



## CALL FOR ENTRIES

### English



## ARTISTIC COMPETITION NOTICE

### MURALS SECTION

### SPIT JAM Project – Valmadrera

#### Art. 1 – Purpose of the Competition

This call aims to select artistic projects for the creation of murals as part of the redevelopment project of the Valmadrera market square, promoted by **UGT Valmadrera, Walnuts Factory, Municipality of Valmadrera, Avis Valmadrera, and Ophelia Digital.**

The theme of this edition is: **“Organismi Murali”** (Mural Organisms).

#### Art. 2 – Eligible Participants

The call is open to:

- Individual artists or collectives (even informal ones)
- Writers, illustrators, painters, and creatives from both Italy and abroad

Minors may also participate, provided they have authorization from a legal guardian.

#### Art. 3 – Competition Theme

**“Organismi Murali” – The city that breathes, speaks, and grows through its walls.**

Throughout history, walls have spoken.

They have protected, divided, narrated, and witnessed. They have served as surfaces of transition, silent billboards, spaces of freedom. Before printed paper, radio waves, and digital stories, walls were the first collective medium.

Today, in Valmadrera, those walls come alive again. No longer simple partitions, but urban organisms: sensitive surfaces capable of breathing and communicating, welcoming visions that intertwine within the contemporary landscape.



“Organismi Murali” is the guiding theme of this edition of the project.

It is an invitation to conceive every wall as a living body pulsing in unison with the city: a collective skin that expresses itself through images, words, symbols, colors, and gestures. Each work is a permanent trace that transmits meanings, emotions, and identities—a work capable of engaging in dialogue with those who inhabit, cross, or simply observe the space.

The theme is free in form but vibrant in meaning: artists are invited to interpret the organic and changing nature of the territory, its balance between industry and landscape, between lake and mountains, between history and possibility.

The old spinning mills, the strength of steel, the fluidity of water, the roots of the earth: these are not narrative constraints but poetic suggestions. The starting point can also come from elsewhere—a memory, a feeling, a message to share—as a gift to the city, an intimate offering made public.

Valmadrera today finds itself at a moment of openness, between transformation and identity. It’s a place that welcomes visitors, events, and markets bringing new energies—like the Valmadrera Vintage Market, which enlivens the square every month with visitors from across the province and beyond. In this dynamic context, the project becomes a living part of change: the walls do not merely divide but open up. They become visual portals, windows onto possible worlds, surfaces that breathe and tell their story and the story of those who look at them.

Through colors, words, lines, shapes, and diverse styles, each intervention will become part of a vast artistic ecosystem—a diffuse urban lung that expands and regenerates, making the city more human, more welcoming, and more alive.

#### Art. 4 – Location

The murals will be created on the external surfaces of the public restrooms located in the Valmadrera market square, one of the most frequented spaces during events such as the Valmadrera Vintage Market and other events held throughout the year. **The surface** to be painted measures **103 square meters**, corresponding to a linear development of **36.8 meters** and an average height of **2.8 meters**.

The wall will be pre-coated with a colored quartz primer, applied by the organizers.

Here are some photos of the intervention site:











### Art. 5 – Technical Requirements for the Artworks

- The artworks must be unpublished and original.
- The painting intervention must be adapted to the dimensions and physical characteristics of the wall.
- The painting materials must be suitable for outdoor mural painting.

The final protective coating (Airlite varnish) will be applied after the artworks are completed, at the expense of the organization.

### Art. 6 – Choice of Colors and Wall Base Color

Each artist must select a maximum of 10 colors from the official selection of Montana Colors MTN 94 spray cans provided by the organization.

It is mandatory to indicate precisely the chosen MTN 94 color codes within the submitted proposal, specifying them in the



sketch and/or in a separate document (see Art. 7 – point 8).

The base color of the wall will be provided and applied by the organization using matte quartz paint. The shade will be:

RV 268 Azul Tramontana / *Tramontana Blue*  
EX0140268M





RV 187 Verde Vespa / Vespa Green EX0140187M	☆☆☆☆	RV 189 Amarillo Ipanema / Ipanema Yellow EX0140189M	☆☆☆☆
RV 124 Verde Frisco / Frisco Green EX0140124M	☆☆☆☆	RV 20 Amarillo Fiesta / Party Yellow EX0140020M	☆☆☆☆
RV 16 Verde Pistacho / Pistachio Green EX0140016M	☆☆☆☆	RV 109 Amarillo Canarias / Canarias Yellow EX0140109M	☆☆☆☆
RV 34 V. Guacamole / Guacamole Green EX0140034M	☆☆☆☆	RV 1021 Amarillo Claro / Light Yellow EX014021M	☆☆☆☆
RV 125 Verde Neón / Neon Green EX0140125M	☆☆☆☆	RV 105 Mandarina / Tangerine EX0140105M	☆☆☆☆
RV 6018 Verde Valle / Valley Green EX0146018M	☆☆☆☆	RV 106 Naranja Lava / Lava Orange EX0140106M	☆☆☆☆
RV 126 Verde Toscana / Toscana Green EX0140126M	☆☆☆☆	RV 2004 Naranja Kalani / Kalani Orange EX0142004M	☆☆☆☆
RV 191 Marrón Jaima / Jaima Brown EX0140191M	☆☆☆☆	RV 107 Naranja Marte / Mars Orange EX0140107M	☆☆☆☆
RV 94 Marrón Dingo / Dingo Brown EX0140094M	☆☆☆☆	RV 108 Naranja Fénix / Phoenix Orange EX0140108M	☆☆☆☆
RV 95 Marrón Tana / Tana Brown EX0140095M	☆☆☆☆	RV 3017 Rojo Fiebre / Fever Red EX0143017M	☆☆☆☆
RV 96 Montserrat / Montserrat EX0140096M	☆☆☆☆	RV 116 Rojo Sangre / Blood Red EX0140116M	☆☆☆☆
RV 97 Marrón Chiapas / Chiapas Brown EX0140097M	☆☆☆☆	RV 3001 Rojo Vivo / Vivid Red EX0143001M	☆☆☆☆
RV 98 Marrón Frijol / Bean Brown EX0140098M	☆☆☆☆	RV 47 Rojo Clandestino / Clandestine Red EX0140047M	☆☆☆☆
RV 100 Marrón Café / Coffee Brown EX0140100M	☆☆☆☆	RV 3004 Rojo Burdeos / Bordeaux Red EX0143004M	☆☆☆☆
RV 35 Marrón Chocolate / Chocolate Brown EX0140035M	☆☆☆☆	RV 3007 Rojo Cherokee / Cherokee Red EX0143007M	☆☆☆☆
RV 101 Marrón Ébano / Ebony Brown EX0140101M	☆☆☆☆	RV 149 Azul Hydra / Hydra Blue EX0140149M	☆☆☆☆
RV 164 Rosa Tokyo / Tokyo Pink EX0140164M	☆☆☆☆	RV 150 Azul Argo / Argo Blue EX0140150M	☆☆☆☆
RV 165 Rosa Orquídea / Orchid Pink EX0140165M	☆☆☆☆	RV 151 Azul Libertad / Freedom Blue EX0140151M	☆☆☆☆
RV 4003 Erika / Erika EX0144003M	☆☆☆☆	RV 152 Azul Europa / Europe Blue EX0140152M	☆☆☆☆
RV 4010 Magenta / Magenta EX0144010M	☆☆☆☆	RV 30 Azul Eléctrico / Electric Blue EX0140030M	☆☆☆☆
RV 166 Rojo Açai / Açai Red EX0140166M	☆☆☆☆	RV 5005 Azul Oscuro / Dark Blue EX0145005M	☆☆☆☆
RV 7047 Gris Siberia / Siberian Grey EX0147047M	☆☆☆☆		
RV 118 Gris Rita / Rita Grey EX0140118M	☆☆☆☆		
RV 7040 Gris Perla / Pearl Grey EX0147040M	☆☆☆☆	Blanco / White EX0149010M	☆☆☆☆
RV 119 Gris Londres / London Grey EX0140119M	☆☆☆☆	Negro / Black EX0149011M	☆☆☆☆





## Art. 7 – Documentation to Be Submitted

Artists must send, no later than **31 July 2025**, the following materials in digital format (PDF or ZIP) to the email address: **bando@spitjam.it**

**Additionally, each participant is required to follow the project's official Instagram page: @spit.jam**

1. Participation form (Attachment A, completed and signed)
2. Copy of a valid identity document
3. Photo of the artist (even artistic photos are acceptable)
4. Short artist bio (maximum 300 characters)
5. 3-4 photos of works previously created on mural surfaces
6. Sketch of the proposed artwork, including:
  - Title and description (max 1,000 characters)
  - Color palette and symbolic legend
7. Release for the use of the artwork and images (Attachment B)
8. Sheet listing the 10 chosen MTN 94 color codes, taken from the selection provided by the organization (Page 8)

## Art. 8 – Selection Criteria

The works will be evaluated by a jury composed of members of UGT Valmadrera, Walnuts Factory, the Municipality, and Avis, based on the following criteria:

- Consistency with the theme and urban context



- Artistic quality and originality
- Technical feasibility and architectural integration
- Visual and communicative impact

## Art. 9 – Awards and Realization

Selected artists will be invited to create their mural live during the public event on **Sunday, 31 August 2025**. In case of **bad weather**, the event will be postponed to the following **Sunday, 7 September 2025**.

The organization will provide:

- A contribution in materials equivalent to 6-10 spray cans, or for those working with wall paints, the same quantity in equivalent mural paint
- An area of approximately 2.8 m in height by 3 m in width per artist
- Accommodation for non-local artists (primarily foreign artists or those residing more than 400 km away)
- Promotion on all official channels

## Art. 10 – Rights and Responsibilities

- Artists grant the right to use and reproduce the artworks for promotional purposes of the project.
- The organization is not responsible for any damage to materials not authorized or not conforming to the specifications indicated.

## Art. 11 – Information and Contacts

For questions or clarifications, write to: **[bando@spitjam.it](mailto:bando@spitjam.it)**