



**OPEN CALL  
FOR YOUNG  
ARTISTS**

**3000 €**

**FOR THE BEST  
6 ARTISTS**

**O-SIX**  
*for art*

**O-SIX FOR ART AWARD 2017  
FIRST EDITION**



# DEADLINE

# 31/10/2016

In order to be selected to take part in the “O-SIX FOR ART AWARD 2017” candidates must send one or more original designs of eyewear and sunglasses by and no later than **31 October 2016**, together with a conceptual description of the project to provide the context to the creative process behind the ideas. **Backstage images** (photographs, selfies, installation videos, etc.) will be considered an integral and complementary part of the final result and an important evaluation element in the selection phase that will be carried out by a panel of professionals from the art world.

INFO  
PREMIO O-SIX FOR ART 2017  
EMAIL: [OSIXFORART@THEMA-OPTICAL.COM](mailto:OSIXFORART@THEMA-OPTICAL.COM)  
TEL. (+39) 0435 72002

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## PREMIO O-SIX FOR ART 2017

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**PRICE:** 3000 € for each winning artist.

**DEADLINE:** 31 ottobre 2016

To mark the International Art Exhibition La Biennale di Venezia, **Thema Optical** has announced it will be holding the first edition of the “**O-SIX FOR ART AWARD 2017**”.

This innovative and stimulating **Art-Marketing** project open to all foreign and Italian artists, strongly supported by the Valmassoi family, focuses on strengthening the link between art and the business world with the aim of identifying new aesthetic horizons in the eyewear industry. The competition will be held every two years.

This **alternative and innovative project, free from all constraints**, both from a technical and a stylistic point of view focusing on an original reinterpretation of products, both in terms of materials and colours will then be passed onto the Thema Optical development department who will have the task of making the ideas into feasible manufacturing proposals.

### DON'T MISS YOUR CHANCE!

Send, by and no later than **31 ottobre 2016**, to the following address:

- one or more original and creative **handmade designs of eyewear and/or sunglasses**.
- **Conceptual description of the project**, with instructions about hypothetical materials and colours to be used.
- **Backstage images** (photographs, selfies, installation videos, etc.) to provide the context to the creative process.

**Send original materials c/o:**

Thema Optical srl - O-SIX FOR ART AWARD 2017  
Via risorgimento, 100 - 32040 Domegge di Cadore  
Belluno (BL), Italia

**Info**

**O-SIX FOR ART AWARD 2017**

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**tel.** (+39) 0435 72002



## PREMIO O-SIX FOR ART 2017

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**PREMIO: 3000 euro** a ciascuno dei 6 artisti selezionati.

**DEADLINE: 31 ottobre 2016**

La **Thema Optical** annuncia, in concomitanza con la Biennale d'arte di Venezia, la Prima edizione del **"PREMIO O-SIX FOR ART 2017"**.

Un progetto innovativo e stimolante di **Art-Marketing**, voluto fortemente dalla Fam. Valmassoi dedito a consolidare il legame tra arte ed impresa, rivolto ad artisti italiani e stranieri, con il fine di individuare nuovi orizzonti estetici nel mondo dell'occhiale. Il premio sarà biennale.

Un progetto **libero da qualsiasi schema, sia tecnico che stilistico, alternativo ed innovativo**, attraverso una reinterpretazione originale del prodotto, sia nei materiali, sia nelle forme che nei colori, sarà poi compito dello studio tecnico della Thema Optical, renderlo producibile ed industrializzabile.

### PARTECIPARE È SEMPLICE!

Inviare, entro e non oltre il 31 ottobre 2016, all'indirizzo sottostante:

- uno o più **disegni a mano, originali e fantasiosi, di occhiali da vista e/o da sole.**
- la descrizione concettuale del progetto, con l'indicazione degli ipotetici colori e materiali da utilizzare.
- **immagini di backstage** (fotografie, selfie, video installazioni, etc.) che testimoniano le fasi del processo creativo.

**Inviare il materiale originale c/o:**

Thema Optical srl - PREMIO O-SIX FOR ART 2017  
Via risorgimento, 100 - 32040 Domegge di Cadore  
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