

RE-DRAW.04

Centre Pompidou

01 / 08 / 2022



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.

Centre Pompidou is the fourth building selected for the Re-Draw competition.

This competition is part of the research on mobility framed in the “Next Move” competition theme.



ABOUT CENTRE POMPIDOU

“Nestled in the centre of Paris since 1977, the Centre Pompidou building, a glass and metal structure bathed in light, resembles a heart fed by monumental arteries in bright primary colours. Envisioned by its two architects, Renzo Piano and Richard Rogers, as a genuinely living organism, it is also built in one of the capital’s oldest districts and the beating heart of Paris since Medieval times, the Beaubourg plateau.

The vast Piazza, firstly, which draws on the design of a Roman piazza, forms an integral part of the Centre Pompidou and serves as a strong link between the city and the building, thus enabling the most natural flow possible between the two spaces. The Forum was initially designed to open onto the Piazza, much like a railway station concourse. This design was impossible to produce, but the idea of an open space was conserved by adding a fully transparent glass facade to the Forum.

In this built-up district of Paris, the large rectangular outdoor space acts as a lung, a place of life where Parisians, tourists and onlookers cross paths. People come here to meet others, to stroll, to rest or contemplate their surroundings.

From the outside, the visual signature of the building is embodied by the huge mechanical escalator, known as the “caterpillar”, designed to serve as a vertical outdoor path. It is the primary artery of the Centre Pompidou, serving all levels and transporting the public upwards. Its transparency provides one of the finest views of Paris, and as you travel up, it seems as though you are still strolling through the city.

Inside, 6 levels provide fully modular plateaux of 7,000m² each. They were designed to be organised according to needs and thus meet the requirements of a variety of activities and projects. The building embodies a radical vision in which spaces are no longer defined by their role.

In order to provide flexible use and adaptable volumes, all the systems (ventilation, electricity and water), lifts and escalators were located on the outside of the building and identified by colour code. Nothing is concealed, all the inner workings are visible from the outside. As for the framework, it was designed to resemble a huge construction toy. Features are repeated, interlocked and fitted together, to form a regular metal mechanism, fully exposed and painted white.

Initially nick-named “Notre Dame of the Pipes” by its critics, the Centre Pompidou has become one of the city’s most photographed monuments, imposing its airiness and elegance in the Parisian landscape which it dominates from a height of some 50 metres.”

Source: <https://www.centrepompidou.fr/en/collections/our-building>

COMPETITION BRIEF



RE-DRAW

The aim of the “Re-Draw” competition is to develop one drawing to ‘represent’ an iconic architecture piece. 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 Pompidou 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-Draw.01: Casa da Música](#)

[Re-Draw.02: Guggenheim New York](#)

[Re-Draw.03: Fallingwater](#)

RULES



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.

WINNER (1 PRIZE)

/ 1.000 euros*

/ Publication in two books, RE-DRAW.04: Centre Pompidou and THEME 3: Next Move, and the Non Architecture website

/ Reviews in digital magazines and several architecture blogs

/ Selected for the cover of the book RE-DRAW.04: Centre Pompidou

/ Participate as a juror in the upcoming RE-DRAW competition

HONOURABLE MENTIONS (6 PRIZES)

/ Publication in two books, RE-DRAW.04: Centre Pompidou and THEME 3: Next Move, and the Non Architecture website

/ Reviews in digital magazines and several architecture blogs

RENZO PIANO BUILDING WORKSHOP - SPECIAL MENTIONS (1 PRIZE)

/ Competition Certificate

/ 3 Books by DOM Publisher

/ NON ARCHITECT PRO Yearly Subscription

FINALISTS

/ Publication in the RE-DRAW.04: Centre Pompidou book and the Non Architecture website

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

*Taxes will be deducted and retained by overall prize amount. The prize will be taxed as professional income or other sorts of income according to Italian law, with a range from 20 to 30% according to winners' country of residence.

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

CALENDAR AND PRICING

| | |
|-------------------|---|
| 01 August 2022 | Competition launch. |
| 01 - 31 August | Special registration period (40€) (30€*) |
| 01 - 30 September | Early registration period (55€*). |
| 01 - 31 October | Regular registration period (70€*). |
| 01 - 30 November | Last Minute registration period (85€*). |
| 15 November | Submission opens. |
| 30 Nov, 11:59 PM | Submission closes. |
| 01 - 15 Jan 2023 | Winner's announcement. |

* +22% VAT.

The timing always refers to Central European Time (CET). To avoid confusion, please check the countdown on the competition page.

REGISTRATION

To celebrate the growth of Non Architecture online community, we are exceptionally launching the Re-Draw Competition with a Special registration price: **we are offering a 25% discount on the special registration fee, which is now 30€ (+22% VAT) instead of 40€!** This is our way to show our appreciation.

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 FIVE 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

PRESENTATION REQUIREMENTS

Non Architecture is also unconventional in its submission requirements. The participants are asked to submit 1 ZIP folder, named with the registration code and the title of the project (CODE_Title), containing:

01. The drawing (.JPEG)

File name: "CODE_Title of the image_Drawing".

02. A team document in Word (.DOC) containing

/ the title and subtitle of the project (maximum of 10 words)

And the team's info in the following format:

/ Name + Surname of each team member (separated clearly),

/ Nationality (multiple options can be added),

/ Institution/company (company or university attended, to be included just in case you want it to be visible once your project is published).

There is no need to create a team name.

One team should consist of 1-2 people.

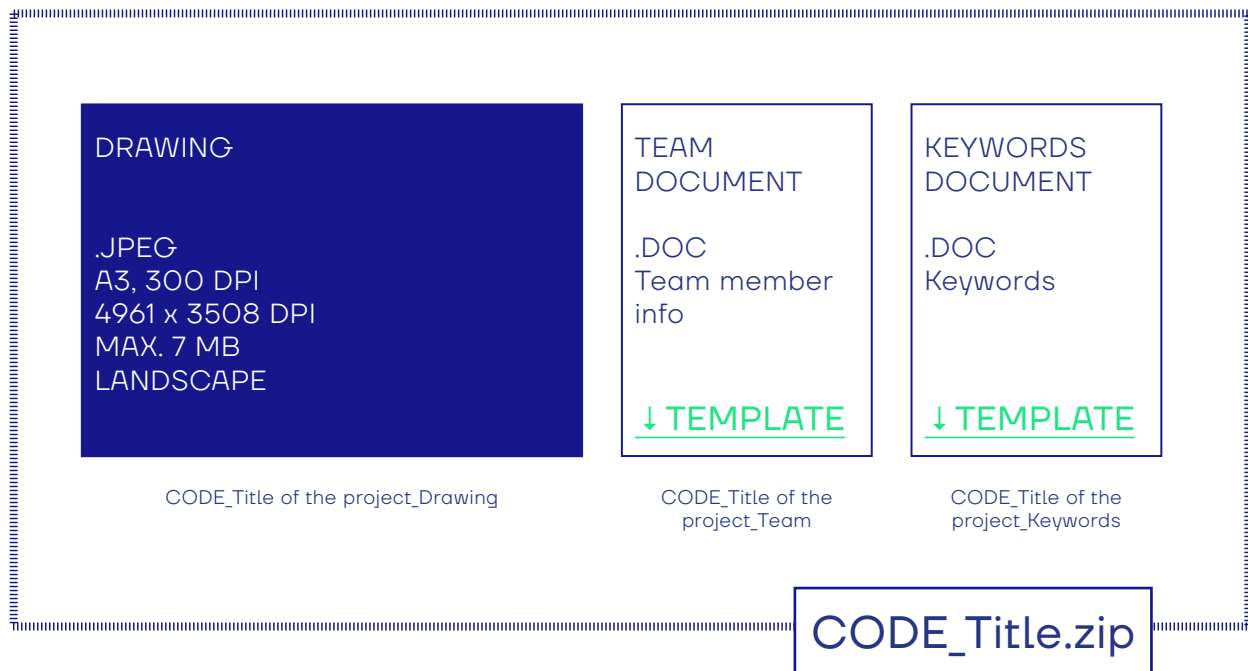
File name: "CODE_Title of the project_Team"

USE THIS TEMPLATE

03. A word document with keywords (.DOC) containing 5 keywords, to explain your project (#KeyWord).

File name: "CODE_Title of the project_ Keywords".

USE THIS TEMPLATE



The **CODE** refers to the **5-digit number** you receive during the registration process (same as the order number, in a format of #12345), it is going to serve as your **registration code for the competition**.

An example of naming the files correctly:

CODE: #56789

Title of the project: My Redraw

01. **The Drawing:** 56789_My Redraw_Drawing

02. **Team Document:** 56789_My Redraw_Team

03. **Keywords Document:** 56789_My Redraw_Keywords

ZIP folder: 56789_My Redraw

Please, do not use the # in the file names.

/ You need to come up with your own project title and replace “My Redraw” in the example.

THE EVALUATION OF THE PROJECTS IS ANONYMOUS, so do not include your name, your registration code, or any other reference to you in the images. After being evaluated by the jury, the projects will be reconnected to their authors through the submission 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 IMAGE IS NOT MEANT TO BE A POSTER. The image shows one single content, **SO YOU CAN INCLUDE JUST ONE SINGLE VISUALIZATION** (ex. one drawing or one rendering).

We highly recommend you do not add texts to the image, and only use the 5 keywords 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.

IMAGE REQUIREMENTS:

/ A3, landscape (horizontal), 300 dpi (equals 4961 x 3508 px),

/ High Quality (for example, in Photoshop JPEG output quality: 8, or 80-85 in Gimp is recommended),

/ 7 MB maximum file size.

If the submitted images don't respect these criteria, may lead to the disqualification of the team.

FORMATTING REQUIREMENTS:

/ There is no need to entirely fill the A3 size image or to add a frame.

/ The image do not demand for any kind of specific technique of representation, as long as they respect the given guidelines. Be creative!

/ We highly recommend you to not add text to the image, please use the #KeyWords in the Word Document for further explanation. The projects should be explanatory enough through the graphic material, without the usage of flowing text.

/ It is compulsory to use the provided Word templates to create your Team and Keywords Documents.

/ In case the Team and Keywords Documents are submitted in any other format than a Word file (.DOC), its content might be excluded from publishing.

/ The language of the submission is ENGLISH, any text written in a different language will not be taken into account during the evaluation.

EVERY SUBMISSION THAT DOESN'T RESPECT THE PRESENTATION REQUIREMENTS, MIGHT GET DISQUALIFIED FROM THE COMPETITION.

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 of Koozarch

Francesco Decaro

Founder C_A_G_E_

Francisco Rivera

Founder of Axonometric Madness

Brenda Roqueta Vives

Founder at architectureONpaper

Mariela Mezalira

Founder of Act of mapping

Berk Kirmizi

Co-founder & Managing Director of Toffu

Antoine Chaaya

Partner / Director at Renzo Piano Building Workshop

Juliette Blatter

Winner of Re-Draw.03: Fallingwater Competition

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 website (nonarchitecture.eu), before the submission period ends, the deadline is indicated in the calendar.

The submission surface opens 2 weeks before the submission deadline. It is going to be placed on the Non Architecture website, on the corresponding competition page.

Simply follow the submission instructions and upload the project folder directly on the website.

No submissions will be accepted by e-mail or any other medium.

You are going to receive **one confirmation email** when you finalize your submission on the website.

We download every project within 24 hours after submission, we don't send a separate confirmation about the download.

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.

5. Participants are expected to submit original work. Copying somebody else's work or using copyrighted photos, images, architectural/art pieces is strictly prohibited and will result in recalling all prizes and removal from the website, social media and the publication.

6. This competition as well as all products and brand elements related to Non Architecture are sole property of Non Architecture s.r.l., VAT 16621271002, located in Via delle Coppelle 3, 00186, Rome, Italy.

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

MEDIA PARTNERS

KooZA/rch
A Visionary Platform for Architectural Research

