

PUBLIC CALL

Meridiana Prize

1st Edition | Ogni cosa è tutte le cose / Every Thing Is Everything

Call for curators and artists

An initiative to support emerging artistic talent in Southern Italy

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Promoted by the Fondazione Donnaregina per le Arti Contemporanee – museo Madre and the Amici del Madre, the Premio Meridiana / Meridiana Prize aims to broaden the horizons of visibility for emerging artists, with specific reference to their presence in Southern Italy, enhancing recognition of an area characterized by great cultural ferment. With a focus on curatorial activity as the foundational core of the elaboration of thought and projects, the Meridiana Prize aims to provide a dynamic institutional platform for artistic research practices that might reflect and reshape the stratified identities of a macro area.

A sign indicating the passage of the sun at midday, the meridian line is often present as an architectural feature on many buildings, whether public or private, from inland villages to coastal areas and large cities. Likewise the Prize aims to shed light on artistic experiences across the *Mezzogiorno* (Southern Italy), evoking the image of light that reveals, marks and unites diverse territories and languages.

In the long term, the initiative aims to provide an updated reconnaissance of artistic experiences rooted right across the territory. On a broader horizon, the various editions will help build an archive of episodes that, while arising in a specific context, dialogue with the dynamics and trends of global art, transcending geographical boundaries.

Concept of the 1st Edition | Every Thing Is Everything

“...they were as if carved from sky-blue stone, all these prickly pears, and when we passed a living soul, it was a boy who was going or coming, along the tracks, to pick fruit crowned with thorns, that grew like coral, on the stone of the prickly pear branches...”

Elio Vittorini, *Conversations in Sicily*, 1951

Interpreting the underlying concept that ‘every thing is everything’, to be found underpinning the pages of Elio Vittorini’s *Conversations in Sicily*—a key text in the construction of the modern identity of Southern Italy—the plurality of artistic languages that the Prize aims to bring to light not only belongs to a narrative of the South, but also helps to punctuate a narrative that resonates in the deep connections woven between local histories and global experiences.

Foreword

The Fondazione Donnaregina per le arti contemporanee was established by the Campania Regional Council as a legal entity under private law, non-profit, pursuant to Articles 14 *et seq.* of the Civil Code, and Presidential Decree No. 361 of February 10, 2000. The

Foundation operates with full statutory and managerial autonomy, regulating its activities through the act constitution, bylaws and any internal regulations. According to Art. 3 of the Statute, the purpose of the Foundation is the promotion, dissemination, enjoyment and preservation of contemporary works of visual art.

ARTICLE 1 – PROMOTOR

1.1 Promoting entity

The Fondazione Donnarregina per le Arti Contemporanee – museo Madre, established by the Campania Region and located at 79 Via Settembrini, 80139, Naples, in collaboration with the Associazione Amici del Madre ETS, based at the same location, promotes the first edition of the Meridiana Prize.

ARTICLE 2 – OBJECT AND PURPOSE

2.1 Object of the call

The object of the call is an Open Call addressed to curators under 45 active in Italy, with a view to supporting emerging artistic research. Curators are invited to put forward an exhibition project involving three artists, in line with specific requirements.

2.2 General purpose

The Meridiana Prize was established in 2025 with the intention of promoting and enhancing the contemporary arts scene in Southern Italy, offering concrete support to emerging artists and curators engaged in research activities.

- Support for emerging artists: fostering the growth of young talent under 35, born or working in Southern Italy, through exhibition opportunities and institutional visibility.
- Enhancement of curatorial research: incentivizing curators under 45 working in the contemporary art sector, promoting the design of exhibitions and interventions capable of developing an innovative dialogue between artists, institutions and the public.
- Intergenerational inclusion: facilitating collaboration between emerging and mid-career artists, creating grounds for exchange of experiences, practices and methodologies.
- Expansion and interconnection: increasing the visibility of Southern Italian artistic practices, fostering the circulation of works and research in an international context, such as that of museo Madre.

2.3 Purpose

To stage an exhibition project for five rooms of the museo Madre, to be chosen from the second or third floor—as per the floor plans available on the institutional website, in the

‘Meridiana Prize’ section—with no technical constraints but compatible with the museum spaces and current safety regulations. This must involve a curator under 45 and three artists, at least two of whom are under 35, born or trained in one of the regions of Southern Italy (Abruzzo, Basilicata, Calabria, Campania, Molise, Puglia, Sardinia or Sicily).

2.4 Public display

The winning exhibition project will be held in the halls of museo Madre, and will be presented along with an event open to the public.

ARTICLE 3 – RECIPIENTS AND PARTICIPATION REQUIREMENTS

3.1 Eligible categories

The exhibition project must be submitted by **a curator**, involving **three artists**, on the basis of the following candidate requisites:

- **Curators:** under 45, including foreign-born citizens, with experience in contemporary art and in promoting exhibition projects and artistic research.
- **Artists:** at least two of the artists involved in the project must be under 35 (in the case of artist collectives, age requirements apply to each individual member), born and/or resident in the regions of Southern Italy, or Italian or foreign nationals with a proven cultural and professional connection to Southern Italy (e.g. training courses, exhibitions, research projects, collaborations with local institutions etc.). **At least one of the two artists under 35 must have been born in one of the regions of Southern Italy.** The third artist, although no age limit applies, must have a connection with the city of Naples or the Campania region, as demonstrated by previous exhibition experiences or projects. A project that includes three artists under 35 who meet the stated requirements may be proposed. The art collective is to be considered as if it were a single artist as far as the curatorial choice of three participants in the exhibition project is concerned.

Age requirements are intended to be met as of the expiration date of this Notice.

3.2 Eligibility Requirements

- **The curator must:**
 - be an Italian citizen or foreign national under the age of 45;
 - propose an original and unpublished project, in line with the aims of the competition and specifically conceived for five rooms of the museo Madre (as per Art 2.3). The project, in its entirety, must not have already been exhibited, published or presented in other competitions or art events, while the individual

works may have been previously created or exhibited on other occasions. To this end, the curator submitting the project must attach a statement to the application attesting to the originality of the proposal and to it not having been used in any previous exhibitions.

- Each participating curator may submit only one exhibition project involving three participants. Submission of multiple projects by the same applicant or submission of a project involving fewer or more than three participants will result in exclusion from the competition.

- **Artists must:**

- be Italian citizens or foreign nationals with a proven track record of activity in the Southern Italian arts context;
- comply with the categories as stated in Art. 3.1 and below:

Age:

- at least two artists must be **under 35**;
- in the case of collectives, all members must meet the age requirements;
- while the third artist may be of any age.

Place of birth and residence; connection to Naples and the Campania region

- At least one of the two artists under 35 must have been **born in one of the Southern Italian regions**.
- Artists under 35 must have been **born and/or resident in Southern Italian regions, or Italian or foreign with a proven cultural and professional connection to Southern Italy** (e.g., training courses, exhibitions, research projects, collaborations with local institutions).
- The third artist, regardless of age, must have a **connection to the city of Naples or the Campania region**, demonstrable through previous exhibition experience or projects.

Art. 3.3 Curators and artists may participate with only one project, on penalty of exclusion from the selection process.

ARTICLE 4 – AWARDS

The winning project of the Meridiana Prize will have the chance to be exhibited in the halls of the museo Madre. The winner and the selected artists will benefit from the following cash awards:

- A prize of **5,000 euros** (gross, including VAT and withholding any source

taxation charges) for the curator of the project, acknowledging the value of his or her efforts in organizing, selecting, and presenting the works.

- A fee of **7,000 euros** (gross, including VAT withholding any source taxation charges) for each participating artist, including any production, two-way transportation of one or more works, specific anchor equipment and fixings, and any technology necessary for exhibition and security. This cash contribution will be disbursed in a timely manner to ensure the submission of works for the exhibition.
- The Fondazione Donnaregina will be responsible setting up, guarding and insuring the works in storage.

ARTICLE 5 – PROMOTIONAL ACTIVITIES

5.1 A publication dedicated to the exhibitions is planned, enriched with critical texts and insights.

5.2 Other supporting opportunities will be explored, including the possibility of organizing side events, lectures or meetings with experts in the field, which will enrich the experience and foster interaction between the public and the protagonists of the project.

ARTICLE 6 – TERMS AND CONDITIONS OF PARTICIPATION

6.1 Participation in the competition is free of charge.

6.2 Participants will be able to proceed with registration **from 12 pm (midday) (Italian time) May 5, 2025, until the closing deadline of 4 pm (Italian time) on June 30, 2025.**

To enter the call, the curator should send an email to premiomeridiana@madrenapoli.it, following the directions below. Subject of the email: ‘Meridiana Prize – (*Project Title*)’. The communication should be written in Italian or, for foreign participants, in English.

6.3 In the body of the email, the following data should be included compulsorily and exclusively:

Curator’s info:

- surname and first name of the curator;
- residence address of the curator;
- curator’s email address, which must match the email address of submission of the application (this will be used for all official communication with the competition secretary);
- curator’s contact phone number.

Artist's info:

- surname and first name of each artist;
- residence address of each artist.

Project info:

- project title.

6.4 Attachments

The following documents, not to exceed **8 mb** in weight, should be attached to the same email:

- Declaration certifying the originality of the proposal and the absence of previous exhibitions, completed for all the items indicated, dated and signed by the artistic curator of the project as well as the person responsible for it. Submission of the statement implies full acceptance of the rules of the call. The form may be downloaded from www.madrenapoli.it in the 'Meridiana Prize' section.

In addition to the Declaration, the following must be attached and named as below:

ATTACHMENT A: Project summary sheet: project title, generalities and biographical data of the proposing curator; list of artists involved with relevant biographical data;

ATTACHMENT B: Abstract of the project (max. 1,000 characters including spaces), from which the relevance to the objectives of the Prize emerges.

ATTACHMENT C: Detailed description (max. 4,000 characters including spaces) of the proposed exhibition project for five rooms of museo Madre, to be chosen from the second or third floor, as per the floor plans available on the institutional website, in the 'Meridiana Prize' section. The description should include the curatorial concept, the plan of involvement of the selected artists and any images or graphics related to the exhibition project (max ten images), supporting the curatorial concept.

ATTACHMENT D: Short profile of the curator (max 1,500 characters including spaces): a compilation of relevant professional experience demonstrating the curator's background and skills, including previous projects, curated exhibitions, collaborations with institutions, and publications.

ATTACHMENT E: Short profile of the artists involved: biographical profile of each of the three artists (max 1,000 characters and four images per artist), demonstrating the requirements in Article 3.

In addition, the following must be attached:

- **Double-sided copy** a valid ID of the curator and each participating artist (in .jpg or .pdf format).

Participation materials must be submitted online no later than **4 pm** (Italian time) **on June 30, 2025**, under penalty of exclusion from the competition.

NB The total weight of all attachments must not exceed 8 mb, under penalty of exclusion from the competition. Sending higher weight attachments may result in non-delivery of the email without receipt of return.

ARTICLE 7 – TIMING AND DEADLINES

7.1 Calendar of the competition:

- Call Opening: May 5, 2025.
- Call Closing: June 30, 2025.
- Announcement of winners and official announcement: by September 30, 2025.
- Presentation of the exhibition and selected works: by the end of 2025.

ARTICLE 8 – SELECTION AND EVALUATION

8.1 Composition of the jury

The Commission will be made up of the President of the Fondazione Donnaregina per le Arti Contemporanee, the Director of museo Madre, a member of the Associazione Amici del Madre, and two figures chosen by the Fondazione Donnaregina and the Amici del Madre from among curators, directors, collectors, gallery owners, and other professionals in the field. The committee will view the curators' proposals received through the Call and select a winner, who will stage the exhibition project presented in the selection phase, and a runner-up, whose project may be staged later on.

8.2 Evaluation criteria

The main selection criteria will be:

- originality and innovation: the conceptual value and ability of the project to offer new perspectives;
- territorial relevance: the project's relationship with the artistic and cultural context of Southern Italy;
- artistic and curatorial quality: the aesthetic, theoretical and methodological coherence of the project and the adherence of the project proposal to the call concept;
- feasibility and sustainability: the concrete feasibility of the initiative and its potential impact.

8.3 The Commission will draw up a classification with the winning project and the runner-up. Compatibly with the scheduling of the Fondazione Donnaregina and the availability of space, the runner-up project may be implemented at a later date, subject to the rules and regulations

outlined in this call.

ARTICLE 9 – FINAL PROVISIONS

9.1 Acceptance of conditions

Participation in the competition implies full and unconditional acceptance of all the clauses stated in this call.

9.2 Information and contacts

For any inquiries, interested parties may contact the Meridiana Prize organizing secretary at premieridiana@madrenapoli.it