



Coro gay di Bologna

Associazione di Promozione Sociale iscritta al Registro Regionale dell'Emilia Romagna con il nr. 5557  
Sede legale Via Venezian 3, 40121, Bologna. email: info@progettokomos.it C.F. 91349370378

## Call for proposals for the creation of the VARIOUS VOICES BOLOGNA 2022 logo

The Komos APS Association issues the following Call for the creation of the logo of the 15<sup>th</sup> edition of the Various Voices - Bologna 2022, (hereinafter VV2022) choral festival.

- **What is Various Voices in short:**

"Various Voices" the most important LGBT\* Choir Festival in Europe, the second in the world, is promoted by Legato, the European LGBT\* Choral Association. It takes place every four years and is hosted by a European city nominated by a Legato member choir. It is a 5-day event, involving the whole city through concerts, side events and music workshops.

The first edition was held in Cologne in 1985 with the participation of 4 choirs from 4 European countries; over the years, the festival has recorded numbers in constant growth: the 14<sup>th</sup> edition, the latest one, was held in Munich in May 2018 and has seen the presence of almost 100 choirs and more than 3000 singers from all over Europe, from Ukraine to the Balearic Islands, passing through Iceland. Non-European choirs from the United States, Canada, Australia and New Zealand are also expected to attend the event.

- **Festival Vision:**

Bologna "the learned one", or *la Dotta* as we call it, has always been a pioneer of cultural initiatives. Hosting as the first Italian city a world-renowned event in the LGBT\* community as the Various Voices festival, will help to maintain the name it has earned.

Over the centuries, a myriad of men of culture, artists, musicians and thinkers have passed through the ancient walls of our city. The beautiful architectural structures of the access doors (*le porte*), from which thousands of people gathered in music to celebrate LGBT\* pride will enter, bear witness to those walls today.

And it is precisely the letters that make up the word PRIDE that are the fulcrum of our Vision: the colours of Bologna.

### **P | Purple**

Porta Sant'Isaia and Porta Saragozza overlook the countryside of Bologna. Here, on the gentle slopes of the hills, the wine that accompanies the Bolognese cuisine and aperitifs is produced.

But purple is also the colour of the clergy, which has deeply marked the history of the city with its churches and works of art such as the long porch of St. Luke.



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### **R | Red**

Porta Maggiore and Porta San Vitale lead us to the streets surrounded by the typical town houses in the classic "Bolognese red", the colour of the porches, that hold bizarre stories and mysterious legends and hide the mythical *rezdore*, the fairies of *ragù* (the typical and famous Bolognese meat sauce).

### **I | Indigo**

The doors that dress the students' jeans are Porta San Donato, Porta Mascarella and Porta Galliera, the university headquarters. Nearby is a bridge where graffiti artists can express themselves through art and colours and leaving their emotions roaming free.

### **D | Deep Blue**

Like the water that once flowed in the canals of the city, now almost all buried underground. At Porta Lama was located the river port of Bologna, where today you can find the Cassero LGBT Center, and the washerwomen rinsed their clothes near Porta San Felice.

Blue has always been associated with the aristocracy, that of the perfectly preserved palaces and towers, the buildings that characterize the skyline of our city.

### **E | Evergreen**

Porta Castiglione, Porta Santo Stefano and Porta San Mamolo are the gates to our own little "Black Forest". Porta Castiglione, through the Giardini Margherita (the main city park), gives us access to the hills of Bologna; Porta Santo Stefano leads us to the large metropolitan parks that surround the city, while Porta San Mamolo accompanies us to the most beautiful view of Bologna.

The doors of Bologna will open up to the music that will accompany delegates to discover a city that surprises and captivates through the colours of Pride.

- **Description of the logo:**

The graphic element of impact to be studied must convey the Bolognese edition of the Various Voices Festival, the International LGBT Choir Festival, to be held in Italy for the first time in its thirty-year history.

Besides, this logo will have to:

- point out the LGBT\* nature of the Festival as well as its choral and musical spirit
- convey the variety of people, characters, repertoire, origin and their cohesion and harmony under the sign of music
- communicate the openness of the Festival to the whole social community and not only to the LGBT\* one, in the name of inclusion
- have recognizable elements that distinctly reflect the city of Bologna
- provide a version containing the Festival Claim or Hashtag "I SING WHAT I AM"
- be immediately understandable, dynamic, original, non-trivial, unconventional, essential



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- **Different types of logos and their use:**

The VV2022 logo shall be proposed in the following formats, depending on the various needs of use:

1. Main logo: The Festival logo, to be used for all the purposes directly related to the Festival and its initiatives (e.g. website, letterhead, social media pages and profiles, gadgets, graphic material for related events, advertising material in various formats, t-shirts, pins, stickers, etc.);
2. Logo of the Festival promotional event: Similar to the main logo but with the addition of the "VV2022 promotional event" claim (in Italian: evento promozionale di VV2022). This specific logo may be used and appear in the communication material pertaining to the VV2022 promotional events. This logo is not intended for use in gadgets, t-shirts, pins, etc., nor is it intended to match the claim "I SING WHAT I AM".

- **Previous logo**

By way of example, the temporary logo previously created for the city of Bologna application for the VV2022 Festival is reproduced in Annex 1 to this Call for proposals.

- **How to send the logo proposals:**

The proposed logo must be sent to [info@progettokomos.it](mailto:info@progettokomos.it) no later than March 31<sup>st</sup>, 2019 at 11.59 PM (Italian time zone UTC+1) and must contain:

- contact information of the author;
- the logo, in two different formats, as requested above in this Call for proposals, in PDF format, in colour and in black and white, each on a white background and on a black background;
- a brief description of the logo or of the idea behind its creation (optional).

The Judging Committee may reserve the right to request adjustments.

Partial logo proposals will be taken into account only if particularly powerful and convincing and provided that, in case of victory, the author is willing to complete it within 3 (three) days of receipt of the notification.

- **Method of evaluation and selection of the logo:**



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The logo will be selected no later than April 7<sup>th</sup>, 2019 by a Judging Committee formed by the members of the VV2022 Committee and the members of the Komos' Board of Directors. Each member of the jury shall have one vote.

The decision of the Judging Committee, taken by majority vote and duly motivated, shall be deemed final.

- **Prize:**

The author of the winning logo proposal will be rewarded with a cash prize of **150 (one hundred and fifty) euros** for the delivery of the logo files in native vector format.

- **EXTRA Award:**

An additional cash prize of **100 (one hundred) euros** will be awarded to the author if he/she is available to create also the graphic structure of the social media communication. In this case the files ready to be used for social media purposes (graphic logo for the Facebook profile photo and page cover, Instagram and Twitter posts and profile photos, Facebook event cover, etc.) must be delivered no later than June 22<sup>nd</sup>, 2019. The additional cash prize will be paid upon completion of the work.

- **Contact information:**

For any request for clarification or information do not hesitate to contact us at [info@progettokomos.it](mailto:info@progettokomos.it), leaving a telephone number. We will be happy to get back to you as soon as possible.

Call for proposals issued on February 9<sup>th</sup> 2019.

The Board of Directors



**KOMOS**

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## ANNEX 1

