

VITTORIA CASTAGNA AWARD 2025 EDITION

The Vittoria Castagna Award, which held its first edition in 2023, is organized by the Cultural Association On The Move as part of the international photography festival Cortona On The Move. It is aimed at young individuals in training or those who have already completed their studies (up to 30 years old) who wish to work in marketing and communication for cultural production.

Who Was Vittoria Castagna

Vittoria Castagna represented a human and professional reference point for the On The Move Cultural Association for many years, contributing uniquely both to the growth of the team she worked with and to the development of Cortona On The Move. She worked alongside the festival's management in handling partners and developing communication strategies.

Who the Award is For

This award is aimed at individuals in training who wish to work in cultural production with a specific focus on marketing and communication. Culture has increasingly played a central role in the positioning and communication strategies of companies and institutions, **based on the growing synergy between artists, curators, companies, brands, and the general public, the latter becoming a key player**, particularly through digital devices. The marketing manager in the cultural sector is a professional who can understand the needs of businesses and translate them into communication projects that foster the growth of the artistic sector, support new creative productions, and engage the public in sharing the companies' projects. This collaborative activity can become a tool for **understanding the present and imagining the future**, breathing new life into cultural production.

The Marketing and Communication Expert in the cultural field is a professional with a broad range of skills and abilities, able to combine artistic and humanistic knowledge with managerial and relational skills. This person can interact with both the communication team and the production team, and is capable of collaborating with different professional figures or business and institutional entities.

The Marketing and Communication Manager in the cultural field can engage both internally within the cultural organization and externally with partners and stakeholders, using the appropriate tone for each context. This person knows how to write presentations and proposals with the correct language for each interlocutor, conveying the potential and opportunities that the interlocutor can understand from a strategic and communicative standpoint.



The Marketing and Communication Manager in the cultural field possesses traditional and innovative communication and marketing skills, as well as knowledge of cultural activity funding possibilities (grants, fundraising, etc.), along with expertise in coordinating and managing human resources.

Lastly, the Marketing and Communication Manager in the cultural field aims to amplify the Vision – the future perspective – of businesses and institutions. Art, in fact, has the power to regenerate inspiration for new strategies, reinforcing aspirations and socially relevant desires.

What is Expected from Participants

The candidate must present a project idea outlining how they would develop a communication project aimed at building relationships and projects for businesses, with the goal of ensuring the long-term sustainability of the Cortona On The Move festival. Specifically, we are looking for a project that offers companies the unique opportunity to tell untold stories that communicate their values and socially relevant activities through visual language, leveraging the festival's extensive national and international partnership network, which ensures collaboration with top professionals in the sector. The final result of the project could involve the production of exhibitions, installations, photobooks, and communication campaigns. The project will be displayed during Cortona On The Move and disseminated through the festival's media and communication channels. The proposed project idea must include a context analysis, necessary tools for implementation, associated investments, and a description of the expected results. The project should be submitted in the format specified in the relevant section of this call.

The Award

The winner will receive:

- A cash prize of **€5,000**
- Hospitality during the festival's opening days, from July 16 to July 19, 2026
- The opportunity to be included in the Cortona On The Move team for a curricular internship (starting November 2026) in case the candidate is still in training, to help develop and implement the project idea. For candidates who have already completed their studies, the method of integration will be evaluated (no relocation to Cortona is required).



The cash prize, which should not be considered as the budget required for the project's realization, aims to contribute to the ideation and possible implementation of the project, working alongside the Cortona team by:

- Collaborating with the festival's management to implement the project idea and supporting the festival's communication department in developing the communication plan for this project.
- Working closely with the festival's Partner Manager to engage with institutional, cultural, sponsor, and funding partners, and develop relationships with them.

At the end of the potential internship period, the project should be considered initiated or completed.

Requirements

Candidates for the Award should possess the following qualifications:

- Ongoing or completed education in Cultural Heritage, Economics, Communications, Social Sciences, Management Engineering, or equivalent work experience in the cultural sector.
- Knowledge of the local, national, and international cultural landscape.
- Organizational and time-management skills.
- Strong communication and interpersonal skills.
- Ability to work independently and as part of a team.
- Proficiency in communication tools.

How to Submit the Project

Candidates should submit their application by June 14, 2026, to the email address premiovittoriacastagna@cortonaonthemove.com, with the subject line: "Candidatura Premio."

The application should include:



- A cover letter
- An updated curriculum vitae
- A communication project idea aimed at developing corporate relationships and projects, which includes:
 - A brief project description (2000 characters)
 - A description of activities, objectives, timeline, communication plan, and associated resources
 - A project budget

To guide candidates in developing their proposal, below are the partnership opportunities that the festival offers. Generally, the collaboration is structured in three aspects:

- The creation of original and exclusive content.
- The selection of socially relevant content.
- The distribution of content through national and international publishers and through the festival's communication channels.

Selection Process and Announcement of Winner

Selected candidates will be invited to an individual interview with the evaluation panel appointed by the On The Move Cultural Association's board.

The winner will be announced during the opening days of the 16th edition of Cortona On The Move. The selected project can be developed as part of the festival and will remain the property of the festival.

The winner will be invited to attend and must participate in the opening days of the 16th edition of Cortona On The Move.

The On The Move Cultural Association thanks the dear friend Franco Bernelli Zazzera for providing the award for the winner.

Educational Partners



The selection jury will include, alongside the On The Move Cultural Association's board, experts working in cultural project management, marketing, and communication for culture. Some members represent the educational institutions where the call will be shared, in particular:

- **ACCADEMIA DI BELLE ARTI DI BRESCIA SANTAGIULIA - Camilla Gualina** - Coordinator of Art Education and Communication and Heritage Promotion
- **FONDAZIONE FITZCARRALDO - Dario Consoli** - Project Manager of Competence Development, Cultural Manager, and Communication Strategist
- **UNIVERSITÀ BOCCONI - Paola Dubini** - Professoressa di Management
- **UNIVERSITÀ STATALE DI MILANO - Giulia Miniero** - Associate Professor, Department of Economics, Management and Quantitative Methods
- **POLITECNICO DI MILANO School of Management - Eleonora Carloni** - Assistant Professor in Management Engineering @Politecnico di Milano
- **Future Concept Lab - Francesco Morace** - Sociologist, essayist, and Co-Founder of Future Concept Lab, International Research and Consulting Institute, Expert in Trends within Social and Market Research
- **Future Concept Lab - Linda Gobbi** - Sociologist, Co-Founder of Future Concept Lab, Expert in Research Methodology, Socio-Cultural Analysis, and Consumer Segmentation

To the School of Vittoria Castagna

The story of Vittoria Castagna is a continuous opening of doors in the universe of knowledge. An expert in corporate communication, she constantly enriched her education with determination and enthusiasm, always a step ahead of the needs of her professional competence. First, a diploma from the classical high school in Lecco, her hometown, then a degree in Political Science and a diploma from the Academy of Communication in Milan.

After her degree, Milan became her adopted city where she started her career in communication and PR, working in major agencies and as a freelancer. PR, in its acronym standing for Public Relations, holds a core engine that Vittoria fueled in both her professional and personal life: privileging relationships. Certainly, the relationships between businesses and their audiences, but above all, human relationships that form the basis for interdisciplinary dialogue: from humanities to sciences, from art to culture, without neglecting anthropology, ethnography, and the study and discovery of both near and far worlds, including following with contagious enthusiasm the Rosetta mission in 2014, which sent back hundreds of images from the comet targeted by the European Space Agency probe. Indeed, she observed and studied both earthly and cosmic matters, fueled by an inspiring curiosity for the unknown. This is the continuous lesson Vittoria imparted in her years of professional work.



For *Cortona On The Move*, Vittoria left a significant mark, contributing to the festival's programming, exhibitions, and special events, including the *Covid-19 Visual Project. A Time of Distance*, a project that invited photographers from around the world to document this unique historical moment. Today, this project is encapsulated in a book published by SKIRA, designed and produced by *Cortona On The Move* in partnership with Intesa Sanpaolo, and housed on the multidisciplinary online platform covid19visualproject.org. Another example is her coordination of the project requested by *Cortona On The Move* by the Royal Commission for AlULA, where the festival was selected as the cultural partner for the inaugural edition of AlULA, a historical cultural oasis in Saudi Arabia.

The *Vittoria Castagna Award*, promoted and supported by *Cortona On The Move*, also sets itself this goal: to nurture the desire to understand, to learn, to underscore the value of culture and place it at the heart of the training of those who win the award, year after year. Culture outlasts time – it is the ever-present new. Vittoria Castagna taught us this, pursuing it through every thread of her rich professional, family, and personal life. And we will carry it forward into the award dedicated to her, in service of a form of corporate communication that is consistent with the story of *Cortona On The Move*.

Vittoria Castagna will thus serve as a "mentor" and source of inspiration for young people who wish to work in marketing and communication for cultural production. During the internship period, the winner will have the opportunity to work across several areas of communication, such as:

- **Corporate PR:** concerned with a company's institutional image, its reputation and authority
- **International affairs:** activities directed at international institutions and/or stakeholders
- **Public affairs:** engagement with local and national public institutions, bodies, or entities
- **Crisis management:** in response to both corporate and systemic crises
- **Marketing PR:** an element of the marketing mix that, working in synergy with other communication tools, helps generate market interest in a new product, contributes to brand positioning, and supports co-marketing activities
- **Internal relations:** activities directed at employees and collaborators, aimed at increasing motivation and engagement

These same areas may also serve as the reference framework for the projects submitted in response to the call.

Vittoria Castagna moved through all of them, sharing a great deal along the way – with empathy, expertise, and integrity.