

E-Plaza: Design, ITC, Urban Architecture

Competition of ideas for the conceptual design of public seating with the dual identity of a traditional bench and a place for internet navigation.

Calling Body

The competition is promoted by the Jesi local council, Councillorship for Economic Development, and the Scuola Internazionale di Comics. These two organisations are hereinafter referred to as the 'Calling Body'.

Art. 1 Objectives and aims of the Call

The programmatic lines, approved by the current majority government of the town of Jesi, identify 'sustainable development' as a strategic horizon of reference for all policies for the promotion and development of the local territory. Under the scope of this horizon, the Administration has always declared their desire to pursue two different dimensions: 'slow' with reference to agricultural, food and wine, cultural and tourism points of reference; and 'new' in relation to matters of research, innovation and knowledge.

To implement these programmatic indications, a Strategic Plan has been drawn up. This is effectively a participative path destined to involve all parties operating on the territory, be they institutional or otherwise, public and private, with the aim of discussing and outlining the town's future development, defining its contents, characteristics and strategic aims.

Under the scope of this Strategic Plan, recently completed by the local administration, a specific project has been presented in relation to the marketing of the old town. This includes, amongst other aspects, the development of WIFI internet access allowing for broadband transmission in the five main town piazzas:

1. Piazza Pergolesi – zona S. Nicolò
2. Piazza della Repubblica
3. Piazza Indipendenza – Piazza Spontini – Piazza delle Monnighette
4. Piazza Colocci – Piazza Ghislieri
5. Piazza Federico II

In connection with this project, the administration intends to develop an initiative referred to as the 'E-Plaza: design, ICT, Urban architecture'. This will:

- promote technological innovation as a vehicle for the design of new architectonic elements and for the experimentation of different forms of relations in spaces of the public town;
- see the business world in a lead role, a highly-specialised professional chain with transversal competences, the Public Administration, in other words, a group of subjects all involved in gathering and interpreting the emerging inclinations and needs of contemporary society, together with the developments of modern know-how, looking to construct tools and meeting places for the construction of a new collective dimension;
- have the primary objective of calling a competition for ideas for the conceptual design of a particular form of public seating. This shall have the dual identity of traditional bench and a place for internet navigation. This will therefore allow for the combination of one of the most trans-generational and trans-cultural aspects of urban furnishing that exists (the bench) with the very symbol of modern times (internet) made available for free access by all (wi-fi bubbles).

Art. 2 Contents of the Competition for ideas

The competition concerns the design of an individual or multiple outdoor seating solution. The

seating will be positioned in the five piazzas of the old town as listed at art. 1. Their characteristics in relation to the urban context and historical/artistic value are illustrated in Attachment A. The aim is to create innovative urban furnishing that integrates into the surrounding environment, respecting the history and architecture. At the same time, it will be considered a further element of the town's artistic heritage.

Art. 3 Theme of the competition

The competition theme is the development of functional seating with the dual identity of both traditional town seating and place for internet navigation.

The seat is, in fact, designed as a support point for users exploiting the service provided by the Jesi local authorities of wireless internet provider. Consequently, the ergonomics of the seat must be designed not only with regard the person, but also with regard the working tools and/or entertainment, such as laptops and palmtops. The assessment criteria for judging the winning project will be based on a few, basic points: the object designed must integrate into the surrounding environment, without offending the historic/architectonic value. It must have an original design and represent an enhancement for the town's urban furnishing. In designing the seating, the candidate must also consider the primary aim it shall serve: to be a meeting and aggregation point, where people can use the web service supplied by the local authorities of Jesi.

Art. 4 Technical Requirements

1. THE SEATING MUST BE DESIGNED FOR OUTDOOR USE BUT AVAILABLE ALSO FOR INDOOR USE.

(by 'available for indoor use' we intend the possibility of organising a variant that, with minimum interventions on the original design, can allow for its positioning in closed environments, thereby integrating with them both in terms of function and materials used)

2. MATERIALS EXCLUDED:

- ✓ Precious metals;
- ✓ Natural aggregates of crystalline and/or amorphous minerals (rocks)
- ✓ Concrete.

3. MATERIALS RECOMMENDED:

- ✓ METALS that can be worked according to the following indications:
 - No pressure casting;
 - No chilled casting;
 - No solid CNC working
- ✓ PLASTIC that can be transformed according to the following indications:
 - No injection moulding;
 - No solid CNC working
- ✓ WOOD that can be worked according to the following indications:
 - No solid CNC working
- ✓ GLASS that can be worked according to the following indications:
 - Flat plate cutting.

4. MEASURES RECOMMENDED:

- ✓ Seating for 2/3 standard places.
- ✓ Maximum weight approx. 150 kg.

5. POSSIBLE accessories:

- ✓ possibility of integrating courtesy 12V sockets (exclude 220 V)
- ✓ possibility of the seat being energetically independent, e.g. with the use of photovoltaic panels.

6. THE SEATING DESIGN MUST CONSIDER THE ENVIRONMENTAL IMPACT LINKED TO ITS LIFE CYCLE

- ✓ production of materials using the least possible energy resources which must, in any case, be renewable
- ✓ use of possibly recycled and/or recyclable materials

Furthermore, the seating must also be:

7. EASILY MANUFACTURED;
8. ENCOURAGING SOCIAL BEHAVIOUR;
9. TECHNOLOGICAL;
10. RESISTANT TO ACTS OF VANDALISM;
11. EASILY MAINTAINED.

Art. 5 Competition call documents

All the information documents for the competition will be made available to the competitors in digital format only, at the WEB area created within the website: www.scuolacomics.it and from the Jesi local Authorities website, www.comune.jesi.an.it under the item “Appalti, bandi, avvisi” (Tenders, calls, notices).

In addition to this call, the following materials are available:

- Photographic, technical and historic/artistic documents of the location (attachment A)
- Competition enrolment form and authorisation to the processing of personal data (Attachment B).

Art. 6 Method and Conditions of Participation

The competition is open to university students and students of public and private Design Schools/Institutes as well as to all professionals working in the sector of Industrial Design and Architecture.

Participation can be individual or in groups. Every participant in the competition, both individually or in a group, can only enrol once. Breach of this shall entail exclusion from the competition and cancellation of projects presented.

The projects presented must be original and new, developed specifically for the competition in question. No projects will be permitted if already in production, subjected to other competitions, already published or shown in exhibitions and displays. Failure to comply with these requirements entails exclusion from the competition or, where the breach should be discovered subsequently, cancellation (by the Jury’s own decision) or any awards (with the obligation to return any items or amounts received).

Participation will take place under the competitor’s own person liability.

Designers accept all liability with regard the original nature of their proposals.

In the event of action brought by a third party against the Calling Body in relation to works presented by the candidates, the Calling Body shall accept no liability and the relevant costs involved will be charged to the candidate.

Art. 7 Constitution of Groups

Group participation is admitted. Groups must be a maximum of 5 members. In this case, upon

enrolment, the group must appoint a leader in possession of the requirements for participation as stated at art. 6 above. This shall be done by means of a declaration signed by each member of the group. The group leader will be responsible for the group and represent it with regard the Calling Body.

All members of the group shall be recognised equal title and rights of the proposals and project submitted.

Art. 8 Incompatibility of participants

The following may not participate in the competition:

- members of the jury, their spouses and relatives up to the 3rd level inclusive;
- directors, managers and employees of the Calling Bodies;
- employers or those with any working relationship or continuous collaboration and known relations with the members of the jury;
- those participating in the preparation of the call and documents attached or who are part of the Technical committee for preparing the competition.

The Secretariat acknowledges registration with the competition but is entirely exonerated from ensuring compliance with the conditions and compatibility as expressed by the tender.

Compliance with these conditions is specifically declared in the enrolment form by the participant, who shall therefore be fully responsible for his declaration.

Art. 9 Jury members

The competition Jury, appointed directly by the Calling Body, shall consist of the following:

1. Denis SANTA CHIARA, Designer
2. Didi GNOCCHI, Founder and Editorial Manager Ultrafragola Channels
3. Cristiano TORALDO DI FRANCIA, Architect
4. Beatrice GAROFOLI, Confindustria Ancona President – Young Businessmen
5. Cristina COLLI, Progetti Ancona Publishing
6. Graziella SANTINELLI, Scuola Internazionale di Comics Director
7. Massimo PIGLIAPOCO, ZAP JUICE
8. Antonella NUNZIATA, Marketing Manager for UPPER s.p.a.
9. Simone PARDINI, PROJECT s.r.l.
10. Sergio MORGANTE, Architect consultant for Jesi Council
11. Daniele OLIVI, Town Counsilor for Economic Development and Special Project – Jesi Council

The Jury shall have the faculty to co-opt other members where the need to find replacements should arise.

The Jury shall assess the designs received and compliant with the regulations of this call on the basis of their originality and the project functional-aesthetic values.

Each member shall have equal voting rights. The jury will assess projects in reserved meetings and define the relevant list of honours, which will be published on the websites specified at art. 5.

Art. 10 Enrolment procedure

No enrolment fees are payable for enrolment in the competition.

To present the relevant applications for participation, the specific form attached to this call as Attachment B **must** be used. This can be downloaded on-line from the websites specified at art. 5.

The form must be duly completed and sent to the competition organisational secretary in an anonymous, sealed envelope, externally marked **exclusively** with the alphanumeric code as per art. 12. The same envelope must be inserted into the file containing the project diagrams, as

specified at the following articles 11 and 12.

Art. 11 Presentation of designs

Each participant may present just one project in a single or associated form.

The drawings must be sent to the competition organisational Secretary (see art. 19) inside a sealed file no later than midnight on 31st August 2010. To deliver via mail or courier, the postal stamp or delivery bulletin shall be taken as reference. In any case no projects arriving later than 10th September 2010, be it due to postal issues or other, will be accepted. The Calling Body is not responsible with regard the competitors in the event of a file being lost. No files involving delivery costs to be borne by the addressee will be accepted.

The outside of the file must state: **“Iniziativa E-Plaza. Concorso di idee per la progettazione di massima di una seduta pubblica”** (*‘E-Plaza Initiative. Competition of ideas for the conceptual design of public seating with the dual identity of a traditional bench and a place for internet navigation’*).

The project must consist of a maximum of:

- **2 tables with dimensions layouts of the model**
- **1 table with an axonometric view**
- **1 illustrative table with rendering or prospective view.**

The executive designs must take an in-depth look at the project technical and constructive aspects.

The tables must be presented on **CD-Roms in A3 format (29.7 x 42 cm)**, each saved in **jpg** both in 300 dpi definition and in 72 dpi.

The CD-Rom must also contain a **short report** describing the motivations and material characteristics of the project, and all other data held to be useful for the assessment of the Jury in accordance with the criteria specified at art. 13 hereto. This report must not exceed 2,000 characters, including spaces and must be saved in **txt** format.

A hard copy of both the above report and the project tables must also be attached, again in A3 format.

The envelope as described at art. 12 must also be included in the file and must be completely closed and sealed.

All documents required must be drawn up in either Italian or English.

Should even one of the requirements described above fail to be met, the project will be excluded from the competition.

Competitors must not publish or organise the publication of their projects (or parts thereof) before the results of the selection by the Jury are known. Breach of this prohibition shall entail exclusion from the competition.

Art. 12 Anonymity

Participation in the competition is anonymous. No project can contain the name of the author/s in any part. They may only contain an **8-digit alphanumerical code** (graphical symbols may not be used). **This is at risk of exclusion from the competition.**

The participant’s chosen code, which will be used as the project’s title, must be stated on all folders and files and on the cover of the CD-Rom, as well as on all digital images, on all sheets of the hard copy of the project tables and on the report as per art. 11.

The competitor’s identity will be declared on the specific form (Attachment B), **which must be used to present the application** and can be downloaded from the websites specified at art. 5. This form, duly compiled and provided with the necessary attachments must be included in an anonymous, sealed envelope, marked externally only by the alphanumerical code above. The envelope containing the form must reach the competition organisational Secretary inside the file stated at art. 11.

Art. 13 Project assessment criteria

The judgement on the designs is the exclusive task of the Jury who will rule according to the following criteria that will form a score in the form of 'hundredths':

- Project value in terms of design and ergonomics: max. score 30/100
- Safety of use: max. score 10/100
- Compatibility with the historical identity of the promoting town: max. score 20/100
- Compliance with the technical requirements described, with specific reference to the environmental criteria as per point 6 of art. 4: max. score 20/100
- Economical production of the prototype and manufacture: max. score 20/100

Art. 14 Outcome of the competition and award

The competition will conclude with the definition of an honours list and the award of a prize of € 5,000.00 to the winner.

The Jury reserves the right to make special mentions for particularly worthy projects, in addition to the competition winner.

The Jury will assign the prize and make any notifications at their own discretion.

The Jury may resolve not to assign the prize should none of the projects presented be judged as valid and worthy.

The Calling Body specifies that the prize should be intended gross of any legal withholdings, namely inclusive of any taxes or expenses.

At the end of the competition, the local administration and organisational secretary are committed:

- to setting up an exhibition of projects received at the shop windows on Corso Matteotti, the central street running through Jesi, which, for the occasion, will become a large natural gallery;
- to assemble the same show in Florence, in a location to be defined in collaboration with the Florence Provincial authorities, which are holding the same development of wi-fi networks for the citizens in other cities of the same province;
- to organise a public event of at least national importance for the award of the competition winner. This will involve participation by major sector companies in a regional scope and experts of international value on the themes of web technologies and new business architectures.

Art. 15 Return of projects

All materials sent will not be returned to authors. They shall remain the exclusive property of the Calling body.

Art. 16 Property of the competition designs and copyright

The intellectual property of the ideas shall remain the property of the authors.

Participating in the competition, the designers state that they are willing:

- to transfer the material in relation to their project for publication;
- to authorise the Calling Body to prototype and develop their project.

As such, the exclusive rights are recognised on the projects selected according to the terms established. For any productions and marketing outside the specified area, the designer must obtain specific release from the Calling Body.

The candidates shall transfer the exercise of all copyright to the Calling Body as concerns the works presented (text, projects and illustrations), without any limitations of time and place. The rights for use apply to all types of use linked to the competition, including publication on printed paper (show, exhibitions, etc.) on the internet or on technological or computer supports (CDs, DVDs, etc.) and any form of related advertising.

Art. 17 Prototyping, production and marketing

Some local companies, contacted by the local administration, have shown interest and willing to develop some prototypes of one of the works designed and participating in the competition. They may, at their own discretion, proceed to mass production and marketing.

The company will be free to select any of the projects participating in the competition to this end, which may either be the winner of the call or any other project submitted.

The specifications in relation to royalties will be defined and agreed in the most appropriate settings, in a direct, private relationship between designer and manufacturer. The local administration and competition organisational Secretary shall be in no way involved in these negotiations.

Art. 18 Queries

Any requests for further information on the competition must be sent by e-mail to the competition secretary: jesicomics@scuolacomics.it

Art. 19 Organisational Secretariat

The competition organisational Secretary to which applications and project diagrams must be sent, is as follows:

Scuola Internazionale di Comics
Via Castelfidardo, 5/a
60035 Jesi (AN) ITALY

Art. 20 Disputes

The court of Jesi shall be competent to rule on any disputes.

THE DIRECTOR OF THE SERVICE
FOR TOWN PLANNING AND THE ENVIRONMENT
Ing. Andrea Crocioni

ATTACHMENT B

To the Organisational Secretariat of the
E-Plaza Competition
c/o Scuola Internazionale di Comics
Via Castelfidardo, 5/a
60035 JESI (AN) - ITALY

Name and Surname _____

The undersigned requests admission to the competition for ideas for the conceptual design of public seating under the scope of the initiative promoted by Jesi local council named 'E-Plaza'

To this end, under my own responsibility, in accordance with arts. 46 and 47 of Italian Presidential Decree no. 445/2000 and aware of the criminal consequences deriving from any false declarations, in accordance with that provided for by Art. 76 of the stated Italian Presidential Decree, I

DECLARE

- 1) being born in _____ on _____
- 2) residing in _____ (postcode) _____
(province) _____ (state) _____ Street _____ no. _____
telephone _____ mob _____
e-mail address _____.

(Please specify the exact contact details if different from residency, to which notices in relation to this selection must be sent)

- 3) that I am:
- an Italian citizen;
- or
- that I am a citizen of the country _____ and enjoy civil and political rights in my original country;

(Place a cross in the relevant box)

- 4) to be in full possession of political and civil rights
- 5) not to have been criminally sentenced in any way nor to be the addressee of provisions concerning the application of preventative measures, civil decisions and administrative provisions regarding criminal records;
- 6) not to be aware of the existence of any criminal proceedings concerning myself;
- 7) that I am participating in the public selection individually

or

that I am participating in the public selection as a group, jointly with the parties listed below:

- 8) I accept and guarantee compliance with all clauses and selection competition conditions, with specific reference to those stated at arts. 7 and 8;
- 9) I hereby authorise the local administration and competition organisational Secretary to collect and use my **personal data**, in accordance with Italian Presidential Decree no. 196/03, in addition to the inclusion of the **project data** in a specific archive.

I hereby attach:

- 1. **photocopy** of my **identity document**, currently valid;
- 2. original declaration, signed by the other members of the group (together with copies of currently valid identity documents in relation to each member) with which I am appointed group leader in accordance with art. 7 of the competition call (*only in the event of participation by design groups*)

Date

Signature _____

