



With the Patronage of the Italian Representation

INTERNATIONAL IDEAS COMPETITION

The Europe's Become

**Architectural ideas, creative and artistic expressions for the
conservation of the future of Europe**

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INTRODUCTION

*“Without culture, and the relative freedom it implies, society, even when perfect, is but a jungle.
This is why any authentic creation is a gift to the future”*

Albert Camus

It is in this perspective that the Association Atelier PAEMA calls for design ideas that are architectural, creative, artistic; and simultaneously lead to a synthesis of the European values interpretations for the past, present, and future: what the European cultural heritage has represented, what it is now, what we hope it will become and how all this can be expressed in a symbol, in a function, in a place.

In a time of severe and prolonged global economic crisis, when there is a high risk to impoverish the European cultural dimension, the present International design competition seeks to counter this trend and aims at providing visibility to the positive elements that underlie the European identity, the process of integration and its cultural value. Coherent with this vision, Atelier PAEMA proposes to give visibility to Europe, even in a symbolic way, in order to convey the many meanings belonging to its citizens and territories (historical, philosophical, scientific, literary, architectural, humanistic, creative, artistic, economical, social, spiritual, ethical, etc.). The goal is to help re-launch the European values, the consciousness of a shared destiny that, besides the foundation of peace and security, might offer a common horizon pointing Europeans the path to be undertaken, also by recognizing its value and expressing its evolution.

Music is the universal language. The anthem of European Community, “The hymnto Joy” by Beethoven, symbolizes the spirit of Europe and brotherhood between men. It summarizes the ideal of freedom, peace and solidarity pursued by Europe. Similarly, this ideas competition intends to reward a concrete symbol, an expression of the universal shared values in which Europeans can recognize themselves.

A highly functional artistic-design-cultural vision, therefore, requires the competitors to synthesize the exceptional and unique cultural heritage, both material and nonmaterial, which Europe has maintained during the time and will project in the future. The competition requires participants to express an “ideal symbol” of Europe, and to propose an area to place it. The design idea can be seen as an expression of architecture, art, landscape, urban design, engineering, or as a combination of them, having the “status” of “place of public interest”. It should, moreover, possess functions and usability of public utility, for example, an open area, a green space, a park, a shoreline, a promontory, a square, an existing building reconverted.

The design idea should then be based on a multidisciplinary creation that brings to a synthesis of ideas enabling to express cultural and thematic plurality that characterize European identity. It will inherently work as an ‘Attractor-Diffuser’ of European cultural identity, in form and content, to show the ability to project our outstanding Historical past built on beauty and civilization in the future. At the same time it will also work for regenerating ethical, aesthetic and cultural values hence establishing a reference point which can be functional and highly symbolic at once, in order to give life to the very first **“free clod” of Europe.**

COMMISSIONING BODY OF THE COMPETITION, SCIENTIFIC COMMITTEE AND SECRETARIAL OFFICE

Art. 1 – Commissioning body

The Commissioning body of the International Competition “The Europe’s Become – Architectural ideas, creative and artistic expressions for the conservation of the future of Europe” is the Association “Atelier PAEMA, Spazio Urbano Protetto” (Protected Urban Space), located in via Clementina n. 7, 00184 Rome, Italy, www.atelierpaema.eu at.paema@gmail.com

Atelier PAEMA has implemented the Europeanist instances of the interdisciplinary core of this initiative, made by its President Paolo Palomba, Serena Angioli, Giovanna Cataldo, Tommaso Grimaldi, Ruggero Lenci, all committed to strengthening the spirit of European integration, and has promoted this competition, taking into account the contributions received by the Scientific Committee under Art. 2.

“Atelier PAEMA, Spazio Urbano Protetto” is an organization for social promotion, of citizens, intellectuals, experts engaged in the political and socio-economic fields at National and/or European level, with the aim to promote and act on cultural initiatives, favoring the dialogue between East and West, North and South. Atelier PAEMA regards “intercultural” as the other face of globalization.

Art. 2 – Scientific committee

The Scientific committee is composed of the following members: Achille Albonetti, Serena Angioli, Giovanni Baiocchi, Pier Virgilio Dastoli, Franco Luccichenti, Guido Napoletano, Paolo Palomba, Luisella Pavan Woolfe, Lucrezia Reichlin, Amedeo Schiattarella, Luca Zevi.

The Scientific Committee might be expanded to include other people and honorary members. It will elect its coordinator.

Art. 3 – Secretarial Office

The Secretarial Office of the competition to contact for any information is the Commissioning body of Art. 1 is: “Atelier PAEMA, Spazio Urbano Protetto” (Protected Urban Space)

Via Clementina n. 7

00184 Rome, Italy

Web site: www.atelierpaema.eu

e-mail: at.paema@gmail.com

Any contact with participants made on the phone is not permitted.

DEFINITION OF THE COMPETITION

Art. 4 – The Object of the International design of competition

The Commissioning body of Art. 1 “Atelier PAEMA, Spazio Urbano Protetto” promotes this International Competition of ideas, entitled “The Europe’s Become – Architectural ideas, creative and artistic expressions for the conservation of the future of Europe” to evaluate the best proposals to represent the perception of Europe, with its history, its values and its “become” (see introduction).

This competition is open to all who comply with the prerequisites stipulated in Art. 8. The proposals which deem to best represent the perception of the Europe's "Become" on behalf of the citizens will be presented to the most important institutional organizations in the country, in Europe and in the world.

Art. 5 – Location of the design idea

The competition leaves the competitor free to decide a location within the geographic areas legally belonging to one of the 27 States of the European Union, which proposes the location, or the "placement" of their own design ideas.

Art. 6 – Project data

The proposals must include all of the following elements. They constitute the **eligibility criteria of the design idea** (see Art. 17):

- a) the location of the selected site for the proposal, with a map of the European Union highlighting the selected spot and a site plan with the metric scale; the possible "location" in case of an artistic or design idea can also refer to urban sites, neighborhoods, museums, cultural centers, considered relevant for its installation.
- b) the symbolic expression of the identity of Europe;
- c) functions of 'public utility', as an example: an intercultural and multimedia space for promotion of European values, including functions of "European Academy", multifunctional and multicultural exhibition areas, media center, places for meetings, events, festivals, music, culture, art, physical and spiritual welfare, etc..;
- d) landscaped and eco-sustainable solutions.

The symbolic expression proposed to represent cultural identity of Europe can be freely developed: vertically, horizontally or in any form and dimension deemed consistent with the expression of the design. Type of functions, size and volume (expressed in the metric system) to be assigned to various functions are also a part of the proposal.

The proposal may also involve the restoration and conversion of existing buildings, as well as to belong to an artistic idea of fashion design, sculpture, installation, also including the multimedia world.

In this phase, the construction costs of the proposal is not required.

Art. 7 – Publication of this brief

The present brief is published on the website www.atelierpaema.eu

In order to maximize its divulgation, it has been sent to UIA (International Union of Architects), to the Orders of Architects, www.europaconcorsi.com www.archiplanet.homestead.com and further to other national, European and international organizations such as the Orders of Engineers, the Chambers of Commerce, the Cultural Institutes, embassies, academies, universities, etc.

PARTICIPATION IN THE COMPETITION

Art. 8 – Requirements of participants

The competition is open to all architects, engineers, artists, students, designers, etc..., regardless of their nationality, gender and age. All applicants must have reached the adult age in their own country at the date of May 21st, 2012.

In the case of working groups it is necessary that to one of the components, regardless of status, nationality or sex, is assigned the role of team leader. The team leader – for and on behalf of the group – will liaise with the Commissioning body. The design concept is unique and not divisible and therefore to everyone is recognized the ownership of the proposal, according to the roles specified in the ID form.

The participation of young people with interdisciplinary cultural background is desirable.

Art. 9 – Reasons for exclusions of the design proposals

A proposal will be excluded from participation if it is in breach of the followings:

- it is not sent by the date set in Art. 13 of the present brief;
- it is submitted by the deadline, but fails to include the six-digit alphanumeric code of Art. 13;
- it does not satisfy the essential formal conditions laid down in the present brief. For example, the documentation does not comply with the requirements;
- it neither contains all the necessary documentation nor more than required.

The spouses and kindred affinity up to the 3rd degree of the Members of the Jury are excluded from participating in the competition. Any group involving the presence of the aforementioned will be disqualified.

Art. 10 – Enrolling to the competition

Applicants must subscribe to the following web site:

www.atelierpaema.eu

no later than **December 15th, 2012**, with a participation fee of € 60 for each proposal;

Payment instructions can be found at www.atelierpaema.eu

The enrollment fee is not refundable.

Only after having paid the enrollment fee could every applicant register in the competition. He/she should send an e-mail to the following address: at.paema@gmail.com providing the details of the payment and **an alphanumeric identification code** with six digits (numbers and/or letters) that must be freely chosen by every applicant.

Atelier PAEMA will send an e-mail to the applicants in the following few days to give all the instructions necessary to access to a reserved area where all the queries and answers pertaining to the spirit of the competition will be found.

Any e-mail containing personal information of participants will be kept in strict confidence.

Art. 11 – Queries

For query, participants can send e-mail in English to at.paema@gmail.com no later than the deadline for the subscription to the competition. However, to do so, the participants have to complete the registration first. All emails must include the alphanumeric code of Art. 10.

Atelier PAEMA will publish the answers on its web site www.atelierpaema.eu only when the emails are received and have been answered.

Art. 12 – Language

The official language of the competition and its brief is English. All the documents must be submitted in English.

The competition brief does exist also in other languages.

Art. 13 – How to submit proposals

Design proposals must be submitted by e-mail only.

Proposals should be sent to the following e-mail address:

at.paema@gmail.com

no later than **January 15th, 2013**.

Should there be any conflict or inconsistency between times, the time zone of the sender's country shall prevail.

Participants should attach two drawings in A2 horizontal (59.4 cm x 42 cm) at about 250 dpi in RGB (.jpg of high quality) and a written report in .pdf, as stipulated in Art. 14.

The two drawings and the written report should show a rectangle (6 cm wide x 1 cm high) at the top right corner containing the **alphanumeric code with six digits (numbers and/or letters).**

The files should be named as follow.

Tav.1:	xxxxxx-tav.1.jpg
Tav.2:	xxxxxx-tav.2.jpg
The report:	xxxxxx-report.pdf

xxxxxx is the chosen alphanumeric code.

Each participant must submit **no more than one** proposal.

Art. 14 – Submission requirements

The three documents to be submitted are:

- two drawings of the proposal in A2 horizontal (59,4 cm x 42 cm) at about 250 dpi in RGB (.jpg of high quality) containing all the design images needed for comprehension: renderings, site plans, sections, plans, elevations, concepts, slogans, graphic annotations, sketches, photos of models, at participants' discretion.

- a written report containing only text of maximum 3,000 characters (spaces included) (.pdf) to explain the project idea, for example, the choice of location, background information to clarify the symbolic impact of the proposal, materials, functions, targets, public use.

The maximum size of the e-mail with the three attachments must be 25 mb. Henceforth, it is advisable to attach tables in .jpg format but not in .tif format.

The ranking list will contain a greater number of projects than those actually awarded and selected, as stipulated in Art. 19, in order to allow some slippage in the list.

Art. 15 – Calendar of the competition

21 st May, 2012	publication of this Competition brief;
15 th December, 2012	deadline for registration;
15 th December, 2012	deadline for sending queries;
15 th January, 2013	deadline for sending e-mail with proposal attached;
15 th March, 2013	evaluation Commission's deadline for evaluating the entries;
20 th March, 2013	announcement of the anonymous ranking on the web site www.atelierpaema.eu
31 st March, 2013	announcement of the ranking on the web site www.atelierpaema.eu

Within the 30th of April, 2013 awards.

2013 exhibition and publication of the design proposals.

JURY'S EVALUATION OF THE PROPOSALS AND EXPLOITATION OF RESULTS

Art. 16 – Evaluation Commission

The evaluation Commission is composed of eleven members:

Stefan Behnisch (Architect, Behnisch Architekten);

Dennis Crompton (Architect, Archigram);

Gabriele Del Mese (Engineer, Arup consultant);

Mariangela Falà (Vice President of Atelier PAEMA);

Ruggero Lenci (Architect, RL Space Lab);

Carne Pinós (Architect, Estudio Carne Pinós);

Luigi Prestinenza Puglisi (Architect, President of AIAC, Italian Assoc. of Architecture and Critic);

Franco Purini (Architect, Studio Purini-Thermes);

Adèle Naudé Santos (Architect, Dean of the School of Architecture and Urban Planning at MIT);

Claudio Strinati (Art Critic);

An architect designated or approved by UIA (International Union of Architects).

The evaluation Commission, in the first meeting (by person or via internet) will nominate the President and the Secretary and will approve the internal set of rules.

The evaluation Commission will consist of a minimum number of seven members.

All entries will be networked in an area reserved for the evaluation Commission and made available to its members.

Proposals will be evaluated in two steps:

1. First vote on all the presented and admitted proposals; selection of proposals with the highest scores; discussion among evaluation Commission, also via internet;
2. Final vote by the evaluation Commission, release of ranking of the first 30 alphanumeric codes (see Art. 18), with motivation of merit.

During the final step, the President of the evaluation Commission will intrust the ranking list, with the scores of the first 30 classified proposals in descending order, to Atelier PAEMA that will make it visible in internet. The record will contain all the necessary summary information (number of proposals received and excluded, anything needed for the completion of the evaluation process) and the reasons for the exclusion of the design proposals.

Art. 17 – Criteria for evaluating proposals

It is the responsibility of the evaluation Commission to verify its compliance with the eligibility criteria stipulated in Art. 6.

Every member of the evaluation Commission can award maximum 10 (ten) points to one proposal based on the following criteria

- expressive, symbolic, evocative and conceptual values of the proposal: max 2.5 points;
- site plan and architectural values of the indoor and outdoor spaces, or value of the artistic elements of design in the case of ideas expressed in non-architectural forms and languages: max 2.5 points;
- functional values and public utility: max 2.5 points;
- choice of the area, or location of the work of art or design in a place considered relevant: max 1.5 points;
- name/title of the design idea: max 1.0 points.

The maximum score of each design proposal is therefore 110 points.

Art. 18 – Rankings

As reported in Art. 14 Atelier PAEMA will publish, no later than **March 20th, 2013** on the website www.atelierpaema.com the ranking list of the first 30 alphanumeric codes belonging to the awarded mentioned and suitable proposals, as stated in Art. 16.

Only from that date onward the groups enlisted **on the ranking list** will have to send by e-mail the identification form with information of the participants, the delegation of the team leader and the releasing contained at the end of this brief.

Should any proposal ranked the first 30 on the list be found in breach of the criteria of eligibility stated in Art. 6 and 8, it would be stripped of the prize and/or the mention.

Art. 19 – Results of the competition and prizes

The competition will end with the approval of and publication by the Commissioning Body the merit list which includes 3 awards, 3 honorable mentions, 9 mentions of merit/participation and 15 suitable, as follows:

1st place € 10,000;
2nd place € 5,000;
3rd place € 2,000;
4th, 5th and 6th place honorable mention;
From 7th to 15th mention of merit;
From 16th to 30th suitable.

The above winning prizes will be subject to the statutory tax deductions enforced in Italy. The evaluation Commission reserves the right to award ex-aequo and to adjust the number of proposals awarded, mentioned, suitable, based also on the number of participants.

Art. 20 – Exhibition and publication of projects

In order to promote the visibility of qualified proposals, extend the debate on the identity and on the “Become” of Europe, “Atelier PAEMA, Spazio Urbano Protetto” will publish the results of the present Competition. Atelier PAEMA reserves the rights to publish and exhibit a selection of proposals (with names of the authors shown) submitted to the Competition. The participants are not entitled to any compensation for the above. However, the copyrights of the proposals will belong to the designers.

Under the penalty of exclusion, participants are prohibited to publish their proposals before the release of the final results.

Art. 21 – Improvement of the competition and setting up the second phase

- 21.1 The Commissioning body and the Scientific Committee (Art. 1 and 2) reserve the right to verify, by 2013, the initiation of any further activities aimed at realizing the most suitable symbolic expression to represent the cultural identity of Europe, and the right to promote any further initiatives and briefs of competitions on the theme of cultural identity of Europe.
- 21.2 With regard to the aforementioned as well as for the development of the activities specified in Art. 21.1, the feasibility to promote and establish a European Foundation will be further evaluated. Such a Foundation will possess the elements to be institutionally recognized as ‘public utility for Europe’.

Art. 22 – Handling of personal data

To comply with the European regulations and for protection, any participant taking part in the Competition shall accept the present brief and authorize “Atelier PAEMA, Spazio Urbano Protetto” to process his/her personal data through computerized database for the purpose of competition.

Art. 23 – Acceptance of the conditions of the competition and Court of Jurisdiction

Entering the present Competition entails the unconditional acceptance by each participant of all the provisions of this brief. In case of dispute, the Court of Rome, Italy, shall exercise its jurisdiction.

Rome, May 21st, 2012

Dr. Paolo Palomba
President of the Association
“Atelier PAEMA, Spazio Urbano Protetto”



Note:

The competition has received a favorable opinion of the Italian National Council of Architects, Planners, Landscapers, and Conservationists (CNAPPC).

“Atelier PAEMA, Spazio Urbano Protetto” Association

Via Clementina n. 7, 00184 Rome, Italy
www.atelierpaema.eu at.paema@gmail.com

Identification form

Identification form to be sent only after the publication on the web site www.atelierpaema.eu of the alphanumeric codes selected as winners and meritorious by the evaluation Commission, as stated in Art. 18 of the brief.

International Ideas Competition

The Europe's Become Architectural ideas, creative and artistic expressions for the conservation of the future of Europe

Enrolled participant:

First and last name

place of birth

date of birth

address

nationality

tel.

role within the group

e-mail

enrolled in the competition on the following date..... paying € 60

chosen alphanumeric code.....

Other group participants (only in case of groups):

1.

First and last name

place of birth

date of birth

address

nationality

e-mail

tel.

role within the group

2.

First and last name

place of birth

date of birth

address

nationality

e-mail

tel.

role within the group

3.
First and last name
place of birth
date of birth
address
nationality
e-mail
tel.
role within the group

4.
First and last name
place of birth
date of birth
address
nationality
e-mail
tel.
role within the group

5.
First and last name
place of birth
date of birth
address
nationality
e-mail
tel.
role within the group

(add as necessary)

The team leader of the present design group

is

In case of award, the team leader will issue an invoice of the amount to be received, with indication of the bank information (IBAN) to allow its payment by “Atelier PAEMA”. However, “Atelier PAEMA” shall not be responsible for any share of the prize between group members.

By enrolling, participants automatically authorize the use of personal data for the competition; accept the competition brief in all its Articles and the results; authorize the publication and the use of the submitted proposal.