

KLEZTIVAL 2021 – International Jewish Music Festival 12th Edition - São Paulo, Brazil

Given the success achieved in 2020, Kleztival 2021, whose 12th edition will take place from October 16th to the 24th, is proud to again produce the pioneering and innovative competition, as part of its program this year:

BUBBE AWARDS

an event that aims to stimulate the creation of original Yiddish songs and instrumental Klezmer music, as well as the production of Jewish music videos in general, selecting and awarding finalists in four categories. The competition is open to all artists around the world. Prizes will be awarded from the official jury and the public, and there will be additional prizes for the best Latin American contributions, as per the regulations below.

RULES:

1. The contest will have four categories, defined as follows:

a) Best Original Yiddish Song – the song must have been written within the Jewish year of 5781, that is, from September 2020 to August 2021. Both the lyrics and the music must be original, with partnerships being admitted. Mandatorily, the song must be entirely in Yiddish. The prize will be awarded based on the originality and creativity of the music and lyrics.

b) Best Partially Original Yiddish Song – the song must have been produced within the Jewish year of 5781, that is, from September 2020 to August 2021. This category will consider songs with original music set to existing lyrics/poems, original lyrics written to pre-existing music, and adaptations or versions that use Yiddish in combination with additional language(s). The prize will be awarded based on the originality and creativity of the new component and the overall fit of music and text: the more use of Yiddish in the lyrics, the stronger the submission.

c) Best Original Klezmer Instrumental Composition – the music must have been produced within the Jewish year of 5781, that is, from September 2020 to August 2021, and must be based on the Klezmer tradition, using traditional Ashkenazic modes, themes, and rhythms. The prize will be awarded based on the artistic quality, originality, and creativity of the original composition.

d) Best Jewish Music Video Production - the video must have been produced within the Jewish year of 5781, that is, from September 2020 to August 2021, and may be of a song or instrumental theme, original or not, of any genre of Jewish music (Ashkenazi, Sephardic, Mizrahi, liturgical, Hasidic, Ladino, or other). The focus will be on the video quality and artistic interpretations.

e) Among the four categories above, the best Latin American contribution will also be awarded.

f) At the discretion of the jury and the producers, other exceptional prizes may be awarded on the night of the final presentation.

2. There are no entry fees and entries can be submitted from the date of publication of these rules, until August 22nd, 2021, at 23:59' (11:59pm) GMT -3, by:

- filling out the application form on the IMJ – Brazil website at <http://www.imjbrasil.com.br/bubbeawards>;
- sending a video of the original song, the partially original song and/or the klezmer composition, or;
- the video itself competing in the video production category.
- **Entries will not be accepted with only audio recordings or by sending scores.**

3. Videos can be uploaded by Google Drive, Dropbox, Wetransfer, or any other similar method. Files for categories “a”, “b”, and “c” above must have a maximum size of 300Mb, and videos competing in category “d” must have a maximum size of 600Mb. The recommended resolution for all videos is 720p or higher, and if filmed with a cell phone, the image should be horizontal. Only videos in the following formats will be accepted: mp4, mpg, mov, avi, mts.

4. Video is a mandatory requirement for any category. In category “a”, (Original Yiddish Song), the lyrics of the song must also be submitted. In category “b” (Partially Original Yiddish Song), the video must be accompanied by the lyrics and respective translation to English, if in a language other than Yiddish. For the categories of Best Original or Partially Original Yiddish Song and Best Klezmer Instrumental Composition, the video can be produced in a simple, homemade way, as the quality of the video will not be taken into consideration. However, since all videos from all categories may be shown to the public, we recommend that, in these categories, videos do not display static images, although this is not a judging criterion. In the category of Best Video, the quality of the production will be the distinctive element.

5. Each video must be a maximum of **6 (six) minutes** long for any category. By registering, candidates accept that their videos will be made available to the public on the IMJ Brazil website, before, during, or after the end of Kleztival 2021.

6. Each candidate may submit up to three entries in each of the four main categories. However, in case the same work is classified in different categories, only the classification that obtains the best placement will be kept. Only one entry per candidate may be selected as a finalist in each category.

7. It is the competitor's responsibility to obtain any and all rights related to the submitted music and/or video.

8. The official jury will be composed of three or more people of international renown for each of the categories, and each group of judges will have the participation of a Latin American member.

9. No member of the jury or their families, nor members of the board of IMJ Brasil may participate in the contest. The names of the judges will only be revealed at the time of the respective final awards.

10. The judges will choose 10 finalists in each category. The choice of finalists will be announced on the day of the online presentation of their category. In addition to the selection by the official jury, there will also be awards chosen by the public in person/online. The criteria for guiding the popular jury will be individual musical, aesthetic, and emotional appeal. The deadline for online voting by the popular jury will be opened from the presentation of the finalists in each of the four categories.

11. The dates of the final presentations for each category will be announced in due course.

12. The prizes will be:

a) Best Original Yiddish Song - US\$500.00 (five hundred US dollars) to the composer(s). If there is more than one, the prize will be divided among them.

b) Best Partially Original Yiddish Song – US\$500.00 (five hundred US dollars) for the composer(s). If there is more than one, the prize will be divided among them.

c) Best Original Instrumental Klezmer Composition – US\$500.00 (five hundred US dollars) for the composer(s). If there is more than one, the prize will be divided among them.

d) Best Jewish Music Video Production – US\$500.00 (five hundred US dollars) for the creator(s). If there is more than one, the prize will be divided among them.

e) Best Latin American Contribution – US\$ 200.00 (two hundred US dollars).



f) Popular jury prizes – US\$ 100.00 (one hundred US dollars) for each category.

g) Other awards – certificates and trophies.

In case of any questions, please contact the Kleztival production by email:
awards@imjbrasil.com.br