



THE STREET NETWORK CONTEST KICKS OFF contomax will be dressed up in street art voted by the Web people

Mestre, 18th September 2012 – **contomax** will be dressed up in Street Art: **Banca IFIS's** new bank account, available at the end of this year, will once again turn Internet users into real stars. Tomorrow marks the start of the **Street Network** contest, which aims to come up with the graphics for all **contomax**-related communications: from the ATM card to the website and communication campaigns. Taking part to the contest is very simple: artists can publish their work online, and then the Internet public can vote its favourite.

All “*street artists*” and “*writers*” are called to participate in the first phase of the contest, by submitting their work representing the social world of **contomax**. From 19th September to 15th October, participants can register online, and upload an image of their original work on the contest-related website www.contomax.it/concorso. Afterwards, until 31st October, a selected jury will evaluate all the submitted work and identify a list of 50 finalists. And here again the web will be protagonist, as done when the internet users were asked to settle the bank account's features: until 26th November, they will be able to vote for their favourite work. The image with the most “clicks” at the end of the voting procedure will become the official “look” of **contomax**, and the winning artist will receive the amount of € 4,000.

By mid-December, the winning artist will take part in an award ceremony during which he/she will engage in a live display of her/his work. This initiative is new proof of Banca IFIS's spirit of innovation and sharing, with the desire to test a new language for the financial world capable of translating and interpreting the mood giving shape to this project.

Are you a street artist? Take part in the contest and sign up at www.contomax.it/concorso

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contomax – Banca IFIS's online bank account – will be available by the end of the year. Created with the cooperation of Internet users who took part in a series of online surveys and, by expressing more than 12,000 preferences, made it possible to establish the main services offered. Specifically, there will be a *sophisticated* ATM card (which will allow to make online purchases on the Maestro circuit); security is guaranteed by the Token system; moreover, utility bills may be paid as well as Telepass fees, in addition to the option to transfer sums between contomax and rendimax [savings accounts](#) (clearing entries). **contomax** will then start out like a basic [bank account](#), but already equipped with the main services for secure transactions. Precisely thanks to this two-way communication, contomax will continue to provide more and more services as its offer becomes richer over time.

www.contomax.it - www.facebook.com/contocorrente.contomax