

## International Competition for Young Urban Designers and Planners “VIII URBAN-PROMOGIOVANI AWARD”

*Urban-promogiovani is a free competition open to all students worldwide. It is carried out within the cultural event Urbanpromo, promoted by the INU, Istituto Nazionale di Urbanistica.*

### **Art.1: Purpose**

The competition is open to all students from universities around the world, taking Urban Design, Real Estate, Planning and equivalent courses, and is aimed to share ideas and enhancing skills across the future professionals operating in the field of urban regeneration.

### **Art.2: Language**

All documents must be produced in English. Proposals including any other languages will be automatically excluded.

### **Art.3: Object**

The project proposed should refer to an integrated and innovative urban regeneration project for an existing area. In particular, how the area is related to its surroundings.

The project proposed should be related to the 2016 key topics of Urbanpromo, that are: urban transformation, urban marketing, smart cities, sustainable energy and social housing.

Proposals regarding integrated project, urban retail networks, town and city centres and regeneration are particularly encouraged.

The selection of the area can be made according to the course case-project.

A variety of graphics is encouraged, including a detail level proper of graphics in scale 1:2000.

### **Art. 4: Participation**

To participate in the competition, students must be presented by the professor teaching the class that produced the urban regeneration project.

Each professor can submit a maximum of three groups of students. All proposals must be original.

Proposals presented under previous Urban-promogiovani editions will not be considered.

In particular, participants should send the following:

1. Online presentation (available on [www.urbanpromo.it](http://www.urbanpromo.it) from the 1<sup>st</sup> of July);
2. Presentation letter by the professor teaching the class that produced the urban regeneration project (.pdf);
3. A project table, size A0, horizontal (.pdf);
4. A project's logo (.pdf or .jpg) to be used in the website as the icon for identifying the proposal (750x750pixel; 72 dpi minimum).

These documents must be uploaded by the 30<sup>th</sup> of September 2016 (Italian time) on the ftp webspace address, that will be communicated soon on the official page of the competition in the website [www.urbanpromo.it](http://www.urbanpromo.it).

All proposals will be published on [www.urbanpromo.it](http://www.urbanpromo.it), in the section: Urban-promogiovani (free open access).

## Art. 5: Evaluation

There are two awards: one from the online evaluation and the other one from the evaluation of an international jury.

The evaluation consists of two parallel processes:

On-line evaluation. From October 3<sup>th</sup>, all registered users, can vote for the best proposals through [www.urbanpromo.it](http://www.urbanpromo.it). Each user can vote for a maximum of one proposal.

On line evaluation will be closed on October 31<sup>th</sup> at 5pm (Italian time).

The proposal that will have the highest number of preferences, will be considered the winner of the on-line evaluation.

International Jury. An international jury, composed of experts on urban design and planning, will evaluate the proposals through a web-based procedure, by giving each proposal a score from 1 to 5.

The proposal with the highest score will be considered the winner of the International Jury evaluation.

## Art. 6: Awards

Names and winning projects, will be published on the Urbanpromo website.

### MAIN AWARDS:

#### On-line award:

- 1° classified: 1000 euro - equivalent in books, or digital devices + dissemination of the project through the media partners of Urbanpromo

- 2° classified: 500 euro - equivalent in books, or digital devices + dissemination of the project through the media partners of Urbanpromo

#### International Jury award:

- 1° classified: 1000 euro - equivalent in books, or digital devices + dissemination of the project through the media partners of Urbanpromo

- 2° classified: 500 euro - equivalent in books, or digital devices + dissemination of the project through the media partners of Urbanpromo

### SPECIAL AWARDS:

Following the great success of the Urban-promogiovani7 competition, the Chamber of Commerce of Genoa will sponsor further awards, aimed at supporting the initiative and drawing attention to retail – tourism – culture led urban regeneration. This latter topic holds huge potential in terms of strategic opportunities and local development, both in Italy and worldwide. However, it is currently under exploited within the retail urban clusters.

Through the Special Awards, students are particularly encouraged to explore the potential of retail – tourism – culture led urban regeneration within urban clusters.

A jury of expert will award the prizes to the 6 higher score projects. Winners will be awarded 500 Euro equivalent book vouchers.

### Contacts

For more information send an email to: [urbanpromogiovani@gmail.com](mailto:urbanpromogiovani@gmail.com)

### Coordinators

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