



MAGYARNESS

OPEN CALL FOR PHOTO AND VIDEO COMPETITION

MAGYARNESS

HOW YOU SEE HUNGARY
WHAT YOU SEE AS HUNGARIAN

OPEN CALL FOR PHOTO AND VIDEO COMPETITION

Moholy-Nagy University of Art and Design Budapest (MOME) and Európa Pont – the new EU information and cultural centre – invite you to participate in a photo and video competition if you think you have a flair for photography, film or graphic design. **We were wondering how you might capture essence of „Magyarness“** that surrounds you day by day. If you can show us your best visual impression of this „Magyarness“ do not hesitate to send us that picture/video/animation.

But try to stay away from stereotypes; we want your unique insight, not a person spooning down *Gulyás* soup next to his *Rubik's cube* in the *puszta*.

Your entry can be as abstract or as literal as you please in your chosen medium as long as it tells us something about what captured your imagination in Hungary the most, what you came to recognize as a *Magyarness*. There will be 4 categories in the competition, but we are positive that your artwork will relate to one of these. If you do not have a solid idea yet, let these inspire you.

1. Hun Humour

Sometimes black, often far from polite, but never boring. Did you tap into what makes them laugh? And what is it you find funny about your experiences in Hungary?

2. Water-water everywhere

Hungary – the country of waters. Oh yes. Look to your left: it's the Danube – river that connects 7 European countries, you look on your right and see *Rudas Thermal Bath*. You look up it's raining. Look down at a bottle of mineral water in your hand. Could all that water be your inspiration?

3. Everyday Magyar, Everyday European

Hungary is full of Hungarians. Life in Hungary consists of many things that are Hungarian. And many things that are European. Show us differences and similarities! Show us the extraordinary in the trivial!

4. The Hungarian Heart

Hungarians fancy themselves warm-hearted, with deep feelings they are not afraid to express. Any observations you like to share? Are they as hospitable as they say? Romantic outbursts on public transport? Volunteering? Conversations in coffeehouses deeper than you ever imagined? And the questionmarks keep on coming.

Group entries are welcome and if you wish to explore or demonstrate a subject through a series you are more than welcome to do so as well. And do surprise us; we are open to all the creative ideas you can show us in whatever form.

Winning entries will be exhibited in Európa Pont and at one of the biggest summer festivals in Budapest. The main price is a trip to the Karlovy Vary International Film Festival (travel expenses and accreditation).

We hope the artworks that will be generated by this open call will start a dialogue and enrich ideas about Hungary and invite all to view everyday things as unique, interesting, and culturally significant.

Deadline for submission: 31 April 2011

For more information please feel free to contact us: magyarness@mome.hu



MOHOLY-NAGY MŰVÉSZETI EGYETEM
MOHOLY-NAGY UNIVERSITY OF ART AND DESIGN BUDAPEST

MAGYARNESS

HOW YOU SEE HUNGARY
WHAT YOU SEE AS HUNGARIAN

OPEN CALL FOR PHOTO AND VIDEO COMPETITION

How to apply?

For the photo competition:

Submit up to Max. 5 images.
Min. of 3 images for series in any one theme.
Min of 3 images for mixed theme series.

3000 x 2000 min pixel resolution.

Send your series to the following address: magyarness@mome.hu.
In the subject please mention „photo“ and write a few lines about the capture.

For the video competition:

Submit your short film, which reflects on the above-mentioned themes. Your work can be animation, video or both but must not exceed 3 minutes. Please upload the film on Vimeo and send us the link with a short discription to the following address: magyarness@mome.hu. In the subject please mention „video“.

Meet the jury

Jury for the video competition:

György Pálfi – film director
Viktória Petrányi – screenwriter, producer
József Fülöp – senior lecturer – MOME animation

Jury for the photo competition:

Tamás Dobos – photographer, cinematographer
Sári Stenzel – independent curator
Ábel Szalontai – senior lecturer – MOME photo