

Regulations and Guidelines for the “Wall of Wonders” Project

Participation Guidelines

On the occasion of **Albini Group’s 150th anniversary**, we created the Wall of Wonders: a collective space where images and words become expressions of **wonder**, interpreted in a personal, creative, and authentic way.

To ensure a positive, respectful, and brand-consistent experience, we ask you to follow a few simple guidelines before uploading your content.

1. What you can share

You may upload:

- **Original photographs** (taken by you) or **images you own**
 - **Realistic or abstract content**, as long as it aligns with the concept of wonder
 - Images that express **beauty, inspiration, nature, material, detail, emotion, or vision**
 - A **short descriptive text** to accompany the image and explain its meaning
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2. Rights and Copyright

By uploading content, you declare that:

- You are the **author of the image** or have the **rights to use it**
- The image does **not infringe copyright**, authorship rights, or third-party rights
- You do not use protected images, unauthorized stock content, or works of other artists without consent

Albini Group reserves the right not to **publish or to remove** content that presents even potential copyright violations.

3. Content not allowed

Content will not be accepted if it:

- Contains **obscene, violent, offensive, discriminatory, or vulgar material**



- Conveys **explicit political, religious, or ideological messages**
 - Incites hatred, violence, or discrimination
 - Features **explicit nudity or sexually suggestive content**
 - Shows dangerous or illegal situations
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4. Brand protection and commercial neutrality

To preserve the identity and neutrality of the project:

- Content **related to other brands**, logos, or commercial products is not allowed
 - **Promotional or advertising** images are not permitted
 - The Wall of Wonders is not a space for endorsement or brand comparison
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5. People and Privacy

If the image features people:

- Ensure you have **explicit consent** for publication
 - Avoid images of **minors**, unless formal authorization is obtained from parents or guardians
 - Do not share content that could violate someone's **privacy** or dignity
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6. Moderation and Publication

All uploaded content:

- Will undergo **a moderation and approval process**
- Will be published only after verification of compliance with these guidelines
- May be rejected without obligation to provide a reason, to protect the project and the brand

Approval times may vary.

7. Use of Content

By participating in the Wall of Wonders, you authorize Albini Group to:

- Publish the content within the landing page and its digital extensions
 - Use it for **editorial, cultural, and celebratory purposes**, always in alignment with the 150-year project
 - Credit your name (if provided), unless otherwise indicated
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8. An Invitation to Wonder

The *Wall of Wonders* is an open, inclusive, and inspirational space.

We invite you to contribute with **care, sensitivity, and vision**, helping us build a collective story celebrating **150 years of excellence, material, and imagination**.