

THE ART OF
ITALICUS®
2020
CREATIVE TALENT

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DRINK RESPONSIBLY

GREAT ART IS TOO
IMPORTANT TO HIDE
FROM 2ND JUNE TO 13TH JULY
#CREATIVETALENT #AOI2020
WWW.ROSOLIOITALICUS.COM

Moniker



ITALICUS AND MONIKER WELCOME ESTABLISHED AND EMERGING ARTISTS, ILLUSTRATORS, GRAPHIC DESIGNERS, PAINTERS, COLLAGE ARTISTS AND DIGITAL ARTISTS TO CREATE A UNIQUE DIGITAL PIECE OF ARTWORK INSPIRED BY THE HISTORY OF ITALY, THE ITALIAN APERITIVO OCCASION AND THE BRAND ITALICUS.

COMPETITION OPEN TO ARTISTS FROM 50 UNITED STATES AND THE DISTRICT OF COLUMBIA (WHICH EXCLUDES PUERTO RICO AND ALL UNITED STATES TERRITORIES AND POSSESSIONS), UK, ITALY, FRANCE, SPAIN, GERMANY, SWEDEN, NORWAY, DENMARK, GREECE, RUSSIA, NETHERLANDS, IRELAND, AUSTRALIA (COLLECTIVELY, "ELIGIBLE COUNTRIES" AND EACH, AN "ELIGIBLE COUNTRY"), WHO ARE AGED 21 THROUGH 35 YEARS OLD.

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PRIZES

1ST PRIZE £1,000
2ND PRIZE £800
3RD PRIZE £600
4TH - 10TH £250

THE 3 WINNERS WILL ALSO RECEIVE A ROUND-TRIP WITH 2 NIGHTS ACCOMMODATION TO GLOBAL BRAND EVENT IN 2021 (TRAVEL DATES TBC - DEPENDING ON HEALTH AND SAFETY AFTER COVID 19) TO EXHIBIT THEIR ARTWORKS.

IN ADDITION TO CASH PRIZES, THE TOP 10 ARTISTS WILL RECEIVE:

- DIGITAL EXHIBITION OF THE ARTISTS WORK ALONGSIDE SOCIAL MEDIA COVERAGE ACROSS THE ITALICUS SOCIAL CHANNELS AND ACROSS MONIKER ART FAIR'S INSTAGRAM AND WEBSITE.





BRING YOUR ARTWORK TO LIFE EXPERIMENT WITH DIGITAL

DIGITAL ART IS AN ARTISTIC WORK THAT USES DIGITAL TECHNOLOGY AS PART OF THE CREATIVE OR PRESENTATION PROCESS. AS MORE AND MORE OF US LOOK TO STAY CREATIVE AT HOME AND USING OUR DIGITAL DEVICES, ITALICUS

ENCOURAGES ARTISTS TO FURTHER EXPLORE THE DIVERSE MEDIUM.

DIGITAL ART SUBMISSIONS CAN INCLUDE STOP MOTION, ANIMATION, MOTION GRAPHICS, MOVING IMAGE, DIGITAL

ILLUSTRATION OR PAINTING. WE ASK ARTISTS TO SHOW HOW CREATIVE THEY CAN GET WITH THEIR SMART PHONES OR DESK TOPS AND BRING THEIR LOVE FOR ITALY TO LIFE.

ARTISTS ARE INVITED TO REDISCOVER THE RICH AND CRAFT TRADITIONS BEHIND ITALICUS, A MODERN ITALIAN APERITIVO, TAKING INSPIRATION FROM SOME KEY MESSAGES AND THE BRAND STORY.

INSPIRATION & BRAND STORY

ITALICUS - Rosolio di Bergamotto, is a modern Aperitivo representing the Italian style for beauty and design, embracing the craft heritage of Rosolio, re-modernized with a unique flavour of bergamotto citrus.

The ITALICUS journey begins with the rediscovery of an old traditional recipe of Rosolio di Torino in a book dated back to the 1800s, "Il Liquorista Pratico".

The city of Torino was part of the Savoia Kingdom during the monarchy and the king of Savoia was the first to serve Rosolio as welcome aperitivo drink to his guests, such that this became the "Aperitivo di Corte", a royal aperitivo. The traditional recipe of ITALICUS was developed by founder Giuseppe Gallo and it includes Roman Chamomile, Lavander, Yellow Roses, Melissa Balm and Gentian, with the addition of Bergamotto and Cedro essential oils.

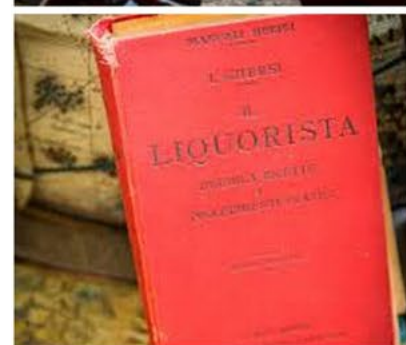
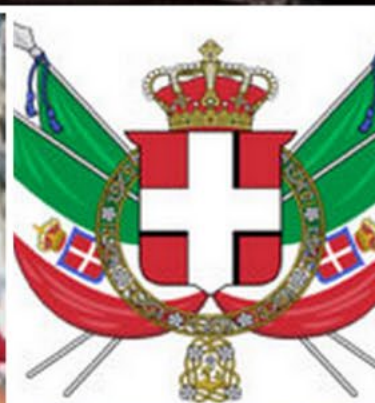
With ingredients sourced from North through the South of Italy, ITALICUS is a proper sip of Italy. As an ode to Italy, its rich heritage and culture, the ITALICUS name, bottle design and aesthetics are inspired by the Italian people, history and beauty with its Art, Architecture and Nature. A Roman Column shaped bottle with renaissance and baroque inspired details around the cap, all magically married with the aquamarine colours of the Amalfi coast, the birthplace of Italicus and hometown of Giuseppe.

ITALICUS takes its name from the Latin word of Italian: Italicum was the nobles spoken Latin whether Italicus was the people spoken latin.

Italy's home to the 'La Dolce Vita' - meaning the sweet life. There is not better moment then the Aperitivo to indulge in la Dolce Vita and the simplicity of an ITALICUS Cup, the quintessential aperitivo enclosing all the citrus notes of the bergamotto and the savory notes of the salty Mediterranean sea.







HOW TO ENTER

To enter, artists can register and upload the original digital artwork completing the application online at:

www.rosolioitalicus.com/creative-talent/

If you wish to sign your artwork, please do so in the bottom right hand corner as illustrated on the template created by MrPenfolds

Eligible artists are to create an ORIGINAL DIGITAL ARTWORK in the form of either:

1. A flat digital illustration or painting uploaded as a .jpeg file.
2. moving image, animation, gif, or stop motion with a maximum run time of 30 seconds uploaded as a .gif or .mp4 file.

Maximum Digital Submission Resolution: 15MB
Artworks must be created or edited with some digital element. Please specify your medium.

If your work is successfully chosen as one of the top 10 artworks for the competition, you will need to send the original artwork file to be exhibited at a later date.

Please note that to be selected you must retain full ownership of the original digital artwork. The final selected 10 digital artworks will be displayed online via the Italicus website and Moniker Art Fair's social media platforms.

TIMELINE

ENTRY	2ND JUNE - 13TH JULY
VOTING	20TH - 30TH JULY
WINNERS	1ST SEPTEMBER

No submission fee necessary, Italicus will donate €1 per each submission and this will be donated to Bergamore, to support the initiative to adopt a bergamot tree in Calabria) www.bergamore.net



Penfold

Example artwork by Mr Penfolds with signature in bottom right