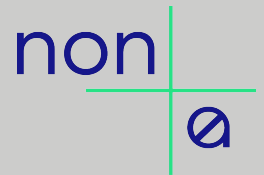


MARKET 2.0

CIRCULAR ECONOMY HUB

01/06/2023



NON ARCHITECTURE

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. The second phase of competitions is structured in 9+1 themes: a Research Ecosystem with the purpose of exploring each theme from different perspectives. All competitions have their focus on tackling the big issues of tomorrow, by seeking nontraditional approaches in the architect’s work.

MARKET 2.0 is one of the Non Architecture “Produce-Waste” Competitions.

INTRODUCTION

In this competition, we challenge participants to create visionary concepts for a market that integrates the principles of circular economy - Only 2 drawings, absolute freedom of scale, site or program.

Designers are asked to design a market (indoor or outdoor) that promotes an economic system that aims to eliminate waste and promote the continuous use of resources through strategies such as recycling, reusing, and repairing products.

The proposals should create an exceptional architectural model that can preserve the favorable aspects of markets, create a genuine public area, and have a positive influence on the particular community in which the project is situated.

Trading practices and customs of commerce, which are deeply ingrained in various cultures around the world, naturally intersect at the global level. As such, this competition can serve as a valuable platform for discussing the future of markets, including their current challenges, potential opportunities, and innovative prospects.

How can the design of a market incorporate circular economy principles to reduce waste and promote the reuse of resources? How can it benefit from different times of day, different types of public?

[Market 2.0](#) aims to answer those questions and to light the positive qualities of markets with a particular focus on the principles of circular economy.

COMPETITION BRIEF



FUTURE OF MARKETS

Trading practices and customs of commerce have been integral to human society since the dawn of civilization, with globalization naturally intersecting these practices at the global level, creating an interconnected network of markets and economies. However, the current economic system faces significant challenges, such as climate change, resource depletion, and inequality, which require a more sustainable and equitable economic model.

Circular economy is a promising economic model that aims to eliminate waste and promote the continuous use of resources. It is based on the principles of designing out waste, keeping materials in use, and regenerating natural systems. By

promoting the efficient use of resources and the elimination of waste, circular economy can lead to cost savings and increased competitiveness for businesses, while also creating a sustainable and equitable future that supports social and environmental well-being.

This concept has been gaining traction in recent years and offers a way to reduce the environmental impact of economic activities, and preserve resources. By embracing circular economy principles, we can create a more efficient, resilient, and sustainable economic system that meets the needs of the present without compromising the ability of future generations to meet their own needs.

The traditional linear economic model, which leads to the depletion of natural resources and environmental degradation, is not sustainable in the long term.

Circular economy offers a way to meet the needs of the present without compromising the ability of future generations to meet their own needs. The relevance of circular economy today cannot be overstated, as the world is facing urgent environmental and social challenges that require immediate action.

By embracing circular economy principles, we can create economic opportunities while reducing our environmental impact and conserving resources. This can lead to cost savings and increased competitiveness for businesses, while also promoting a sustainable and equitable future that supports social and environmental well-being.

Trading practices and customs of commerce have intersected at the global level, leading to the development of a modern economic system based on free-market capitalism. However, this system faces significant challenges that require a more sustainable and equitable economic model. Circular economy offers a promising solution, promoting the efficient use of resources and the elimination of waste, while creating a sustainable and equitable future that supports social and environmental well-being. By embracing circular economy principles, we can create a more efficient, resilient, and sustainable economic system that meets the needs of the present without compromising the ability of future generations to meet their own needs.

This competition presents an opportunity to challenge the current economic system and explore alternative approaches to trading activities in urban areas, while preserving the positive aspects of markets and creating an authentic public space that will have a positive impact on the local community.

Proposals should be versatile enough to serve as a cultural facility and an effective public space.

Designers must consider how the space can be optimized for different times of day and various types of visitors, such as the transition from daytime to nighttime or weekdays to weekends.

This competition is an opportunity to address critical issues of tomorrow by creating innovative and unconventional ideas today, by discussing the future of markets and exploring alternative approaches to economic activities in cities.

How can a market be designed to reduce waste and promote resource efficiency? How can the architecture of the market be designed to accommodate a multitude of functions while still maintaining a cohesive and visually pleasing aesthetic? How can it be designed to effectively integrate with and complement the surrounding urban fabric?

Submission can address some of these questions. The scale of intervention and program dimensions are not given, and they can be arranged by the participants to better suit their design. Participants can choose any location for their proposal. There is only one fixed parameter: the proposal must promote circularity.

MARKET 2.0

Non Architecture and all the supporting organizations collaborated in identifying a range of 30 design issues related to the research theme of Produce-Waste.

Within our longlist, we highlighted a few that could be relevant to this competition.

In relation to the **Resources**:

1. Recycling;
2. Composting;
3. Waste reduction;
4. Landfill;
5. Biodegradable;

6. Organic waste;

7. Upcycling;

8. Zero waste;

9. Sustainable resource management;

10. Energy recovery from waste.

In relation to **Society & Culture**:

11. Sustainability;

12. Community engagement;

13. Inequality & hunger;

- 14. Environmental impact;
- 15. Public health;
- 16. Responsible consumption;
- 17. Circular economy.

In relation to **Cities**:

- 18. Incinerators & Landfills;
- 19. Sorting facilities;
- 20. Urban agriculture;
- 21. Vertical farming;
- 22. Food service industry;

- 23. Food production & local sourcing;
- 24. Organic material management;
- 25. Resource management.

In relation to **Climate Change**:

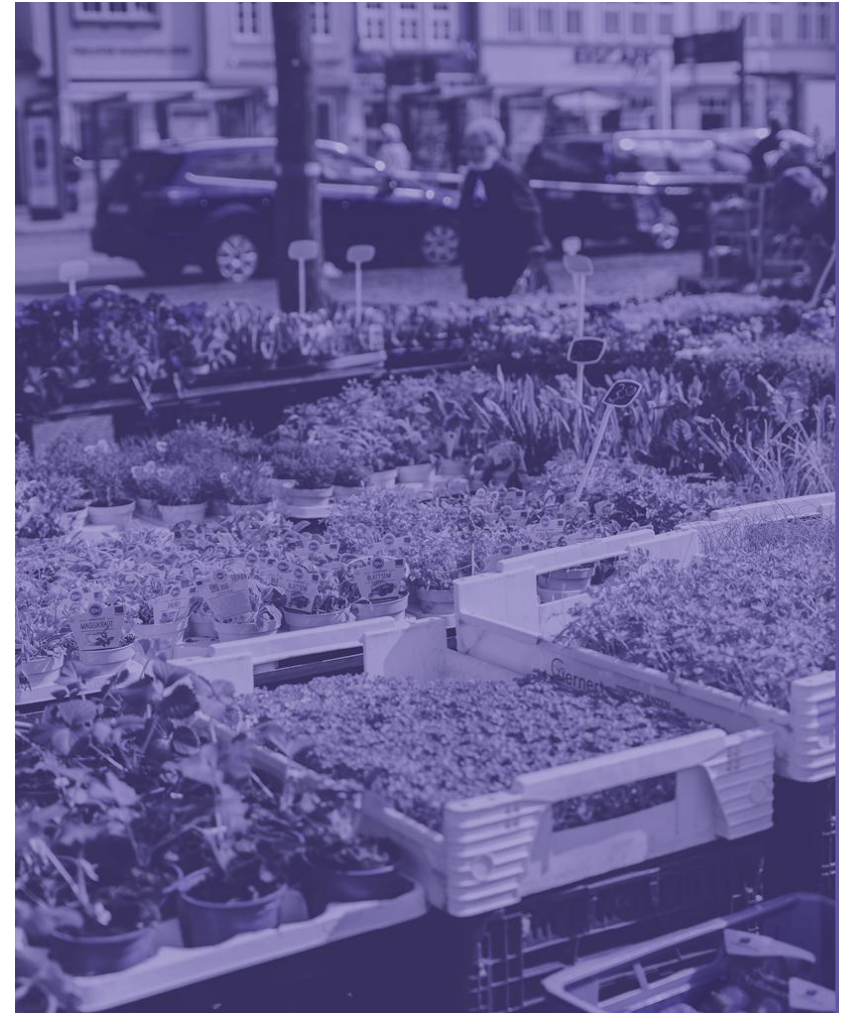
- 26. Resource conservation;
- 27. Greenhouse gas emissions;
- 28. Mitigating climate change;
- 29. Carbon footprint;
- 30. Global warming.

These are only a few of the critical aspects to address around the theme of Produce-Waste. **Projects should take into consideration one or more of these themes.** They can also come up with new ones, as long as they are relevant to the topic of the competition.

We ask participants to select a maximum of 5 keywords to explain their design. Keywords can be picked from our list or they can be proposed by the design team. See the submission requirements for further reference.

If you want to receive more insights on these topics you can subscribe to our [newsletter](#) or visit our [online journal](#).

You will get articles, essays and references from our editorial team.

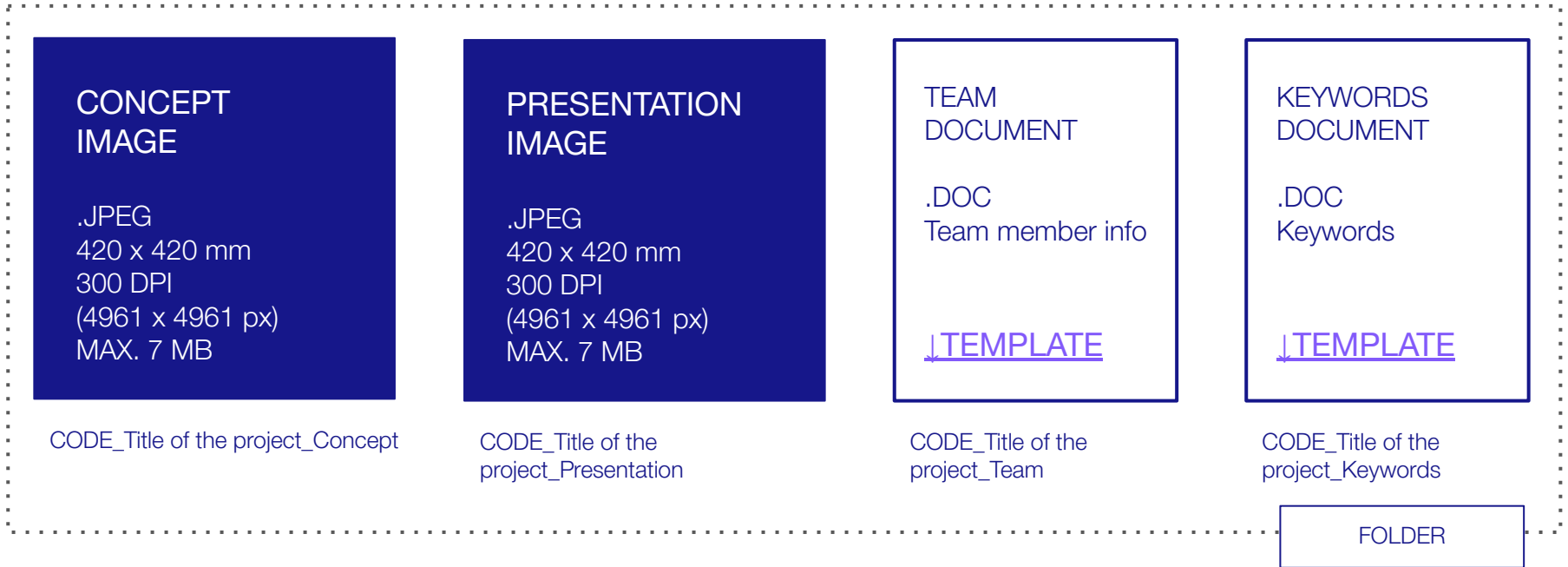


RULES



PRESENTATION REQUIREMENTS

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



01. A concept image (.JPEG) showing the concept of your design, in one catchy and representative impression.

File name: "CODE_Title of the project_Concept".

02. A presentation image (.JPEG) showing the qualities of your design, in one catchy and representative impression.

File name: "CODE_Title of the project_Presentation".

03. 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 1-4 people.

File name: "CODE_Title of the project_Team"

USE THIS TEMPLATE

04. A Word document with keywords (.DOC), containing 5 keywords, at least 1 from the given list (page 11-12), that better explain your project,

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**.

THE EVALUATION OF THE PROJECTS IS

ANONYMOUS, so do not include your name, your registration code, or any other reference to you in the image. 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.

An example of naming the files correctly:

CODE: #56789

Title of the project: Market

01. Presentation Image:
56789_Market_Concept

02. Presentation Image:
56789_Market_Presentation

03. Team Document:
56789_Market_Team

04. Keywords Document:
56789_Market_Keywords

Folder: 56789_Market

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

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

IMAGES REQUIREMENTS

/ Square format 420 x 420 mm, 300 dpi (4961 x 4961 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 image don't respect these criteria, may lead to the disqualification of the team.

PRESENTATION REQUIREMENTS

/ The Concept and Presentation Images should display ONE SINGLE VISUALIZATION each (ex. one drawing or one rendering). We recommend not to create a layout of several images.

/ There is no need to entirely fill the images or to add a frame.

/ The images 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 images, 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.

PRIZE

Non Architecture Competitions will award only one winner, selected by the jury collectively, and 7 honourable mentions.

WINNER (1 PRIZE)

/ 1.000 euros*

/ Publication in the Non Architecture Competitions books and website

/ Reviews in digital magazines and several architecture blogs

HONOURABLE MENTIONS (7 PRIZES)

/ Publication in the Non Architecture Competitions books and website

FINALISTS (UP TO 36 PRIZES)

/ Publication in the Non Architecture Journal

SPECIAL PRIZE

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 June 2023 | Competition launch. |
| 01 - 30 June | Special registration period (40€*). |
| 01 - 31 July | Early registration period (55€*). |
| 01 - 31 August | Regular registration period (70€*). |
| 01 - 30 September | Last minute registration period (100€*). |
| 15 September | Submission opens on our website. |
| 30 September 11:59 PM | Submission closes. |
| 23 - 27 October | Winner announcement. |

* +22% VAT.

The timing always refers to Central European Time (CET).

To avoid confusion, please check the countdown on the competition page.

After completing the payment, you will receive a first email from Paypal which confirms 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.

You can always find your order number in My Account page, under My Order.

After your Non Architecture confirmation is sent, you can't cancel your payment anymore and it is not possible to get a refund of the registration fee.

In case you have issues with payments, contact us at info@nonarchitecture.eu

By registering to the competition, you are stating that you and your team are accepting all the conditions stated in the competition brief and that you are familiar with the generic [Terms and Conditions of Competition](#) displayed on our website.

JURY

The jury will be composed by a pool of platforms and experts specialized in the theme addressed by the competition. They will act as partners in the competition and final jurors of your work.

The jury members are the following:

Onkruidenier

Co-founders Jonmar van Vlijmen,
Rosanne van Wijk and Ronald Boer

Kasmir Jolma

Founder of Jolma Architects, Architect
& Planner

James Martin

President and CEO in Lemna
Environmental Technologies

Ruben Bergambagt

Co-Founding Partner of Superimpose
Architecture

Tao Liu and Chunyan Cai

Co-founders and leading architects of
atelier tao+c

All jury members expressed their formal commitment in reviewing shortlisted projects and selecting winners according to the awarding criteria expressed in the brief.

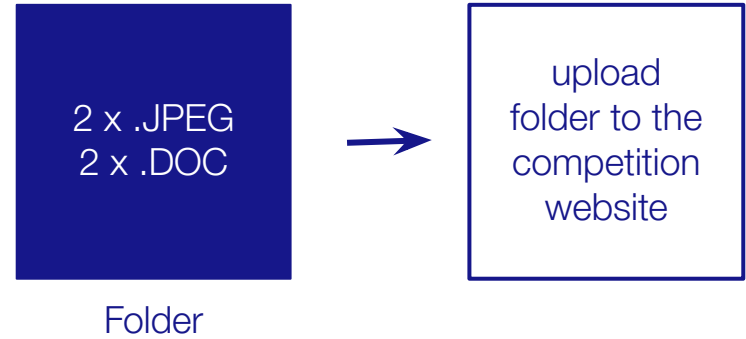
SUBMISSION

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.

By filling the form, your submission is finalized. You are going to receive one confirmation email when you finalize your submission on the website.



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.

We suggest uploading your project 24 hours in advance to make sure that everything works out correctly. This way you have time to solve any issues that might come up along the submission process.

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 4 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.

EVALUATION

The core values of the competitions are:

- / Effective communication of the design qualities through the drawing
- / Originality of the design
- / Relevance to the building function addressed by the competition

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

CONTACTS

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

Terms and conditions of competing: <https://www.nonarchitecture.eu/terms-and-conditions/>

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 via email at info@nonarchitecture.eu - if you didn't register yet - or through the [Nonaverse](#), our server on Discord - if you already registered to the competition.

You will find there a dedicated channel for the competition Q&A. Access to the Nonaverse can be found in your [personal account page](#) after registration to the competition.

This ensures that all participants have access to the same amount of information. Questions via any other social media channel will not be addressed.

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

info@nonarchitecture.eu

www.nonarchitecture.eu

CURATOR

non|
architecture

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Future
Urban Legacy
Lab


Rhinoceros
modeling tools for designers

European Urban
Knowledge Network



COMPETITION PARTNERS

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PORTFOLIO
mentor


C A G E

Architecture
On
Paper

**ACT OF
MAPPING**

AM

 **toffu**

