



SUMMON 2016

1ST. INTERNATIONAL SAMPLE of PHOTOGRAPHY & VIDEO

INDUSTRIAL-SCIENTIFIC-TECHNOLOGICAL

s p e c t r u m

BICC 2016
Ronda-Madrid
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1st International Sample of Industrial-Scientific-Technological Photography and Video

While in the 80's and 90's there were various film and video festivals dedicated to the production of audiovisual and photographic production industry in the world, currently, are scarce and the majority, confined to publicity events and/or business communication unrelated to the educational and scientific communication.

However, photography and the corporate, industrial, business or institutional video, under their different formats, objectives and communicative, show features narratives, formal, aesthetic and creative that give them their own identity as audiovisual genres that constantly provide values that transcend, in many cases, the mere advertising or commercial purpose, showing an originality and a communicative efficiency or effectiveness with great educational and divulgation scientific, technological and innovation potential.

In this context, this call aims to:

- Detect, identify and select photographic images and industrial, scientific and technological videos.
- As well as design and develop a Web social media audiovisual platform that links, incorporate, display and allows the reuse of this type of content in the education, the promotion of scientific culture and the communication of science, technology and innovation in general.

Thus, the Spanish Association of Cinema and Scientific Imaging (ASECIC), in the framework of its 50 anniversary (1966 - 2016): 5 Decades of Scientific Films in Spain and the World, the International Association for Media in Science (IAMS) and the 28th edition of the International Biennial of Scientific Films BICC 2016 Ronda-Madrid, convoke this 1st. International Sample with the following:

BASES

1. May participate in this 1st. International Industrial-Scientific-Technological Photography and Video Exhibition:
 - 1.1. **Producers, groups and audiovisual media** of communication, industrial, business, corporate and institutional.



- 1.2. Businesses, corporations and public and private institutions.
 - 1.3. University and technological educational institutions, public and private with links to production industry sector.
 - 1.4. Foundations, associations and entities of social responsibility, business or financial.
2. Each one of the above, it may submit a maximum of three photographic images and/or industrial, scientific and technological videos in either Spanish, Portuguese, English or French, attaching always in the respective registry tab, the hyphen or photo caption, in the following areas or fields:
 - 2.1. Agricultural and Food.
 - 2.2. Extraction of raw materials (mining) and metallurgical.
 - 2.3. Land and Maritime transport, Aeronautics and Aerospace.
 - 2.4. Equipment and Manufacturing: Mechanical, automotive and energy (electrical, thermal, oil, wind, solar, etc.).
 - 2.5. Pharmaceutical, chemical and petrochemical industries.
 - 2.6. Tourism and Scientific Culture.
 - 2.7. Textiles, fashion and clothing.
 - 2.8. Electronics, Information and communication technologies (computer science, robotics, telecommunications, etc.).
 3. Registration is free and open. The Registry should be performed from 8 January 2016 by means of an electronic record in line that will be available from that date, on the site Click for Festivals; and where we will have to point out that, in a personal way and/or institutional, holds the ownership of the rights of author and/or the assignment for the dissemination of each audiovisual and photographic content presented:

<https://www.clickforfestivals.com/spectrum-muestra-audiovisual-corporativa-de-video-industrial-cientifico-tecnologico-bicc-ronda-madrid>
 4. The selection of audiovisual and photo content that will shape the 1st Sample will be at a di The recce or distinctions Spectrum BICC 2016 Ronda-Madrid that set the Organizing Committee will appreciate not only the creative quality and communicative efficiency or effectiveness of the photographic images and audiovisual content selected, but above all their potential uses and educational attainment, informative and cultural scientific-technological. stance, by an international jury composed of audiovisual experts in corporate, business or



institutional communication, and by various audiovisual experts in educational purposes and information, divulgation or communication of science, technology and innovation.

5. Photographic and audiovisual content selected for the 1st Sample will be directly visible from a social media audiovisual platform Web, which would allow a viewing online via streaming and with an official presentation by various distance interactive spaces with classroom projections scheduled during 2016 in the headquarters and remote offices of the BICC 2016 Ronda-Madrid.
6. The acknowledgments or distinctions Spectrum BICC 2016 Ronda-Madrid that set the Organizing Committee will appreciate not only the creative quality and communicative efficiency or effectiveness of the photographic images and audiovisual content selected, but above all their potential uses and educational attainment, informative and cultural scientific-technological.
7. Spectrum BICC 2016 Ronda-Madrid awarded a trophy ASECIC 50 Anniversary, the first places in each of the areas or fields of action established in paragraph 2 of this call, in both categories (photo and video), and the jury grant other distinctions or mentions, or declare void any of the categories or areas. The awards ceremony will take place in the month of November of next year and the headquarters of that event will be released in January 2016.
8. The deadline to participate in the contest starts on 8 January 2016 and ends on 30 May 2016 at 24 GMT.
9. The participation in this invitation implies the full acceptance of these rules.

Madrid, España, Noviembre de 2015