

RE-DRAW.02  
Guggenheim  
New York

# INTRODUCTION

Throughout history, designers have employed drawings as a fundamental tool for the communication of ideas and visions. Drawings were used as a 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. Renowned 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 and with the support of prominent architecture platforms, organizes Re-Draw.

Guggenheim New York is the second building selected for the Re-Draw competition



# ABOUT GUGGENHEIM NY

“The Solomon R. Guggenheim Foundation was founded in 1937, and its first New York–based venue for the display of art, the Museum of Non-Objective Painting, opened in 1939. With its exhibitions of Solomon Guggenheim’s somewhat eccentric art collection, the unusual gallery—designed by William Muschenheim at the behest of Hilla Rebay, the foundation’s curator and the museum’s director—provided many visitors with their first encounter with great works by Vasily Kandinsky, as well as works by his followers, including Rudolf Bauer, Alice Mason, Otto Nebel, and Rolph Scarlett. The need for a permanent building to house Guggenheim’s art collection became evident in the early 1940s, and in 1943 renowned architect Frank Lloyd Wright gained the commission to design a museum in New York City. The Solomon R. Guggenheim Museum opened on October 21, 1959.

The Solomon R. Guggenheim Foundation is dedicated to promoting the understanding and appreciation of modern and contemporary art through exhibitions, education programs, research initiatives, and publications. The Guggenheim international constellation of museums includes the Solomon R. Guggenheim Museum, New York; the Peggy Guggenheim Collection, Venice; the Guggenheim Museum Bilbao; and the future Guggenheim Abu Dhabi.”

Source: <https://www.guggenheim.org/history>



# RE-DRAW

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 creativity, 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 Guggenheim New York 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.

Find some inspiration on our website:  
[Re-Daw.01: Casa da Música](#)



# ELIGIBILITY

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.

All finalist are receiving a PDF copy of the Re-Draw.01: Casa da Música book, when published.

## WINNER

/ 1.000 euros worth in gift cards from one of the major online shops chosen by the winner

/ publication in the Non Architecture Competitions books and website

/ reviews in digital magazines and several architecture blogs

/ 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

## 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.

Note: The appearance on the involved architectural platforms are subject to the agenda and availability of the external platforms involved.

# CALENDAR AND PRICING

18 March 2020	Competition opening.
18 - 24 March 2020	Special registration period ( <del>30€</del> ) (15€)
25 - 31 March 2020	Early registration period (45€).
1 - 17 April 2020	Regular registration period (60€).
18 - 26 April 2020	Late registration period (75€).
18 April 2020	Submission opens.
26 April 2020	Submission closes.
25 - 31 May 2020	Winner's announcement.

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

# REGISTRATION

Considering the current world situation due to the pandemic Covid-19, we are exceptionally launching the Re-Draw Competition with a Special registration price: **we are changing the registration price for the first week from 30€ to a 15€ price.** This is our way to provide you with something fun to do while dealing with quarantine! It might not be much, but we hope it will help, in a Non Architectural way.

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](https://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 is not available in your country, contact us at [info@nonarchitecture.eu](mailto: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 keywords 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 (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".

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 overcrowding it with too much material.

THE 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 Zambelletti**

Founder at KooZA/rch

**Carolina Gismondi**

Creative Director at KooZA/rch

**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

**Jordan Pitruzzella**

Winner of Re-Draw.01: Casa da Música Competition

# CONTACTS

For additional info please check the FAQ on our website:  
[www.nonarchitecture.eu/faq](http://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 login 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 produced.

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 an 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 prize's 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 the 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 online publications. Non Architecture Competitions will also have the 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 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.**

CURATOR

non|  
architecture

CO-CURATOR

**KooZA/rch**  
A visionary digital platform

PARTNERS

