



**ATELIE
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CONTEST REGULATIONS

A HOUSE FOR PINK FLOYD - Breaking the Wall

A contest by: ICARCH Gallery | Atelierul de Proiectare - 2013

A HOUSE FOR PINK FLOYD

INTRO



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As Roger Waters, of the famous Pink Floyd band, is to stage a concert in Bucharest, the 28th of August, ICARCH (International Architectural Competitions), in association with the Romanian architecture magazine AdeP (Atelierul de Proiectare) decided to launch an international architecture competition, under the motto: “A HOUSE FOR PINK FLOYD”.

As inspired by Pink Floyd’s music and stage performance, the competition shall bring a breath of fresh air into architecture, in the same way as the famous band did to music, holding the band’s successful musical creation as inspiration.

The Music- Architecture relation is the more relevant in this case, as 3 out of 4 founding members of Pink Floyd studied architecture, including Roger Waters. The name of their most important album, as well as this year’s tour title, is in itself evocatory to this purpose: THE WALL.

We pursue to express the creative spirit of Pink Floyd, by means of promoting an architecture, that’s both committed and committing, on several levels, not only in terms of aesthetics or music, but also socially, politically, even psychologically and spiritually.

The theme of the contest wishes to develop architecture’s potential to reconnect to a discipline, that’s already associated to it in traditional aesthetics, as architecture and music are considered to be the only “abstract” arts, operating with mathematical elements, as they are not explicitly inspired by nature, as all other types of art, traditionally are. Hence, the famous dictum “architecture is frozen music”, claimed to be Goethe’s, Schelling’s or Schiller’s.

1. CONTEST THEME

There are walls all around us... and the thickest and the tallest are those within. What wall(s) did Roger Waters and Pink Floyd want to break in their immensely successful album The Wall...? Mainly that wall that creates that almost mythical box modern architects especially are notorious for trying to break.

In a more or less remote past the architect was never obsessed about “breaking the box...” Such words are unheard of from Vitruvius to Palladio... so why now...? Another obsession of modern architecture, “space”. Such word (not to mention the obsession) is not present in the written works of the above mentioned architects.

But Roger Waters and Pink Floyd, trained in architecture as they were, used an architectural metaphor to express a revolt, a “j’accuse” against any kind of artificially imposed “order.” Against tyranny, be it that of a school teacher, a religious or political leader of questionable integrity, against any controlling authority that could make life on this earth unbearable.

The function of art, almost by definition, is TO BREAK WALLS. Thus, an art that does not “break walls,” that is, an art that does not bring anything new by adding to what we call “tradition” what we call “invention”, fails to do its job.

We ask you TO DO YOUR JOB: that is, to BREAK THE WALLS that irritate your life, your society, your time, through architecture. Fight IMPOSITION, in any way it might manifest itself. Fight sclerosis. Fight conformity! Fight the hypocrisy of many of those in power! Fight for a CHANCE TO BREATHE.



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Fight for Multiplicity in Unity. Fight for Poetry, since poetry, genuine poetry, in any way it manifests itself, does exactly this: IT BREAKS DOWN WALLS. When walls are broken down, LOVE EMERGES, and Fear runs away.

The British writer E. M. Foster writer: “Only connect!”

We ask you to explore the generic theme of “breaking the wall” in as many ways as possible and as freely as possible. Create an architecture as intense and inspiring as this celebrated album of Pink Floyd. Listen to the music again, watch the film, and then feel, think, draw and model. BUILD.

BUILD A BROKEN WALL. BUILD A WALL THAT UNITES, NOT ONE THAT SEPARATES. BUILD A BEAUTIFUL WALL.Or scream, scream as loudly as possible against all the prisons of this world, against all those artificially built walls that trap all of us in the name of FEAR. TEAR THEM DOWN, dear architect!

2. CONTEST CATEGORIES

Projects submitted for this contest should refer to narrative- experimental architecture, connecting architecture with other cultural, social, political or spiritual domains.

3. PARTICIPANTS

Participants are to be 18 years old, by the time the competition closes, that is on the 10th of August 2013. They are required to be graduates or students of architecture faculties, including all other related domain training (interior architecture, product design, urban planning, etc.). Participants are able to enter the contest, no matter their nationality or country of residence.

Entry into the contest is strictly forbidden for:

- jury members;
- employees or relatives of the organisers;
- employees or relatives of partners and sponsors;
- any other person that directly or indirectly takes part in the organisation of the contest.

4. ENTERING THE CONTEST, THE PROJECT

ENTERING THE CONTEST

In order to enter the contest, you are to fill in the whole Registration Form (available at www.adepr.ro) and send it by e-mail at: pink.floyd@adepr.ro



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Entering the contest is free of charge.

PROJECT

- The project shall be executed in any technique, in A1 paper format, with a vertical layout
- The project shall comprise of maximum A1 files, in a vertical layout
- The total file size (comprising of 3 files) shall not exceed 30 MB.

5. CALENDAR

REGISTRATION AND PROJECT SUBMITTING DEADLINE

Registration: until the 1th of July 2013

Submitting the projects: until the 10th of August 2013

Results: 20th August 2013

Announcement regarding the members of the jury: 15th June 2013 (on the website www.adep.ro)

The announcement shall be made on the websites www.icarch.us and www.adep.ro.

The projects are to be presented by their creators in a special exhibition held in the University of Architecture and Urbanism Ion Mincu of Bucharest, between 20th August 2013- 10th September 2013. The participants' presence at the exhibition opening is mandatory, as they shall explain and present their projects to the visitors.

The winning projects are to be published in architecture magazines, in Romania, as well as abroad.

Announcement regarding the winners: the 20th of August 2013

6. JURY

The body of the jury is to be made public by the 15th of June 2013, at the latest, on the websites www.icarch.us and www.adep.ro and by other means of communication (newsletters, Facebook page, partner architecture websites).



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7. JURY EVALUATION

Projects submitted to the contest are available only to the jury, within the evaluation period (10th - 20th August 2013).

The public shall be granted access to winning projects during the Exhibition held within the University of Architecture and Urbanism Ion Mincu of Bucharest, held between the 20th of August and the 10th of September 2013. The jury body shall have access to the projects, only during the evaluation period, when they are to judge the works and grade them.

Project submitted to the contest are to be given a grade averaging from 10 to 100 (10 is the minimum grade, 100 is the maximum). The grade may not be modified at a later time. Each contestant shall obtain a final value, comprising of the arithmetic mean of all granted grades.

Of the nominated projects (10), there will be 3 winning projects, according to the highest scores, as they shall win the 1st, 2nd and 3rd prize. The winners will be designated according to the 3 highest obtained scores.

8. AWARDS

The prizes and awards are to be announced by the 1st of August 2013.

9. COMMUNICATION AUTHORISATION

By participating, each winner takes to authorising **ICARCH** Gallery and **Atelierul de Proiectare** and any other partner of the contest to use their name, surname, address and image in commercial purposes, as part of the communication of the contest „**A HOUSE FOR PINK FLOYD**”, the 1st edition, as well as further ones.

10. THE USE OF PROJECTS BY ATELIERUL DE PROIECTARE AND ICARCH Gallery

Any person entering this contest shall certify and guarantee the organisers that he/she is the sole and unique author of the project and that the given work does not directly infringe third parties' rights. The use of the projects- by participating, each contestant grants their free and exclusive consent to be used, if selected, reproduced and presented by the organisers, during the royalty period, in all media, in relation with the contest „**A HOUSE FOR PINK FLOYD**”, the 1st edition, as well as further ones.

Communication refers to: press packages, releases, webpages of the organisers, brochures, television programmes, press institutions (newspapers, TV, internet, etc.) for a period of two years since the publication of the winning projects by the organisers. All communication are in relation to the contest, the 1st edition, as well as further ones.



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11. COSTS

Participation to this contest is free of charge.

12. PERSONAL INFORMATION

By participating, each contestant takes to authorising **ICARCH** Gallery and **Atelierul de Proiectare** and any other partner of the contest to use his name, surname, address, e-mail address and image in advertising purposes, as part of the advertising campaign of the contest . Personal information trusted to this contest shall be treated as confidential, according to the provisions set in the Law of Free Access to Information.

13. CASE OF EMERGENCY/ EXPANSION / RESPONSABILITIES

ICARCH Gallery and Atelierul de Proiectare hold the right to shorten, suspend, modify or annul the contest, in case of force majeure or if outer circumstances, that are not of the organisers' responsibility, require so.

Similarly, ICARCH Gallery and Atelierul de Proiectare are not to be held responsible if access to their webpages proves to be difficult or even impossible for the participants. No claims regarding this matter shall be accepted.

14. RULES AND CONFLICTS

The participation to this contest, respectively the object of this regulations, includes the complete and automatic understanding and acceptance of the rules, without any restrictions, by any participant. Any contestation, of any kind, of the regulations, shall be resolved solely by the organisers. The regulations are to be found and downloaded free of charge on the organisers' websites www.icarch.us and www.adep.ro. Any decision of the organisers and any change shall constitute the object of a further amendment of the regulations, available on the websites previously mentioned.

15. LANGUAGE

The presentation and details of the projects shall be written only in English.



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ORGANISERS:



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