

# REGULATORY BASES OF THE #VERSIONATHYSSEN COMPETITION (10th EDITION)

ORGANIZED BY THE THYSSEN-BORNEMISZA COLLECTION FOUNDATION WITH  
THE COLLABORATION OF THE COUNCIL OF CULTURE, TOURISM AND SPORTS OF  
THE REGION OF MADRID AND ART EXPLORA FOUNDATION AND THE  
SPONSORSHIP OF THE COCA-COLA FOUNDATION,  
AND OF THE SPECIAL AWARD "FUNDACIÓN COCA-COLA"

## 1. PRESENTATION

The Fundación Colección Thyssen-Bornemisza, F.S.P. (hereinafter, the "Foundation"), with the collaboration of the Council of Culture, Tourism and Sports of the Region of Madrid, of Art Explora Foundation, and with the sponsorship of Coca-Cola Foundation, calls a contest aimed at creators in order for them to freely reinterpret works belonging to the Permanent Collection of the Thyssen-Bornemisza National Museum (hereinafter, the "Museum") and obtain the necessary rights over the six works that, in the opinion of the Selection Committee, are the best reinterpretations due to their originality and quality artistic (hereinafter, the "Contest").

The six works of the Permanent Collection of the Museum that the participants will have to choose to version are included as an Annex to these bases.

Likewise, the object of these regulatory bases is the special contest "Fundación Coca-Cola" that will be organized by Fundación Coca-Cola, which will award a financial prize to the work chosen as the best of all those presented in the four editions of #VersionaThyssen scheduled for 2021 (the "Special Contest").

## 2. CALENDAR

During the year 2021, there are four planned editions of the Contest. The present one will be open from June 9 until July 11. The dates of the following editions will be published when they are determined.

At the end of the four editions, a Special Competition will be held to select the best work from among all those submitted to the four editions of the Competition.

The winning works will be announced and exhibited on a night event at the Museum (broadcasted as well via streaming) on July 17. The result will also be made public on the website of the Museo Nacional Thyssen-Bornemisza ([www.museothyssen.org](http://www.museothyssen.org)) as well as on the Museum's Instagram profile (@museothyssen) once the contest is closed. In addition to the awarded works, during the mentioned event the museum will be able to show a selection of works that account for the plurality and quantity of the submitted works, chosen applying the evaluation criteria specified in point 10.

The Museum will announce details about this awards event, as well as any possible changes to the date of the event, on its website and social media.

### 3. REQUIREMENTS OF THE PARTICIPANTS

**People from 16 to 35 years old may participate with their works, of any nationality and from any country**, with no further requirement than the contribution of their own work, guaranteeing that it does not violate the rights of third parties and on which they have all the rights for their assignment in favor of the Foundation if they are awarded. Works carried out by more than one person (artistic groups or collectives) will be admitted to the contest, in which case the prize indicated in section 6 will be shared among the members of that group.

The presentation of a work that covers different works of Annex I is allowed, as well as the presentation of more than one work by artist. In the latter case, each work will be scored independently.

In the event that the participants are legal entities that present themselves as holders of intellectual property rights and are not the material authors of the works presented, they must document both the authorizations and the mandatory transfers of rights made in their favor by said author.

In the case of persons under 18 years of age, only those who send the Foundation, duly completed, **an authorization signed by their parents or legal guardian** to that effect, may participate. The authorization model can be downloaded at the link <https://www.museothyssen.org/en/concurso-versionathyssen>.

The presented works must be carried out using one of the following techniques:

- Illustration
- Painting
- Photography
- Graphic design

- Street art
- 3D
- GIF animation
- Collage
- Other genres of plastic arts that can be captured in digital format.

#### 4. PURPOSE

This initiative aims to (1) provide a space for creation for young artists and contribute to the dissemination and support of their work; (2) create links between current creative trends and the heritage preserved in the Museum; (3) provide artistic content to the #VersionaThyssen program, which, in addition to this contest, that in addition to this contest includes the celebration of presential events and/or streaming broadcast, elements focused on the objective of opening the Museum to new audiences.

#### 5. HOW TO PARTICIPATE

1. People interested in participating in the contest must do so by publishing their work through a public (not set up as private) Instagram account, including at least, in the text of the post:

- The hashtag #VersionaThyssen
- A mention to the profile of the Museum: @museothyssen
- The title of the work
- The title of the work in Annex I on which it is based.

It is recommended (optionally) to upload, together with the created work, in the same publication, the original versioned painting.

2. In addition to the aforementioned, those who are between 16 and 18 years of age, must send for their participation in the contest the parental authorization downloadable at <https://www.museothyssen.org/en/concurso-versionathyssen> signed by their parents or Legal guardian at the address [versiona@museothyssen.org](mailto:versiona@museothyssen.org), with the subject "Authorization #VersionaThyssen 10".

3. The presentation of the work to the contest automatically implies the artist's will to participate in it and the acceptance of these bases, as well as the authorization to the Foundation, for the sole purpose of mentioning and disseminating the existence and result of this contest and of the Special Award "Fundación Coca-Cola", to reproduce, distribute and publicly communicate the works presented, with indication of their author, through any

means, for everyone, with the ability to transfer to third parties and for the entire term of protection of rights in accordance with the Spanish Real Decreto Legislativo 1/1996, of April 12, which approves the revised text of the Intellectual Property Law.

In addition, the participant authorizes the Foundation to exhibit the work that they make in the framework of the presential event at the Museum, and its streaming broadcast, on July 17, on the occasion of this edition of #VersionaThyssen.

However, the Foundation does not assume the commitment to carry out the exploitation of all the works that have been received, being able to select those works that it considers most convenient in its sole discretion.

4. In order to be eligible for the work to be exhibited during the presential event at the Museum and its streaming broadcast, it is essential that participants submit their work through the form enabled at <https://www.museothyssen.org/concurso-versionathyssen> or as an archive attached to the email address [versiona@museothyssen.org](mailto:versiona@museothyssen.org) before July 11 of 2021 in an email, with the following characteristics:

- The subject of the message should be "#VersionaThyssen 10"
- **The name of the attached file (the work) must be ONLY the name of the participant's user as it appears on Instagram.**
- The file must include a high quality image of the work. It will weigh a maximum of 10 MB.
- Only .jpg, .png, .gif and .mp4 formats will be accepted.

5. The deadline for submitting works will begin on June 9 and end on July 11 at 11:59 p.m (UTC + 1). In the event that this period is extended, it will be made public through the website of the Thyssen-Bornemisza National Museum ([www.museothyssen.org](http://www.museothyssen.org)) as well as in the Museum's Instagram profile (@museothyssen).

## 6. SELECTION COMMITTEE

1. The evaluation of the works will correspond to the Selection Committee, which will do the work of the jury, formed by:

- A representative of the Thyssen-Bornemisza National Museum.
- A representative of the Community of Madrid, sponsoring entity of the activity.
- Three guest artists.

2. The decision of the Selection Committee will be published before December 15 at [www.museothyssen.org](http://www.museothyssen.org) and on the Museum's Instagram account, and the winning participants will also be notified directly by email or telephone. The Foundation may, however, modify this date, also publishing it on [www.museothyssen.org](http://www.museothyssen.org) and on the Museum's Instagram account.

3. The decision of the Selection Committee will be determined by majority and the decision will be final, so no claim will proceed against the agreements it adopts, unless there is evidence of having violated the provisions of these bases.

4. The Selection Committee reserves the right to declare the contest void with respect to all the prizes or any of the modalities of prizes, in case of considering that none of the works has sufficient merits to be awarded.

5. After the Committee's decision, the Foundation will contact the winners, who must provide, in a document provided by the Foundation, the following information:

- Contact information
- Photocopy of the DNI
- Bank details for the payment of the prize.
- Certificate of tax residence issued by the party's country for non-residents in Spain.

This documentation must be provided within a maximum period of 10 business days following the publication of the winners on the Foundation's website.

6. Those who obtain the six prizes must sign a contract for the transfer of intellectual property rights over the works created for participation in this Contest.

## 7. SPECIAL CONTEST "FUNDACIÓN COCA-COLA"

1. The participants of the four editions of the Contest scheduled for 2021 will automatically participate in the Special Contest, to be eligible for the Coca-Cola Foundation Special Award that will be organized by said Foundation.

2. In the event that any of the participants does not wish to attend the Special Contest, they must notify the Foundation at the address [versiona@museothyssen.org](mailto:versiona@museothyssen.org) within 15 days from the presentation of the work to the Contest.

3. The evaluation of the works will correspond to a special selection committee chosen by the Coca-Cola Foundation for the Special Award, and which will be different from the

committee for the Contest. This special committee will do the jury work and will be made up of:

- A representative of the Coca-Cola Foundation.
- A representative of the Fundación Colección Thyssen-Bornemisza.
- A third expert in arts appointed by the Coca-Cola Foundation and the Thyssen-Bornemisza Collection Foundation.

(hereinafter, the "Special Committee")

4. The decision of the Special Committee will foreseeably be made public before December 15, 2021 on [www.museothyssen.org](http://www.museothyssen.org) and on the Museum's Instagram account, as well as in the space that Fundación Coca-Cola deems appropriate. Likewise, Fundación Coca-Cola will communicate the decision to the winning participant, by Instagram or email. This date may, however, be modified by this date, which will be published at [www.museothyssen.org](http://www.museothyssen.org) and in the space that Fundación Coca-Cola deems appropriate.

5. The decision of the Special Selection Committee will be determined by majority and the ruling will be final, so no claim will proceed against the resolutions adopted, unless there is evidence of having violated the provisions of these Terms and Conditions.

6. The Special Selection Committee reserves the right to declare the Coca-Cola Foundation Special Prize vacant if it considers that none of the works meets sufficient merit to be awarded.

7. Following the decision of the Special Committee, the Coca-Cola Foundation will contact the winner or winners, who must provide the following information:

- Contact information (name, surname, address, e-mail)
- Number and Photocopy of ID or passport
- Bank details to enter the prize
- Certificate of tax residence issued by the participant's country for non-residents in Spain.
- Other data, needed for the execution of the payment.

This documentation must be provided within a maximum period of 10 business days following the request for documentation by the Coca-Cola Foundation.

## 8. AWARDS AWARDED BY THE THYSSEN-BORNEMISZA COLLECTION FOUNDATION

1. A total of SIX prizes will be awarded, one for each reinterpreted work, according to the evaluation criteria mentioned in the next point.

2. The prizes are divided into:

a. Three first prizes, for the three works considered to be of the highest quality, consisting of the delivery of a #VersionaThyssen Card\*, and the signing of an assignment of rights agreement in which the winners will transfer to the Foundation the rights of reproduction, distribution, public communication and transformation on the award-winning work for any medium, in order to use them in any materials that are published in the framework of this edition of the Competition and subsequent editions, in exchange for the payment of the gross, lump sum, raised, fixed and closed € 700 \*\*.

b. Three second prizes consisting of a #VersionaThyssen Card\* and the signing of a rights assignment contract by which the winners will transfer to the Foundation the rights of reproduction, distribution, public communication and transformation on the award-winning work for any medium, with in order to use them in any materials that are published within the framework of this edition of the Contest and subsequent editions, in exchange for the payment of the gross, lump sum, fixed and closed amount of € 300\*\*.

c. In cases a) and b) above, the transfer will be signed on a non-exclusive basis, with the power to transfer it to third parties, for everyone, for the maximum duration of intellectual property rights, and for all forms of exploitation. The authors will nevertheless retain all the rights over their works and may carry out their exploitations independently as long as they do not harm the normal exploitation of the works that the Foundation may carry out nor harm the reputation of the Foundation, its Museum and the reinterpreted works.

\* The #VersionaThyssen Card is a nominal card that gives its holder the following advantages: (i) free access to the Museum without queuing; (ii) invitations to exclusive activities (courses, trips, conferences, guided visits to other collections, private collections, galleries or museums); (iii) an invitation to the preview event of the temporary exhibitions, which takes place the day before opening to the public, with a companion; (iv) free access to a private visit for a thematic tour of the Museum's Permanent Collection, which is organized once a year; (v) attend private guided tours of temporary exhibitions at a reduced price of € 5; (vi) a 10% discount in the Store-Library, didactic activities and rental of audio guides; (vii) 5% discount on publications and in the cafeteria. This Card will be valid for a period of one year from the date of its issuance.

\*\* The Foundation must apply the taxes and withholding taxes that, where appropriate, correspond to the price of the transfer of intellectual property rights.

3. In addition, the Foundation may publish and / or exhibit both the works of the six winners as well as a set of works selected from all those presented according to the criteria in section 7. The works will be exhibited (in the manner decided by the Foundation) during the presentational event at the Museum and its streaming broadcast, on July 17. Notwithstanding the foregoing, the Foundation shall not be obliged to exhibit the works of all those that have been presented. The Foundation may suspend or cancel the carrying out of said event if, for any reason of force majeure, it could not be carried out on the scheduled date.

## 9. SPECIAL AWARD "FUNDACIÓN COCA-COLA"

Coca-Cola Foundation will award at the end of the Special Contest a single award to the author or authors of the best work among all those presented in the four editions of 2021, in accordance with the evaluation criteria mentioned in the following point, for the amount of **TWO THOUSAND FIVE HUNDRED EUROS (€ 2,500)**. Coca-Cola Foundation must apply the taxes and withholding taxes that, where appropriate, correspond to the price of the transfer.

## 10. EVALUATION CRITERIA

1. Once the works have been published on Instagram, a first selection will be made to admit only those that meet the admissibility requirements indicated below:

- a) Presentation within the established deadlines and channels.
- b) Presentation in the established manner.

Works that do not meet these requirements will not be admitted to competition.

2. The works that are admitted, as indicated in the previous point, will be valued from 1 to 5 points taking into account the following aspects: (i) originality of the approach and (ii) aesthetic quality in its execution.



## 11. LEGAL NATURE OF THE RELATIONSHIP BETWEEN THE AWARDS AND THE THYSSEN-BORNEMISZA COLLECTION FOUNDATION

The winners will sign with the Fundación Colección Thyssen-Bornemisza a contract for the acquisition of the work and assignment of all intellectual property rights under the terms of section 6.2 of these rules, which may be held on the new work presented in the Competition, in exchange of the gross, fixed, fixed and closed price of seven hundred euros (700 €) in the case of first prizes, and three hundred euros (300 €) in the case of second prizes, through the direct contracting procedure provided for minor contracts in Spain.

## 12. PERSONAL DATA

By submitting their work to the Contest, the participant authorizes the Thyssen-Bornemisza Collection Foundation to process their personal data in order to execute this agreement and so that the Foundation can exploit the rights assigned in accordance with what is established herein. The Foundation will not create profiles with this personal data or make automated decisions based on that profile. The legal basis for the processing of personal data of the participants will be the execution of the contract, pursuant to article 6.1.b) of the European Data Protection Regulation 2016/679. The personal data that the Foundation collects will not be communicated to any third party, except legal obligation.

Likewise, the participant authorizes the Coca-Cola Foundation to process their personal data in order to manage their participation in the Special Contest. Fundación Coca-Cola will not create profiles with this personal data nor will it make automated decisions based on said profile. The legal basis for the treatment of the personal data of the participants will be the execution of the contract, by virtue of article 6.1.b) of the European Data Protection Regulation 2016/679.

The personal data that Fundación Colección Thyssen-Bornemisza and Fundación Coca-Cola collect will not be communicated to any other third party, except under legal obligation.

You can freely write to the email address [rgpd@museothyssen.org](mailto:rgpd@museothyssen.org) or to the address of the Foundation, at Paseo del Prado 8-28014 Madrid, to exercise the rights of access, cancellation, rectification, deletion, and opposition, limitation of the data processing and portability.

They can go free of charge to the email address [contacto@cocacola.es](mailto:contacto@cocacola.es), to exercise the rights of access, cancellation, rectification, deletion, and opposition, limitation of treatment and portability of data before the Coca-Cola Foundation.

## INFORMATION AND CONTACT

[www.museothyssen.org](http://www.museothyssen.org)

[versiona@museothyssen.org](mailto:versiona@museothyssen.org)

+34 917 911 370

Anexo I.  
Obras versionables  
#VersionaThyssen X  
(JUNIO 2021)



## [Ficha web](#)

(incluye descargable en alta calidad)

**SEBASTIANO RICCI**

Baco y Ariadna, hacia 1691 - 1694

SALA 16



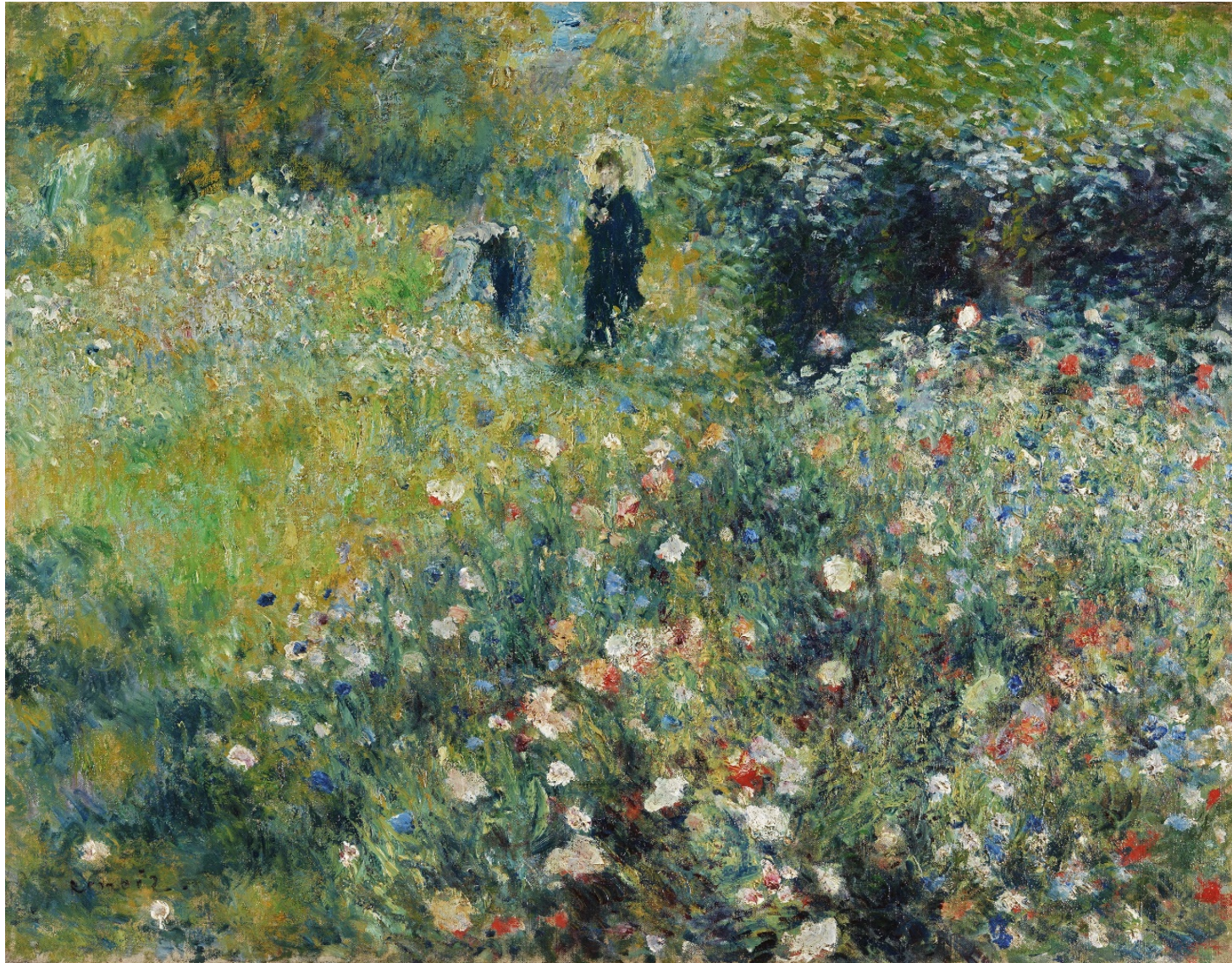
## [Ficha web](#)

(incluye descargable en alta calidad)

### **JAMES GOODWYN CLONNEY**

Pesca en el estrecho de Long Island a  
la altura de New Rochelle, 1847

SALA 29



## [Ficha web](#)

(incluye descargable en alta calidad)

**PIERRE-AUGUSTE RENOIR**

Mujer con sombrilla en un jardín, 1875

SALA 32



## [Ficha web](#)

(incluye descargable en alta calidad)

**VINCENT VAN GOGH**

Los descargadores en Arlés, 1888

SALA 32



## [Ficha web](#)

(incluye descargable en alta calidad)

**ERNST LUDWIG KIRCHNER**

La cala, hacia 1914

SALA 37





## [Ficha web](#)

(incluye descargable en alta calidad)

**MAX PECHSTEIN**

Verano en Nidden, 1921

SALA 35