

CALL FOR PROPOSALS FOR THE REALIZATION OF AN ARTISTIC WORK IN MEMORY OF DIEGO ARMANDO MARADONA.

The Municipality of Naples, interpreting the feelings of love and gratitude of the entire community towards the honorary citizen Diego Armando Maradona, intends to create a sculpture that depicts the sports champion.

This notice aims at the acquisition of national and international creative proposals concerning the design of a work of art through a "Call for proposals", open to all those who intend to try to represent the football player, but above all, the generous man, lover of Naples and loved by the Neapolitans.

The sculpture will be placed in the area adjacent to the "Diego Armando Maradona Stadium"; the promoter will identify the most suitable location for the work of art in agreement with the Competent Bodies.

INTRODUCTION

On November 25th 2020, Diego Armando Maradona, a champion of the city football team for seven years, whose outstanding sporting merits have been universally recognized, passed away.

Maradona has left an indelible mark in Naples, where his image is in every corner of the city. A love that has always been reciprocated by the champion, who became an honorary citizen of Naples in 2017. Fully interpreting the feelings of the Neapolitan people, in the aftermath of his death, the City named the Fuorigrotta Stadium after him, calling it "Diego Armando Maradona Stadium".

In order to complete the tribute to the champion, who, in addition to being a soccer virtuoso, has concretely contributed to the affirmation of the less fortunate, not only by giving sports victories to the city, but by showing generosity to those in needs, the Municipal Administration has decided to finalize the dedication of the stadium with the creation and placement of a permanent work of art in one of the areas adjacent to the aforementioned sports facility.

The objective of this call is, therefore, to permanently testify the love of the city for Diego Maradona, as a champion and as a people's man, through an imagery that allows the artist to express their creativity with the use of materials that endure both atmospheric agents and mechanical actions, and which are also easy to maintain and clean.

OBJECT AND CHARACTERISTICS OF THE WORK

The object of the call is the creative proposal of a work of art that portrays, in figurative form, the football player and the man, capable of giving emotions and getting emotional with people.

The work must consist of a figurative sculpture. It must have the following characteristics:

- be designed in full stylistic freedom and with any material;
- be suitable for outdoor exposure, with a support, if needed;
- be transportable.

The work will be located in the area adjacent to the "Diego Armando Maradona Stadium"; the promoter will choose the most suitable location for the work of art in agreement with the Competent Bodies; the work of art will need to relate to the architectural and symbolic components already present *in situ*, guarantee a high degree of visibility of the surroundings in order to stimulate the interest and curiosity of bystanders.

The artist will also have to ensure that the placement of the work in the urban context does not neglect the "formal and linguistic" relationships with the "architectural artifact", indicating the methods of interaction between the work of art itself and the urban space in which it will be placed.

The selected artist will annex to the creative project a technical sheet of the artifact they intend to propose, with the specifications concerning the maintenance and conservation plan.

ELIGIBLE APPLICANTS

Artists, individually or in groups, established according to the legislation in force, may apply.

Applicants are advised not to disclose or publish the submitted projects or their parts before the publication of the results of the selection.

Each applicant may submit only one creative proposal.

OBJECTIVES

This notice aims at launching a Call for proposals. The artist selected by the commission will only receive an honorary recognition.

The creative proposal will be acquired by the Municipal Administration.

The artist selected and their heirs will have to waive in writing any claim on the creative proposal, image rights included.

Each project must be original and unpublished; it must not infringe intellectual, industrial or commercial property rights.

Under penalty of exclusion, the creative proposal must not constitute or evoke:

1. prejudices or damage to the image of the Municipality of Naples and / or third parties;
2. political, trade-union, ideological propaganda;
3. direct or indirect advertising, linked to the production or distribution of products or services;
4. Offensive messages, including expressions of fanaticism, racism, hatred or threats.

The Municipal Administration, if willing to proceed with the realization of the work of art, will cooperate with the artist selected by this procedure. The costs indicated in the selected creative proposal will be subject to an evaluation of congruence with the available economic resources, specifically raised by the Municipality through a "crowdfunding" procedure. The Municipal Administration therefore reserves the right to reconsider these costs with the selected artist if they are higher than the available economic resources.

APPLICATION AND HOW TO APPLY

The creative proposal must be submitted by means of an envelope bearing the words **"RICERCA DI PROPOSTE PER LA REALIZZAZIONE DI UN'OPERA ARTISTICA IN MEMORIA DI DIEGO ARMANDO MARADONA"**, and must contain:

the application form, duly completed and signed by the applicant, company name and statute, if applicable, curriculum and other documentation that adequately illustrates the activity of the artist / artists, a report of the creative proposal.

Each proposal must be submitted, written in Italian or English, in hard-copy and/or electronic format (JPEG, PDF, Tiff, etc) and must be submitted in the preferred method by the applicant (USB key, etc.). The graphic files must have a maximum size of 5 MB (Megabytes) each (300DPI resolution).

The report must contain a detailed budget.

DEADLINE

The application and the required documents, as indicated above, must be received **no later than 28 February 2021, by e-mail to the address proposteculturali@comune.napoli.it. or by hand delivery in a sealed envelope addressed to the "Assessorato alla Cultura e al Turismo del Comune di Napoli", sealed and bearing the following words: "RICERCA PROPOSTE PER LA REALIZZAZIONE DI UN'OPERA ARTISTICA IN MEMORIA DI DIEGO ARMANDO MARADONA", to the "Protocollo Generale" Office located on the mezzanine floor of Palazzo San Giacomo, Piazza Municipio, from Monday to Friday, from 9:00 to 12:00.**

Any questions or queries regarding this Call for proposals must be sent by email to assessorato.cultura@comune.napoli.it

COMMISSION FOR THE EVALUATION OF PROPOSALS

The Department of Culture and Tourism and the Department of Sport will set up a commission for the evaluation of the proposals composed of authoritative exponents of the art and culture sector and representatives of the world of sport and supporters.

Artistic proposals will be evaluated according to the following criteria:

- a) overall quality of the artistic proposal from an aesthetic, architectural and environmental point of view;
- b) historical factor: ability to evoke the themes of the notice;
- c) coherence and integration of the artistic proposal with the project context;
- d) originality of the proposal;
- e) durability and ease of maintenance of the selected materials.

This notice does not bind in any way the Municipal Administration.

The Councilor for Culture and Tourism
for Sport

Eleonora de Majo



The Councilor

Ciro Borriello

