



TERRAVIVA
COMPETITIONS

15.06.2020
29.11.2020

**TACT
ICAL
URBA
NISM**
NOW!

THE REAPPROPRIATION OF
PUBLIC SPACE

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INTRO

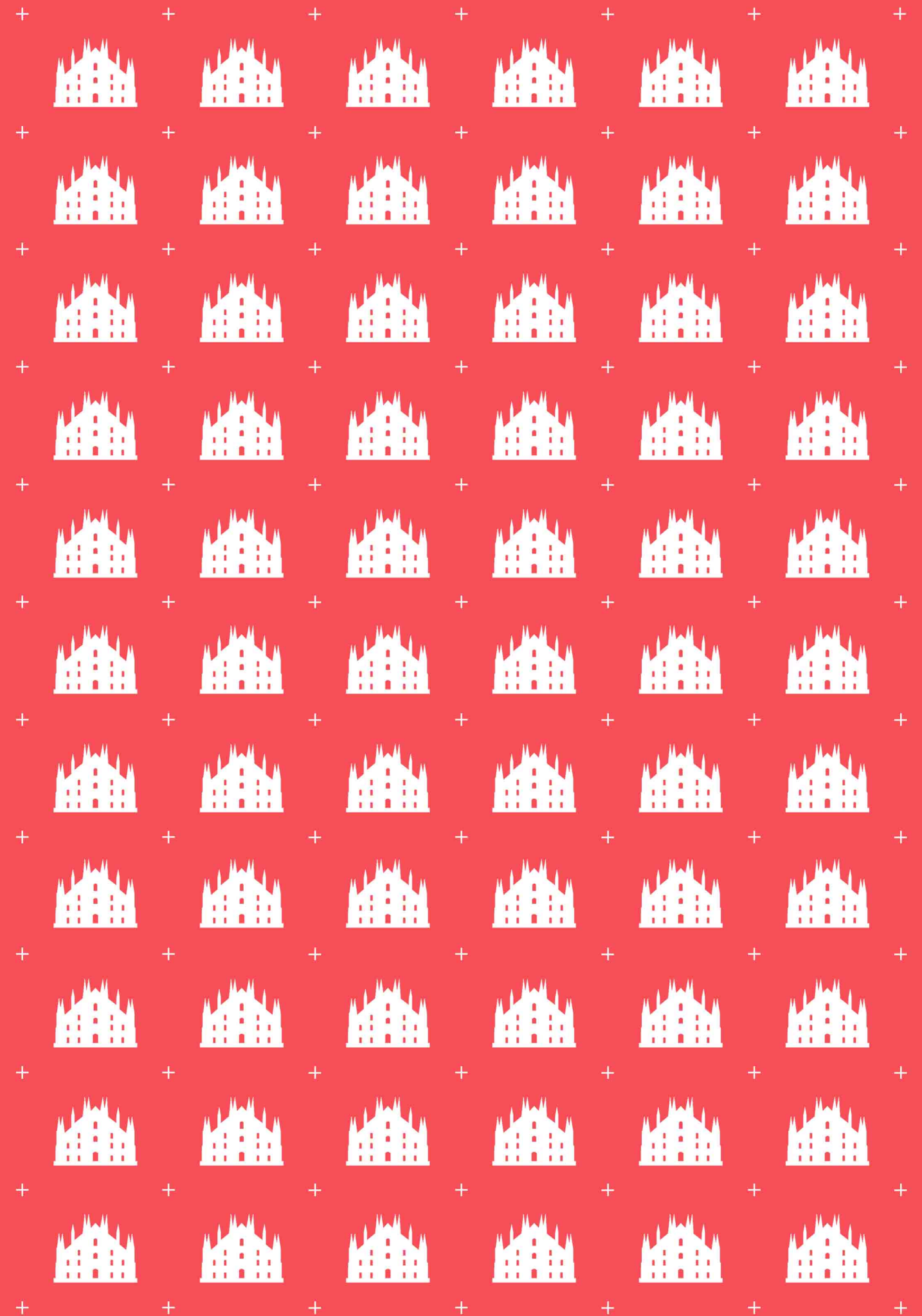
According to the last “World Urbanization Prospects” from the United Nations, by 2050 70% of the world’s population will live in cities. In other words, the transformation of the human being into an urban species can be considered definitive.

The widespread growth of urban areas therefore will not be just a problem of quantity itself, but mainly of high concentration of people in the same place. As a result, the quality of the public space will affect the lives of billions of people.

Such a radical transformation will require - especially to the new generations of architects and designers - to think out of the box and to manage the upcoming urban matters with a strategic vision, highlighting the importance of conceiving increasingly resilient cities with contemporary and human-scaled environments.

Today, the citizen’s relationship with the urban context is moving towards the spreading of new practices for the re-appropriation of public spaces all over the world. It is becoming clearer nowadays, that only the city that improves the quality of life of its inhabitants is truly smart, putting the human element at the centre of every urban project.

“If you plan cities for cars and traffic, you get cars and traffic. If you plan for people and places, you get people and places”,




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...TACTICAL URBANISM NOW!



Whether you live in a metropolis or a small town, you have likely seen it for yourself. Cities around the world are implementing flexible, creative and light interventions to catalyse profound changes within the urban context.

Tactical Urbanism proposes an alternative method that aims to achieve urban regeneration and which works mainly at the small scale of a street, a block or a building. Similar to the way acupuncture inserts needles into one part of the body to boost the well-being of the entire organism, a "tactical" project can lead to positive changes in a whole neighbourhood.

It can be considered as a tool to carry out experimental projects with a high communicative value, aiming to the improvement of public spaces or even the creation of new ones. It can "heal" and therefore renew some areas that have lost identity and functions over time, transforming them into more lively and pleasant ones.

Tactical interventions may vary significantly in scope, size, budget, and support. However, they all share the common goal of rethinking the public space with an innovative approach.

"Cities are not problems. They are solutions!"₂

A CREATIVE APPROACH TO
URBAN REGENERATION

TEMPORARY IS MORE !

FLEXIBLE DESIGN SOLUTIONS
FOR LOCAL CHALLENGES

LIGHT INTERVENTIONS =
HIGH IMPACT

ARCHITECTURE AS A
SOCIAL CATALYST





e x p o r t d r v o



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The Competition

The challenge of this competition is to encourage participants to imagine a city where public space goes beyond the traditional conception of a park, a square or a street. The idea is to experiment with new urban scenarios which are able to promote social exchange, community activities and citizens interaction through the implementation of multifunctional designs.

Following the principles of Tactical Urbanism, participants are therefore asked to propose innovative and unconventional projects able to improve the current conditions of public spaces.

If the question is how to do it, then modularity and flexibility of use might be strategic aspects that can help you to come up with interesting ideas! How the same space could allow different functions according to the program of the day? How can a space meet different needs according to the requirements of the potential users? Likewise, the use of colours or specific “iconic” materials could be a creative way to make your project work better.

Do not forget design is one of the key points of this competition: to make a successful project you might need not only functional spaces but also “quality” spaces in terms of design and image. Use your imagination and propose a concept that takes urban space into another level, transforming it to become more playful, lively and welcoming.

1. PUBLIC SPACE

a physical place characterized by a collective social use, where anyone has the right to move or talk: it is the community space

2. THE WAY TO USE IT

the relationship between individuals or social groups and a particular urban space

3. TACTICAL DESIGN

an innovative approach that arises in response to the traditional urban transformation processes



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P R O J E C T

A R E A S

&  >

L O C A T I O N S



In this competition there is no specific site where you should develop your proposal: each competitor or group is encouraged to choose its own urban context where to locate the project.

Any city, any town, any neighbourhood can be the perfect environment where to place your intervention. The choice however must be justified by the project itself and its connexions with the urban context. It must have a clear relationship with the new use and program, and a strong link to the local community or potential users.

In an effort to contribute to the research of innovative design strategies around the world, “Tactical Urbanism Now!” encourages a variety of possible geographic locations in order to explore and develop alternative proposals.

W O R L D W I D E

P I N S



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CHOOSE YOUR

OWN SITE

The concept of "public space" includes a large number of possibilities within a city: streets, sidewalks, squares, parks, corners, seats, bus stops, playgrounds, parking lots and many more.

Participants are free to choose their own site and encouraged to be creative and innovative when it comes to the decision of where to locate their project. Hundreds of spaces can be suitable for a tactical intervention and what matters the most is the reason why a particular place has been chosen.

Sometimes the perfect site is just around the corner! You might have seen it through the window during the recent quarantine period or perhaps when you changed your regular road while cycling to get to work. Maybe it is in your neighbourhood or close to a friend's house...

Freedom of choice is our philosophy and everyone's own experience can open a wide range of potential suitable contexts. The possibilities are endless and who knows... Maybe a simple urban void or a parking lot can become a completely new public space.



POTENTIAL PLOTS



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Design a Tactical Intervention

In the search for innovative concepts and original projects, “Tactical Urbanism Now!” encourages participants to propose their own programs and to experiment with a range of possibilities that can be adapted to the widest contexts: squares, sidewalks, parks, urban voids or any kind of space no matter if it lacks identity or if it is already daily used and lived.

There are no minimum or maximum dimensions for the intervention: what really counts is the impact that it can generate in the environment in which it is inserted, giving positive answers to contemporary urban issues.

Identifying situations such as the lack of shade in a public area, the need for extra seating areas in a “piazza”, the occupation of sidewalks with intrusive parking areas, or for instance the necessity for lighting devices to activate a space during the evening, can be starting points to outline a tactical program. The analysis of these kind of cases can be helpful to design a project that not only solves a specific problem but also aims to enrich the public space with new uses and social activities.

Focusing on the following subjects can be helpful to start defining your proposal: problem, target, concept and story.

PROBLEM

define an urban “problem” or the hidden potential linked to the selected context and that will be addressed by the new program

TARGET

outline the target, or circle of users, who will be involved and who will be able to interact with your project. Take into consideration the social and community aspects that you want to engage in your proposal

CONCEPT

Define the concept for your intervention, the possible environmental and social impacts, the potential benefits it will provide and its innovative character

STORY

Tell the story of your project: describe how it works according to the needs of the users and the scenario where it is located



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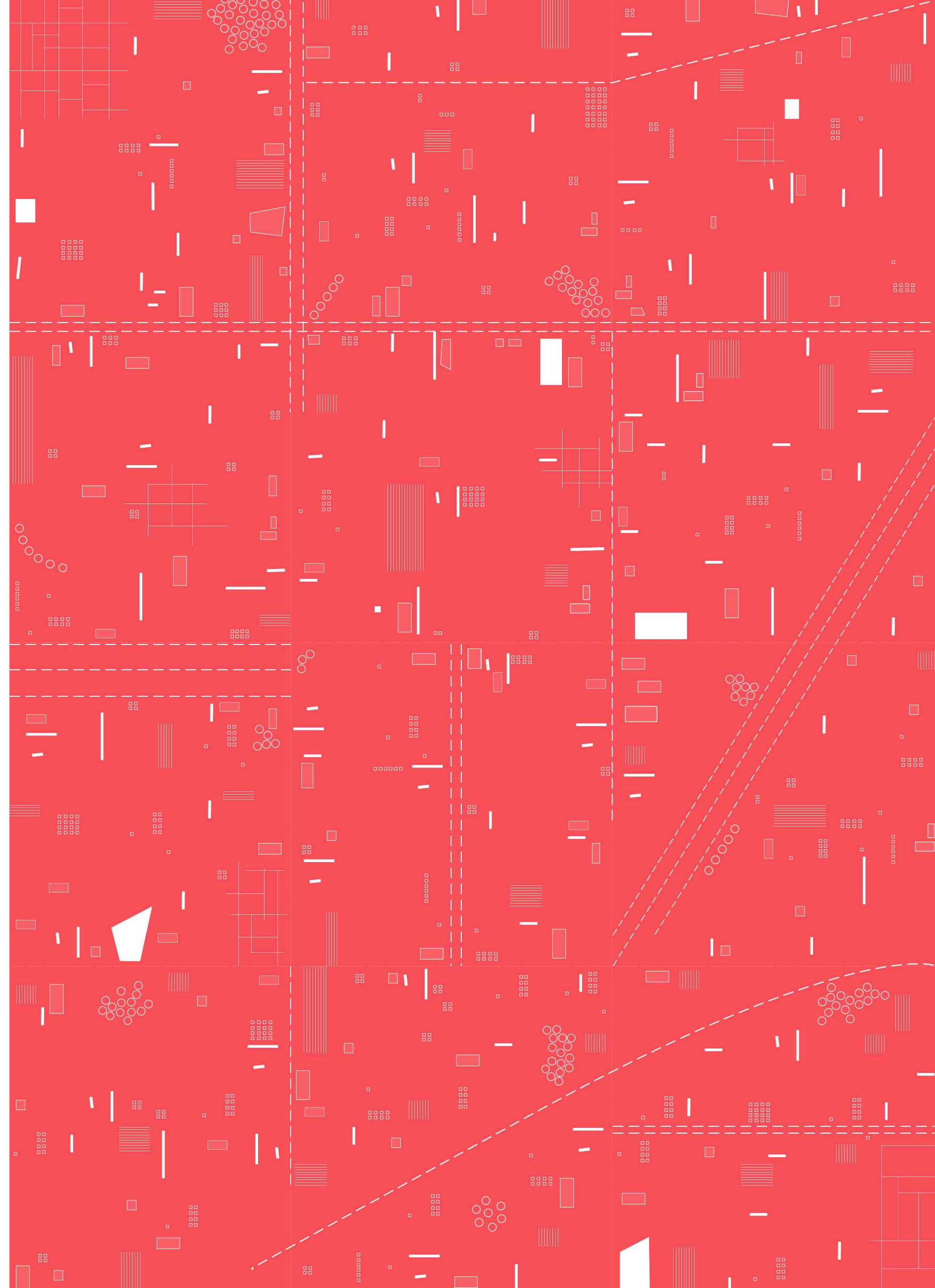
Evaluation Criteria

The jury will evaluate the submitted proposals according to the following principles:

- - Originality of the concept;
- - Flexibility and multi-functionality;
- - Creative regeneration of the context;
- - Social impact of the proposal;
- - Use of “Tactical” techniques;
- - Graphic representation;

Projects that express a special sensitivity towards tactical design and quality architectural solutions will be highly appreciated.

Reaching deep technical-constructive details will not be considered extremely important in the evaluation process.



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submission requirements



Competitors must submit the following material:

1) Two A2 panels [42 x 59,4 cm]

- Files Format: *.jpg*
- File Name 1: *YOURCODE_1* (ex. ABC123_1)
- File Name 2: *YOURCODE_2* (ex. ABC123_2)
- Maximum File Size: *20 Megabytes each*
- Panels Orientation: *Landscape*
- Text Language: *English*
- Font Size: *Minimum 10 pt*

The panels must contain all the necessary graphic information to explain the project in the best way (title, diagrams, sketches, 3D visualizations, plans and sections, collages, model photos, etc.). All kinds of graphic representations will be accepted.

The 6 digits alphanumeric code chosen by participants (“YOURCODE”) must be placed in the upper right corner of each panel. The panels must NOT contain any other reference to the identity of the participants (name, office, university, etc).

2) A brief text describing the proposal

- File Format: *.docx/.doc*
- File Name: *YOURCODE* (ex. ABC123)
- Maximum Length: *250 words*
- Text Language: *English*

Schedule

“Early” registration
from 15.06.2020
to 15.09.2020 - (h 23.59 CET)

“Standard” registration
from 16.09.2020
to 15.11.2020 - (h 23.59 CET)

“Late” registration
from 16.11.2020
to 29.11.2020 - (h 23.59 CET)

Submission deadline
29.11.2020 - (h 23.59 CET)

Winners announcement
21.12.2020



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PRIZES
&
MENTIONS



1ST PRIZE : 2 . 0 0 0 €

2ND PRIZE : 1 . 0 0 0 €

3RD PRIZE : 5 0 0 €

GOLDEN MENTION #1 : 250 €

GOLDEN MENTION #2 : 250 €

10 HONORABLE MENTIONS

30 FINALISTS SHORTLISTED

All the awarded proposals will be shared with architectural magazines and websites. All the finalist proposals will be published on:

www.terravivacompetitions.com



REGISTRATION
PROCEDURE
SUBMISSION & FAQ

The registration and submission procedure must be done online by only one of the team members:

- Open www.terravivacompetitions.com and go to “The Competition”;

- Click on “Join Competition”, read the fee details and click on “Purchase”, fill the requested information and click again on “Purchase” to complete the procedure;

- Once the payment procedure is concluded, you will receive a confirmation email with the receipt and the link to download the “Tactical Urbanism Now!” package (if you do not receive your receipt please check the spam folder);

- Inside the Download package you will find: the competition brief, all the indications to create YOURCODE (which will identify you/your team) and the instructions to register the other team members (in case you participate as a team);

- Follow the instructions contained in the Download package to proceed with the submission of your proposal. Use the “YOURCODE_Tactical_Urbanism Now_Submission Folder”, rename it with your own code and use .zip compression to upload it.

- Submissions have to be done through the same website, accessing the “Upload” section and following the steps indicated on the page; after completing the submission process, you will receive a confirmation email;

- Participants can address any questions to faq@terravivacompetitions.com. Every question will be answered by email, and updates will be published weekly in the FAQ section of the competition website until October 31st.



T H E J U R Y



RICHARD INGERSOLL

Politecnico di Milano
[Visiting Professor]

He was born in California, USA, 1949, earned a doctorate in architectural history at UC Berkeley, and was a tenured associate professor at Rice University (Houston) from 1986-97. He currently teaches at Syracuse University in Florence and Politecnico di Milano. He was the executive editor of Design Book Review from 1983-1997. He teaches courses in architectural history, urban history, contemporary art, architectural theory, and sustainable urbanism. He has led many workshops concerning Agrivicismo, a synthesis of agriculture and architecture, under the aegis of Terra Viva Workshops in Milan. His recent publications include: World Architecture. A Cross-Cultural History, (2018); Sprawltown, Looking for the City on its Edge, (2006); World Architecture, 1900-2000. A Critical Mosaic, Volume I: North America, USA and Canada, (2000). In 2015 he provided two installations for the exhibition Food, from the Spoon to the World at MAXXI (2015-16).



PALOMA H. ERMAKOVA

Stefano Boeri Architetti
[Architect]

Paloma H.E. graduated first at Instituto Superior Politecnico in Havana, Cuba in 2010 and then from Politecnico di Milano in 2013. After graduating in Milan she was the author of three articles and a number of photos in AREA's 150 edition dedicated to the city of Havana. The collaboration with the magazine allowed her to publish three written articles and a series of photos dedicated to the so-called "organoponicos" - a famous agricultural system in Cuba. She lived many years in Moscow where she was selected for "STRELKA" workshops in several occasions. In 2013 she starts the collaboration with Stefano Boeri Architetti where she currently works. Her work has helped her gain experience in projects of both, urban and architectural scales: from big masterplans to small interventions; while her origins and international participation, has led her to a constant research towards a new type of architecture, specifically involving structural honesty and social responsibility.



HÉCTOR ESRAWE

Esrawe Studio
[Architect]

Héctor Esrawe was born in 1968 in Mexico City. He graduated from Universidad Iberoamericana in 1992 as an Industrial Designer. He was Design Director at CENTRO Study House, where he created the Industrial Design Degree. In 2003, he launched his multidisciplinary design practice, Esrawe Studio, which he directs until today. Esrawe's designs consist of furniture, object, interior design, architecture, public space installation and museography. Hector firmly believes in collaboration and multidisciplinary interaction, which has allowed him to work with professionals from other fields. His work is present in the permanent collection of the Atlanta High Museum of Art, with the Centipede bench and the Vestigios jewelry collection. Esrawe's work has earned him recognition and international awards such as Mexico's Best Interior Designer at Firenze Entremuros Award 2019, Best of Year Award 2019, AZ Award 2018, Jury Prize and People's Choice in FRAME Awards 2018, Wallpaper Design Award 2018 among others.



PATRIZIA DI MONTE

GravalosDiMonte Arquitectos
[Architect]

Patrizia Di Monte architect by IUAV, master and PHD at ETSA-UPC, and Ignacio Grávalos, architect by ETSA Barcelona, master and PHD at ETSA-USJ, founded gravalosdimonte architects in the city of Zaragoza in 1998. Architectural Expression, Final Thesis Workshops, Town planning and Social Architecture professors at the ETSAZ-USJ. They promote multidisciplinary projects covering art and architecture, landscaping, public space, participative architecture, sustainable urbanism and disruptive creativity. Through the estonoesunsolar program, they are promoting urban regeneration strategies of abandoned areas at an international scale. Visiting Professor at Polytechnic of Milan, Roma3, I.U.A.V, Berlage Institute in Rotterdam (NL), Zuyd University in Maastricht (NL), American University of Beirut, Chiba University in Tokyo, Graham Found. of Chicago (USA), CIDEU Merida (MX), Belo Horizonte (BR) among others.

T H E J U R Y



ELENA BARTHEL

Rural Studio
[Adjunct Professor]

Elena Barthel, graduated in architecture at University of Florence in 2000, member of the Institute of Architects of Florence (2001) and PhD at the Department of Urban Planning UniFi (2010). She taught Urban at the Planning Department of Florence School of Architecture (2001-8); AA in London (2006-8) and Auburn University School of Architecture Rural Studio (2008-today). She lectured, among others, at Tel Aviv and Rome Eco Week, Quito Biennale, Rhode Island School of Design, Turin Polytechnic, Florence School of Architecture, Syracuse and California State University, Trento University of Engineering, R.E.D.S Venice and Matera. In 2014, she co-authored 'Rural Studio at twenty: Designing and Building in Hale County, Alabama, published by Princeton Architectural Press. In 2016, she co-designed "Forum" for the exhibit "Architecture as art", at the Milan Triennale and the 'Theatre of the useful' for the XV Venice Biennale "Report from the front".



EMANUELE BARILI

ECÒL
[Architect]

Emanuele Barili is an Italian architect whose work focuses on public space and urban regeneration through site-specific design interventions. In 2014, he co-founded the cultural association chi-na in Prato, where he begins to study and develop new urban strategies within the complex multicultural context of the Macrolotto 0 neighborhood. In 2016, he founded the interdisciplinary design-led practice ECOL with Olivia Gori and Cosimo Balestri through which he has been carrying out his professional activity and has worked on several projects on public space. Through his previous experiences, he has matured an increasing interest in temporary, low-cost urban interventions. Through the use and application of industrial construction materials, he proposes an architecture that creatively combines and aims at redefining canonical aesthetics and construction methods. He was awarded the 2017 and 2019 Premio dell'Architettura Toscana. In 2018, with the project of Piazza dell'Immaginario, he won the Gubbio Prize awarded by the national association for historical and artistic Italian centers.



ELISA C. CATTANEO

Politecnico di Torino
[Adjunct Professor]

Elisa C. Cattaneo researches experimental ecological design and its theoretical implications, to generate new territories of imagination. In 2009, she completed a PhD in Architectural and Urban Design. Visiting Scholar at the Graduate School of Design (2011-12), Harvard University, Cambridge, US, developing the research project WeakCity: Notes on Landscape Urbanism. Founder and director of an independent research agency Weakcircus, active in studies, research, and project development in contemporary design within the Theory of Weakness, one of the first collaborative platform that involves students, scholar, scientist, artist and philosophers. Co-founder and co-director of B.L.U.E. (Building Ecological and Landscape Urbanism), international platform of research on landscape as a new strategy for contemporary cities. She is currently adjunct professor of Landscape Architecture at the Politecnico di Torino.



MASSIMO TRICHES

Babau Bureau
[Architect]

He graduated in Architecture and obtained his PhD in Architectural Composition at the IUAV. He was visiting fellow at MSA in Manchester and at ETSAB in Barcelona. Co-founder of the office Babau Bureau based in Venice, with which he has participated in several design competitions, exhibitions and international workshops, such as the Venice Architecture Biennale (2016), the Kosovo Architecture Festival and the Tbilisi Architecture Biennial (2018). He has received several awards and mentions, including nomination for the European Award for Architectural Heritage Intervention AADIPA and the EU Mies Van der Rohe Award (2019). He is currently research fellow at the laboratory PRIDE of the research infrastructure IR.IDE (IUAV). He is also teaching tutor of architectural design laboratories and workshops, and of the luav international doctorate. He edited (with M. Vanore) the book "Del prendersi cura. Abitare la città-paesaggio" (Quodlibet 2019).

PROMOTERS



needle
Agopuntura Urbana

PARTNERS



BOERI
STEFANO
BOERI
ARCHITETTI

selba



ESRAWE



b.l.u.e.

ECÒL

-[rules]-

-[GENERAL REGULATION]-

- A.** the competition is open to students, architects, designers, urbanists, engineers, artists, makers, activists and anyone interested in the transformation of the contemporary urban space;
- B.** participants must respect deadlines, procedures, fees, and submission requirements;
- C.** participants can join the competition either individually or with a team;
- D.** there is no restriction or limit in the number of members that can compose a team;
- E.** teams can be composed by members of different nationalities and ages;
- F.** registration fees are established according to the competition's calendar and the amounts do not vary according to the number of team members;
- G.** the payment of one registration fee allows the participant/team to submit one single project. In order to submit additional projects it is required to pay additional registration fees;
- H.** prizes are established regardless the number of members of a team;
- I.** the jury's verdict is incontestable;
- J.** participants are not allowed to publish their own submitted material before the official winners' announcement;
- K.** participants are not allowed to inquire the jury about the competition;
- L.** any violation of the rules will automatically disqualify participants and their teams; disqualified participants and their teams will not receive any refund;
- M.** by registering, participants fully accept all the rules, terms and conditions of this competition with no exception;
- N.** these regulations are governed by Italian law;



-[INELIGIBILITY]-

Any of these cases will be reasons for the disqualification of the participants and their respective teams without exception:

- a.** any material submitted using a different procedure than the one indicated in the submission requirements;
- b.** any material submitted later than the submission deadline;
- c.** files named in a way which is different from the one indicated in the submission requirements;
- d.** panels which contain any reference to the identity of the participants (name, office, university, etc);
- e.** layouts which contain texts not written in English language;
- f.** material which is not coherent with the competition principles or that is considered incomplete;
- g.** participants who inquire a jury member about the competition;
- h.** participants who have a current family or professional relationship with any of the jury members;
- i.** participants who publish their own submitted material before the official winners' announcement;
- j.** any submitted proposal that does not belong to the authors;

-[NOTES]-

- 1.** TerraViva S.L. acquires all the intellectual property rights and/or industrial rights on the submitted projects;
- 2.** TerraViva S.L. acquires the exclusive right to reproduce the projects in any way or form, including the right to realize, use, adjust, modify, publish, show, reproduce and distribute the projects for marketing and advertising purposes;
- 3.** TerraViva S.L. acquires the exclusive right of economic exploitation of the submitted projects;
- 4.** for projects that have been awarded, including mentions and shortlisted projects, their authors assume the compromise to provide TerraViva S.L. with any additional graphic material;
- 5.** TerraViva S.L. reserve the rights to use the submitted projects for paper or digital publications and exhibitions;
- 6.** TerraViva S.L. will not be responsible in case the uploaded projects have not been fully or partially intellectually produced by the participants, or if the candidates are not the owners of the rights of exploitation of the project, including the right to take part in a competition of this kind;
- 7.** all the necessary material related to the competition is available in the download section of the competition's official website;

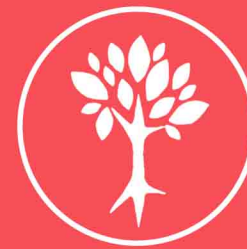
-[OTHER NOTES]-

- 8.** TerraViva S.L. has the right to modify dates or other aspects of the competition; any change will be notified in advance through TerraViva media channels;
- 9.** it is highly advised to complete any online procedure, such as registration, fee payment and submission with a good time in advance of the deadline. TerraViva S.L. is not responsible for technical difficulties or web malfunctioning;
- 10.** this competition does not constitute in any case a prize event in accordance with art. 6 of the Italian D.P.R. 430/2001;
- 11.** the processing personal data of participants will be carried out with both manual and digital means. TerraViva S.L. will carry it out for the sole purpose of the participation in the competition in compliance with the applicable regulation as in the Italian Legislative Decree 196/03 and subsequent amendments;
- 12.** prizes include bank commissions and taxes;
- 13.** once the identity of the winners will be verified, the prizes will be awarded after the winners have signed a self-declaration certifying that they fully accept all the terms of the competition;

-[REFERENCES]-

- p.3 - "Project for Public Spaces", Fred Kent
- p.4 - "Panama Camina", Ciudad Emergente;
- p.5 - "Urban Acupuncture", Jaime Lerner
- p.6 - "Level Up", Rijeka, Mahon, Parviainen, Tulshan, Sett, ph. by Rahul Palagani;
- p. 8 - "Le Rin-té", Marseille, Collectif Etc;
- p.10 - "Hypertube", Madrid, Enorme Studio, EEE Studio;
- p.12 - "Esto No Es Un Solar", Zaragoza, GravalosDiMonte Arquitectos;
- p.14 - "Puente de Colores", Madrid, Basurama;
- p.16 - "Los Trompos", Atlanta, Esrawe, C+A;
- p.18 - Pop-Up Park, Budapest, Hello Wood;





Contact

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