



**The 9th edition of PUGLIA CAKE FESTIVAL will be held on 11/12 October 2025
At “SAN GIORGIO PALACE – TRANI”**

Organizers: APS-ETS APULIA FOOD & CAKE TRAVEL #pugliacakefestival2025

**Category (C): “Hand Painted Cake” – International cake design Competition.
Theme: “Underwater Fantasy World”**

METHOD AND TERMS OF PARTICIPATION

Registration must be made no later than 1st September 2025 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Participation requires the preparation of an UNPUBLISHED work, it must not have any sign of recognition, signature or initial and **must be delivered in attendance on 10th October 2025 at Palazzo San Giorgio in Trani from 08:00am to 6:00pm.**

Upon delivery, the competitor badge and work ID number will be issued, which will also correspond to its location. 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 will be judged by the International Jury anonymously on October 10 from 6:00 pm to 8:00 pm and the following day from 8:00 am to 10:00 am behind closed doors before the Festival opens.

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.

The work CANNOT be published on social media before the award ceremony, which will take place on 12th October 2025 at 5:00pm. Under penalty of exclusion from the competition.

You can then share all the images with the hashtag **#pugliacakefestival2025**.

The work cannot be taken from the table before 7:00pm on the same day and no later than 12:00am on 13th October 2025. 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, 1st September 2025. **Puglia Cake Festival staff operators cannot to 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

Participation in the Puglia Cake Festival competitions and courses will be possible only for members of the Apulia Food & Cake Travel association which has been organizing the event for three years.

CURRENT MEMBERS

1. For current members, the renewal of the 2025 membership fee (€15.00) will not be due as it will be included in the Competition registration fee: €30.00.
2. Make payment via:
 - **PayPal:** https://www.paypal.com/donate/?hosted_button_id=7G67E8DTL6JFG
 - **BANK TRANSFER IBAN:** IT54 C360 9201 6002 2257 3243 148
BIC: QNTOITM2XXX
payable to: APULIA FOOD & CAKE TRAVEL
Reason: Membership fee 2025, Name and Surname (PARTICIPANT) – Letter/s category chosen.
3. To validate your registration, complete the attached form in its entirety, on the site. Attaching the payment made with PayPal or bank transfer, in image or pdf:
 - <https://www.pugliacakefestival.it/competitions-2025.html>

FUTURE MEMBERS

1. For future members the 2025 membership fee (€15.00) will not be due as it will be included in the competition registration fee or €30.00.
2. Make payment via
 - **PayPal:** https://www.paypal.com/donate/?hosted_button_id=7G67E8DTL6JFG
 - **BANK TRANSFER IBAN:** IT54 C360 9201 6002 2257 3243 148
BIC: QNTOITM2XXX
payable to: APULIA FOOD & CAKE TRAVEL
Reason: Membership fee 2025, Name and Surname (PARTICIPANT) – Letter/s category chosen.
3. To validate your registration, fill in all parts of the attached forms on the site. Attaching the same payment made with PayPal or bank transfer, in image or pdf in both forms:
 - <https://www.pugliacakefestival.it/statuto-e-modulo-adesione.html>
 - <https://www.pugliacakefestival.it/competitions-2025.html>

Please attach a personal half-length photo possibly in jacket with clear high-resolution background with receipt of entry fee.

- It is possible to register for multiple categories but participating with only one work for each category.
- **In case of delivery by vehicle to the entrance of Palazzo San Giorgio, the license plate must be communicated seven days in advance to the following email:** info@pugliacakefestival.it
- Each registration will be combined with an identification number that you will receive upon delivery of the work.

Entries turned in on Saturday, October 11, 2025 will not be accepted.

PUGLIA CAKE FESTIVAL 2025 REGULATIONS

Category (C): “Hand Painted Cake” – International cake design Competition.

Theme: ” Underwater Fantasy World”

THEME OF THE WORK and methods of realization:

The creation of a work of "Hand painted cake" is required with a minimum of one tier and a maximum of three tiers **painted by hand with a technique** (dry, with alcohol, with cocoa butter and chocolate, watercolor, dotted, gouache, spatula, etc) **or with mixed technique** (set of different techniques) of painting. The work may also contain sculpted and/or relief parts, modelling decorations and other decorative techniques, provided that **the painting technique directly on the cake prevails and is the protagonist.**

The theme “Underwater Fantasy World” requires representation of the underwater world rich in color and fantasy . The deep sea has always held an irresistible fascination for the human imagination. From these dark and mysterious waters can emerge fascinating creatures that inhabit the boundary between the real and the fantastic such as mermaids , nymphs, ocean gods, monsters etc or may conceal cities, wrecks , underwater worlds etc .

Have fun representing the sea depths inhabited by an incredible variety of creatures immersed in the wonderful marine flora enriched with color and fantasy and stimulates your artistic creativity!

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

CATEGORY GENERAL RULES:

“Hand Painted Cake” – International cake design Competition

- A) The piece must be a work of "Hand painted cake" **painted with food colors** in powder, gel, with cocoa butter and paste using a painting technique or mixed technique. **Paintings using stencils and on pre-printed materials are excluded from the competition.**
- B) Airbrushed parts are accepted as long as the **hand painting technique directly on the cake prevails and is the protagonist.**
- C) The realistic painting will be greatly appreciated and will also be given a special mention.
- D) 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 Cake Painters.
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.
- E) D) The surface size of the work including the cakeboard must be **between 25x25cm and 40x40cm.**
The work with all the decorations and its vertical projections must fit within these measurements, anything that protrudes from the cakeboard will therefore be a **reason for disqualification.**
The height of the work is free.
- F) The quantity of decorative techniques chosen and applied to the cake painted 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.

- G)** 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. **The attached technical sheet must be completed in English and in Italian language.**
- H)** 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.
- I)** 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, cracks, color smudges, joints, etc.
- The work will be evaluated at 360° from every angle, so make sure you have covered it with edible material and that the internal structure is visible from no angle.
- J)** Artificial objects and/or decorations such as lights/leds, plexiglass, plastic backsplashes, plastic or metal materials, etc. are NOT allowed, under penalty of exclusion from the competition.
- K)** NON-EDIBLE materials are NOT allowed on sight, sculpted dummies may be used but they must be completely covered with edible material (sugar paste, royal icing, chocolate...).
- L)** Covered wires, internal wire structures or wooden sticks will be admitted, but they must not be visible. The external wires will only be permitted as stems for flowers and only if covered with guttaperga inserted into the cake with special posypics or straws.
- M)** The satin ribbon is only allowed to cover the edge of the base of the work. The "hand painted cake" must be placed on a cake board **which must be covered with edible material** with a thickness suitable for the size of the cake.

EVALUATION CRITERIA

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 works will be scheduled for initial evaluation on Friday, October 10 from 6:00 pm onwards and Saturday, October 11, 2025 at 8:00 am before the opening of the festival.
- All works will be judged by an international Jury of professionals after careful evaluation of the quality and creativity of the submitted works whose judgment is final.
- The evaluation of the works will be done through the sum of the scores of all the judges.
- The award ceremony will take place on Sunday, October 12, 2025 at 5:00 pm.
- **After the award ceremony, it will be possible to have a quick discussion (feedback) with the judges who will be available.**

1) First place Overall – Gold medal

- Products offered by the official sponsor of a value of € 100,00
- Interview of the winner to be published in the special **D'Licious Magazine** edition dedicated to the Puglia Cake Festival

2) Second place Overall – Silver medal

- Products offered by the official sponsor of a value of € 75,00
- Interview of the winner to be published in the special **D'Licious Magazine** edition dedicated to the Puglia Cake Festival

3) Third place Overall – Bronze medal

- Products offered by the official sponsor of a value of € 50,00
- Interview of the winner to be published in the special **D'Licious Magazine** edition dedicated to the Puglia Cake Festival

Special mention for the "Realistic Painting"

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 participants will receive a Certificate of Participation via on line.

Awards will be given to works that score above 55/100:

- 100/80 **HIGHLY COMMENDED**

- 79/55 **COMMENDED**

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: "Hand Painted Cake"

SCHEDA TECNICA: Categoria: "Hand Painted Cake"



WORK / LAVORO: **C** _____

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:

- covering and modelling sugar paste / pasta di zucchero da copertura e da modelling
- chocolate-based sculpture paste / pasta scultura a base di cioccolato
- colored cocoa butter/burro di cacao colorato
- food colors / colori alimentari
- gum paste / gum paste
- royal icing / royal icing
- shortbread / biscotto
- edible jelly / gelatina edibile
- wafer paper / wafer paper
- rice paper / carta di riso
- chocolate - modelling chocolate / cioccolato - cioccolato plastico
- pastillage / pastigliaggio
- isomalt / isomalto
- corn silk / seta di mais
- sugar lace paste / pasta merletto

INNOVATION (ONLY IF ACTUALLY PRESENT):

INNOVAZIONE (SOLO SE EFFETTIVAMENTE PRESENTE):

ANY DAMAGE IN TRANSPORT TO REPORT: