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ARCHITECTURE
XXI CENTURY

GOT

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Competition Rules

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INTRODUCTION

The popular HBO show Game of Thrones (GOT) has recently come to an end after airing for 8 seasons. Ten years after the launch of the first episode, GOT proved to be a howling success with millions of fans around the world.

Set in a fantasy world of medieval inspiration, the series chronicles the violent dynastic struggles for the Iron Throne taking place in the fictional Seven Kingdoms of Westeros and the continent of Essos. During its course, the show displayed a diverse range of buildings and places of remarkable design interest belonging to different styles and eras. For this reason, Game of Thrones travelled around the world, from Northern Ireland, Spain, Croatia and Italy, to Morocco and Iceland, in order to find exciting filming locations. King's Landing was represented by the walled city of Dubrovnik, Doune Castle in Scotland, has portrayed Winterfell, the Braavos urbanscapes are a meshing of Venice with the medieval town of Šibenik in Croatia, while Frank Lloyd Wright's Mayan revival architecture for the Textile Block Houses in Los Angeles inspired the setting of Daeneris Targaryen's palaces in Esteros.

Deborah Riley, the set designer of the show has many times emphasized the necessity of the sets to be more than a mere backdrop, and actually form a critical part of the narrative – as a story telling of the built environment. This view is backed up by the opening credits, that served as a guide to the physical landscape of the world of Game of Thrones and changed for each episode depending on the locations where the plot was unfolding.

Recognising its importance as a major phenomenon of pop culture and inspired by its dexterity in creating immaculate fictional buildings, cities and landscapes, Non Architecture decided to celebrate its completion with an unprecedented competition.

COMPETITION BRIEF

With "GOT: Architecture XXI century", we encourage fans and designers to reinvent the iconic castles, fortresses and palaces of the show in today's world. One drawing, to reinvent your favourite building with your own architectural language. In line with our principles, the competition will leave absolute liberty of design style, representation style, scale and location of the project submitted. Accordingly, the re-imagined building can be portrayed as a whole, in parts, as a collage and in any chosen by the author of the project.

The aim of the "GOT: Architecture XXI century" competition is to reconceive the fictional settings of Game of Thrones as contemporary architectural masterpieces. Participants are asked to draft one image with freedom of scale, technique and level of abstraction, that will convey the new interpretation of one of the show's castles and fortresses. Choosing one among the most prominent castles of the noble families, participants are encouraged to identify their architectural, functional and aesthetic characteristics and re-imagine them with contemporary and a critical eye.

We encourage creativeness, criticality and innovation. We ask participants to submit one image with personal expression. This can be a technical drawing, an axonometric that highlights functional aspects of the building, a close up interior view of its main space, a panoramic perspective or even a comic strip. Regardless of the chosen mode of expression, the image needs to convey with clarity the design concept for the proposed castle.

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 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 of the final drawing.

PRIZES

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

The prizes are the following:

- **WINNER** (1 prize) 1.500 euros, publication in the Non Architecture book and website, and reviews in digital magazines and several architecture blogs. Selected for the cover of the book.
- **HONOURABLE MENTIONS** (6 prizes): in the Non Architecture book and website, and reviews in digital magazines and several architecture blogs.
- **FINALISTS**: (42 prizes): Publication in the Non Architecture book.

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

JURY

For the first time we will be the only jurors of the competition We will review and evaluate all projects, to select one winner and 6 honourable mentions.
In particular proudest GoT fans in our team:

·   Marco Mattia Cristofori – Director

·   Luca de Stefano – Creative Director

·   Matilde Mellini – Project Manager

·   Daniela Silva – Researcher & Editor

·   Giovanni Garrone – Content Manager &
        Graphic Designer

We can't wait to see your design!

All members of the jury have expressed their willingness to take part in the voting process of this competition. However, their participation is subject to their professional commitments. In case of unforeseen circumstances some of them might be substituted.

HOW TO REGISTER

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

If you would like to submit more than one proposal to the competition, you will have to register each proposal separately and pay a separate fee for each submission.

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 (www.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.

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:

One Drawing (JPEG) in format A3 landscape (horizontal), 300 dpi. Name the file as follows: "CODE_Title of the image_Drawing"

A Word Document with the team's info in the following format: Name & Surname of each team member (separated 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".

A Word Document stating clearly the Title of the project, the name of the castle you re-designed and 5 key words to describe your design choices.

EVERY DRAWING SUBMITTED 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 overcrowding it with too much material.

We highly recommend you do not add texts to the images. The projects should be explanatory enough through the graphic material.

EVERY SUBMISSION WHICH DOESN'T
RESPECT THE GUIDELINES GIVEN
MIGHT BE DISQUALIFIED.

CALENDAR

20-30 May 2019	Pre-sale period
1 June	Competition Opening
1 June - 30 June	Early Registration period (40 €)
1 July -31 July	Late Registration period (80 €)
15 July 2019	Submission Opens
31 July 2019	Submission Deadline (23:59 GMT 0)
21-26 August	Winners announcement
15 November 2019	The "GOT – Architecture XXI Century" book available

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

CONTACTS

FOR ADDITIONAL INFO PLEASE CHECK THE FAQ ON OUR WEBSITE: https://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.

SUBMISSIONS

Submissions must be done through the Non Architecture 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. T

he 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 critera for the "GOT: Architecture XXI century" competition are:
- Critical interpretation of the selected building and the house it represents
- Ability to communicate with clarity the design idea through the visual representation
- Advanced design capacity with emphasis to the spatial and material understanding

These core values will determine the internal voting for the 50 finalist projects and will then be used by the jury as guidelines in their decision. The voting system to choose the winning projects is as follows:

1. Non Architecture team 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.

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.

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' 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 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 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 social media. It is each team's responsibility to check the Non Architecture 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 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. This is an unofficial Game of Thrones inspired competition. No one has hired Non Architecture to organize this contest. HBO has been contacted and informed about the initiative and no official position was taken by the network. 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 NON ARCHITECTURE TEAM WISHES YOU THE VERY BEST OF LUCK, CONFIDENT THAT YOU WILL APPROACH THE CONTEST WITH A CREATIVE DESIGN PERSPECTIVE AND A SHARP INNOVATIVE MIND.