



**The 7th edition of PUGLIA CAKE FESTIVAL will be held on 7/8 October 2023
At "SAN GIORGIO PALACE – TRANI"**

Organizers: APS-ETS APULIA FOOD & CAKE TRAVEL #pugliacakefestival2023

**Category (G): "Artistic Shortcrust Pastry"
International cake design Competition.
Theme: "Christmas houses"**

METHOD AND TERMS OF PARTICIPATION

Registration must be made no later than 1° September 2023 at the organization of the Puglia Cake Festival.

Participation requires the preparation of an UNPUBLISHED work, it must not have any sign of recognition, signature or initial and **must be delivered in attendance on 6 October 2023 at Palazzo San Giorgio in Trani from 9:00 to 20:00.**

The work will be judged anonymously by the International Jury the following day from 8:00 to 10:00 behind closed doors before the opening of the Festival.

Upon delivery, you will receive the registration number to obtain the badge and the number of the workstation in which to place the work.

An area for setting up and repairing will be made available to the participants for the repair and arrangement of any transport damage. If the work were to suffer damage during transportation, it will be advisable to report it on the accompanying technical sheet, otherwise the damage will be evaluated negatively in the scores assigned by the Jury.

It will be possible to place your work in the assigned space and once placed it will be mandatory to leave the exhibition area.

The work CANNOT be published on social media before the award ceremony, which will take place on 8 October 2023 at 17:00. Under penalty of exclusion from the competition.

You can then share all the images with the hashtag **#pugliacakefestival2023**.

The work cannot be taken from the table before 18:00 on the same day and no later than 12:00 on 9 October 2023. If they are not removed, they will be disposed of by the organization's staff.

The competition is open to professionals and non-professionals who have reached the age of majority by the deadline for registration, 1° September 2023. **Puglia Cake Festival staff operators cannot participate.** Send your high-resolution half-length photo, possibly wearing a jacket with a light background. Subsequently, your photo with the Festival logo will be sent, to be used both as a profile picture, for Facebook or Instagram pages.

REGISTRATION

To validate registration for the Competition, the completed and signed registration/privacy form must be sent by e-mail, along with a high-resolution half-length personal photo, possibly in a jacket with a light background, and the receipt of the registration fee.

- It is possible to register for more than one category but participating with only one work for each category.
- All registrations **MUST BE SENT** to the following e-mail address - **info@pugliacakefestival.it**

SUBSCRIPTION FEE

- The registration fee is € 30,00 for each category.
- Each registration will be combined with an identification number that you will receive upon delivery of the work.

Works delivered on Saturday 7 October 2023 will not be accepted FOR ANY REASON.

PAYMENT DETAILS

- **BANK TRANSFER IBAN:** IT54 C360 9201 6002 2257 3243 148
- **BIC:** QNTOITM2XXX
- **PAYABLE TO:** APULIA FOOD & CAKE TRAVEL

PUGLIA CAKE FESTIVAL 2023 REGULATIONS

**Category (G): “Artistic Shortcrust Pastry”- International cake design Competition -
Theme: “Christmas houses”**

THEME OF THE WORK and methods of realization:

The creation of a three-dimensional "artistic shortbread" work is required. The work must be composed of three-dimensional objects and decorative parts. The three-dimensional objects in turn can be decorated with details always made in shortcrust pastry. Different construction and decorative techniques can be used as long as the three-dimensional technique prevails and is the protagonist.

The "Christmas houses" theme requires the representation of an installation including subjects and symbols to compose a Christmas scene or environment.

The enchantment of the Christmas festivities, the warm and joyful atmosphere of the markets, the half-timbered houses immersed in a forest in the far north where you can recreate the magical atmosphere of Christmas. The representative colors and scents of the holidays, of the snow, of the fir tree, of the decorations, of the gifts. Christmas is a symbol of expectation, conviviality, the joy of children unwrapping presents, wishes, memories and good intentions. Give vent to your imagination, colors and sensations by giving life to your "Christmas houses" of the heart.

The relevance to the theme is of fundamental importance for the evaluation of the work by the international judges.

CATEGORY GENERAL RULES:

“Artistic Shortcrust Pastry” – International cake design Competition

- A)** The piece must be a work of "3D artistic shortbread" and must be made in three-dimensional with the exclusive use of shortcrust pastry. The pastry can be natural, colored or painted. Materials other than shortcrust pastry are NOT allowed for internal/external structures and supports of three-dimensional constructions.

The use of ice, chocolate and all edible materials is allowed to glue the various construction parts and joints that make up the work. The use of SUGAR PASTE is forbidden. The use of icing, chocolate, sprinkles and all edible materials for marginal decorations maximum 15% is allowed. The use of SUGAR PASTE is forbidden. Under penalty of exclusion from the competition.

- B)** All the parts that make up the work can be cut: freehand and/or using self-produced paper patterns. Pastry cutters that allow you to cut only the shape of the subject are allowed. To cut and decorate the pastry, the use of: decorative rolling pins, impression pastry cutters which, in addition to cutting the subject, outline its details, veined silicone moulds, silicone moulds is NOT permitted. Under penalty of exclusion from the competition.

- C)** The works must be unpublished, they cannot be the result of participation in a course, or in another competition and they cannot be a copy of works by other artists of artistic shortbread.

They must be created by a single artist, the same one who registered and participates in the contest. Works created collectively are not accepted, under penalty of exclusion from the Competition.

- D)** The display area of the work available on the table is **40x40cm** and this area must contain its vertical projections.

The work can have a size between the **25x25cm** and the **40x40cm including the cake board**, there are NO height limits. The support surface of the work must be entirely lined with shortcrust pastry.

The measures must be strictly respected under penalty of disqualification of the work.

- E)** The quantity of decorative techniques chosen and applied to the work will not be evaluated, which must instead all have an adequate technical and executive quality, and which will be judged on the basis of their quality.

- F)** The work must be accompanied by an **anonymous technical sheet** (attached to the regulation). It must contain the title of the work and a brief introduction describing the source of inspiration, the work carried out, the techniques and materials used. If the work were to suffer damage during transport, it will be advisable to report it on the accompanying technical sheet, otherwise the damage will be evaluated negatively in the scores assigned by the Jury.

The Organization will provide a plaque with the words "*Damaged in Transit*". In this way, the damage will not change the judgment on the evaluation of the work. The technical sheet must be presented at the same time as the work and the anonymity of the artist must be respected, under penalty of exclusion from the competition. For the innovative or little-known techniques introduced, a detailed description is required to be included in the technical sheet.

- G)** Each competitor will be able to participate in the competition by presenting only one work, created with the utmost commitment. The response of the International Jury will be unquestionable, therefore at the time of presentation the Participant will tacitly accept the verdict.

- H)** The cleanliness and precision of the work will be carefully evaluated, which will also be awarded a special mention. It is therefore advisable to pay particular attention to cleanliness and precision, avoiding leaving fingerprints, cuts, joints, etc.

The work will be evaluated at 360° from every angle, therefore the realization must be finished on all sides and free of walls that serve as a background.

- I) **NON-edible materials**, artificial objects and/or decorations such as lights/leds, plexiglass, plastic or metal materials, etc. are NOT allowed, under penalty of exclusion from the competition.
- J) Even if the work in artistic pastry will not be tasted, it must comply with the hygiene standards of the food sector, make sure that the cake board used is NOT edible but suitable for food and must not exceed the maximum dimensions indicated 40 x 40cm. **The cake board must be entirely covered with a layer of shortcrust pastry** and must be finished with a satin ribbon. The maximum height allowed for the cake board is 2,5 cm.

To facilitate the transport and movement of the work without damaging the pastry, it is possible to fix some feet under the cake board that act as a rise.

TECHNICAL JURY

The International Jury will be made up of cake design professionals specialized in the artistic shortcrust pastry technique, multi-awarded nationally and internationally:

- **ELISABETTA CORNEO** (Architect and lover of sweets and creator since 2012 of the registered trademark "Artefrolle" which are real architectures made entirely of shortcrust pastry. Winner of multiple awards including: Absolute gold medal at the Internationals of Italy - Massa Carrara, Gold medal at the Salon Culinaire Mondial, Basel 2013, Gold medal at the Culinary World Cup, Luxembourg 2014, Gold medal at the IKA/Olympiade der Koche - Erfurt 2016, Gold medal at the Culinary World Cup, Luxembourg 2018, Silver Medal at the IKA/Olympiade der Koche - Stuttgart 2020, Gold Medal at the Culinary World Cup, Luxembourg 2022).
- **GIULIA ALESSIO** (Architect, Teacher of artistic shortbread, winner of national awards, winner in the "3D artistic shortbread" category at the Italy International Cake Show in 2021, winner in the "Decorated biscuit" category at "Cakedream" in 2022. She participated in national collaborations "The beauties of Puglia" and "Cakedream" in 2022 and the international collaboration "Odyssey the search for Ulysses" in 2023).

EVALUATION CRITERIA

The evaluation of the works will be scheduled for Saturday 7 October 2022 at 08:00 before the opening of the event with the presence of the judges only.

All the works will be evaluated by an international jury of expert professionals in the sector, awarded nationally and internationally. The works will be evaluated strictly anonymously, according to the following criteria:

1. Adherence to the requested theme and the proposed inspiration.
2. Visual impact and presentation of the work (compositional balance, chromatic balance, general aesthetic evaluation, "WOW effect").
3. Artistic creativity: ability to artistically interpret and render the theme chosen as inspiration.
4. Executive difficulty of the painting and quality of the decorative techniques used.
5. Cleanliness of the product (proportions, precision and attention to details).

AWARDING

The award ceremony will take place on Sunday 8 October 2023 at 17:00.

The evaluation of the works will take place through the sum of the scores of all the judges.

1) First place Overall – Gold medal

- Cash prize of € 100,00
- Products offered by the official sponsor of a value of € 100,00

2) Second place Overall – Silver medal

- Products offered by the official sponsor of a value of € 75,00

3) Third place Overall – Bronze medal

- Products offered by the official sponsor of a value of € 50,00

Special mention for the “3D artistic pastry”

Special mention for the "Artistic criticism and creative flair"

Special mention for the "Cleaning of the work"

The assignment of the first, second and third place podium will be excluded from the assignment of special mentions.

All other professional participants will receive a Certificate of Participation.

NB: "The initiative does not fall within the competitions and prize operations pursuant to article 6 paragraph 1 of Presidential Decree 430/2011."

GENERAL RULES

For each of the participating works, the organization, the owner of the Competition and its partners reserve the right to make publications on their website and on their social channels; the competitor at the time of participation, by sending his material to the selection of the Competition, implicitly accepts that photographic reproductions are made to be used for the report of the competition activity in any form deemed appropriate for this and future editions, without prejudice it being understood that in use the author of the work will always be mentioned. Participants waive any claim, request for compensation or otherwise against the organization and its partners, relieving the competition holders from any third-party request regarding copyright or other rights. This in compliance with the provisions of the laws 675/96 and 196/2003 and subsequent additions on the protection of privacy.

The organization may cancel the initiative at its sole discretion, or vary the dates indicated in these regulations, without owing anything to the participants.



DATA SHEET: Category: “Artistic Shortcrust Pastry”

SCHEDA TECNICA: Categoria: “Artistic Shortcrust Pastry”

WORK / LAVORO: **G** _____

TITLE OF THE WORK:

TITOLO DEL LAVORO:

DIMENSIONS:

DIMENSIONI:

INSPIRATION DESCRIPTION:

DESCRIZIONE DELL'ISPIRAZIONE:

DESCRIPTION OF THE TECHNIQUES USED:

DESCRIZIONE DELLE TECNICHE UTILIZZATE:

DESCRIPTION OF THE MATERIALS USED: / DESCRIZIONE DEI MATERIALI UTILIZZATI:

- o shortcrust pastry / pasta frolla
- o food colors / colori alimentari
- o chocolate / cioccolato
- o royal icing / royal icing
- o sprinkles / sprinkles

INNOVATION (ONLY IF ACTUALLY PRESENT):

INNOVAZIONE (SOLO SE EFFETTIVAMENTE PRESENTE):

ANY DAMAGE IN TRANSPORT TO REPORT:

EVENTUALI DANNI RIPORTATI NEL TRASPORTO DA SEGNALARE:



REGISTRATION FORM/PRIVACY FOR THE PUGLIA COMPETITION CAKE FESTIVAL 7/8 OTTOBRE 2023

“Palace San Giorgio - via San Giorgio, 26 - 76125 Trani – PUGLIA (Italy)

DATA FOR PARTICIPATION:

Name and Surname:

e-mail:

Born in: Province The

Resident at: Street n. Post code

Tax ID code: Phone number:

CATEGORIES:

- (A) Wedding Cake (B) Royal Icing Cake (C) Hand Painted Cake (D) Modelling
 (E) Royal Icing Cookies (F) Realistic Sugar Flowers Display (G) Artistic Shortcrust Pastry

Join the competition

Fill in, sign and attach the copy of the payment of € 30,00 - Send everything by e-mail to:
info@pugliacakefestival.it by 1st September 2023.

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Date

Signature: