

A professional opportunity for young talents

CALL FOR APPLICATIONS FOR THE 2ND EDITION OF THE VITTORIA CASTAGNA AWARD

Organised by the ONTHEMOVE Association, the call for applications is aimed at those who want to work in the field of marketing and communication for cultural production

Cortona, 05 March 2024 - Applications are welcome until 2 June 2024 for the 2nd edition of the **Vittoria Castagna Award**, organised by the Cultural Association ONTHEMOVE as part of the **Cortona On The Move** festival and in partnership with **Accademia di Belle Arti di Brescia SantaGiulia, Fondazione Fitzcarraldo, Università Bocconi, Franklin University Switzerland, POLITECNICO DI MILANO School of Management, 24ORE Business School** and **Future Concept Lab**.

The award is aimed at **young individuals** (max. 30 years old) in the course of their studies or who have already completed their education and who want to work in the field of **cultural production** with a specific focus on marketing and communication. During the internship period, the winner of the prize will be able to engage in certain areas of communication such as corporate PR, international and public affairs, management by crisis, marketing PR and internal relations.

The **5,000 Euro prize** will be awarded to the project that best connects enterprises and the cultural production of the Cortona On The Move festival, offering companies the opportunity to communicate their values and socially relevant activities through visual language. The idea for the project must be complemented by a study of the context in which it originated, the tools needed to bring it to fruition, the investments related to its realisation, as well as a description of the expected results.

*"The Prize named after Vittoria Castagna, who has been a human and professional point of reference for the festival for many years," comments **Veronica Nicolardi**, director of Cortona On The Move, "is a unique opportunity for young talents who want to embark on a professional career in the cultural sphere. In addition to the financial reward, which is certainly important, the winner will become part of the festival team, through a first-hand work experience in the field and assisting the organisers in all the preparatory stages of an event of recognised value in the Italian and international cultural scene".*

Last year's winner, **Silvia Bonaventura**, joined the Cortona On The Move communication team this year as a social media manager. Silvia's project was chosen for successfully combining artistic and humanistic knowledge with technical and management know-how, as well as interpersonal skills.

The winner, who will be **announced during the opening days of Cortona On The Move**, to be held from 11 July to 3 November in Cortona, will be selected by a **jury of experts** formed by **Camilla Gualina** from the Accademia di Belle Arti di Brescia SantaGiulia, **Dario Consoli** from Fondazione Fitzcarraldo, **Prof. Guido Guerzoni** from Università Bocconi, **Prof. Giulia Miniero** from Franklin University Switzerland, **Prof. Eleonora Carloni** from the School of Management of the Politecnico di Milano, **Valentina Toscano** from 24ORE Business School, **Francesco Morace** and **Linda Gobbi** for Future Concept Lab.

All the details are available on the website at the following link <https://www.cortonaonthemove.com/premio-vittoria-castagna/>

The 14th edition of the international photography festival **Cortona On The Move** will be held **from 11 July to 3 November 2024** in Cortona, in the province of Arezzo, Tuscany. A leading player in photographic production at an international level, the festival is a reference point for photographers, curators, authors, critics and the public. With each edition, Cortona On The Move progresses in the research on the evolution of the photographic language and increasingly privileges the production and realisation of original and unpublished content. The Cortona On The Move festival is produced by the Cultural Association ONTHEMOVE and is realised with the patronage and contribution of the Regione Toscana and the Comune di Cortona, the support of Intesa Sanpaolo and Gallerie d'Italia - main partners - and the support of Autolinee Toscane, Sony - technical partner - and Médecins Sans Frontières - charity partner.

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#COTM2024



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