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Direzione Generale per il Paesaggio, le Belle
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LE QUATTRO STAGIONI

L'architettura del Made in Italy
da Adriano Olivetti
alla Green Economy

Padiglione Italia alla 13. Mostra Internazionale di Architettura



INTERNATIONAL
ONLINE
COMPETITION
**GREEN
BOULEVARDS**
PARKWAYS
FOR THE
THIRD MILLENNIUM



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INTERNATIONAL ONLINE COMPETITION

GREEN BOULEVARDS

PARKWAYS FOR THE THIRD MILLENNIUM

BRIEF

1. COMPETITION PROMOTER AND ORGANISING SECRETARY

Istituto Nazionale di Architettura (IN/ARCH): the initiative is part of the programme of the Italian Pavilion at the 13th International Architecture Exhibition - la Biennale di Venezia

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In collaboration with and employing the technologies and software of NewItalianBlood

website: www.newitalianblood.com

Organising secretary: info@newitalianblood.com

2. COMPETITION OBJECTIVES

Mobility networks as infrastructures for the production of renewable energy.

In the era of velocity, communications and sustainable development, the **systems of mobility** assume an increasing role as the backbone to the harmonic and democratic **growth of territories**. Strategies of urban planning and rehabilitation aimed at regenerating vast areas of Italy may draw significant advantages from the interconnection and modernisation of road and rail networks.

The **infrastructures** of the **third millennium**, in addition to ensuring the increasingly more fluid and safe exchange of passengers and goods, thanks to the sensitivity of designers and the use of new materials and technologies, can become "**green & smart**", that is, intelligent, ecological and productive; true **networks** for the **widespread generation of renewable energy** (solar, wind, water, etc.), capable of offering occasions for **economic development** and **employment** in vast territories and local communities.

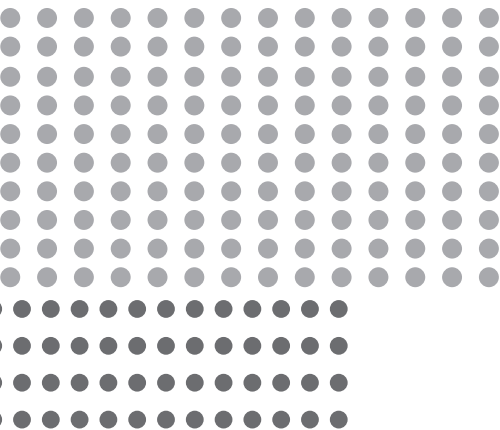
Parkways for the Third Millennium

The diverse typologies of highway and rail networks, both existing, being realised and/or decommissioned, provide under-estimated and multiple opportunities for the installation of technological systems capable of producing energy.

The online competition, part of the programme of the **Italian Pavilion** at the 13th International Architecture Exhibition - la Biennale di Venezia, wishes to contribute to the development of concrete ideas-projects for the use of technologies focused on the **production of renewable energy** in areas related or in proximity to infrastructures; at the same time it intends to stimulate original solutions for the **integration** of highway and railway networks within their surrounding **territories** by searching for a **sympiosis**, as necessary as it is virtuous, between the natural and artificial landscape.

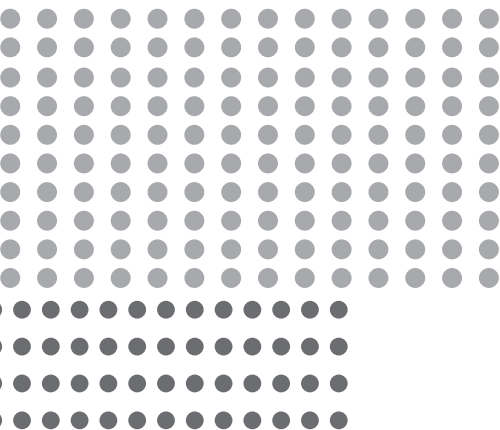
The design and cultural challenge proposed to participants is that of utilising networks of mobility - with their berms, trenches, intersections, viaducts, tunnels, setback areas, leftover spaces, and spaces of rest and maintenance - to create new forms of **land art** or **environmental art** at the service of **energy**

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production that, without interfering with the normal and safe operation of these same infrastructures, are able to generate energy and thus **economic resources**, to be re-invested in the future development of the community. The bio-technological parkways of the third millennium, other than producing energy, may also be imagined as a means for absolving other complementary functions, such as the absorption of noise, atmospheric particulate matter, carbon monoxide and pollution in general. Obviously there are no limits to the fantasy and articulation of the possible functions that can be associated with the ideas-projects, so long as the primary programme remains the **generation of clean energy** and the **rehabilitation of the landscape**.

Green infrastructures at the **territorial scale** possess the exceptional potential to **requalify** and **valorise** vast portions of **deteriorated landscapes**.

There is a need for integrated strategies for the sustainable and innovative management of urban and rural ecosystems, urban environments and open spaces, to be reinterpreted as correlated and communicating systems. The physical dimension of reference is that of the district, with the intention that the corresponding design model is capable of dealing with physically parallel environments or those integrated within the patterns of conurbations and road and rail infrastructures. The ideas-projects should pursue virtuous processes of **environmental compensation** in the cities and towns involved and confront the most evident problems of territorial abandonment or disorder.

Proposals must take into account the agricultural areas still present even if no longer in their natural conditions, though in any case recoverable, as part of a vision that considers the rural territory functional to the **quality of life** of the populations settled there, valorising the landscape, tradition, local food products for self-consumption, and local culture and identity.

A privileged position should be given to green infrastructures serving area-wide districts, useful what is more to the realisation of the continuous design of Regional and national Ecological Networks. The aim is that of linking natural and semi-natural areas via connective systems capable of increasing sustainable **dynamics** or **relations** between adjacent cities. The idea-projects must confront: the reciprocal accessibility of urban areas, the crossing, including at slow speeds, of sites, the enjoyment of the agricultural landscape, the development of local agricultural traditions, the possibility to create and access sites to purchase and taste biological products, the valorisation of cultural and material riches present in the area of reference, relationships with archaeological parks and protected historical areas.

The final objective of the competition is thus the design of installations for the production of energy with **low environmental impact** and **elevated levels of research** and **innovation**, the opportune integration with the landscape, the preservation of nature and ecosystems, respect for the environment and natural beauty - more important than the quantity of Kwh produced -, the recycling and reuse of elements and materials, the development of original components and patents to support and offer incentives to the development of the green economy, a particularly competitive sector in Italy.

The idea-proposal may be articulated in the **modernisation/implementation** of existing networks, in the **recovery/reuse** of networks that have been/are being decommissioned, in the realisation of **new networks** strategic to Italy's future development.

The immediate objective of the online competition is the search for replicable **models of intervention** and flexible solutions that allow existing highway and rail networks, as well as those being decommissioned or yet to be constructed, to minimise their environmental impact on the territory and at the same time multiply their **benefits to local communities**, becoming retrofit and widespread generators of clean energy.

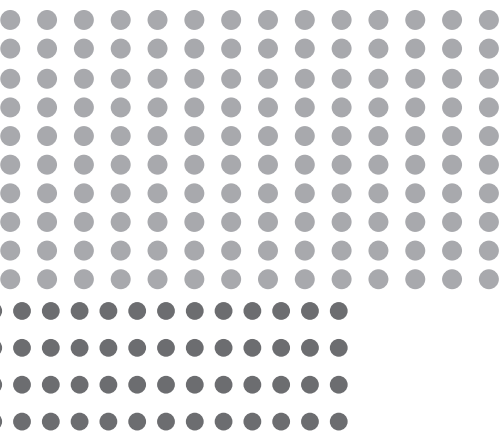
The more general ambition of the competition is, instead, that of contributing to the **evolution** of a "Green", or, according to more current theories, "Blue" state-of-the-art Italian **industrial manufacturing process**, founded on a collaboration between designers and industries, capable of multiplying investments in research, technologies, materials and components, in scientific laboratories, university departments, foundations and amongst farsighted entrepreneurs interested in creating skilled employment and highly innovative components.

3. GEOGRAPHIC ENVIRONMENT OF REFERENCE

The Metropolitan Area of Lazio and Campania and the RO-SA Re-Balancing Axis

The paradigmatic geographical environment for the study and application of the

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enormous potentialities of development offered by green parkways, intelligent and sustainable energy-producing networks, has been identified in the metropolitan area between the Italian cities of **Rome** and **Salerno**. One of the most densely populated conurbations in Italy, the area is rife with a multiplicity of problems and exceptional opportunities; it is rich in history, culture and natural/landscape beauty, with the peculiar characteristic of being situated at the **crossroads of trans-European corridors I** (Berlin-Rome-Salerno-Palermo) and **VIII** (Naples-Bari-Sofia-Varna).

Municipal, Provincial and Regional Governments, instead of affirming an individuality as sterile as it is ineffective, even when flying different political colours, have the opportunity to **come together** around a common and fundamental strategic issue - the mobility of people and goods - and to share the **benefits** in order to programme, attract and govern public finances, private investments, employment and services to realise a large inter-regional requalification and sustainable development project.

Within this geographic and cultural context participants are **free to choose an exemplary section** of a highway or rail line - working, decommissioned, being realised or simply proposed - in order to elaborate, visualise and describe their idea-project of parkways for the third millennium. The most significant proposals for both typologies of networks will be selected and presented as part of the basic contributions to the development of an inter-regional Master plan for the **RO-SA Re-Balancing Axis**.

The RO-SA axis as the Lazio-Campania section of Corridor I and Connection with Corridor VIII

In 1967, based on the model employed by French urban geographers, Francesco Compagna launched the idea of a "**Rome-Naples axis** [...]" designed to balance, and serve as a counterweight to the Milan-Turin axis". (*La politica della città*). In 1998 Aldo Loris Rossi re-launched the idea of a provocative new Master plan, extending the so-called "**axis of economic-territorial re-balancing**" all the way to Salerno (270 km RO-SA axis) and the idea was successively re-proposed on many occasions, what is more by international urban geographers.

Finally, in 1991, with the **EU** programme for **Trans-European Corridors** the **RO-SA axis** re-surfaced as the Lazio-Campania section of Corridor I, connected with Corridor VIII, assigning it the function of a structuring backbone of a bi-polar eco-metropolitan super-organism, supporting a population of some 11 million people, similar to the Grand Paris, but without its congestion. Today the RO-SA axis, capable of reintegrating five provinces in the region of Campania (Salerno, Naples, Caserta, Avellino and Benevento) and three in Lazio (Rome, Latina and Frosinone), has been re-proposed by enlightened urbanists and administrators as one of the primary **strategic projects** for the **re-launching of Southern Italy** and, with it, the rest of the country.

Calibrating an effective intermodal rail-road-water-air transport system, opportunely grafted onto transnational corridors, makes it possible to intelligently define **priorities of programming and investment**, resolving, as a consequence, many problems related to mobility, competitiveness and urban and territorial requalification.

The work involving the latest generation of smart networks and renewable energies that do not consume land will represent one of the fundamental contributions to the reconsideration of the metropolitan area and more than 500 km of coastline, home to two UNESCO World Heritage Sites (Amalfi Coast and the Cilento Park), some of the most unique archaeological structures in the world (Coliseum, Appia Antica, Hadrian's Villa, Pompeii, Herculaneum, Paestum), world renowned agricultural and food and wine products from the regions of Lazio and Campania that, together with the cities of Rome, Naples and Salerno, constitute the founding elements of the **RO-SA Master plan** aimed at the realisation of a **sustainable tourist district of global interest**.

4. TERMS & CONDITIONS OF PARTICIPATION

The competition will take place in a **single phase** and is open to professionals and students from around the globe. Professionals, for example, may be: architects, engineers, designers, urban planners, landscape architects, economists, sociologists, geologists, researchers, technologists, environmental engineers, ecologists, professional and engineering companies, businesses, etc. The term students refers to those who, as of the date of submission, have not yet graduated or who, during the year 2012, are enrolled in post-graduate courses, such as

specialisation courses, master and/or PhD programmes, etc. In any case, both **professionals** and **students** must not yet have reached **40 (forty) years of age** at the date of submission.

Participants may be individuals or groups. Interdisciplinary, multicultural and trans-national groups are permitted. The ownership of the idea-project is recognised in equal measure to all members of eventual groups. Each participant or group may prepare and submit only one project. Participants may not belong to more than one group.

5. EXCLUSIONS AND INCOMPATIBILITIES

The ideas-projects must be entirely **anonymous** in all of their parts (images and text), and fully respect the technical specifications outlined in this document. Failure to respect this clause will result in exclusion from the competition. The Jury may decide to exclude any participant based on the incongruity of the material presented with respect to the indications contained in this brief or in light of any evidence that may compromise the anonymity of the submission.

The following are not eligible to participate in the competition:

- those who, for any reason, have collaborated in the preparation of the competition;
- spouses, parents and relatives of Jury members, including third-degree relations;
- those with on-going professional/personal relationships with the members of the Jury.

6. REGISTRATION PROCEDURE

Participants must **complete the online registration procedure by 10:00 AM on 5 November 2012** using the online form available at the official competition website. Following the correct completion of the online registration procedure, the system will automatically forward each member of the group an **email** with a **User Id** and **Password**, necessary to complete the online submission of the proposals. Prior to proceeding with the online registration process each group must transfer the sum of **50.00 Euros (fifty/00)**, indicating the reason for the bank transfer as "Registration for the Green Boulevards Competition". Bank transfers are to be made to the following account, registered to the Istituto Nazionale di Architettura, Credito Valtellinese - Rome, via San Pio X n. 6/10 - IBAN: IT 82 M 0521603229000000009533 - BIC: BPCVIT2S. To conclude registration the system will require participants to confirm completion of payment otherwise participants/groups will not be registered.

No other form of registration is possible and it is not possible to modify completed registrations, or to eliminate or add group members.

7. QUESTIONS & ANSWERS

Participants may forward **questions** about the brief and the objective of the competition via email to: info@newitalianblood.com. All questions must be received no later than **10 October 2012**. The Competition Organising Secretary will publish a synthesis of the questions and relative answers at www.newitalianblood.com/greenboulevards no later than **15 October 2012**.

8. REQUIRED MATERIAL AND SUBMISSION PROCEDURES

Participants must submit **2 (two) images** (which may include different drawings) of the idea-project in .jpg format (dimensions: 945x450 pixels, maximum size 500 kb each) and a **descriptive text** in English (maximum length: 2,000 keystrokes, spaces included).

The material is to be submitted by the participants according to the procedure of **online self-publication** in 2 (two) successive online 'pages', to be completed by following the simple guided procedure, accessible to anyone with elementary knowledge of email and Internet. The images and text must clearly outline the concept, strategy, design and technologies necessary for the understanding of the ideas-projects.

- The **first page** must contain:

- a) One .jpg image (940x450 pixels, maximum size 500 kb) that includes at least one three-dimensional image of the entire project (renderings, photomontages, photographs of models, perspectives or drawings);
- b) A text, in English, maximum length 1,000 keystrokes (spaces included) describing the general content, ambition, dimensions and presumed cost of the idea-project and possible methods for its financing.

- The **second page** must contain:

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- a) One .jpg image (940x450 pixels, maximum size 500 kb) that includes at least one three-dimensional detail of the project (renderings, photomontages, photographs of models, perspectives or drawings);
- b) A text, in English, maximum length 1,000 keystrokes (spaces included) indicating the main technological characteristics and materials employed, its general sustainability, as well as the benefits and socio-economic impact for society.

Following the successful completion of the self-publication of both 'pages', the online system will automatically forward the members of the group a **confirmation email** with an attachment of the complete file as submitted (images and text), in **pdf** format. Participants may substitute previously transmitted images. The Jury will evaluate only the last images received. Images and texts may not be submitted in any other form.

For the self-publication of the images and texts it is sufficient to have access to any internet connection and browser, such as Mozilla Firefox (version 10.0 or later) or Internet Explorer (version 8.0 or later) or Safari (version 5.0) or Chrome (version 16.0 or later).

The self-publication procedure will be active on the competition site from 10:00 AM on 5 November 2012 to 10:00 AM on 15 November 2012 (Italian time), by which time all submissions must be received in order to be eligible to participate in the competition.

Given the considerable amount of time available to competitors for the activation of the aforementioned procedures and the adoption of technical actions that are ordinarily suitable and sufficient, the Competition Promoter declines any and all responsibility for failure to access the system and/or failure to activate the online procedures within the allotted time frame, resulting from technical difficulties faced by participants and/or deriving from the system, which are beyond the organiser's control, such as, for example, difficulties in connecting to the system resulting from participant's use of unsuitable systems or their inappropriate use, temporary congestion of the internet network and/or connections to the online system, natural catastrophes or human actions that may affect the infrastructure used to manage the competition, etc.

9. ANONYMITY OF THE IDEAS-PROJECTS

The online system associates an individual and random **8-digit numerical code** to each submission received. Not even the author of the submission will be made aware of this code. Only following the completion of the Jury's assessments will the 8-digit codes be associated with the names of the authors of the submissions. Participants are thus reminded that all texts and images submitted must not contain any references that may compromise their anonymity.

10. COMPETITION JURY

The Competition Jury, indicated by the curators of the Italia Pavilion at the 13th International Architecture Exhibition - la Biennale di Venezia, the Italian Ministry of Cultural Heritage, the Regional Government of Campania, the Municipal Government of Salerno, the Municipal Government of Rome, In/Arch and NewItalianBlood, will be comprised of **internationally recognised architects/landscape architects/designers** and experts in contemporary architecture and art and in the conservation and quality of the landscape.

11. EVALUATION CRITERIA

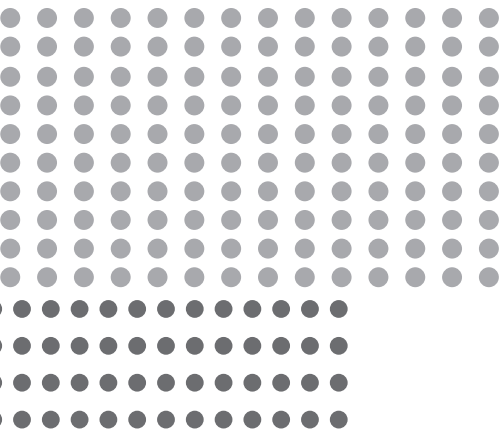
The Jury will evaluate the ideas-projects according to principles of relevance, sustainability and feasibility:

- 1 - the **Strategic Relevance** of the idea-project and the possibility of offering a significant **contribution** to the sustainable development of **local communities** and the **economy** in broad areas of the territory.
- 2 - the **Integration** with the **environment** and the **landscape**; sensitivity and respect for cultural heritage, ecosystems and habitat; wide area requalification; originality, beauty and artistic added value.
- 3 - the **Feasibility** of the idea-project and the **realistic nature** of the proposed financing solutions (public and/or private).

12. AWARDS AND PRESENTATIONS AT THE ITALIAN PAVILION – ARSENALE DI VENEZIA

The Jury will assign the **2 First Place Awards**, each worth **5,000.00 Euros**. The Jury will also present a list of the top 10 projects, and assign 10 honourable mentions.

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The **2 winning projects** and the **first 4** runner's-up will be invited to participate, for a maximum period of 5 months, in study groups in synergy with the competition's institutional partners - **Regional Government of Campania, Municipal Government of Salerno, Municipal Government of Rome** - to develop green networks of communication and the principal strategic themes that are part of the RO-SA Metropolitan area Master plan. Each will receive a maximum of **5,000.00 Euros** to cover expenses. In the case that one or more of the selected winners should renounce this opportunity, the invitation to participate will be extended to the next in line according to the list drawn up by the Jury. Recipients of honourable mentions may be contacted to develop, in collaboration with the same group: feasibility studies, strategic plans and projects, multimedia presentations, physical or digital models, printed material. The **top 10** projects and the **10 honourable mentions** will be **invited**, together with **representatives** of the **institutional partners**, to attend the presentation of the competition results and the winning submissions. This event will take place on the 24 November 2012 inside the **Italian Pavilion** at the 13th International Architecture Exhibition - la Biennale di Venezia, curated by Luca Zevi, as part of a seminar-event focused on sustainable development and the green economy for the future development of Italy.

The promoters and partners will organise successive **exhibitions** and/or **publications** to valorise and spread the ideas provided by participants and the works of the winners, runner's-up and honourable mentions. For this reason the top 10 and 10 honourable mentions will be asked to submit, via regular mail, 1 vertical A1 format printed panel on 3 mm forex backing and the relative file (jpg A1 resolution 300 dpi) on CD-ROM to present their work.

The property of the material produced is acquired by the competition promoter and its partners.

All submitted projects will be published online at:

www.newitalianblood.com/greenboulevards.

13. RESULTS, PUBLICATION AND USE OF PERSONAL DATA

Following the completion of the Jury's assessments, the competition organising Secretary will notify participants of the results via email. The **classification** of the selected projects, accompanied by images of the winning submissions, will be sent to **international magazines** of urban planning, transportation, architecture, design, landscaping, economics and ecology.

By accepting to complete the online registration procedure, participants authorise the use of their personal data exclusively for the purposes of the phases inherent and consequent to the procedures of the competition.

14. WAIVER OF COPYRIGHT OVER TO ALL TEXTS, IMAGES AND DOSSIERS

By choosing to register online participants **authorise** the competition Promoter and its partners to **use** all of the submitted **material** (text, images, dossiers), furthermore declaring that this material is not subject to any third-part claims. Participants will make every effort to indemnify the competition Promoter and its partners against claims by third parties regarding any eventual publications and exhibitions, with specific reference to: websites, dossiers, brochures or any other use.

15. SUMMARY AND CALENDAR

Competition announcement: Italian Pavilion at the 13th International Architecture Exhibition - la Biennale di Venezia, 28 August 2012

Launch of the Competition Brief: 20 September 2012

Beginning of Online Registration: **5 October 2012**

End of Online Registration: **5 November 2012** (10:00 AM Italian time)

Beginning of Self-Publication Procedure: **5 November 2012** (10:00 AM Italian time)

End of Self-Publication Procedure: **15 November 2012** (10:00 AM Italian time)

Completion of Jury assessments: by 24 November 2012

Awarding and Seminar-Event: Italian Pavilion - Arsenale di Venezia:

24 November 2012