



A ROOF WITH A VIEW CONTEST 2013

“A trendy snapshot for the city of the Renaissance”

HOW TO TAKE PART IN THE CONTEST

Take a picture from one of the roofs made available by the hotels for the “Florence, a Roof with a View” initiative. (The list is published on the website www.firenzeturismo.it)

Two sections are planned: classic photos and Instagram photos; the photos shall refer to the title of the contest, while “Vintage” shall be the theme for Instagram: retro-looking pictures shall be produced by using the filters of the APP.

In order to take part in the contest, it is **necessary to publish the photo on the Facebook page – Florence a Roof with a View**

– as far as Instagram photos are concerned, the hashtag is: **#TCV2013** each user is allowed to send up to max. **three** photos.

DATES, PRIZES AND EVALUATION MODE

Duration of the contest: from the 1st of June to the 30th of September 2013.

The deadline for the submission of the photos: at 12pm on the 12th of October 2013

The photos shall be evaluated by Facebook users first, on the page – Florence a Roof with a View – until the 30th of September, then the photos with more **likes** shall be evaluated by a jury, which shall decide who will be the winners.

Prize: The **best snapshot** for the **classic photo** and the **best snapshot** for the **Instagram photo** shall be rewarded with a two-night stay in Florence in one of the hotels that take part in this initiative (see above for the complete list).

The pictures taken after the duration of the contest shall not be accepted (from the 1st of June to the 30th of September 2013).

Selection process: within the 31st of October

Prize-giving: during BTO 2013 (on the 3rd/4th of December)

Receipt of the prize: within the 15th of March 2014

Please note: Photos that are offensive, pornographic and offend against human dignity shall not be accepted. Excess photos or photos not compliant with the established themes shall be cancelled by the administrators.

The evaluation of the selected photos shall be organized by the staff of the contest, composed of the Tourist Office staff of the Province of Florence.

The author of the selected photo shall be contacted directly through Facebook and invited to send the picture in a format suitable to be printed and a small presentation (400 characters) on him/herself and the occasion on which it was taken.

Joining the group and sending photos represent and replace a declaration of the **termination of the rights for all the initiatives directly or indirectly linked to the publication of shared images.**

In particular, the photos may be used for the website www.firenzeturismo.it

This set of rules may be subject to changes or additions aimed at improving this initiative.