



Un'idea

www.museoterrenuove.it

Un'altra città

Comune di San Giovanni Valdarno
Museo delle Terre Nuove
Casa Masaccio Arte Contemporanea

SAN GIOVANNI VALDARNO

UN'IDEA, UNA CITTÀ

Micro-strategies of intervention for the public space

Starting from Palazzo d'Arnolfo

A competition open to young designers

Which micro-strategies can be developed through design to stimulate the birth of new forms of public space in small and large cities, with limited investments? Which new ideas can emerge to interpret the contemporary cultural and economic trends, by activating new programs in the urban context? What role for cultural institutions, just like museums or contemporary art centers, to promote new relations with the urban environment?

Museo delle Terre Nuove (Museum of New Towns), housed in the prestigious Palazzo d'Arnolfo in the town of San Giovanni Valdarno (20 miles southeast of Florence, Italy), and Casa Masaccio Arte Contemporanea invite to join a competition for conceiving a micro-strategy aimed at redefining the relation between the museum and the city.

Design solutions that will define new experiences in public space are expected that will focus on the arcade of the ancient Palazzo d'Arnolfo and that will be practicable as permanent installations. Strategies of collaboration with local institutions, producers, or companies will be welcome. Entries should be inspired by the key topics offered by the Museum, whose galleries introduce the public to development on medieval urban planning, to further encourage interaction and social thinking on public space, art, and the environment.

San Giovanni Valdarno's city fabric is made of small spaces, often underused today. Such spaces are awaiting to be rediscovered and reinvented so that their everyday life can be enriched with new ordinary functions to give birth to an open, permeable, porous city that is rich in human relations and where cultural heritage is shared. In a wider perspective this program aims at provoking, starting with the design solution that will be developed in the arcade of Palazzo d'Arnolfo, a series of additional micro-strategies for activating interstitial public spaces in San Giovanni Valdarno.

COMPETITION ORGANIZER

Comune di San Giovanni Valdarno
Museo delle Terre Nuove
Casa Masaccio Arte Contemporanea

OFFICIAL WEBSITE AND COMPETITION SECRETARIAT

Official website for this competition is the one of Museo delle Terre Nuove:
www.museoterrenuove.it.

The competition secretariat is curated by Image and can be reached at:
unidea@image-web.org.

ELIGIBILITY

The competition is open to young architecture graduates, architects and artists, who have experience working in public space, with no restrictions as to their country of origin nor their age. Entry is open to individuals or teams.

CONTENT

This is a one-phase competition for young designers to produce a concept and a micro-strategy aimed at reshaping the relationship between the museum and the city in order to give birth to new experiences of public space in the arcade of Palazzo d'Arnolfo. Permanent design solutions are awaited that might be implemented through the collaboration with local institutions, producers, or companies.

Applicants will submit:

- The application form, filled in with information on the applicant (individual or team).
- The digital application package. A single PDF file, composed of 3 single-sided A3-size pages (landscape layout) that may include a short introductory text. The file cannot weigh more than 100 MB.

Applicants will submit the application form and the digital application package at this link:

goo.gl/PxMuKo

no later than 11:59 pm on February 28, 2017. Proposals received after this date and time will not be accepted.

The winning designer or the winning design team will be invited to San Giovanni Valdarno for a one-week long residency, during which meetings with local institutions, citizens and partners will take place that will move the design strategy to the next step.

DOCUMENTATION

Drawings of Palazzo d'Arnolfo, city plans, pictures and additional documentation on the area of intervention are available here:

goo.gl/HeXi7B

Additional specific information, data, contacts with local producers, services, or companies can be required to the competition secretariat at this email address: unidea@image-web.org.

CRITERIA

Each entry will be evaluated in accordance to its congruity with the following requirements and criteria.

1. Improvement of relations between the museum and the city, through an intervention that will focus on the arcade of Palazzo d'Arnolfo.
2. Definition of a micro-strategy that will optimize the financial commitments, maybe developed in collaboration with local institutions, producers or companies.
3. Consideration of the key topics offered by Museo delle Terre Nuove, as sources of inspiration for new ideas of public space, art, and environment.
4. Originality, vision, methodology, and clarity.

Design solutions will have to show special attention to the architectural and artistic contemporary research. No limitations are placed on scale, materials or method.

AWARDS

A monetary prize of € 1.000 will be awarded to the winner of *Un'idea, una città*. In addition, the winning designer or the winning design team will be invited to San Giovanni Valdarno for a one week long residency, during which encounters and meetings with local institutions, citizens and partners will take place that will move the design strategy to the next step.

JURY

The competition's jury includes Maurizio Viligiardi, Mayor of San Giovanni Valdarno; Giammario Pascucci, deputy-mayor for Urban Planning; Valentina Zucchi, director of Museo delle Terre Nuove; Fausto Forte, director of Casa Masaccio Arte Contemporanea and the following experts:

Pippo Ciorra is senior curator at MAXXI Architettura in Rome. He teaches design and theory at University of Camerino. Critic and author of many essays and publications, he authored *La metropoli dopo* (with G. Mastrigli, Meltemi 2002) and *Musei. Next Generation* (with D. Tchou, Electa 2007), *Senza architettura. Le ragioni di una crisi* (Laterza 2011). Among his major exhibitions, *Re-cycle, Energy, Food. Piccole Utopie* is a traveling show on ten Italian architects. He curates the Italian branch of YAP, the MoMA PS1 international program for young architects.

Richard Ingersoll is an architecture historian. After teaching at Rice University in Houston, at ETH Zurich, at Universidad de Navarra in Pamplona and in many other schools he is now teaching at Syracuse University in Florence and at Politecnico di Milano. He lives in Tuscany since many years. Recently he tutored workshops on Agrivivism, first with Terra Viva Workshops and then with Earth Service. Among his recent books: *Architectures of the World. A Cross-Cultural History of the Built Environment* (Oxford University Press, 2012).

Camilla Perrone is professor of Urban Policies at University of Florence. She coordinates the PhD in Urban Planning and founded the Critical Planning&Design international research laboratory. She is member of the scientific committee of Fondazione Michelucci and of the executive board of Urban@it.

Gianni Pettena is among the protagonists of the "Radical Architecture" avant-garde movement of the late 1960s in Florence. In 1972 he had his first solo exhibition at John Weber Gallery in New York City. In the following years he mainly worked as an artist and as a professor of architecture, often investigating, as a critic, the connections between the work of younger generations and the legacy of the experimentations started in the 1960s.

Gianpiero Venturini, founder of Itinerant Office, is the main curator of the Festival New Generations. Among other activities, Gianpiero is the curator of *Architects VS Rest of the World* and co-director of *UrgentCity, Towards a New Vocabulary of Terms e Time for Impact*. Since 2011, Gianpiero writes for several magazine, such as "Abitare",

“Platform” and “Interni”.

SCHEDULE

14 January 2017 - Competition launch
21 February 2017 - Deadline for submission of questions
28 February 2017, 11:59 pm - Digital submission deadline
1-5 March 2017 - Competition jury
6 March 2017 - Competition results announced
13-19 March 2017 - Residency in San Giovanni Valdarno

ADDITIONAL INFORMATION

Applicants agree to permit the competition organizer to use their submitted materials in publications, exhibitions and public posts or for archival, promotional, educational, and other uses at its discretion. Copyrights for the competition submissions remain the property of the author.

Applicants cannot release nor expose to the public, press, or other media any of the materials they submitted for this competition before the competition organizer announces the winner or cancels the competition. Applicants who violate this rule will be disqualified.

The jury and / or the competition organizer reserve the right to cancel or suspend the competition for any reason.

The competition organizer assumes no responsibility for any condition, be it technical or natural, that prevents the receipt or judging of a submission or any part thereof.

CREDITS

This competition is announced by Comune di San Giovanni Valdarno, Museo delle Terre Nuove, Casa Masaccio Arte Contemporanea. The graphic identity of by Lcd. Image is in charge of the competition organization and communication.

Additional information on this competition may be found on the official website of the Museo delle Terre Nuove www.museoterrenuove.it and on its Facebook page www.facebook.com/museoterrenuove.