

## International Competition for Young Urban Designers and Planners “IX 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.*

### Art.1: Purpose

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

### Art.2: Language

All documents must be produced in English. Any text different from English won’t be considered.

### Art.3: Object

The proposal 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 2017, 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 centres 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.

### Art. 4: Participation

To participate in the competition students must be presented by the professor teaching the class, within which the proposal has been developed. Each professor can present a maximum of three students or students’ teams. All proposals must be original. No thesis are allowed.

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

In particular, participants should send the following:

1. Abstract
2. Presentation letter by the professor teaching the class within which the proposal has been developed (.pdf);
3. A project table, size A0, horizontal (.pdf);
4. A project’s logo (.pdf or .jpg) to be used in the website as icon for identifying the proposal (750x750pixel; 72 dpi minimum).

These documents must be uploaded by the 25<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). All proposals will be published on [www.urbanpromo.it](http://www.urbanpromo.it), in the section: Urban-promogiovani (free open access).

#### **Art. 5: Evaluation**

This competition offers participants two opportunities to be awarded, both by being voted by the visitors of the web- site and by being assessed by an international jury. Hence, the evaluation consists of two parallel processes:

On-line evaluation. From 3<sup>th</sup> October, all 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. The on line evaluation will close on 31<sup>st</sup> October 5pm (Central European Time or Coordinated Universal Time +01:00). Prizes will be awarded to those proposals, which score higher in the number of preferences.

International Jury. An international jury composed of experts on urban design and planning will evaluate the proposals through a web-based procedure, by ranking each proposal from 1 to 5. Prizes will be awarded to those proposals, which score higher in the assessment.

#### **Art. 6: Awards**

The competition results will be published on the Urbanpromo website.

#### **MAIN AWARDS:**

##### On-line award:

- 1° classified: 1000 euro - equivalent in books, or digital devices + dissemination of the project through the media partners of Urbanpromo
- 2° classified: 500 euro - equivalent in books, or digital devices + dissemination of the project through the media partners of Urbanpromo

##### International Jury award:

- 1° classified: 1000 euro - equivalent in books, or digital devices + dissemination of the project through the media partners of Urbanpromo
- 2° classified: 500 euro - equivalent in books, or digital devices + dissemination of the project through the media partners of Urbanpromo

#### **SPECIAL AWARDS:**

Following the great success of the Urban-promogiovani8 competition, the Chamber of Commerce of Genoa will sponsor further awards, aimed at drawing attention to retail – tourism – culture led urban regeneration. Specific attention shall be paid to the principles of Universal Design and Design for all, in order to achieve the higher level of accessibility in the designed spaces. Through the Special Awards, students are particularly encouraged to explore the potential of retail – tourism – culture led urban regeneration within urban clusters. Solutions could be developed in historical centers, blighted areas, brownfields, in the outskirts. A jury of experts will award the prizes to the 6 higher score projects. Winners will be awarded 500 Euro equivalent book vouchers.

#### **Contacts**

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

#### **Coordinators**

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