

Award Announcement

CITY_BRAND&TOURISM LANDSCAPE

THE LANDSCAPE AS STRATEGY
The Quality of the Landscape for a Quality Architecture



20 June 2019

Palace of the Triennale, Milan, viale Alemagna 6

Promoters/Organizers:



Simposio Internazionale & Premio

CITY_BRAND&TOURISM



LANDSCAPE
IL PAESAGGIO COME STRATEGIA
La qualità del Paesaggio per un'Architettura di qualità



The **NATIONAL COUNCIL OF ARCHITECTS, PLANNERS AND LANDSCAPE DESIGNERS** and **PAYSAGE**

Propose the
International Award

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Organizzato da:

TOPSCAPE
PAYSAGE
Promozione e Sviluppo per
l'Architettura del Paesaggio



CNA
PPC
CONSIGLIO NAZIONALE
DEGLI ARCHITETTI
PIANIFICATORI
PAESAGGISTI
E CONSERVATORI

In collaborazione con:



**Triennale
Milano**

Con il patrocinio di



Con il patrocinio di



Con il patrocinio di



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Con il patrocinio richiesto di



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1. Introduction

THE LANDSCAPE AS STRATEGY

The landscape design is, today, the latest great challenge for the world of Architecture as a whole. A set of actions at any scale deal to establish orientation and equilibrium second sense sequences, addressing not just the prestigious areas already codified, but also those where the urban damage is more evident looking regeneration vocations maybe right where the new town it is more raw, devoid of central and references neither urban nor rural nor natural. It goes back to thinking the territory in its entirety, with the actions of protection, maintenance and enhancement, with an attitude of listening and care that should affect in a more effective right in heritage protection. Landscape and project entities which are closely related and interacting, which has always spontaneously form a tight ring of tradition and innovation, as indeed it is in the spirit of the European Convention.

The Landscape cannot be confused with an area or environment: these two definitions are not synonymous but they represent different systems. The landscape is a primary element of identity for communities and contemporary design must seek its principle. The landscape is an open space and public and private even its perception, its fallout is always collective. The landscape design is a "device" that aims to represent the synthesis between the aspiration to progress and the expression of local identity in the landscape are reflected.

2. Campaign

On the occasion of the **100 years of Landscape Architecture** that take place right in 2019 from the foundation of the first specific course of this discipline, **PAYSAGE** renews its commitment to promoting the **Landscape4ALL** campaign, a real awareness campaign aimed at promoting the landscape project as a tool of improving the quality of life in all aspects and in the most diverse areas of human existence.

This campaign represents the theme that **PAYSAGE** will decline throughout 2019, promoting the broadest sense of his interpretation: the landscape for everyone and everywhere; demonstrating how it is possible to enter the Green parties in all aspects of life and space, be it public or private, and how there is a place of living and the living that cannot accommodate the green, designed to improve the comfort of human settlements.

From World Climate Conference, whose message became clear, **PAYSAGE** offers a paradigm shift in the development of architecture of the landscape as a priority, a vision opposed to the mode of operation and design today, in favor of a contemporary project that sees the construction of resilient landscapes capable of improving environmental and social conditions.

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3. Preamble

The National Council of Architects and Planners together with PAYSAGE – Promotion and Development for Landscape Architecture – launch and organize the International Design Competition **CITY_BRAND & TOURISM LANDSCAPE AWARD** linked to the International Symposium **CITY_BRAND & TOURISM LANDSCAPE. The Landscape as Strategy. The quality of the Landscape for a Quality Architecture** which aims to attract excellence of international projects in the field of Landscape Architecture rewarding the best projects.

The award aspire to promote and to seek possible new balances for spaces that are designed to allow the connection, both physical and theoretical, between built architecture and designed landscape, aiming at promoting new synergies within buildings and nature for the new urban dynamics in the five themes proposed: **CITY LANDSCAPE, CITY PLAY, BRAND&LANDSCAPE, TOURISM LANDSCAPE** and **LANDSCAPE IN LIGHT**.

4. Promoters

The Award is promoted by the Italian National Council of Architects and Planners, – Consiglio Nazionale degli Architetti, Pianificatori, Paesaggisti e Conservatori - in partnership with PAYSAGE - Promotion and Development for Landscape Architecture, which will organize events through TOPSCAPE magazine, the international magazine interested in the contemporary landscape project published by PAYSAGE - Promotion and Development for Landscape Architecture.

5. Sponsorship

The Competition and the International Symposium related are sponsored by Consiglio Nazionale degli Architetti Pianificatori Paesaggisti e Conservatori in collaboration with PAYSAGE and with Triennale di Milano, with the required Patronage of:

The Municipality Of Milan

MINISTRIES

Ministry of Environment and Protection of the Territory and the Sea

Ministry of Agriculture and Forestry

University Institutes where Landscape Architecture courses are active

Politecnico di Milano

University of Genoa

University of Florence

The University of Pavia

University of Urbino

La Sapienza University

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Professional Orders

Consiglio Nazionale degli Ingegneri

Ordine degli Architetti Pianificatori Paesaggisti Conservatori della Provincia di Milano

Consiglio Nazionale dei Dottori Agronomi e dei Dottori Forestali

Ordine dei Dottori Agronomi e dei Dottori Forestali di Milano

Collegio Nazionale degli Agrotecnici e degli Agrotecnici laureati

Collegio degli Agrotecnici e Agrotecnici laureati di Milano Lodi Monza e Brianza

Collegio dei Geometri e dei Geometri Laureati

Collegio Geometri e Geometri Laureati della Provincia del Milano

Collegio Nazionale dei Periti Agrari e dei Periti Agrari Laureati

Collegio dei Periti Agrari e dei Periti Agrari Laureati della provincia di Milano

Associations

INU - National Institute of Urban Planning,

ANCI - National Association of Italian Municipalities,

ASSOVERDE - Italian Association of Green Builders,

AIDTGP - Italian Association of Directors and Technicians of Public Gardens

SIEP - Italian Society of Landscape Ecology,

AIPIN - Italian Association for Naturalistic Engineering,

AIVEP - Italian Green Roofing Association,

ANVE - National Association of Exporting Nurseries,

UNITEL - Italian National Union of Local Authority Technicians,

AIDI - Italian Lighting Association

APIL - Lighting Professionals Association,

ASSIL - National Lighting Producers Association

6. Themes and specific focus of the Competition

The subject **CITY_BRAND & TOURISM LANDSCAPE. The Landscape as Strategy. The Quality of the Landscape for a Quality Architecture** focuses on the future of urban landscape seeking to promote "best practices" able to develop, within the landscape architecture design, effective strategies to set new ethical, economical and social values for the built environment.

It is in this framework that **CITY_BRAND & TOURISM LANDSCAPE. The Landscape as Strategy. The Quality of the Landscape for a Quality Architecture** researches design strategies able to fulfil the ever increasing need of the urban community: a compact and dense city but particularly fertile, in which the vegetal component not only plays an aesthetic, ornamental role but also and mainly is a functional and valuable component.

Creating a new urban landscape means to act on both environmental and cultural spheres, using it as a tool for implementing green and social policies. Therefore, aim of the competition is to find examples of new possible balances in spaces designed to connect architecture and environment, leading to new synergies between buildings and nature for new urban dynamics.

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The International Symposium and the Award **CITY BRAND & TOURISM LANDSCAPE** intend to reward and encourage landscape architecture projects that have combined nature and buildings, from the short to the large scale, entire city neighborhood and public spaces, or architectural experiences where the vegetation is used as building material, and not just ornamental, pursuing biodiversity and sustainability goals.

THE THEMES AND CATEGORY OF THE PROJECTS:

The landscape has important functions of general interest, on a cultural, ecological, environmental and social level and is a resource favorable to economic activity, and is also an important element of the quality of life of the population, in urban areas and in the countryside, in the territories degraded as in those of great quality. In this context, the landscape project at all scales represents the virtuous trigger of a transformative process that respects the biodiversity and the identity of places and offers contemporary society a formidable engine of development.

• **CATEGORY A: CITY LANDSCAPE**

- **A1: Redevelopment of urban spaces,**
- **A2: Redevelopment of landscaping of fringe areas,**
- **A3: Parks, gardens, green spaces and connections in the dense city,**

For landscaping projects of varying scale made in urban contexts, landscape redevelopment of urban spaces, metropolitan fringe areas, green in the dense city, urban planning and large territorial transformations.

• **CATEGORY B: BRAND & LANDSCAPE: Landscape design for production sites and industry**

Projects that express the relationship between companies and landscape integrated into the theme of urban contexts in which, far too often, the role of the landscape is subordinated to the architecture of the built, filled with shortcomings filling spaces of results and urban voids that have not a precise functional purpose.

Since the early 1900s architecture has sometimes taken on the role of a medium to reinforce the image of a company. But the landscape project and the consequent use of vegetation began to affect large companies in the mid-eighties, becoming their added value both for the corporate image and for improving the working conditions of employees and for establishing new relations with the landscape. Currently the design of the industrial landscape is assuming the role of a tool for the communication of corporate values to the point of concurring in the contemporary perception of that complex system of tangible and intangible assets that make up the brand equity as well as the visual identity.

• **CATEGORY C: CITY PLAY: Play areas, playgrounds and sports areas in the landscape**

Section for the project of space dedicated to play and sport, the rediscovery of parks and public space for all ages, areas dedicated to play activities in all its declinations, play areas both in Italy and abroad, micro - City-size children and spaces for promoting active aging.

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• CATEGORY D: TOURISM LANDSCAPE: il progetto del paesaggio per il turismo

Tourism Landscape is the section of the Symposium that aims to deepen how a landscape can be "modeled", respecting the environment and biodiversity, through a series of material and symbolic transformations addressed to both integrate reception services and enhance the fruitive capacity of the places. New places of being whose project does not omit accuracy, design and technology, virtuous examples of how landscape architecture plays a fundamental role through a respectful approach to technological amplification of quality architecture.

"Tourism" is a process of historical dimensions and, a priori, there is no particular vocation that leads to a place to become tourist. Consequently, each space is potentially exploitable in the tourist sense, even the most inhospitable areas. Places and tourist areas are then the product of different, endogenous and exogenous instances, and even more than material, cultural.

• CATEGORY E: LANDSCAPE IN LIGHT: the design of light in the enhancement of the landscape

The new Landscape in Light section has been created as a research tool, through collaboration with industry associations, for the selection of best practices for the lighting project that create new scenographic suggestions and return new night landscapes.

7. Official Languages of the Competition

The official languages of the competition are Italian and English. All entries must be written in either one of these two languages, if not, they will be excluded.

8. Rules of Participation

Works' selection is open to:

SEZ: Architects, Planners, Landscapers and Conservators

SEZ: Engineers

SEZ: Agronomists

SEZ: Agrotechnics

SEZ: Surveyor

SEZ: Land Surveyors

SEZ: Associations, Foundations.

SEZ: Executives Companies

SEZ: Municipality, Public Administrations, Public Institutions

SEZ: Students, Universities and Research Centers

Participation is allowed either with a completed work, or with a project under construction as long as it is sufficiently developed, responding to the theme and belonging to at least one of the categories indicated above. Competition projects and projects that have already received prizes or mentions at other venues may also be submitted.

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The presentation and the candidacy of the works can be advanced by the designers, by the client, by the performers, by public or public bodies, by foundations and cultural bodies, also with reference to the results of selections, awards or architectural competitions.

In each sections, for any work carried out even if promoted and presented by third parties, a contact person responsible for the group must be indicated.

Registration for the competition will take place automatically through the transmission of the documents, which will take place by accessing:

<https://www.concorsiawn.it/city-brand-tourism-landscape-2019>

In consideration of the appropriate available time frame for the activation of the registration procedure and the adoption of technological measures that are ordinarily adequate and sufficient, the auctioneer declines all responsibility for any failure to access the electronic system and / or for the failure to activate the electronic procedure within the established deadline, arising from technical difficulties that may occur to competitors and / or the system and not dependent on the will of the auctioneer, such as, for example, only as an example and not exhaustive, difficulty of electronic connection to the system deriving from the use by competitors of unsuitable or improperly used computer systems, temporary congestion of the internet network and / or of the connection line to the electronic system of the competition, etc.

The available technical assistance can only operate if the registrations are still open. Requests for assistance that are received after the registration deadline can not be managed.

Participants are invited to anticipate as much as possible the activation of the procedure for the submission of the works, although always within the time window made available.

For clarifications concerning the technical and operational procedures for submitting offers on the system, you can contact: assistenza.concorsi@kinetica.it

The telematics system will make an automatic response of received documents and this will be the receipt of confirmed registration.

By their own means and electronically, participants must follow the established procedure to send:

- **1 folder in zip format** with a maximum size of 5 MB containing the explanatory report of the design choices (mandatory) and any other materials considered relevant for the project communication (optional).

The report should be prepared by using the contest form, with a text of max 2500 characters – spaces included (font: Arial - font: Body 11 - colour: black) in Adobe PDF format. All the fields must be filled out and the document sent should be 2 pages max. (vertical A4 size), in a single file.

- **3 images** (1 mandatory, 2 optional) illustrating the project (horizontal A3 size and.jpg extension), up to 5 MB max. Graphic techniques and number of images (up to a maximum of 3) are on participants choice (the images may contain photographs, drawings and

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captions chosen by the candidate), but it must be used the downloadable layout, entering required data.

Each participant / group leader may submit up to three projects with three different telematics sending. Upon entry, the participant must select a section of belonging, to be chosen from the following:

SEZ: Architects, Planners, Landscapers and Conservators

SEZ: Engineers

SEZ: Agronomists

SEZ: Agrotechnics

SEZ: Surveyor

SEZ: Land Surveyors

SEZ: Associations, Foundations.

SEZ: Executives Companies

SEZ: Municipality, Public Administrations, Public Institutions

SEZ: Students, Universities and Research Centers

9. Exclusions and incompatibility to participate

For the purposes of the validity of the participation, the non-observance of the rules contained in this announcement is a reason for exclusion.

The subjects participating in the procedure expressly exonerate the contracting authority and its employees and collaborators from any responsibility related to any malfunction or defect related to the connectivity services necessary to reach, through the public telecommunications network, the telematic system for the acquisition of the project proposals and related documentation.

In consideration of the appropriate available time frame for the activation of the registration procedure and the adoption of technological measures that are ordinarily adequate and sufficient, the auctioneer declines all responsibility for any failure to access the electronic system and / or for the failure to activate the electronic procedure within the established deadline, arising from technical difficulties that may occur to competitors and / or the system and not dependent on the will of the auctioneer, such as, for example, only as an example and not exhaustive, difficulty of electronic connection to the system deriving from the use by competitors of unsuitable or improperly used computer systems, temporary congestion of the internet network and / or of the connection line to the electronic system of the competition, etc.

The available technical assistance can only operate if the registrations are still open. Requests for assistance that are received after the registration deadline can not be managed.

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For clarifications concerning the technical and operational procedures for submitting offers on the system, you can contact: assistenza.concorsi@kinetica.it

Participation is excluded:

- the organizers of the competition, the Organizing Secretariat, the members of the Jury and anyone who participated in the drafting of this announcement;
- to related relatives up to the third degree (inclusive) of the components of the aforementioned categories, as well as their employees or collaborators.

10. Documents and information

The announcement and the supporting documentation can be downloaded from the following link:

Announcement: <https://www.concorsiawn.it/city-brand-tourism-landscape-2019/bando>

Documents: <https://www.concorsiawn.it/city-brand-tourism-landscape-2019/documenti>

Questions: <https://www.concorsiawn.it/city-brand-tourism-landscape-2019/quesiti>

<http://www.paysage.it>

The document above is the only one and complete material available for the elaboration of the project idea. Competitors are forbidden to consult members of the jury, under penalty of disqualification.

If you have any further information requests, please send an e-mail to:

comunicazione@paysage.it

11. Timetable and calendar of events

April 19, 2019 – launch of the web site for the competition projects submission

April 19, 2019 – Start to questions submission

May 9, 2019 – Deadline to questions submission

May, 15,2019 – Publication answer to submitted questions

May 31, 2019 Noon – deadline for the competition projects submission

June 1-19 – Jury works – choice of winners

June 20, 2019 – Full day of Symposium and prize giving **CITY_BRAND & TOURISM LANDSCAPE AWARD CERIMONY**

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12. Composition and Work of the Jury

In order to individualize and select the winning project will be established a Scientific Committee and a special International Jury.

13. Evaluation Criteria

In order to individualize and select the winning project will be established a Scientific Committee and a special International Jury whose members will be:

- Originality, innovation and overall quality of the project proposal;
- Consistency of the project proposal with the tender program and CITY_BRAND & TOURISM LANDSCAPE. The landscape as a strategy. The quality of the Landscape for a Quality Architecture;
- Clarity of the proposal through the articulation of the presentation text and the documents.

14. Organization and administration

The administration office will be instituted at PAYSAGE. For questions and enquires it will be possible to send an e-mail to: comunicazione@paysage.it

15. Privacy

In accordance with the Privacy single Decree. n. 196/2003, regarding the procedure initiated by this notice, we inform you that the Italian National Council of Architects, Planners, Landscapers and Conservators and PAYSAGE are active in gathering data. The required data are collected for the purpose of selection. The methods of treatment are related to the claims indicated and the requirements established by law required for participation in the selection by the parties entitled.

16. Permission to publish the submitted projects

By entering the Prize competition the authors give explicit consent to PAYSAGE for the diffusion of the projects in the International **Symposium CITY_BRAND & TOURISM LANDSCAPE. The Landscape as strategy. The Quality of the Landscape for a Quality Architecture**, which will take place on 20th June at the Triennale di Milano, and through the publication of the projects in the magazine TOPSCAPE PAYSAGE and derivative thereof, only for winning projects, in "L'Architetto" and "Point Z.E.R.O."

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17. Copyright and Intellectual Property of the Projects

The materials presented to the prize shall remain the intellectual property of authors, who contextually to the registration and submission of the documents authorize their use for diffusion purposes for publications in print or digital. The Prize will be awarded in the International **CITY_BRAND&TOURISM LANDSCAPE. Il paesaggio come strategia. La qualità del Paesaggio per un'Architettura di Qualità**, which will take place on 20th June at the Palace of Triennale in Milan.



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