

NEXT LANDMARK VENICE 2014



FLOORNATURE INTERNATIONAL
ARCHITECTURE AND
URBAN PHOTOGRAPHY CONTEST

CONTEST RULES

NEXT LANDMARK – VENICE 2014

FLOORNATURE INTERNATIONAL ARCHITECTURE AND URBAN PHOTOGRAPHY CONTEST

CONTENTS AND GOALS

WWW.FLOORNATURE.COM, architecture, design and project culture portal is holding the third edition of the international contest for young architects, engineers, landscape architects, urban planners, photographers and designers entitled NEXT LANDMARK.

The idea is to showcase and acknowledge the merit of unpublished research and new projects to provide greater visibility and a chance at success for the new generation of architects and architecture photographers, promoting their works, ideas and visions for contemporary living. An opportunity that beckons professionals with a declared interest in the community, to support them in their commitment and in the pursuit of in their careers.

Next Landmark 2014 is being held in collaboration with the Masters course of Integrated Communication and Design (MSTC) at IUSVE (Salesian Pontifical University of Venice) and **Parsons the New School for Design in New York**.

There is no Contest entry fee and it is all held online.

BRIEF

The contest is broken down into three sections, recognising the general merit of all forms of architectural expression in planning our future.

Landmark of the year category:

- the architectural work must be designed for contemporary living and be built after 1 January 2010 by a licensed architect of any age;

Research category:

- unbuilt projects for urban redevelopment, ideal buildings, dissertations and theoretical reflection on contemporary living by architects who graduated after 1 January 2000;

Photography category:

- A creative and original photographic study of the new urban Landmarks. The photography category is open to all designers, architecture photographers and students enrolled in an Architecture/Design/Engineering or Photography Degree. Basic analogue or digital photography skills are required to create a well-proportioned portrayal of architecture according to contemporary photography trends.

GUIDELINES FOR "LANDMARK OF THE YEAR" AND "RESEARCH"

Awards will be given to architecture projects and research that innovatively use building materials, considering the following parameters:

- the project's originality;

- awareness of environmental sustainability;
- relations between humans, architecture and the land;
- technical, aesthetic or conceptual innovation.

Technical use of materials includes: new materials applied to architecture, use of traditional materials in new ways, building techniques that use materials to improve performance or quality of living of a building or urban space, etc.

Aesthetic use of materials includes: traditional materials used in innovative architectural compositions, conventional materials combined with innovative and high performance materials, local materials used in new ways to support a traditional idiom and become a recognised aesthetic, etc.

Conceptual use of materials includes: study of building materials or skins in architecture or in communication idioms, urban and social redevelopment studies using high performance or conventional materials, ideologies of design for building materials in contemporary architecture, etc.

GUIDELINES FOR PHOTOGRAPHY

“When we argue that a photograph or a drawing doesn’t get across the exact idea of a building already constructed, at the same time we declare the following truism: that you cannot judge a building outside its environment and that the value of a building depends on its environment. In other words, the environment is important enough to substantially change the impression that a building can give and, in the final analysis, its artistic value”
Giovanni Michelucci (1939).

On the basis of this statement by Giovanni Michelucci, the photographic reportage in the contest needs to highlight the aesthetic value of the architectural Landmark and of the environment that the architecture project develops: the building is part of this “choral” environment.

Photography locks the appearance in a given moment and often betrays the reality. The art of photography must instinctively create a new expressive situation that reveals the essential qualities of the building, which would otherwise escape our influence.

MATERIAL REQUIRED

Graphic material required for all three categories:

Landmark of the year category:

- 4 photographs of the project in jpg format 1280X1024 pixel 72 dpi
- 3 project boards containing the entrant’s choice of layouts, cross-sections and elevations in jpg format 1280X1024 pixel 72 dpi
- 3 images considered necessary to best represent the architectural project (rendering, photographs of models, sketches, diagrams etc.) in jpg format 1280X1024 pixel 72 dpi
- project report of no more than 1800 keystrokes in English.

Research category:

Unbuilt projects:

- 4 renderings of the project in jpg format 1280X1024 pixel 72 dpi
- 3 project boards containing the entrant’s choice of layouts, cross-sections and elevations in jpg format 1280X1024 pixel 72 dpi
- 3 images considered necessary to best represent the project (rendering, photographs of models, sketches, diagrams etc.) in jpg format 1280X1024 pixel 72 dpi
- project report of no more than 1800 keystrokes in English



Research projects

- 6 slides in in jpg format 1280X1024 pixel presenting the research containing English text, graphics, illustrations, sketches and whatever else can best represent the research
- abstract of the research of no more than 1800 keystrokes in English

Photography category:

- 3 to 5 photographs in jpg format 1280X1024 pixel 72 dpi
- written presentation of the photographic project of no more than 1800 keystrokes in English
- photographer's bio of no more than 500 keystrokes

ELIGIBILITY TO PARTICIPATE

- The **Landmark of the year** category is open to all licensed professionals (architects, engineers, landscape architects, urban planners, designers) of any age, who built the project after 1 January 2010.
- The **Research** category is open to all design professionals (architects, engineers, landscape architects, urban planners, designers) who graduated after 1 January 2000.
- The **Photography** category is open to all designers, architecture photographers and students enrolled in an Architecture/Design/Engineering or Photography Degree.

Contestants may enter individually or as part of a team.

In the case of team entries, while recognising all members as owners of the submission, the contest organisers require a team leader to validate their entry and to be nominated as the single contact person to liaise with the organisers and in whose name the award will be presented, if applicable.

Contestants may enter only once in each category, either individually or as a member of a team.

REGISTRATION

There is no contest registration fee.

Contestants may register until 31 May 2014, by completing the online registration form in the registration section of the contest.floornature.com mini-site. After completing the accreditation information, entrants will be given an alphanumeric identification code to upload the required material.

If you need more information, please send an email to the administrative office: contest@floornature.com

SUBMISSION OF MATERIAL

To ensure equal opportunities and for subsequent publication, entrants shall comply with the following entry submission requirements.

The contest is anonymous.

To guarantee this, when you fill in the registration form, the system will assign the project an alphanumeric identification code for submission.

All material must be uploaded to the reserved area in the contest.floornature.com mini-site, accessible after registering. Once you have received accreditation you can upload the required material anonymously.

The system will automatically rename all files in the format required by the contest announcement with the entry submission code to ensure that they will be anonymous when submitted to the jury.

No changes can be made to the submission after it has been uploaded.

All submitted material must be uploaded onto the Floornature.com Next Landmark 2014 site by 31 May 2014.



PRIZES

The Jury will award the following prize for the winners of each category: Landmark of the Year, Research and Photography

- Trip for two people to Venice for the 14th Architecture Biennale 2014 with 2 nights' accommodation, from 19 to 21 September 2014.
The prize includes: hotel accommodation for 2 nights, travel and transfer expenses to Venice, entry for two people to the Venice Architecture Biennale.
- Exhibition of the projects at the contest Show Event to be held at SpazioFMG for Architecture in Milan.
- Publication of the winning project on www.floornature.com, on its social networks, in newsletters and in LivegreenBlog.
- Certificate as winner of the NEXT LANDMARK 2014 Floornature Contest for each category.

THE JURY

The Jury's decision is final and cannot be appealed; the seven Jury members are nominated by the organisations and institutions promoting the contest:

- **Jürgen Riehm** – Architect, 1100architect, Frankfurt and New York
- **Sergey Tchoban** – Architect, Speech Architectural Office, Moscow
- **Alexis Kraft** – assistant Professor/Director of the BFA in Architectural and Interior Design Programs School of Constructed Environment, Parsons The New School For Design, New York
- **Federica Minozzi** – Chairperson, Floornature.com
- **Luca Molinari** – architect, architecture historian and critic
- **Paolo Schianchi** – architect and professor, IUSVE
- **Angelo Maggi** - architect, IUAV professor

PERSONAL DATA

Pursuant to Italian Legislative Decree 196/2003, personal data provided by contestants with their entry application will be used solely for the purposes of the contest procedures.

EXCLUSIONS

The contest is not open to: members of the Jury or their spouses, relatives or in-laws; employees of the organisation holding the contest, of Parsons the New School for Design and/or of IUSVE.

Material not submitted in anonymous form as required by the contest regulations will be disqualified.

RESULTS AND PUBLICATION

The Jury will conclude its deliberations by 14 June 2014.


The results will be published on the contest.floornature.com mini-site on 27 June 2014.

The Jury will publish its conclusions indicating the assessment criteria and reasons for choosing the winners.

The organisers reserve the right to publish all entries submitted to the contest.floornature.com mini-site and to create a catalogue of the submissions to encourage the design professionals and in the general interests of the community.

By submitting their projects, contest entrants give their tacit consent to use their submissions for the above purposes.

The entrants will receive no recompense for the use set forth above.



RULES AND REGULATIONS

- The organisers accept no responsibility for technical problems, errors, deletions, breakdowns in communications lines that may occur when sending photographs.
- Contestants tacitly declare that they are the author and copyright holders of all submissions. For completed projects, contestants declare that they obtained express consent from the client and/or owner of the project.
- Each contestant who submits photographs waives the organisers from any claims lodged by third parties in relation to the copyright of those photographs, in addition to those relating to breach of rights of any people photographed and/or any other right connected to the photographs submitted.
- The Jury's decision is final and no appeals will be accepted.
- The Jury reserves the right, at its discretion, to disqualify any project or photograph received that does not comply with the contest requirements, even if it has already been uploaded to the website.
- In any case, contestants waive the organisers from any responsibility for third-party liability deriving from the use of the materials under the terms and conditions set forth in these rules and regulations.
- The Jury will judge the interpretation of the theme, the creativity and the technical content of the photographs submitted.
- Photographs of recognisable people must perforce be accompanied by a waiver for publication signed by the people photographed, penalty being disqualification from the contest.

DISQUALIFICATION

Submissions will be disqualified from the contest if:

- they are offensive under the terms of common decency;
- the Projects and/or Photographs have already won or been awarded honourable mentions in other international contests or have been widely published in international magazines and websites.

The Jury can also disqualify, without appeal:

- Anyone whose behaviour is not consistent with fair competition.

AGREEMENT TO CONDITIONS OF ENTRY

By submitting their projects, contestants agree, without reservations, to the conditions of entry set forth in the announcement and submit to the decision of the Jury regarding interpretation of the contest announcement and judging of the projects submitted.

Floornature.com shall **not be held liable** for any problem or circumstance that may prevent execution of the contest or participation in it.

The authors of the submissions guarantee that their projects and/or photographs are the result of their talent and that the submissions are **innovative and original**.


PUBLICATION OF PHOTOGRAPHS

Floornature.com is authorised to publish the photographs submitted by contestants for any **non-commercial** use connected to the initiative.

The owners authorise Floornature.com to reproduce their submissions without consideration and indefinitely, by any technological media and as deemed appropriate, during events and in publications, including but not limited to presentations, conferences, exhibitions, catalogues and charity initiatives.

The copyright holders will always be cited as owners of the image whenever and in whatever form it is used.

Floornature.com is not obliged to publish and/or display all the submissions of contestants.



INFORMATION

Members of the Jury are prohibited from giving out information to contestants.

Any requests for information must be sent to the administrative office: contest@floornature.com

organized by

FLOORNATURE

partners

PARSONS THE NEW SCHOOL FOR DESIGN

IUSNE

Istituto Universitario Salesiano Venezia

