



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

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

**Category (G): "Floral Art Display"
International cake design Competition.
"Free Theme"**

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Participation requires the preparation of an UNPUBLISHED work, it must not have any sign of recognition, signature or initial and **must be delivered in attendance on 10th October 2025 at Palazzo San Giorgio in Trani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 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 (G): “Floral Art Display” International cake design Competition. “Free Theme”



THEME OF THE WORK and methods of realization:

We require the creation of a display of realistic or fantasy flowers with a free theme made with any edible material: gum paste, wafer paper, gelatin, chocolate etc (no cold porcelain), inserted in any context your imagination is capable of imagining. The important thing is to create a floral art display with a wow effect.

CATEGORY GENERAL RULES:

“Floral Art Display” – International cake design Competition

- A) Any material can be used to support the display, *glass, ceramic, wood, stone and dummy* but the latter in particular must be covered by the paste or by the flowers themselves.
- B) Flowers made of **cold porcelain** are not admitted, under penalty of exclusion from the competition.
- C) Artificial pistils or cotton threads can be used for flower stamens. **Absolutely FORBIDDEN rhinestones, feathers, beads.** All the wires supporting the flowers and leaves must be taped. **The use of the "sponge for florists" is allowed but it must not be absolutely visible.**
- D) The work must have a size between the **25x25cm** and the **40x40cm including the cake board.** There are no height restrictions. **The measures must be STRICTLY respected, under penalty of disqualification of the work.**
- E) If the cakeboard is used, it must be covered with edible material and the edge finished with edible material or non-edible tape.
- F) The works must be unpublished, they cannot have participated in other competitions and they cannot be copies of already existing works, **under penalty of exclusion from the competition.**
- G) The realism of the flowers, the fantasy, the chromatic scale and the harmony of the whole composition will be judged. The WOW effect will play a key role in the final score.
- H) **The Work must be accompanied by a plaque positioned in front of it, where all the flowers present in the composition must be listed.**
- I) If the work is damaged during transport, it must be reported at the time of delivery. 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.
- J) Each competitor may participate in the competition by submitting only one work. The response of the International Jury will be final.
- K) The cleanliness and precision in the execution of the work will be carefully evaluated. The Artwork will be evaluated from all angles therefore it is necessary to pay attention to cuts, joints and imprints.
- L) The Work must be accompanied by an anonymous technical sheet. 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. It must be presented at the same time as the Work and the anonymity of the Artist must be respected.
The attached technical sheet must be completed in English and in Italian.

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. Design and general concept.
2. Visual effect and Wow factor.
3. Degree of difficulty, complexity and realism of the flowers.
4. Artistic creation and quality workmanship.
5. Attention to detail and cleanliness of the building.

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 “Realism of flowers”

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: "Floral Art Display"
SCHEMA TECNICA: Categoria: "Floral Art Display"



WORK / LAVORO: **G** _____

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:

- gum paste / gum paste
- wafer paper / wafer paper
- pastillage / pastigliaggio
- edible jelly / gelatina edibile
- chocolate - modelling chocolate / cioccolato - cioccolato plastico
- artificial pistils / pistilli artificiali
- poppy seeds / semini di papavero
- cotton threads / fili di cotone
- edible glue / colla edibile
- powdered food colours / colori alimentari in polvere
- wires / wires
- floreal tape / guttaperca
- florist sponge / spugna per fioristi

INNOVATION (ONLY IF ACTUALLY PRESENT):

INNOVAZIONE (SOLO SE EFFETTIVAMENTE PRESENTE):

ANY DAMAGE IN TRANSPORT TO REPORT:

EVENTUALI DANNI RIPORTATI NEL TRASPORTO DA SEGNALARE: