

Competition rules

Article 1- Theme of the competition

The International Council of Museums invites museum enthusiasts to take part in a competition to celebrate the 35th annual International Museum Day to be held May 18 2012.

Participants must take a photograph of themselves, alone or in a group, in front of or inside any museum in the world, carrying the emblem of the 35th anniversary of International Museum Day.

Article 2- Deadline for submitting photographs

The deadline for sending photos to imd@icom.museum is April 22, 2012 at midnight, French time.

Article 3- Availability of information

The competition rules and the 35-year emblem for International Museum Day can be downloaded in English, French and Spanish from ICOM's website: <http://imd2012.icom.museum>.

For further information about the competition, participants can send requests to: imd@icom.museum.

Article 4- Rules of entry to the competition

Photographs must adhere to the rules of each museum and participants shall take care not to disrupt the museum's functioning.

Participants must be at least 16 years of age. ICOM reserves the right to ask for additional parental authorization, at any time, from minors participating in the competition.

Participants may be individuals or groups. For group participants, at least one of the members of the group must be over 16 years of age.

Photographs must not show obscene, violent, dangerous, or racist images or any image that may disrupt public order, damage the wellbeing of minors or violate human dignity.

Article 5- How to participate

All participants shall:

Send their photograph in a jpeg format between 1 to 2Mo to the following address: imd@icom.museum . The following information must be included in the email in French, English or Spanish: first and family name, sex, nationality and date of birth of each of the participants, contact email (one per entry even for group entries), postal address where you would like ICOM to send the prize (one per entry even for group entries), name of the museum in the picture, town and country where the photo was taken.

Article 6- Assessment criteria

The winning photo will be selected along the following criteria:

- How prominently the emblem is displayed in the photo
- Originality of the place and the pose
- The enthusiasm and vitality of the subjects posing for the photo

Article 7- Choosing the winner

The winner will be chosen in two rounds.

First round: The General Secretariat of ICOM will first shortlist thirty-five (35) photographs using the criteria in article 6.

Second round: an international jury composed of professionals from the museum world will vote to choose a winner from the thirty-five photographs short-listed.

The jury's decision is final and no correspondence will be entered into. The result of the vote will be published May 18, 2012 on the Facebook page and the internet site of the International Museum Day. It will give the first name and the nationality of the photographer(s) and the name of the museum in the winning photo. ICOM reserves the right to use the results of the competition in its institutional publications.

Article 8- Prize

The winner will receive a surprise packet called "Best of Museums' Shops" containing €300 euros worth of items from various museum bookstores and shops. The prize will be sent to the winner at the postal address given. Shipping costs will be paid by ICOM.

Article 9- Photographic rights

The photographs must be taken solely by the participant, who owns all the associated rights.

ICOM reserves the right to use photos entered in the competition for presentation purposes and for the media as well as for promotional purposes for an indefinite period of time.

Article 10- Responsibility

ICOM declines all responsibility as to the right of personal portrayal and to restrictive conditions for the use of the photograph. If the rights of image are not respected ICOM will withdraw the photo immediately.

ICOM declines all responsibility in the event of cancellation, delay or modification of the competition due to unforeseen circumstances. ICOM declines responsibility in the event of theft, delay or damage during transport of the prize.

Article 11- Accepting the rules

Participating in the competition implies unconditional acceptance of all these rules.

In compliance with the modified law on information technology and civil liberties n°78-17 of 6/01/78, the participants' personal data may be processed on paper supports or numerically. Participants are entitled to access, rectify and remove personal data by applying in writing to ICOM. This data will be used exclusively by ICOM for the purposes of the competition and is necessary to take part and for the prize to be awarded.