



Passoblu.org

The UltrArt Invasion II

Passo Blu

UltrArt is advancing. It expands. It contaminates.

The event that **brings the art world to the heart of the historic center of Genoa is back from 19 to 29 June 2025**: this is the second edition of "The UltrArte Invasion", organized by **Passo Blu International Art Communication** in synergy with CIV Luccoli and with the participation of CIV Casana.

" The initiative, designed to actively involve the local community and the growing tourist flows, offers a unique aesthetic and emotional experience, transforming Luccoli Street into a true open-air museum and offering a creative action usually reserved for other contexts".

This second invasion is not just an event, but an aesthetic assault, a breach in the everyday that erases the boundaries between real and imaginary. An incursion in which art is not to be contemplated, but to be undergone, traversed, become.

New languages, new forms, new glitches in the system. Artists, performers and visionaries redesign space, hack perception and push the experience beyond the boundaries of the known.

There is no such thing as a spectator. Make him part of the invasion.

Concept

BEYOND THE BOUNDARIES OF SELF

We live in a time of profound change, where freedom is not just a right, but a creative and vital necessity. The desire to change arises in response to the

need to transcend imposed boundaries, to rediscover oneself beyond labels, to embrace change as an opportunity.

Fluidity is the most powerful and ancient energy: **it flows, adapts, expands and explores at the same time.** It is not just a concept linked to personal identity, but a universal principle that runs through thought, language, bodies, society, technology, politics, nature itself. Where is this flow, this softness, this transformation? What new identities emerge from the collapse of old structures?

Invasion of UltrArte II invites artists from all disciplines to explore this theme through their research and work. **Fluid identity does not end with gender or sexuality: it is a process that affects every aspect of existence.** It is the relationship between the individual and the community, between man and his environment, between the past and the future, between the real and the virtual.

FOOD FOR THOUGHT FOR THE WORKS

Identity and change

Matter in transformation

Technology and the body

Collective identity and ego dissolution

Boundaries in dissolution

WHO CAN PARTICIPATE

The call is open to artists of all disciplines: painting, sculpture, photography, installation, video, performance, sound, digital art and new media.

Deadline for submitting works: 23:59 on 30 March 2025

Invasion of UltrArte is a wave in motion. Let its energy flow through you and bring your vision.

RULES OF PARTICIPATION

1. SUBJECT OF THE RULES

Application for the selection of artworks to participate in the group exhibition and publications planned for the event “The UltrArt Invasion II”,

conceived and promoted Step Blu International Art Communication APS, with the collaboration of CIV Luccoli and CIV Casana.

2. ELIGIBILITY REQUIREMENTS

Professional artists of all disciplines who submit work that meets the concept set out at the beginning of the paper may apply for selection.

Applicants must be 18 years of age or older at the time of application.

Application is free of charge. **Only if selected to the project is membership for the current year of 30€ to the Passo Blu Association required.**

Each artist may submit one free-size hanging work within these sizes: minimum 30x40 cm and maximum 120x80 cm; and free-size outdoor installations.

Works must be accompanied by a brief descriptive text and title, measurements and technique.

3. APPLICATION PROCEDURES

A) Fill in the form (which can be found at the end of this document),

B) Send an image of the work to **candidatura@passoblu.org**, in jpeg format with the greater side 2,000 pixels long; the file name must include the artist's name and the title of the work: name-title.jpg); - Descriptive text in pdf format;

C) The **deadline for submissions is March 30, 2025, 23:59** (the date and time of receipt of the e-mail will be the official date and time). Incomplete applications, applications received after the deadline, or applications not received due to technical or telematic problems will not be considered.

4. CANDIDATE SELECTION

The curators, at their sole discretion, will select the works to participate in

the collective event according to criteria of quality, effectiveness, and narrative and aesthetic coherence.

The selection process will be completed by April 5, 2025.

Only selected artists will be notified via email by April 10, 2025.

The selection to the project implies a membership for the current year of 30 € to the Blue Step Association.

5. COLLECTIVE EXHIBITION AND PUBLICATION

The event will take place in Genoa, in selected shopkeeper spaces and historic buildings on Via Luccoli and Vico Casana in June 19-29, 2025.

The works for the group exhibition will be produced by the artists and delivered to the assigned location, which will be communicated after the selection, by 18 June at the latest, and collected by the artists on 2 July. Each work on display will be accompanied by a plaque indicating the title and author, and a special edition of Blu's Paper will be published and distributed at the same time.

In the event of sale, the artist undertakes to donate 20% of the amount to Passo Blu IAC APS as a contribution to the association.

6. ACCEPTANCE OF THE REGULATIONS AND RESPONSIBILITY

Submission of the application implies automatic and unconditional acceptance of these regulations in their entirety.

The applicant declares under his/her own responsibility:

- that the works are the exclusive product of his or her own ingenuity; further guaranteeing that he or she claims, as author, all rights of use and exploitation relating to the photographs and any other material submitted for selection;
- that there are no grounds or rights of third parties that prevent, limit or condition the exhibition and publication of the images submitted for selection;
- that the content of the images submitted for selection does not infringe

any copyright, registered trademark, commercial or intellectual contract right and any other rights of third parties:

- that the content of the works submitted for selection does not infringe on any person's right to privacy or dignity;
- to assume all responsibility in any court of law for the effects of his imperfect or untruthful statements regarding the above, and to indemnify the promoters of THE ULTRART INVASION II against any claim for damages or injunctions from third parties, as well as against all damages and expenses, including legal fees, resulting from any alleged injury to the rights of third parties;
- to unconditionally accept the solutions adopted by the promoters of THE ULTRART INVASION II regarding the arrangements of the collective exhibition
- to authorize the promoters of THE ULTRART INVASION II to process their personal data in accordance with the law (D. Lgs 196/2003 and Regulation (EU) 2016/679), aimed exclusively at the execution of what is necessary for the realization of the THE ULTRART INVASION II project ;
- to authorize the promoters of THE ULTRART INVASION II I to the publication of their images on the occasion of the collective exhibition, publication on social networks and sites and any other use aimed at the realization of the project in question, authorizing their reproduction by any means and in any medium
- to accept that any violation of these regulations may be cause for exclusion from the selection for the project in question at the promoters' sole discretion.

6. INFORMATION ON THE PROCESSING OF PERSONAL DATA

Legislative Decree 196/2003 and Regulation (EU) 2016/679

The personal data released by the candidate will be processed by the promoters for the purposes related to the conduct of this project in accordance with Legislative Decree 196/2003 and Regulation (EU) 2016/679. The personal data collected and stored by the promoters of the

project can be viewed by the candidate at any time and can be deleted by request via email to passobluinternational@gmail.com By filling out this form and signing the consent to the processing of personal data, the candidate consents to the processing of his or her personal data by Passo Blu IAC APS, as per the information pursuant to art. 13 Reg. UE 679/2016 always present in complete and updated form at this link: <http://witnessjournal.com/informativa-sulla-privacy-trattamento-dati-personalie-cookies/>, also fully accepts the Regulations of the project THE ULTRART INVASION II.

APPLICATION FORM FOR THE SELECTION OF APPLICATIONS FOR THE ULTRARTE INVASION II 2025

I, the undersigned _____

Born on _____ at _____

Resident at _____

House No. _____ Postal Code _____

City _____ State _____

Email _____

Phone number _____

The undersigned requests to participate in the selection of candidates for the INVASION OF ULTRARTE II project, and to this end declares that he/she has understood and fully accepts the rules of participation attached to this form. By ticking the box below, the applicant consents to the processing of personal data for the purposes of carrying out the selection process provided for in the call for applications and fully accepts the relevant rules and regulations.

I agree to the processing of my personal data

Date _____

Firma _____