

Instanthouse[©]

SocialClub

MADEexpo
Milano Architettura Design Edilizia
Fiera Milano, Rho 05_08 Ottobre 2011



instanthouse© Social Club

SECTION 1: CONTEST DEFINITION

1. Preamble

For MADEexpo Milano Architettura Design Edilizia, a trade show which will take place from October 5 to October 8, 2011 at the Fiera Milano Rho convention center, Federlegno Arredo Srl intends to promote a contest whose goal is to select designs that are complimentary to future and existing social housing scenarios, building a catalogue of architecture that is sensitive to environmental and territorial issues, sustainability, and the need for well-being and high quality of life.

The winning design will be built on the chosen site on the Vie d'Acqua (Water Streets) of Expo 2015 by Federlegno Arredo Srl and with the various institutions that will be involved.

The contest is targeted toward architecture, engineering, and industrial design students and recent graduates (Italian and non-) who possess the prerequisites that are presented in this announcement.

2. Sponsor

The contest is sponsored by Federlegno Arredo Srl for MADEexpo, in collaboration with Milan's Politecnico.

3. Topic and specific objectives of the contest

Introduction

InstantHouse Social Club will be a small building with a variety of services under one roof, and will represent a positive contrast to the temporary and "liquid" conditions that are normally found in today's city.

These small service-based structures, on an urban or local scale, will be able to complete, or to merge with, public housing that has already been built or will soon be built. They will have a network of services that will serve as a communications link for the living spaces around the parks.

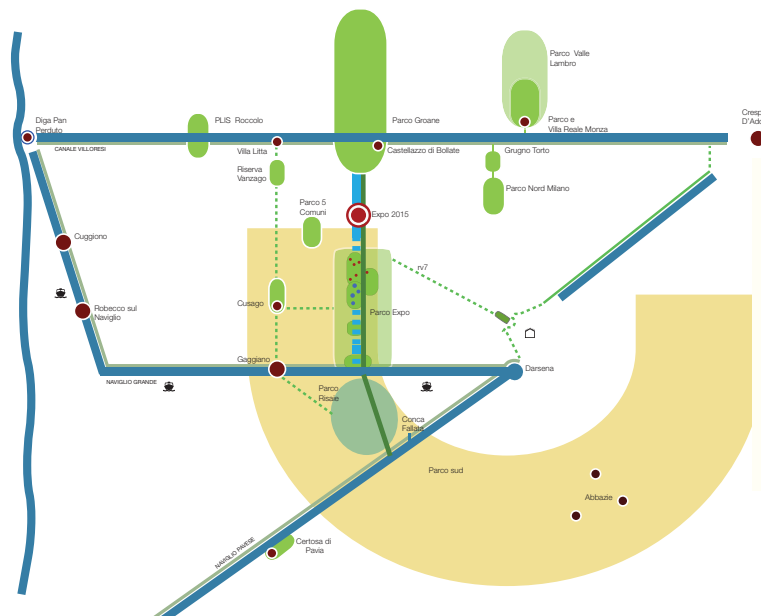
The parks become a wonderful public space that serves as a hub for different parts of the city.

The central theme of the contest is that of EXPO 2015: a network of services strung along the system of the Vie D'Acqua (Water Streets).

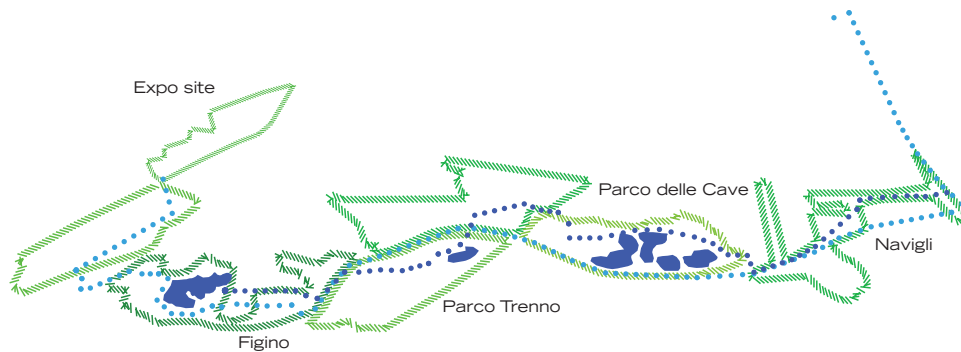
For the city this system can be an opportunity to enrich lives, to create a flow of different people (who come from parts of the city that are traversed by the Water Streets), and to welcome inhabitants, visitors, metropolitan tourists (who will be curious to see a unique concentration of functions that serve various sections of the city).

The system contemplated by Expo 2015 for the Vie D'Acqua (Water Streets) will become an interconnected chain of generous spaces that links parts of the city, becoming a social and landscape infrastructure.

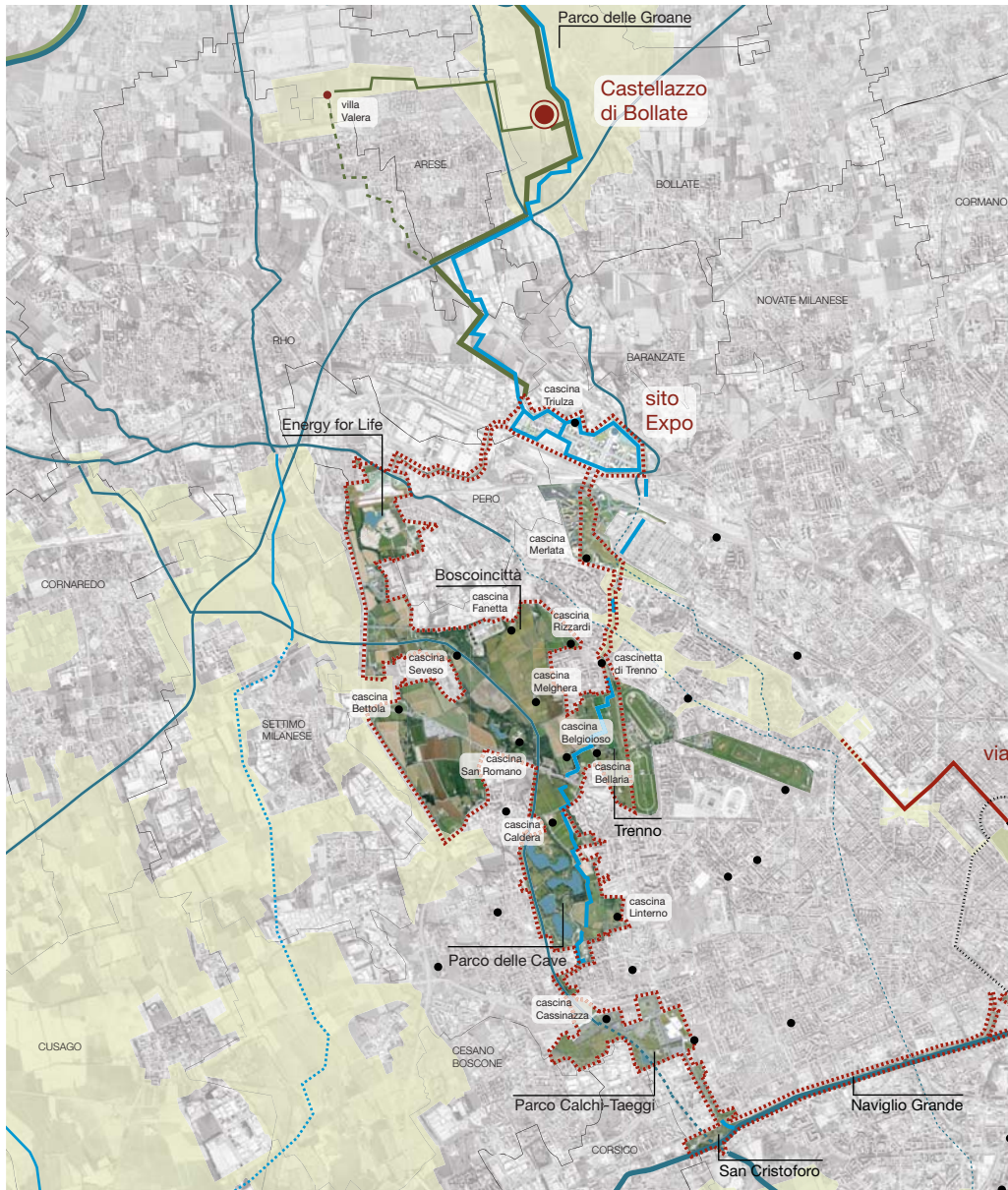
Each small Social Club will be like a new "piazza" for the surrounding neighbourhoods, but also for the city, in order to be a welcoming meeting point, somewhere where people can chat, etc. It will give citizens an opportunity to be active and exchange ideas with different generations and different cultures. The Social Club activities will be managed by small Associations and No Profit Organizations in order to develop real social cohesion, experiences with nature, and sustainable building.



le Vie d'Acqua: parco dell'expo+ sistema delle acque+ agricoltura multifunzionale



le Vie d'Acqua-Expo 2015



le Vie d'Acqua: il sistema dei parchi

Description of the parks

NORTH PARK (PARCO NORD)

The North Park occupies an area of more than 6 million square meters on the north side of Milan, and sits on the territories of 6 municipalities: Milano, Sesto San Giovanni, Cinisello Balsamo, Bresso, Cormano and Cusano Milanino. The park is in the middle of one of the most densely urbanized locations in Europe, with old factories that are no longer in use as well as large housing developments.

THE WOODS IN THE CITY (BOSCO IN CITTÀ)

This is an 80 hectare area. It is the first example, in Italy, of a city forest. This location is inside the city and has wooded areas, meadows, planted gardens, canals, streams, and a large pond with thickets and aquatic birds. The entrance is at number 340 on Via Novara, right next to the old San Romano farmhouse, which has been completely renovated.

THE PARK OF THE CAVES (PARCO DELLE CAVE)

This is an area of 135 hectares between Baggio, Barocco, Quarto Cagnino, and Quinto Romano, in the western part of the city, and it is known for having four lakes derived from sand and extraction activities which began in the 1920s and finished in the 1960s.

PARCO DI TRENNO

This park has an area of 60 hectares in the North-West portion of Milan, adjacent to Trenno and the San Siro riding track. The park has some rural buildings, the Cassinetta di Trenno and the Cascina Bellaria, as well as the War Cemetery dedicated to the Anglo-American fallen soldiers, and two leisure C.T.S. centres. The park is divided longitudinally by a central avenue, from south to north, and hugs the city of Cagnola.





Programme

InstantHouse Social Club is a complex programme of community services, with activities that give support, particularly to the weakest categories of the residential population. But they will also be important to the city, presenting a variety of activities that give support to people's home and work lives, animation and services promotion, sports, and cultural and social activities and programmes as well as their coordination.

The programme has the intent of bringing together all people, focusing on topics that promote socialization, sensitivity to issues and initiatives that focus on acceptance and socialization, by means of food-related activities, development activities, musical activities, literature or art, and a sharing of spaces and a common use of services.

The InstantHouse Social Club programme has been designed to produce a large variety of functional activities, and to generate rich, vital, and fun spaces. These spaces will be used by different slices of the population for different reasons, and they will offer services that foster sharing, acceptance, integration, communication, experience, and much more.

In this sense, the small prototypes do not become just buildings; rather they are a city design project with a superior inherent complexity.

There will be a multitude of services that will be created in order to build upon the idea of sharing amongst the entire population, and of becoming a resource on a large scale, not just locally.

By means of a design that will be flexible and free in order to create a simple and effective space, the services program will introduce the kinds of services that have extraordinary intrinsic qualities, and will attract the neighbourhood and be a point of reference for the city.

One of these proposed programmes must be chosen:

- information and display area of local resources in the art, cultural, technology, education, and artisan fields (information on the "Water Streets", on the Milanese park system, on the neighbourhoods and their history, an exhibit of the local schools' artwork, associations, the work of a chosen number of the city's inhabitants or artisans who live in the neighbourhood, etc.)
- a space for events, labs, meetings, cultural evenings (gardening classes, social activities with small workshops, workshop for bicycles with repair/rental/sales activities, musical laboratory, language classes [Italian and other languages of the neighbourhood], multi-ethnic cooking classes, outdoor cinema, etc.)
- spaces for sports and games (rental areas for bicycles, canoes, kites, volleyball, cricket, bocce, etc.)
- small food service areas (bars, trattorias, etc.)
- exchange spaces for books, furniture, etc.
- small temporary night-time residences (max. 6 people + small service)



Materials

The Social Club must be built using materials that take into account the temporary nature of the project, the time constraints that mandate that the project be built quickly, and specific technological and ecological requirements, all the while using wood.

Wood shall be the main building material for the structure, for the infill systems, the interior finishings, and the doors and windows. Wood is easy to use and build with, it is neat and precise, and it is an all-natural material.

Wood can also be used along with other materials that aim to extend its ecological and building qualities.

Other buildings will also be built, such as exterior spaces and street furniture, all coherent with the material used for the Social Club.

The design must be represented with adequate structural drawings and details so that the quality and practicality can be easily evaluated, using various technological solutions now available with wood and all the while proposing new solutions, even experimental ones.

Approximate measurements and features

The approximate surface should be 80 square meters, with one or more simple quarters. The design should not only make use of the interior spaces but take advantage of the exterior as well for different services, as continuity with the interior on one side and with the city on the other.

It should give a clear indication (there will be no fences) of the nature of the service and the true value of the Club.

The issue of sustainable energy should be a focus point of the design, as it is for the programme, creating a model that is passive, ecological, and natural, and which represents a good practice and a positive symbol for the city.

Western culture has focused prevalently on what is visual and perceived, leaving other sensory aspects by the wayside, and weakening their authentic meanings. This project is aimed at a rediscovery of space, shapes, and materials, which are inserted into a sensory totality where sounds, smells, surfaces, climate, light, and taste make a connection with the space and with human emotions.

The sensory properties of the spaces that are designed must enter into relationship with the natural properties of the location and with human cultural sensitivity, which re-elaborates all of the physical aspects into abstract and emotional principles. With this "ecological sensitivity", the Club's space becomes a welcoming, relaxing, and comfortable space for those who are walking down the Via D'Acqua.

4. General information about the project

The design project must have:

- a choice of location
- a choice of programme from the proposed themes (max. 80 sq.m., 1 floor)
- various combinations and aggregations
- choice of materials and technology

The designs must use the external space, making it a connector between the building's interior space, the proposed services, and the city.

The design should clearly detail, therefore, the nature of the service and the club's value to the public (no fences).

5. Conditions necessary to participate

Participation in the contest is free and open to all young people, both Italian and foreign, who, by the 31st of January, 2011, were enrolled in Architecture, Engineering or Industrial Design (the two-year specialization degree course) or who received their degree after January 31st, 2006. Entrants may participate individually or in temporary groups. Entrants participating as part of a group must nominate a group leader to represent the group with the promoter organisation. Only the group leader must meet the aforementioned requirements.

6. Causes for exclusion to or incompatibility with the contest

Contest participation is allowed and deemed valid only if all rules in this announcement are closely observed. The following persons may not participate in the contest:

- the director of the contest and the persons in the Organization Office;
- the Jury;
- spouses, and relatives up to and including the third-degree of relation to persons in the categories listed above;
- employees of the Jury, as well as employees of the institution sponsoring the contest;
- those who have participated in writing this contest announcement;
- those who have, by the date of publication of this contest announcement, a contractual working relationship with the sponsoring institution.

7. Documentation and materials

The contest announcement and all of the relative documentation is online at www.federlegnoarredo.it/made. Presentation of the documentation within the terms that were established and by following the methodology laid out herein will constitute an application to participate in the contest. The above constitutes the only and exhaustive material that is available in order to elaborate the design. No other information will be made available. Contestants may not call upon members of the Jury, lest they be barred from the contest.

8. Director and Organization Office

The director of the proceedings and execution of the contest is:
Franco Amadei, (franco.amadei@federlegnoarredo.it).
Operations office: Francesco Persichetti
(francesco.persichetti@federlegnoarredo.it)

9. Registration, designs, and methodology used to send in designs

Registration to the contest occurs when the design is transmitted/delivered. Participants must deliver, by hand, post, registered mail or carrier (date as postmark) and follow the procedure. The single, sealed parcel must have:

- participant registration form, found at www.federlegnoarredo.it/made, with all personal data, in a sealed, non-transparent separate plain envelope;
- an A5-format bound book no thicker than 1 cm, with a minimum of 3000 characters, images, drawings, diagrams that will be useful to understanding the design project, as well as any particular methods used, the materials, and the technical as well as building solutions that are to be used. Also, there should be photographs of the model on a 1:20 scale (the contestants who receive prizes for their designs will deliver the model and incur the relative cost);
- graphic diagrams on 4 horizontal A3-format tables, with plans, sections, and perspectives; technical details with an indication of materials, installation systems, and arrangements. 3D interior and exterior views and photo-insertions of the chosen location;
- a CD with the original table in PDF format and in PDF light format; PDF of the book.

The choice of which graphic technique is used is up to the participant. Plans and registrations that are in other formats will not be accepted. The design must be absolutely anonymous in all of its parts, both explicitly and implicitly, and follow the strict guidelines and technical and operational details regarding format and measurements. Violators will be barred from the contest. Each design will receive a random, unique alphanumeric identification number, which will be the official ID number of the design project during Jury deliberations. The Jury and the Organization Office will adopt all measures and procedures in order to maintain anonymity of the contestants, keeping the database with corresponding names and alphanumeric ID numbers secret until the Jury finishes deliberating. The contest's official language is Italian. For non-Italians, English may be used as an alternative to Italian.

10. Execution

Contestants deliver their design projects by following the methodology and deadlines indicated herein. Participation is anonymous. The contestants shall not violate the condition of anonymity by using symbols, marks, or other identifying signs. Violators will be barred from the contest.

Contestants' registrations and packages must be delivered by

12:00, March 17, 2011,

to: FEDERLEGNO ARREDO SRL,
Foro Buonaparte 65, 20121 Milano, Italia,
RE: "INSTANTHOUSE Contest".

SECTION II : JURY SELECTION AND CONTEST RESULTS

11. Selecting the Jury

The jury will be comprised of:

- one representative from the Lombardy Region;
- two representatives from the Politecnico of Milan;
- two representatives from Federlegno Arredo Srl/MADEexpo
- one representative from EXPO 2015
- one representative from the Triennial of Milan

12. Contest results and prizes

The contest will result in a list of winners and the following prizes (recognized as reimbursement for expenses):

- prize for the winning project is 1500 Euros (one thousand five hundred/00); the design chosen as the winner will be built. The sponsoring institution reserves the right to make any variations necessary during building;
- second prize: 1000 Euros (one thousand/00);
- third prize: 750 Euros (seven hundred and fifty/00).

The jury reserve the right award special mentions to deserving designs.

13. Announcement Publication

The contest announcement will be published online at www.federlegnoarredo.it/made, and promoted on industry websites as well as international contest websites, such as:

www.madeexpo.it
www.dezeen.com
www.architecturalrecord.com
www.timearchitecture.com
www.awn.it
www.europaconcorsi.com
www.professionearchitetto.it
www.architettura.supereva.com
www.consultalombardia.archiworld.it
www.abitare.corriere.it
www.domusweb.it
www.area-arch.it
www.newitalianblood.com

14. Italian law regarding treatment of privacy data

In relation to Article 13 of Italian Privacy Law 196/03, in order to proceed with the procedures in this announcement we inform all participants that personal data shall be treated according to the principles of ethics, openness, and good faith, and solely for the following reasons:

- administrative management of the contest, presentation of the winners list;
- allocation of assigned prizes;
- contest activities such as, for example, satisfaction questionnaires;
- promotional activities for the contest such as, for example, publication of the names of the winners, press releases, etc.;
- promotional activities for events (conventions, seminars, exhibitions, etc.), even after the contest.

The only consequence of non-conferment of data would be exclusion from the possibility of participating in the contest. The conferred data will be treated by Gruppo Federlegno Arredo Srl, Lombardy Region, Politecnico of Milan, by parties responsible for overseeing the orderliness of the contest. Participants' personal data may be made public during shows or events that are connected to the contest, such as print, radio, television, and Internet. Holders of personal data are the institutions mentioned here above.

The person responsible for the treatment of personal data is mentioned in art. 8. Requests for cancellation, correction, and updating of personal data should be addressed to the above-mentioned person, as well as should exercising any other right guaranteed by art. 7 of Italian law 196/03.

15. Copyright and property of the designs

The contest does not expect conferment of professional appointments. No request may therefore be made by the Authors regarding presumed rights, while the intellectual property right remains Authors' own. The selected designs that receive awards will become the property of FederlegnoArredo Srl.

16. Acceptance of the clauses of the contest announcement

The contestants have the obligation not to publish or make public any form of the design project before the jury has expressed or made public its conclusions. Violators will be barred from participating in the contest. Participation in the contest implicates unconditional acceptance of all of the regulations in this contest announcement. For all that has not been foreseen, Nationally-recognized laws and practices will be applied. The Court of Milan will have jurisdiction over any disputes that remain unresolved after good-faith negotiations.

FEDERLEGNO ARREDO SRL MILANO
Foro Buonaparte, 65
20121
Milano, Italy
Tel. 02 80604.1
Fax 02 80604.295