RE-DRAW CASA DA MÚSICA

ARCHITECTURE REPRESENTATION CONTEST

Competition Brief and Rules

NON
ARCHITECTURE

Curator

⊘ NON
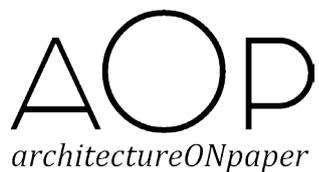ARCHITECTURE

Co-curator

KooZA/rch
A visionary digital platform

Sponsor

m
Morpholio

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show it
better.

AS

CAGE

AOP
architectureONpaper

ARQP

AM

CRIT DAY

INTRODUCTION

Throughout history designers have employed drawings as fundamental tool for the communication of ideas and visions. Drawings were used as means of rendering abstract concepts and engaging the wide public in a primordial effort of giving shape to one's own thoughts. They were made to narrate concepts visually.

Within the context of the digital age we find ourselves overwhelmed by the sheer amount of visual data, a phenomenon which has forced us into a new relationship with visual content also within the realm of architecture. Renown buildings are often photographed and then shared as a passive portrait of what architecture can look like. The #architecture counts more than 100,000,000 posts uploaded by a global population of avid users for whom the term itself can mean anything from the context of their best brunch spot to the latest spectacular architectural artefact. Today architects are being asked to create instagrammable moments, eye-catching details used by the client as free advertising. The result is a media oriented image of architecture, often portrayed online by various users from the same perspective, following trending aesthetics and styles. Within representation, what once used to be a moment of creation, tends to become today a passive exercise of pure repetition.

Reflecting upon this paradigm, we encourage representation as a proactive exercise. We aim to engage a community in rediscovering a given building, an architectural icon, proactively researching a new image, a new way to portray it. To reach this purpose, Non Architecture, in co-curation with KooZA/rch, in partnership with Casa da Música and with the support of prominent architecture platforms, organizes Re-Draw.

Casa da Música is the first building selected for the Re-Draw competition.

COMPETITION BRIEF

The aim of the "Re-Draw" competition is to develop one drawing to 'represent' an iconic architecture. The participants are asked to draft one image, with absolute freedom of scale, technique and level of abstraction.

We encourage creativeness, criticality and innovation. The drawing can highlight functional aspects of the building, showing a deep understanding of one or more design aspects. It can focus on the aesthetic qualities, experimenting and mastering a drawing technique with hyper-realistic outcomes, or it can be an optical deformation, a caricatural interpretation, a distant abstraction of the built architecture.

The drawing can strengthen a conventional interpretation of architecture, or explore a new angle, a new point of view, intellectual and/or physical. The building can be portrayed as a whole, a part, or a collage of disconnected moments. The entry is completely flexible and adaptable to the participant's interpretation.

RULES

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 2 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 of the final drawing.

PRIZES

Non Architecture Competitions will award only one winner, selected by the jury collectively, and 6 honourable mentions, selected by each juror individually.

Winner: 1.500 euros, publication in the Non Architecture Competitions books and website, reviews in digital magazines and several architecture blogs, and 1 Year subscription to Trace Pro App provided by Morpholio. Selected for the cover of the book.

Honourable Mentions (6 prizes): Publication in the Non Architecture Competitions books and website, reviews in digital magazines and several architecture blogs, and 6 months subscription to Trace Pro App provided by Morpholio.

Finalists: Publication in the Non Architecture Competitions books.

Special Prize: The organization might establish additional special prizes and awards during the competition development and in the evaluation phase.

Publications are subject to the agenda and availability of the external platforms involved.
Depending on which country you live and pay taxes in, the cash prizes might be subject to some withholding due to transaction costs

CALENDAR

17 – 31 March	Competition teaser.
1 April	Competition opening.
1 - 14 April	Special registration period (25 €).
15 - 30 April	Early registration period (40 €).
1 - 15 May	Regular registration period (55 €).
15 - 31 May	Late registration period (70 €).
15 May	Submission opens.
31 May	Submission closes.
15 August	Book is available.

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

REGISTRATION

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**), where you have to create an account, log in and choose your payment option.

All the 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 receive a first email from Paypal in order to confirm the transaction. Non architecture will later accept your payment and provide you with a registration code. The registration code will be the four digits code indicated as "Order number", which will be sent to you once your payment is accepted.

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 adding cost. When your payment will be accepted, you will automatically receive a confirmation e-mail from Non Architecture Competitions, 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**

PRESENTATION REQUIREMENTS

Non Architecture is also unconventional in its submission requirements, not asking for posters or booklets. The participants are in fact asked to submit only one ZIP folder, named with the code and the title of the project (CODE_Title), containing:

- The **drawing** (JPEG) in format A3 landscape (horizontal), 300 dpi. Name the file as follows: "CODE_Title of the image_Drawing".
- A word document with 5 **keys words** to explain your project (#KeyWord). Add in the same file also 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 must be named: "CODE_Title of the project_ Team".

EVERY SUBMISSION HAS TO BE ANONYMOUS, so do not include your name, your submission code, or any other reference to you 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.

There is no need to completely fill the layout with images 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).

We highly recommend you do not add texts to the images, and only use the 5 key words in the word file for further explanations. The projects should be explanatory enough through the graphic material. Every submission which doesn't respect the guidelines given might be disqualified.

JURY

The jury will be composed by a pool of platforms and experts active on the theme of architectural representation. The jury members are the following:

Federica Sofia Zambeletti
Founder at KooZA/rch
Carolina Gismondi
Creative Director at KooZA/rch
Steven Rubio
Founder at ShowItBetter
Mansel Haynes & Emily Glynn
Founders of Archisource
Francesco Decaro
Founder at C_A_G_E
Brenda Roqueta Vives
Founder at architectureONpaper
Jose Morandeira
Founder at Arqpedia
Francisco Rivera
Founder at Axonometric Madness
Dan Bridgewater
Founder at CritDay
Morpholio Special prize will be selected by the **Morpholio** team

CONTACTS

For additional info please check the FAQ on our website:
www.nonarchitecture.eu/faq

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.

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, not allowing any modifications or aggregations 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 (they always do!).

EVALUATION

The core values of the Re-draw competitions are:
- Innovation in the approach to representation.
- Critical interpretation of the building.
- Technical quality of the image produce.

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 representation. 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. Non Architecture competitions 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 give evaluation for each one of them. Votes will be compared and revised to reach a common agreement on the selection of winners and honourable mentions.

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

INTELLECTUAL PROPERTY

All the material submitted to the competition will become part of Non Architecture Competitions' files. Non Architecture will have full rights to publish and promote this material, always making proper mention of their authors. The material might also be used for platform's merchandising and exhibition purposes. For any other purpose, the authors of the projects will keep full rights over their design and will be asked to grant permission.

By submitting a proposal you are giving Non Architecture the right to use the received material in both printed and on-line publications. Non Architecture Competitions 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.

ADDITIONAL NOTES

1. Non Architecture Competitions 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 Competitions **Facebook** page. It is each team's responsibility to check the Non Architecture Competitions Facebook page on a regular basis to follow and incorporate all changes.

2. The purpose of this competition is an intellectual exercise and will not be built. In order to produce a relevant collective research, a minimum amount of 50 registrations has to be submitted. If the registrations are less than 50 by the day of the deadline, Non Architecture Competitions reserves the rights to not proceeding with the winners selections and the book's publication. In this eventuality all the subscription fees will be reimbursed to the participants.

3. 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 a new way to represent architecture. The idea and program of this competition have been fully developed by Non Architecture Competitions to serve solely as an academic exercise.

4. Non Architecture Competitions is not held responsible for a breach of contract regarding the publications.

THE NON ARCHITECTURE TEAM, KOOZ/ARCH, AND ALL THE COMPETITION PARTNERS WISH YOU THE BEST LUCK, CONFIDENT THAT YOU WILL APPROACH THE CONTEST WITH ALL YOUR CREATIVITY AND INNOVATIVE MIND.