

## International Competition for Young Urban Designers and Planners “X URBAN-PROMOGIOVANI AWARD”

*Urban-promogiovani is a free competition open to all students worldwide. It is run within the cultural event Urbanpromo, promoted by INU, Istituto Nazionale di Urbanistica, and is sponsored by the CCIAA of Genoa.*

### **Art.1: Purpose**

The competition is open to any student—or team of students- enrolled on Urban Design, Architecture, Real Estate, Planning or equivalent programs from all around the world. It is aimed at awarding academic innovative projects, by encouraging collaboration and knowledge sharing across the future professionals' community and is complemented by a final workshop.

### **Art.2: Object**

The academic project should be an integrated and innovative urban regeneration project referred to an existing area. In particular, the proposal should demonstrate how the project area is connected to the surrounding. All proposals should focus on the key-topics of Urbanpromo 2018, i.e.: urban transformation, urban marketing, smart cities, sustainable energy and social housing. Proposals regarding mixed-use developments, small and local retail- led urban regeneration, tourism and culture-led regeneration of town centers and outskirts are encouraged, particularly those embedding principles of Universal Design and Design for all. Rather than focusing on a given area, this competition allows participants to select different areas, according to the case study tackled within their respective courses. A variety of graphics is encouraged, including a detail level proper of graphics in scale 1:2.000. The workshop project brief will be illustrated on the day of the event.

### **Art. 3: Participation in the competition**

Participants shall submit an original academic project presented on a digital project board, A0, pdf format, horizontal (orientation: landscape). All documents must be produced in English. Any text different from English won't be considered.

A project's logo (.pdf or .jpg) is also requested, to be used in the website as icon for identifying the proposal (750x750pixel; 300 dpi minimum).

These documents must be uploaded by the 30<sup>th</sup> of September 5 pm (Central European Time or Coordinated Universal Time +01:00) on the ftp web-space address that will be communicated on the official page of the competition in the website [www.urbanpromo.it](http://www.urbanpromo.it). The web-space will be activated closer to the deadline.

Proposals presented under previous Urban-promogiovani editions will not be considered.

All proposals will be published on [www.urbanpromo.it](http://www.urbanpromo.it), in the section: Urban-promogiovani (free open access).

### **Art. 4: Workshop**

Participants in the competition are automatically enrolled in a workshop, to be held on the day of the awards ceremony, i.e. 23<sup>th</sup> November 2018 (9am-6pm). Following a seminar with international experts on waterfront regeneration, participants will be expected to redesign an area of the Genoa waterfront.

### **Art. 5: Awards**

#### **Art. 5.1. Academic projects**

Projects uploaded on the website will be evaluated both by being voted by the visitors of the web- site and by being assessed by an international jury. The evaluation consists of two parallel processes:

### On-line award:

Following the deadline, registered users have the opportunity to vote for the preferred proposal through the website [www.urbanpromo.it](http://www.urbanpromo.it). Each user is allowed to select maximum one proposal.

Prizes will be awarded to those proposals, which score higher in the number of preferences.

### International Jury award:

An international jury composed of experts on urban design and planning will evaluate the proposals through a web-based procedure. Prizes will be awarded to those proposals, which score higher in the assessment.

### **Art. 5.2. Workshop projects**

The workshop proposal will be evaluated in real time by a panel of experts. Prizes will be awarded to those proposals, which score higher in the jury evaluation.

### **Art. 5.3. Prize money**

Prize money: 6.000 euros, equivalent in books, or digital devices and the dissemination of the project through important national and international media partners.

Winners in each competition level (On-line award, International Jury award, Workshop projects) will receive: 1° classified: 1000 euro, 2° classified: 700 euro, 3° classified: 300 euro.

### **Contacts**

For more information send an email to: [urbanpromogiovani@gmail.com](mailto:urbanpromogiovani@gmail.com)

### **Scientific Coordinators**

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