



## BUYING

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ALTERNATIVE DESIGNS FOR SHOPS

Competition Brief and Rules

## INTRODUCTION

We can consider “architecture” everything that has already been designed and/or built that would define a realm of conventional solutions, often repeated in a self-referential system. We imagined a counterpart, a “non architecture”. A world of unexplored designs and countless possibilities, that if found, could enlarge and change permanently the boundaries of architecture. A universe of chances and opportunities never challenged by architects before. A limitless field of investigation that includes everything that is not architecture, yet.

Non Architecture Competitions aims to find unconventional and unexplored design solutions in the field of architecture. It consists in a series of nine competitions. All competitions have their focus on finding innovative approaches to specific issues of functionality in architecture, seeking non-traditional approaches in architect’s work.

**Buying** - Alternative designs for shops is the ninth Non Architecture Competition.

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## COMPETITION BRIEF

The aim of the “Buying” competition is to develop design proposals for the shop typology, intended as a space – either material or immaterial – where goods or services are available to the public.

The participants are asked to create innovative and unconventional projects on this theme, questioning the very basis of the notion of the shop. In the recent years, a series of new initiatives have emerged in relation to the shopping experience.

Take for example IKEA’s app that lets users see products in their own space before purchasing them, by integrating AR technology; or the ASOS mobile app, where users upload photos of looks they like and receive suggestions for a selection of similar styles to buy instantly. Even grocery shopping has become effortless with home delivery, and one of the biggest supermarkets in Britain has developed an app, through which shoppers can have up to 20 items delivered to their door within an hour.

Fueled by technology shopping has evolved in unanticipated ways, with the biggest trend across all sectors, the fragmentation of the buying journey. This means that digital and physical are constantly interconnected, providing the customers with the maximum of information prior to purchase, which in turn renders them a lot more powerful in making their own purchasing decisions.

Besides the technological conveniences, more and more brands find ways to enhance the shopping experience in their physical stores, aiming to obtain value beyond their commercial use, like London’s House of Vans, which opened a custom BMX and skatepark in the bottom of its flagship store, or Nordstorm Local, the innovative “service hub” the fashion brand has launched in the US, that has no inventory, but a pick-up service, tailors, personal stylists, a shoe-repair shop, a barber, and other services.

Within this context, with critical thinking and creative attitude, the participants are urged to investigate how the shopping experience can be reformed in the future, and respectively, how the concept of the shop as a space with material and immaterial characteristics can be reinvented. Designers are asked to create an artefact, merging considerable programmatic innovation and valuable design tools. The proposal can be a device, a piece of furniture, an interior design project, a pavilion, a building, or an urban plan. Scale of intervention, program dimensions, and location are not given, and they can be arranged by the participants to better suit their project.

Some basic topics of investigation to approach the competition theme can already be deduced from the definition of the word "shop":

**shop** *noun* [C]

A **building** or part of a building where **goods** or **services** are **sold**.

As follows, very essential aspects of conventional shops can be questioned:

- In what ways has the concept of the shop already deviated from its material status into the realm of the digital? Will the web, social media or AR technologies make the idea of the shop as **a building or part of a building** obsolete? If so, what will replace it?
- While the term "**goods**" usually implies physical items, "**services**" are acts of assistance, thus intangible. What kind of spatial implications does this distinction produce? How can shops adapt to accommodate both, as our societies are heading towards convergence in most sectors?
- How do shops as physical or digital entities mediating between the customer and the seller, encourage buying and more generally, consuming in our societies? Should **design** be employed as a means to enhance the shopping urge or should it attempt to mediate it or possibly reorient it towards more meaningful alternatives? How would a shop be shaped to achieve these aims?
- Why do we necessarily need to **buy or sell** stuff in shops, while ideas for alternate modes of economy have already been put in practice? Is it possible that the shop of the future will have nothing to sell? If so, how can we imagine its spatial manifestation then?

These are questions to suggest to the participants as possible fields of investigation. Each project can tackle one or more of the issues suggested, as well as raising new ones in relation to the competition topic. Just try to be as creative and unconventional as possible.

If you want to receive more useful insights on the theme of the competition subscribe to **our newsletter**. You will get articles, essays and references from our editorial team.

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## RULES

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### ELEGIBILITY

Non Architecture Competitions are open to all human beings, from every age and cultural background, working in groups or individually. Teams can be formed by a maximum number of 5 people. The registration fee is paid per team, regardless of how many members form it. Personal information of all the team members can be uploaded during the submission procedure.

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### PRIZES

Non Architecture wants to be unconventional also in the way it rewards its participants. There will be 3 winners, in addition to 9 honourable mentions. Each of the three jury members will select one winner and three honourable mentions.

The prizes are the following:

- **Winners** (3 prizes): 1.000 euros, publication in the Non Architecture books and website, and reviews in digital magazines and several architecture blogs.
- **Honourable Mentions** (9 prizes): Publication in the Non Architecture books and website, and reviews in digital magazines and several architecture blogs.
- **Finalists**: Publication in the Non Architecture books.

*\*Publications are subject to the agenda and availability of the magazines.*

*\*Depending on which country you live and pay taxes in, the cash prizes might be subject to some withholding.*

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### JURY

The jury will be formed by the following members:

#### **Carlo Ratti**

Director of the MIT Senseable City Lab &  
Founder and Director of Carlo Ratti Associati.

#### **Seetal Solanki**

Director and Founder of materials research design studio  
Ma-tt-er & Visiting Tutor on the Interior Design programme  
at the Royal College of Art.

#### **Mariobruna Fabrizi & Fosco Lucarelli**

Founders of MICROCITIES and Socks-studio  
(*to be confirmed*).

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## PROJECT REQUIREMENTS

No scale and no location.

In asking for an unconventional approach, we are also providing one. The rules of the competition and its organization will not limit, but rather allow for the freedom to approach each topic as the participant sees fit.

Therefore there is no given site, scale of intervention, or exact program dimensioning. Projects can be developed in abstract locations as well as specific places, and they can go from the scale of interior design to urban strategies. Just remember that every proposal should be focused on a very specific condition, showing one simple concept, clearly communicated and fully developed.

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## PRESENTATION REQUIREMENTS

Our unconventional submission does not require posters or booklets. Instead, the participants are asked to submit one ZIP folder, named with the code and the title of the project (CODE\_Title), containing:

- Presentation image (JPEG), showing the qualities of your design, in one catchy and representative impression. This file must be named: "CODE\_Title\_Presentation" (check examples [here](#)).
- Technical image (JPEG), showing in a 2d drawing a specific technical/organizational aspect of the project. This file is named: "CODE\_Title\_Technical" (check examples [here](#)).
- Functional image (JPEG), showing a specific functional peculiar aspect of the project. This file is named: "CODE\_Title\_Functional" (check examples [here](#)).
- Text document that clearly states the **title** and **subtitle** (maximum of 10 words), 5 **#hashtags** (providing a quick overview and explanation of the project), followed by a short **description** (maximum of 200 words). The text must be written in English. This file must be named: "CODE\_Title\_Text".
- Text document with the team's info in the following format: **Name + Surname** of each team member (seperated clearly), **Nationality** (multiple options can be added), **Institution** (company or university attended, to be included just in case you want it to be visible once your project is published). This file is named: "CODE\_Title\_Team".

EVERY SUBMISSION HAS TO BE ANONYMOUS, so do not include your name, your submission code, or any other reference to you in the texts or in the images. After being evaluated, the projects will be reconnected to their authors through the identification code. Additional details on the team members and on the projects will be required during the submission procedure.

All the images must be **A4, 300 dpi, portrait** (vertical). There is no need to make a collage or add a frame, additionally try to avoid using texts in the images. Try to convey in each file one specific idea in one simple image. Avoid to overcrowd it with too much material. *Images are not meant to be posters!* Each one image shows one single content, So for every image you can include just one single visualization (ex. one drawing or one rendering).

The images do not demand for any kind of specific technique of representation, as long as they respect the guidelines given. They can be technical drawings, diagrams, collages, pictures, renders, models, paintings, hand drawings, etc. Be creative!

We highly recommend you *do not add texts to the images*, and leave the text document for further explanations. The projects should be explanatory enough through the graphic material. Any text written in a different language will not be taken into account and may lead to a team's disqualification. In the same way every submission which doesn't respect the guidelines given might be disqualified.

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## CALENDAR

1-15 February	Special registration period.
16 Feb. - 15 March	Early registration period.
16 March - 15 April	Regular registration period.
16-27 April	Late registration period.
15 April	Submission open on our website.
30 April	Submission deadline (23:59 GMT+0).
21-26 May	Winners announcement.
21 April	Call for materials for book starts.
21 May	Call for materials for book ends.
1 September	Book is available.

*The timing always refers to Greenwich Mean Time (GMT+0).*

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## REGISTRATION

The entry periods will be divided as follows:

1-15 February	Special registration period 30 €
16 Feb. - 15 March	Early registration period 45 €
16 March - 15 April	Regular registration period 60 €
16-27 April	Late registration period 75 €

*Registration prices include VAT (value added tax).*

*The timing always refers to Greenwich Mean Time (GMT+0).*

The registration fee is per team, regardless of how many members are on the team.

If a team wants to submit more than one proposal to the competition they will have to register each proposal separately and pay an additional fee for each proposal they wish to submit.

For a project to be accepted the team must be properly registered to the competition. All registrations will be done through the Non Architecture website ([nonarchitecture.eu](http://nonarchitecture.eu)), where you have to create an account, log in, and choose your payment option.

All payments will be organized through our Paypal profile, in order to provide the safest procedure to all the participants. Payments will be available for Paypal accounts and credit cards. In case you do not have a Paypal account, the credit card payment will be automatically made available.

After completing the payment, you will first receive an e-mail from Paypal in order to confirm the transaction. Non Architecture will later accept your payment and provide you with a registration code. Before that happens, your payment will be kept on hold and you will be able to cancel your purchase any time you want without any added cost. When your payment will be accepted, you will automatically receive a confirmation e-mail from Non Architecture, and you will not be able to cancel your subscription anymore. In the e-mail you will also find your registration code. It's important to keep this registration code in a safe place since it will allow your team to access the intranet where you'll have access to the upload form to submit your project.

In case Paypal it is not available in your country contact us at [info@nonarchitecture.eu](mailto:info@nonarchitecture.eu).

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## CONTACTS

During the competition, all participants are permitted to ask questions which help them better understand the project description and/or any other aspect of the competition.

Any questions that are not resolved in this document must be made through the Non Architecture Competitions' **Facebook** page. This ensures that all participants have access to the same amount of information.

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## SUBMISSION

Submissions must be done through the Non Architecture Competitions' intranet only, before the date indicated on the competition calendar. A log in section will be opened 2 weeks before the deadline. You must log in with your username and password and follow the upload process. No submissions will be accepted by e-mail or any other medium. The submission page will be automatically closed after the submission date and time are reached, and does not allow any modifications after that, so please, try to upload your project 24 hours in advance so that you have time to solve any issues that might come up along the way.

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## EVALUATION CRITERIA

The core values of the Non Architecture Competitions are:

- Innovation: in terms of program management, technology, and originality of the formal solution proposed.
- Communication: clarity, appeal, and experimentation in the presentation of the proposal.

These values will lead the selection of the finalists projects and they will be used by the jury as a guideline in their decision.

Remember that this a competition of ideas, an opportunity to experiment and explore the limits of architecture. The jury reserves the right to award any proposal that fails at any of the parameters mentioned in these rules, as long as it justifies the breach of the rule in favour of the value of the proposal.

The voting system to choose the winning projects is as follows:

1. The Non Architecture team, following the main values of the competition, will make an initial selection of 50 finalist projects in response to the above criteria. The amount of pre-selected projects can slightly vary according to the judgment of the pre-selection team.
2. The members of the jury will study the pre-selected projects privately and decide winners and honourable mentions. Each jury member will autonomously award one winning prize and three honourable mentions.

In order to guarantee the authenticity of the awarding process the prizes selection can not be appealed.

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## INTELLECTUAL PROPERTY

All the material submitted to the competition will become part of Non Architecture files. Non Architecture will have full rights to publish and promote this material, always making proper mention of their authors. For any other purpose the authors of the projects will keep full rights over their design.

By submitting a proposal you are giving Non Architecture the right to use the received material in both printed and online publications. Non Architecture will also have right to slightly modify any of the mentioned material in order to better adapt it to the different formats and layouts that different publications might have.

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ADDITIONAL NOTES

1. Non Architecture reserves the right to make any changes to this document (dates, deadlines, requirements, etc.) as long as the changes benefit a majority of the competition participants. Any modifications will be announced on the Non Architecture **Facebook** page. It is each team's responsibility to check the Non Architecture Facebook page on a regular basis to follow and incorporate all changes.
2. Under no circumstances will members of the jury, members of the organization, or persons with a direct personal or professional relationship with members of the jury be allowed to participate in this competition.
3. The project of this competition is an intellectual exercise and will not be built. In order to produce a relevant collective research, a minimum amount of 65 registrations has to be submitted. If the registrations are less than 65 by the day of the deadline, Non Architecture reserves the rights to not proceed with the winners selections and the book's publication. In this eventuality all the subscription fees will be reimbursed to the participants.
4. This project is only an exercise, and therefore it doesn't have to follow any existing building or urban planning regulations.
5. No one has hired Non Architecture Competitions in order to organize this contest. The only purpose of this initiative is to raise questions that could lead to the progress of architecture practice and engage a community of enthusiastic and creative designers in the creation of what it could be the architecture of the future. The idea and program of this competition have been fully developed by Non Architecture to serve solely as an academic exercise.
6. Non Architecture is not held responsible for a breach of contract regarding the publications.

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**THE NON ARCHITECTURE TEAM WISHES YOU THE BEST LUCK, CONFIDENT THAT YOU WILL APPROACH THE CONTEST WITH ALL YOUR CREATIVITY AND INNOVATION.**