

GENERA72 Film Challenge – Official Rules & Regulations

IMPORTANT NOTICE — GENERA 72 FILM CHALLENGE REGISTRATION

Registration for the **GENERA 72 FILM Challenge** will be open from the beginning of the event's public announcement on **June 4** until **June 18 at 11:00 a.m. (Spanish time)**.

No registrations submitted after this deadline will be accepted.

On **June 17 at 11:00 a.m.**, the organization will notify all registered participants by email of the specific requirements and conditions of the **72-Hour Challenge**. These requirements will also be published on the official website and across the official communication channels and social media platforms of **GENERA 72 FILM**.

All submitted works must strictly comply with these requirements in order to be eligible for the competition.

1. ORGANIZATION

The GENERA72 Film Challenge is organized by cisma.art through GENERA_LAB, its innovation, creation, and audiovisual experimentation laboratory.

The Challenge consists of creating a short film within a maximum period of 72 hours, using traditional audiovisual tools, generative technologies, artificial intelligence, animation, live-action footage, sound, music, synthetic voices, editing, VFX, or any creative combination of these languages and techniques.

2. OBJECTIVE

The GENERA72 Film Challenge was created to promote new forms of contemporary audiovisual creation.

The goal is not simply to reward the use of artificial intelligence, but rather the ability to create an audiovisual work with artistic, narrative, visual, sonic, and cinematic value within a limited timeframe.

3. ELIGIBILITY

The Challenge is open to individuals and legal entities, including creators, filmmakers, visual artists, animators, students, professionals, creative collectives, and multidisciplinary teams.

Participation may be individual or team-based.

Each team must appoint a representative who will act as the main contact with the organization.

Each participant or team may submit only one work.

4. REGISTRATION

Registration must be completed through the form or platform designated by the organization.

Registration is mandatory in order to participate in the GENERA72 Film Challenge. Works submitted by individuals or teams that have not completed registration will not be accepted.

The organization reserves the right to limit the number of participants or teams for capacity, technical, or logistical reasons.

Registration implies full acceptance of these Rules & Regulations.

The organization shall not be responsible for errors resulting from incorrect email addresses, spam filters, failure to check email communications, broken links, access restrictions, or technical issues beyond its control.

5. CHALLENGE MECHANICS

The GENERA72 Film Challenge is a 72-hour audiovisual production challenge. Participants will have this period to conceive, produce, edit, and submit their short film.

On June 17 at 11:00 AM (Spanish mainland time), all registered participants will receive by email the official Challenge requirements. At the same time, these requirements will also be published on the official Challenge webpage.

The creation period will officially begin upon this announcement and will end 72 hours later, unless otherwise communicated by the organization.

The requirements will be the same for all participants and must be incorporated into the submitted works. These requirements may include a theme, concept, phrase, object, image, sound, creative restriction, or any other mandatory element to be integrated into the final film.

All works must be created during the official Challenge period. Projects created before the official start date will not be accepted, nor will works that fail to comply with the common requirements announced on June 17 at 11:00 AM (Spanish mainland time).

The organization may request additional information regarding the creative process in order to verify compliance with the Challenge rules and timeline. This information may include screenshots, project files, creation dates, prompts, making-of materials, or any other reasonable evidence.

6. OFFICIAL INTRO AND MATERIALS

Upon registration and through the official Challenge webpage, participants will receive access to an official GENERA72 Film Challenge materials folder, including the official event video intro.

This intro must be included at the beginning of every submitted work.

The intro must remain on screen for a minimum of 5 seconds.

The intro may not be substantially altered in terms of image, composition, text, or visual identity. Only technical adjustments necessary for proper integration into the film are permitted, provided they do not affect its readability or recognition.

The intro duration counts toward the total running time of the work.

Failure to include the official intro, incorrect use of the intro, or insufficient screen duration may result in disqualification at the discretion of the organization.

7. DURATION, FORMAT, AND TYPES OF WORKS

Submitted works must have a minimum duration of 1 minute and a maximum duration of 5 minutes, including the official intro, end credits, and any additional elements.

Accepted formats include fiction, documentary, mockumentary, animation, audiovisual essay, experimental film, and audiovisual art creation.

Music videos, advertising pieces, works created before the official Challenge start, and projects that fail to comply with the official requirements will not be accepted.

Final files should preferably be submitted in MP4 or MOV format with a minimum resolution of Full HD (1920×1080), unless otherwise specified by the organization.

Works may be produced in any language. Films not in Spanish or Valencian must include subtitles in Spanish, Valencian, or English.

8. SUBMISSION OF WORKS

All submissions must be sent via screening link to the email address provided by the organization after registration.

Works submitted through any other channel will not be accepted unless expressly authorized.

The screening link must remain active and accessible throughout the jury evaluation period.

Participants are responsible for ensuring that the link functions correctly and does not require special permissions.

Accepted platforms include Vimeo, Google Drive, Frame.io, or similar services that allow viewing and downloading without registration or special access requirements.

Late submissions, inaccessible links, or files with restrictions preventing viewing or downloading may be disqualified.

9. TOOLS AND MATERIALS

The use of any audiovisual, traditional, or generative tool is permitted.

Participants may use image generation, video generation, sound, music, voice synthesis, lip-sync, scriptwriting, editing, compositing, animation, VFX, upscaling tools, creative workflows, and any other technical or artistic process.

Participants may also use their own materials, libraries, assets, music, sound effects, voices, images, and external resources, provided they hold the legal rights to use them.

Each participant or team is solely responsible for obtaining all necessary rights, licenses, and permissions related to the materials included in their work.

Whenever applicable, participants are encouraged to list the main tools used during production in the credits.

10. PROHIBITED CONTENT AND DISQUALIFICATION

The organization reserves the right to disqualify any work containing gratuitous violence, hate speech, discriminatory content, offensive or defamatory material, pornography, unnecessary sexualization, exploitative content, degrading representations of individuals or groups, or any content violating fundamental rights, image rights, intellectual property rights, or applicable law.

This restriction does not prevent the submission of works containing critical, social, political, fantastical, experimental, or activist themes, provided they are artistically or narratively justified and not used gratuitously.

The organization has sole authority regarding admission, exclusion, or disqualification decisions.

11. REWARDS FOR THE FIRST 100 REGISTERED PARTICIPANTS

The first 100 valid registrations may receive the following benefits, subject to sponsor availability and activation conditions:

- ELEVENLABS: 1 Creator Plan.
- sync. labs: Free Creator Tier + 150 Usage Credits.

These benefits will be managed according to each sponsor's terms and conditions.

12. AWARDS

GENERA72 Grand Prize / Best Short Film

- sync. labs: 500 Credits.
- GENERA_LAB Award: One year of artistic mentorship in animation and video creation, participation in an exhibition, and 3 months of premium access to generative tools or advanced AI workshops/courses.

GENERA72 Second Prize

- sync. labs: 250 Credits.
- 1 month premium access to AI tools.

GENERA72 Third Prize

- sync. labs: 150 Credits.
- 1 month premium access to AI tools.

The sync. Performance Award / Best Character Performance

- \$500 USD Cash Prize.

ELEVENLABS Award for Best Sound Design / Music

- 6-Month Pro Plan. Approximate value: \$600 USD.

CARTOON HERO Award for Best Animation

- 1 Cartoon Hero License.

UCV Award for Best Visual World

- Prize valued at €300.

13. AWARD DELIVERY

Each sponsor is solely responsible for delivering its respective award according to its own activation conditions, licensing systems, credits, plans, payments, or services.

The organization will facilitate contact between winners and sponsors.

The organization shall not be responsible for modifications, delays, substitutions, technical limitations, account availability, credits, licenses, payments, or services managed by third parties.

14. JURY

The jury will consist of audiovisual professionals, artists, creators, and cultural sector representatives.

The jury will evaluate artistic, narrative, visual, sonic, and technical quality, as well as creative use of generative tools and the ability to deliver a complete audiovisual work within the allotted timeframe.

The jury's decision is final and not subject to appeal.

The jury may declare any award category void if the submitted works do not meet the required quality standards.

15. EXHIBITION AT ABC PARK

The winners and a selection of the best works will be screened by ABC Park cinemas for two weeks alongside regular theatrical programming.

Screening schedules will be communicated directly to selected participants.

In addition, within one month after the event, a special GENERA VLC_IA Day will take place at ABC Park, featuring a recap screening of selected works.

16. RIGHTS OF THE WORKS

Authors retain full intellectual property rights over their works.

By participating, authors grant CISMA, GENERA_LAB, ABC Park, and collaborating entities a non-exclusive authorization to reproduce, exhibit, and publicly communicate selected works within the context of the Challenge, the GENERA event, ABC Park screenings, and related activities.

Participants also authorize the use of excerpts, stills, trailers, posters, images, team names, and promotional materials for communication, press, social media, websites, catalogs, event reports, and future editions.

This authorization does not constitute an exclusive transfer of rights nor independent commercial exploitation by the organization.

17. PARTICIPANT RESPONSIBILITY

Each participant or team declares that they are responsible for obtaining all necessary rights, permissions, licenses, and authorizations related to the content included in their work.

The organization shall not be liable for third-party claims arising from the unauthorized use of images, music, voices, trademarks, characters, tools, protected materials, or any other content incorporated by participants.

18. DATA PROTECTION

Personal data provided by participants will be used exclusively for Challenge administration, communication with participants, award management, exhibition organization, and activities related to GENERA.

Data will not be transferred to third parties except when necessary for prize management, sponsorship activation, exhibitions, or compliance with legal obligations.

19. MODIFICATIONS AND FORCE MAJEURE

Should circumstances beyond the organization's control require modifications to dates, venues, technical conditions, or prevent the Challenge from taking place as planned, participants will be informed as early as possible.

The organization reserves the right to resolve any situation not expressly covered by these Rules & Regulations.

20. ACCEPTANCE OF THE RULES

Registration and participation in the GENERA72 Film Challenge imply full acceptance of these Rules & Regulations.

By registering, participants accept the Challenge mechanics, deadlines, official requirements, and specific rules communicated by the organization.

Any unforeseen circumstance shall be resolved by the organization, whose decision shall be final regarding eligibility and compliance with the requirements.