

#MyVintage – *What vintage is to me*

**Your photos in the museum to express the concept of vintage!
Win monthly prizes + final grand prizes!**

November 30 2012 – April 29 2013

Description

WHAT VINTAGE MEANS TO ME.

The challenge is up to you to define your concept of vintage lifestyle. Vintage can be an article of clothing, an object, an outfit, and the idea can be transmitted through **any** photography type or technique. The photos submitted must simply respond to the question “What vintage means to me.”

The contest is promoted and takes place online, but involves physical space because the photos will be printed and displayed at the Museo del Tessuto in Prato in a special section of the exhibit. This is the first instance in Italy of ‘**Crowdsourced Curating**’. It works like this: the public expresses appreciation of the photos online by voting for them. The photos with more votes will be printed larger each month and re-hung in the museum in proportion to the number of votes.

Theme

The photo must

- 1. Answer the question “What Vintage means to me”**
- 2. Include at least one vintage object:** it can be literally any object – clothes, furniture, accessories; modeled or still life. Vintage is defined chronologically as something that is more than 20 years old.
- 3. Express a personal lifestyle concept** (how the clothing or object fits into your own idea of retro lifestyle or fashion).

Acceptable material

Any kind of photograph is accepted, in digital format (jpg, max 6MB per photo). Each person can contribute **up to 5 digital photos**.

By “any kind of photo” we mean: original digital photos, lomography (digitalized), scans or photos of old photos, photos taken with cell phones, photos taken with smartphone apps (like Instagram, Hipstamatic, etc.), pictures recomposed using Photoshop, and any other interpretation of the visual concept of photography, as long as it’s a jpeg.

Who can participate

Everyone! Amateur and professional photographers worldwide may participate.

How to participate

You must upload your photo and fill out the form on the official exhibit website:
<http://vintage.museodeltessuto.it/submit/>

What we will do with your photos

Your photo will be published on the official exhibit website, along with your full name and the 140 character-long description that you write (twitter-style). The photo will be opened up to votes from the public and sharing on social media. By participating in #MyVintage contest you authorize the Museo del Tessuto di Prato to use your photograph on the official contest website and the official museum website (www.museodeltessuto.it) and on its social media channels, and to print the photo to be exhibited inside the museum. Photos in the Lomography category may also be published on the website www.lomography.it. The author maintains all rights and responsibilities to the photo.

How to vote

Each photo has a button below it that says 'VOTE', which works independently of any social media or registration. Visitors to the website may vote only once for each photo, but can vote on as many photos as they wish. The system recognizes users' IP addresses (honesty is assumed and hoped for.)

Sharing

Participants are invited to promote their own contributions by sharing them on social media and asking friends to vote. Each photo has its own stable URL for sharing.

Prizes

The prizes are offered by our technical sponsors: Lomography and A.N.G.E.L.O. Vintage!

Monthly prizes

Monthly prizes will be awarded to two photographers whose pictures are the most voted by the public. These will be announced at the end of December 2012, January 2013, February 2013 and March 2013.

The prize is 10 piggy banks to be spent on the website Lomography.it

1. Prize for the photo in the Lomography category with the most votes each month
2. Prize for the photo with the most votes each month

Final prizes

Prize for the photo "Best Vintage Look"

- * Gift Certificate worth 500 euro on the website A.N.G.E.L.O. Vintage – the winner will be chosen by a jury composed of Museo del Tessuto, Flod and A.N.G.E.L.O.

Prize for the best photo in the Lomography category

- * a Lomography camera – the winner will be chosen by a jury from Lomography.it

Prize for the photo with the most votes from the public

- * a Lomography camera

Contest ends

Contest ends April 29 2013 at midnight (Italy, GMT +02)