and all games.

It is here, in this search for the one image, that the long and complicated journey of art betrays the simple religious nature of its activity: and here, as well, it most sharply separates itself from formal religion.

Religion, in return for the imitation of its formal pattern, promises us the Eternal Kingdom. The Muse, under whose whim we reign in return for a lifetime of availability, may grant us the absurd crown of Style, the revelation in language of the unique world we possess as we struggle for what may be no more than a yard of lead piping we saw in terror or in laughter once.

COORDINATOR and PRESIDENT OF THE JURY: Prof. Elena Liverani

5. Audiovisual translation

Participants must produce the Italian subtitles of the short film Cherry (Kate Stanley Brennan, 2021 - Irish Film Festa), by creating an SRT file (SubRip File Format) synchronised with the dialogues, then completed with in/out timecode. Subtitles must comply with the rules of condensation, segmentation and formatting (italics, upper/lower case). The maximum number of characters per line allowed is 40.

SYNOPSIS OF THE SHORT FILM TO BE SUBTITLED:

Cherry's journey to the Xtravadance Dance Finals Junior Freestyle Grand Prix €5000 leads to an unexpected outcome for her ambitious mother, who has made sacrifices to get her there. Cherry, however, would much rather be covered in muck from the football pitch than in fake tan.

The video is available at this [link](#) in the corresponding category.

COORDINATOR and PRESIDENT OF THE JURY: Prof. Elena Liverani

6. Review

Participants must write a review of a film released in the last 5 years, which must be no longer than 2000 characters (including spaces) and send it in PDF format, specifying the original and Italian title of the film and the year of release at the top of the file.

COORDINATOR and PRESIDENT OF THE JURY: Prof. FabioVittorini

7. Book trailer

Participants must make a promotional video that encourages the reading of a published narrative text, either Italian or foreign, classic or contemporary. The video must be no longer than 2 minutes in length. Any technique is allowed, as is the choice of genre and expressive register. The book trailer must have been made after May 2022.

COORDINATOR and PRESIDENT OF THE JURY: Prof. Gianni Canova

8. Photograph

Participants must produce a photograph inspired by the Word of the Year 2023: risk. The theme can be developed from a personal perspective, using any device, technique and style. The photos can be in colour or black and white and can be graphically manipulated. Photos taken in both landscape and portrait format will be accepted. There are no creative or stylistic restrictions.

COORDINATOR and PRESIDENT OF THE JURY: Dr. Fabio Liggeri

9. Radio Format

Participants must submit an original audio series of 6-10 episodes, each lasting 15-30 minutes, conceived as a radio format or a podcast, in the genre of journalism, documentary, in-depth analysis, or fiction. Participants are required to draft a 3-10 page written project with the concept and description of the series and the individual episodes, and produce the first episode or a 5/10 minute demo (audio file in mp3 or WAV format).

The concept, structure, writing, voices, sound materials and sound design will be assessed. Special attention will be paid to the presence and use of storytelling elements typical of a purely aural medium.

COORDINATOR and PRESIDENT OF THE JURY: Dr. Gaia Varon

10. TV Format

The applicant must submit a concept (max. 200 words) for a docuseries or, optionally, for a docu-reality show.

Examples of docuseries: Tiger King (Netflix); Sanpa (Netflix); All or nothing (Amazon Prime); Corpo di ballo (Rai); Ginnaste - Vite parallele (MTV); I colori dell'amore (Discovery); Italiani made in China (Discovery).

Examples of docu-reality shows: Il collegio (Rai); La caserma (Rai); Ti spedisco in convento (Discovery); Wild Teens (Discovery)

COORDINATOR and PRESIDENT OF THE JURY: Prof. Daniela Cardini

11. Tourism Communication

Communicating to Generation Z is a challenge that companies in many sectors are facing today. Among these, tourism is only just at the start.

Italy has been a well-established leading destination on the international market for decades. While its tourism tradition is a strength, it is also struggling to find innovative ways of communicating in a context of growing competition where Gen Z is now growing in importance.

- *How can Italy's distinctive elements be communicated in order to attract the target group of tourists aged between twenty and thirty?*
- *What are the value elements around which messages must be built?*

- *With which languages and which tools?*
- *What are the opportunities for communicating new destinations in the light of the needs and motivations of this specific target, which is attentive to values such as sustainability and inclusion?*

To answer these questions, the following may be submitted:

- *Projects for campaigns on the digital communication ecosystem*
- *Gaming projects*
- *Influencer marketing projects*
- *Projects of partnerships with public and private entities*
- *Other cross-media communication activities also involving the production of audio and video content*

COORDINATOR and PRESIDENT OF THE JURY: Prof. Manuela De Carlo

12. Exhibition Concept

Participants must submit a dossier presenting the exhibition project, including: title and concept of the exhibition, a selection of works on show (titles, images, sources, if any), the layout of the exhibition, a hypothesis for the setting up of the space, the possible identification of the location, in-depth information on the production and communication of the exhibition, the description and planning of an agenda of possible special events connected to the exhibition, and other information useful for understanding the project. The dossier must be accompanied by a visual or audiovisual file for the presentation and visualisation of the project.

COORDINATOR and PRESIDENT OF THE JURY: Prof. Vincenzo Trione

13. Marketing Campaign

Marketing campaign for the launch of a new model of sneakers (IULM sneakers? To be sold in our in-house shop?)

The campaign will focus on the launch of a model of sneakers. The groups participating in the definition of the campaign will therefore have to:

1. *Broadly define the elements that identify the sneakers they intend to launch:*
 - a. *product characteristics: style, materials, colours*
 - b. *which clientele it is primarily targeting*
 - c. *price positioning of the product*
 - d. *difference in offer compared to direct competitors*
2. *The launch campaign should be consistent with point (1) and an integrated communication plan must be drawn up:*
 - e. *definition of objectives*
 - f. *determination of the maximum budget*
 - g. *communication tools to be used*
3. *Explanatory description of the campaign and how it will be implemented:*

key points of the campaign and tone of voice:

 - i. *media used*
 - j. *cross-media*
 - k. *timescales and methods for assessing results*

COORDINATOR and PRESIDENT OF THE JURY: Prof. Luca Pellegrini

14. Communication Project for a Fashion or Design Product

Applicants must submit a communication project related to the world of fashion or design. The project may consist of a poster or press ad, or a video designed for social media lasting up to 30 seconds, or even an event.

The verbal-visual project (image or video) must be accompanied by a project brief which must be structured around the following points:

- 1. The presentation of the fashion or design product/service on which the communication project will focus.*
- 2. The concept from which the creative idea is developed.*
- 3. The motivation for the chosen format and the channels on which the product/service communication will be distributed.*
- 4. The explanation of the choice of endorser/influencer/content creator, if any.*
- 5. The explanation of the chosen storytelling line, if any.*
- 6. The explanation of what the target audience of the communication is.*
- 7. An indication of what the product's value universe of reference is and how it is made explicit by the proposed communication.*
- 8. The target positioning (luxury, premium, mass) and why.*

COORDINATOR and PRESIDENT OF THE JURY: Prof. Mauro Ferraresi

15. Eco-sustainable project for IULM

The creative contest is aimed at designing initiatives that can enhance the strategic contribution of communication to sustainability issues. Participants are encouraged to propose communication, awareness-raising and education projects on sustainability, with particular reference to the younger generations, considering the themes related to the Sustainable Development Goals of the UN Agenda 2030. Projects that meet the following criteria will be rewarded:

- reference to one or more of the goals of Agenda 2030;*
- the strength of the creative idea behind the project;*
- the clarity of the definition of the project's objectives, audiences and expected results;*
- the creation of supporting content, both textual and visual, digital and/or physical.*

COORDINATOR and PRESIDENT OF THE JURY: Prof. Stefania Romenti

16. Start-up Project

Participants must present a project for the creation of a new business activity, including a business plan, with sustainable conditions in accordance with the best practices indicated by ESG parameters, with particular reference to communication, the cultural and creative industries characteristic of Made in Italy, tourism and the use of cultural heritage. This can also be carried out in teams with other skilled non-IULM students.

COORDINATOR and PRESIDENT OF THE JURY: Prof. Angelo Miglietta

17. AI applications for inclusion

Participants must design an application (app, web platform, totem or other type of interface) to make the use of university services and teaching accessible also to persons with different types of disabilities. Participants must produce a presentation or paper containing the following aspects:

- scenario analysis and any related benchmarks*
- definition of the critical need/area addressed by the design*
- modelling of the solution including any AI components used*
- benefits generated by the solution*
- estimate of the complexity of implementation and of any problems to be solved (organisational, management, regulatory, etc.)*
- approximate estimate of implementation time and costs*

COORDINATOR and PRESIDENT OF THE JURY: Prof. Guido Di Fraia

18. Theatre

Participants must submit a theatrical directing plan from a text of their choice.

The directing plan must consist of: text of the play, director's notes, set design, lighting plan, costumes, and music, if any.

COORDINATOR and PRESIDENT OF THE JURY: Prof. Valentina Garavaglia