

ROMA DESIGN LAB

festival

internazionale

della creatività

CONTEST

**“URBAN FACTORY”
LIVE THE PIAZZA**

CONTEST OF IDEAS FOR THE CREATION OF SYSTEMS OF REQUALIFICATION
AND VALORISATION OF “OPEN-AIR” SPACES



Premise

The cultural association “Opificio delle Arti”, the organising company of Roma Design Lab, in order to promote young designers’ exposure and support the valorisation of national and international creativity, proposes a Contest of ideas, aimed at creating systems of requalification and valorisation of urban open-air spaces.

Art. 1

Subject of the contest

The organising company announces a Contest of ideas for the planning of “systems” that contribute to create a new image and a bigger usability for contemporary urban areas, through the requalification and valorisation of outdoor spaces.

The project proposals must be aimed at one, or more, of the following functions (according to the participant’s choice):

- # PLAY - HAVE FUN
- # GET TO KNOW EACH OTHER - STAY
- # SHARE - MEET

The project proposals must be integrated in real or imaginary urban contexts, according to the participant’s choice.

Art. 2

Objectives of the contest

The project proposals must consider the following objectives:

- a) Reclaim and value urban areas in order to regenerate them and upgrade their offer of equipment and services.
- b) Promote the settlement of a variety of different activities, aimed at supporting integration, cohesion and social quality.
- c) Contribute to the quality improvement of the outdoor spaces.
- d) Foster meetings and socialization.
- e) Employ eco-friendly, recyclable materials and sustainable technologies.
- f) Shape the planning in accordance with economic sustainability (self–building).
- g) Respect the current regulations about safety.



Art. 3

Partecipazione

The contest is open to:

- # Students regularly enrolled in universities of Design and Architecture, and in national and international art Academies.
- # Graduates from universities of Design and Architecture, and art Academies, that have not reached 35 years of age (by the announcement deadline).

The participation is forbidden to the members of the jury, to the associates of the organizing company, to the organizers of Roma Design Lab, and to their relatives and collaborators. Every person enrolled can participate with only one proposal, both individually and as an associate.

Temporary groupings of designers are accepted as long as they don't exceed the number of three subjects and if in possession of all requirements.

Art. 4

Required papers

The contestants must submit the following papers:

- # a synthetic report that describes the project, including a brief estimate of production costs, of 4 pages maximum (A4 format).
- # One graphic work, A1 format, on light rigid support, that contains the map, the perspective drawings, the sections, the 3d simulations and/or any other representation that explains the project and its applications.
- # An A3 format paper-based reduction of the A1 table.

The above mentioned material must be presented also in digital format (on CD or DVD), deleting any identification sign of the file's property.

The CD or DVD must contain the graphic work in tiff format, 300 dpi, or in pdf format; the project descriptive report in pdf format; one photograph that represents the project in tiff format (300 dpi) or in pdf.

If the contestant wishes, he/she can include in the aforementioned DVD, a video that presents the project, in digital format (mpeg4, avi, mov).

The works must be unpublished and the authors will take full responsibility for them.



Art. 5

Terms and conditions of participation

The participation in the contest is free.

Every project must be inserted in a sealed envelope, postmarked between 08/09/2014 at 10 a.m. and 19/09/2014 at 12.00 a.m. (failure to comply will result in exclusion from the competition), and sent to Roma Design Lab's headquarters: La Città Virtuale, via Merulana 264, 00185 Roma.

The projects may be supplied, under these conditions, via mail, courier, or handed directly.

The sealed envelope must only report "CONTEST URBAN FACTORY – ROMA DESIGN LAB 2014" on the front, but must not report the name of the sender, failure to comply will result in exclusion from the competition.

The sealed envelope must contain 2 sealed envelopes, that mustn't report any identification sign of the contestant, or in general.

The envelopes will be named as follows:

ENVELOPE "A" – PROJECT

Inside there will be the project, in all its parts as indicated in Art. 4. Both the project and the report must be anonymous, therefore must not present logos or other identification elements, failure to comply will result in exclusion from the Contest.

ENVELOPE "B" – PERSONAL INFORMATION

This envelope will contain the entry form, as indicated in Attachment n. 1, of every contestant (if participating in a group).

A 6 digit alphanumeric code must be present on every required work, on the digital copy, on the entry form, and on the front of the two envelopes. This code will be chosen by the contestants to supply the material, failure to comply will result in exclusion from the competition.

Art. 6

How to present the applications

The application must be presented as indicated in the article 5 of this announcement. The contestant may be excluded, even during the final ranking, if fails to comply with the announcement regulations and with one of these following reasons:



- # If he/she/ presents the project after the announcement deadline.
- # If he/she does not respect the conditions expressed in the articles 3, 4 and 5.
- # If he/she/ violates the principle of anonymity.
- #If the contestant divulges the project or part of it before the jury committee officially expresses its judgement.

Art.7

Jury of the Contest

The jury will be composed by 5 members, selected among the experts in the field, teachers and professionals, nominated by the Scientific Committee and the Technical-Organisational Committee of Roma Design Lab. The jury will be published on www.romadesignlab.it by the deadline of the applications' submission.

Art. 8

Evaluation of the projects

The Jury Committee will evaluate and choose the winning projects, no later than the fifteenth day after the application's submission's deadline, and its judgement will be incontestable.

The projects will be evaluated as follows:

- # Verification of the regularity of the sealed envelopes received.
- # Opening of the sealed envelopes and assignment of a protocol number to envelope A and B.
- # Opening of the A envelopes, PROJECT, one by one.
- # Evaluation of the projects, following these criteria:

- a) Originality and creativity (30 points)
- b) Correspondence to the requirements indicated in the Art. 2 (30 points)
- c) Eco-compatibility and environmental sustainability (15 points)
- d) Economic sustainability (15 points)
- e) Communication of the project's idea

- # Opening of the B envelopes and association with the A envelopes, following the protocol number assigned.



The evaluation will be expressed in numerical units, for a total amount of 100 points: the sum of the average of the evaluations expressed by each member of the jury, for the five aforementioned criteria, will provide the final ranking of the projects.

The jury committee has the authority of not proclaiming a winner, if the projects received do not respect the aforementioned evaluation criteria.

Art. 9

Property of the works

The project must be created exclusively for this Contest e therefore will not be used for any other purposes during the contest's procedure.

The projects will not be returned, Rome Design Lab becomes the owner of the winning project's papers permanently, indefinitely, and irrevocably, respecting, in any case, the copyright. No further remuneration or royalty, except for the prizes indicated in the art. 10, will be assigned to the authors.

Art. 10

Prizes

Prizes will be assigned to the three best projects as follows:

First Prize: 2.500 €

Second Prize: 1.000 €

Third Prize: 500 €

The jury committee reserves the right to assign prizes and special awards of merit not foreseen on this announcement.

No prize money will be given to the other participants.

The jury committee has the authority of not proclaiming a winner, if the projects received do not respect the evaluation criteria indicated in art. 8.

The result of the contest will be published on www.romadesignlab.it.

The winners will be informed by email about the result of the Contest.

All the projects that enter the Contest may be exposed to the public during Roma Design Lab 2014 and may be published on a catalogue realized for the event.



Art. 11

Acceptance of the announcement's regulations

The participation in the contest presupposes full acceptance of this announcement's regulations.

Art. 12

Privacy

In respect of the Legislative Decree 196 of 30th June 2003, the organizing company commits to upholding the privacy of the personal information provided by the participant: every data will be processed only for the purposes strictly related to the procedure for which this announcement was created. The owners of the personal data retain the rights indicated in the articles 7,8,9,10 of the Legislative Decree 196/2003: in particular, they have the right to ask for the update, the adjustment, and the integration of the data. They can take position against the processing of their data, for legitimate reasons.





ENTRY FORM

The undersigned, aware that whoever issues fraudulent statements and releases false documents is punishable in accordance with the law and the Penal Code (art. 46 of Presidential Decree No. 445/2000 and article 489 of the Penal Code), and also aware that the organizing company has the right to investigate the veracity of these statements,

DECLARES

The following personal data:

Nome.....

Last Name.....

Place of birth..... date of birth/...../.....

and resident in

Address postal code

Citizenship

Telephone

E- mail

Fiscal Code

Admitted in the register/bar..... since

Student at

ASKS

To take part in the contest
CONTEST " URBAN FACTORY" - CONTEST OF IDEAS FOR THE CREATION OF SYSTEMS OF
REQUALIFICATION AND VALORISATION OF "OPEN-AIR" SPACES'

DECLARES

- # That the project will be presented exclusively to this Contest e therefore will not be used for any other purposes during the contest's procedure.
- # To have read and accepted the announcements' conditions and to consent the processing of his/her personal data in the respect of the Legislative Decree 196/2003, on privacy.
- # To authorize the publication of his/her projects on a catalogue realized for the event.

Date..... Signature

Hereby attached a copy of a current identity document.