



## EATING

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ALTERNATIVE DESIGNS FOR RESTAURANTS

Competition Brief and Rules

## INTRODUCTION

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. It consists in a series of nine competitions. All competitions have their focus on finding innovative approaches to specific issues of functionality in architecture, seeking non-traditional approaches in architect's work.

Eating - alternative designs for restaurants, is the fifth Non Architecture Competition.

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## COMPETITION BRIEF

The aim of the “Eating” competition is to develop a design proposal for the restaurant typology, intended as a place of preparation and consumption of food. It is asked to the participants to create innovative and unconventional projects on this theme, questioning the very basis of the notion of restaurant.

While numerous top chefs have been reinventing the way food is prepared, fast food companies have revolutionized the way food is consumed and sold. In addition, food trucks and delivery services have been gaining more popularity every day, establishing a new intermediary step between the restaurant and the client.

With similar creative attitude, the participants are urged to create an artefact, merging considerable programmatic innovation and valuable design tools. The proposal can be a device, a piece of furniture, an interior design project, a pavilion, a building or a urban plan. Scale of intervention, program dimensions and location are not given and they can be arranged by the participants to better suit their project.

Some basic useful topics of investigation to approach the competition theme can already be deduced from the definition of “restaurant”:

**restaurant** *noun* [C]

An **establishment** where **meals** are **served** to **customers**.

As follows, very essential aspects of the conventional museum can be questioned.

- Can a restaurant be something different than a traditional Establishment? Can it be based on an untraditional business model? And, can it be located in something else than a building? Can it be a network in the city rather than one single construction? Or can it be reduced to a smaller space, like a single room or just one object?
- What do we consider a **meal**? And, what kind of meals selection should be operated? Should a restaurant base their dishes on clients desires? What kind of design would be required for a restaurant with an almost infinite choice of dishes? And what if a

restaurant would sell only one kind of meal? how could design innovatively respond to such an approach? Or, what if the meal selection would be operated by the restaurant for the client, and not vice-versa? Could a restaurant know in advance what's better for its customers?

- Do meals necessarily have to be **served** in a restaurant? Can service be avoided and/or automatized? Or can there be an intermediate step between take away and traditional restaurants, where consumption ? In addition, could customers participate in the preparation of their food? Or could they instead be provided with an even better service, where consumption becomes the only phase in which they are involved, cutting waiting time and travelling?
- How can a restaurant become a place where **food** preparation is reinvented? How can food be prepared in a new way? And what kind of food, should be prepared and served? Can we reconsider what we normally serve as food, in order to improve the performance of a restaurant? What kind of food preparation process should be adopted to reduce waste, and how can waste be reused as a resource within the restaurant?
- These are the questions to suggest to the participants as possible fields of investigation. Each project can tackle one or more of the issues suggested, as well as raising new ones in relation to the competition topic. Just try to be as creative and unconventional as possible.

If you want to receive more useful insights on the theme of the competition subscribe to our newsletter. You will get articles, essays and references from our editorial team.



## RULES

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### ELEGIBILITY

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 5 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.

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### PRIZES

Non Architecture Competitions wants to be unconventional also in the way it rewards its participants. There will be in fact three winners. In addition 9 honourable mentions will be awarded. Each one of the 3 jury members will select one winner and four honourable mentions.

The prizes are the following:

- **WINNERS** (3 Prizes): 1.000 euros, publication in the Non Architecture Competitions books and website, and reviews in digital magazines and several architecture blogs.
- **HONOURABLE MENTIONS** (9 Prizes): Publication in the Non Architecture Competitions books and website, and reviews in digital magazines and several architecture blogs.
- **FINALISTS**: Publication in the Non Architecture Competitions books.

*\*Publications are subject to the agenda and availability of the magazines.*

*\*Depending on which country you live and pay taxes in, the cash prizes might be subject to some withholding.*

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### JURY

The jury will be formed by the following members:

*To be updated*

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### PROJECT REQUIREMENTS

No scale or location.

In asking for an unconventional approach, we are also providing one. The rules of the competition and its organization will not limit, but rather allow for the freedom to approach each topic as the participant sees fit.

Therefore there are no given site, scale of intervention or exact program dimensioning. Projects can be developed in abstract locations as well as specific places, and they can go from the scale of interior design to urban strategies. Just remember that every proposal should be focused on a very specific condition, showing one simple concept, clearly communicated and fully developed.

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## PRESENTATION REQUIREMENTS

Non Architecture is also unconventional in its submission requirements, not asking for posters or booklets. The participants are in fact asked to submit one ZIP folder, named with the code and the title of the project (CODE\_ Title), containing:

- A presentation image (JPEG), showing the qualities of your design, in one catchy and representative impression. This file must be named as follows: "CODE Title of the project\_Presentation" (check some examples **here**).
- A technical image (JPEG), showing in a 2d drawing a specific technical/organizational aspect of the project. This file must be named as follows: "CODE Title of the project\_Technical" (check some examples **here**).
- A functional image (JPEG), showing a specific functional peculiar aspect of the project. This file must be named as follows: "CODE\_Title of the project Functional" (check some examples **here**).
- A Word Document with a subtitle for the project (max 10 words) and a short description (max 200 words). The text must be written in English. This file must be named as follows: "CODE\_Title of the project\_Text".
- A Word Document with the following information: Name Surname of the team members (every person should be separated by a comma), Nationality (multiple options can be added), institutions (Company or university attended, to be included just in case you want it to be visible once your project is published). The text must be written in English. This file must be named as follows: "CODE Title of the project\_Team".

EVERY SUBMISSION HAS TO BE ANONYMOUS, so do not include your name, your submission code, or any other reference to you in the texts or in the images. After being evaluated, the projects will be reconnected to their authors through the identification code. Additional details on the team members and on the projects will be required during the submission procedure.

All the images must be A4 ,300 dpi, Portrait (Vertical). The size it is meant to be a frame for your work, so there is no need to completely fill the layout with images. Try to convey in each file one specific idea in one simple image. Avoid to overcrowd it with too much material. IMAGES ARE NOT MEANT TO BE POSTERS. Each one means one single content, SO FOR EVERY IMAGE YOU CAN INCLUDE JUST ONE SINGLE VISUALIZATION (ex. one drawing or one rendering). Check our Pinterest reference boards for some examples.

The images do not demand for any kind of specific technique of representation, as long as they respect the guidelines given. They can be technical drawings, diagrams, collages, pictures, renders, models, paintings or hand drawings.

We highly recommend to include texts just when it is extremely necessary, and leave the Word document for further explanations. The projects should be explanatory enough through the graphic material. Eventual drawings titles and notes must be written in English ONLY. Any text written in a different language will not be taken into account and may lead to a team's disqualification. In the same way every submission which doesn't respect the guidelines given might be disqualified.

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## CALENDAR

1-15 October	Special registration period
16 Oct. - 15 Nov.	Early registration period
16 Nov. - 15 Dec.	Regular registration period
16-27 December	Late registration period
15 December	Submission section open on your personal account page
31 December	Submission Deadline (23:59 GMT 0)
19-24 January	Winners announcement
19 January	Call for Materials for book starts
19 January	Call for Materials for book ends
1 May	The "Eating – Alternative designs for restaurants" book available

The timing always refers to Greenwich Mean Time (GMT 0).

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## REGISTRATION

The entry periods will be divided as follows:

1-15 October	Special registration period 30 €*
16 Oct. - 15 Nov.	Early registration period 45 €*
16 Nov. - 15 Dec.	Regular registration period 60 €*
16-27 December	Late registration period 75 €*

The timing always refers to Greenwich Mean Time (GMT 0).

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](http://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. 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 additional 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 it is not available in your country contact us at [info@nonarchitecture.eu](mailto:info@nonarchitecture.eu)

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## CONTACTS

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.

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## SUBMISSION

Submissions must be done through the Non Architecture Competitions' intranet only, before the date indicated on the competition calendar. A log in section will be opened 2 weeks before the deadline. You must log in with your username and password and follow the upload process. 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 or aggregations after that, so please, try to upload your project 24 hours in advance so that you have time to solve any issues that might come up along the way (they always do!).

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## EVALUATION CRITERIA

The core values of the Non Architecture Competitions are:

- Innovation - In terms of program management, technology and originality of the formal solution proposed.
- Communication - Clarity, appeal and experimentation in the presentation of the proposal.
- Feasibility - Realism of the proposal, in strict terms of technology, costs and management.

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. 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 decide winners and honourable mentions. Each jury member will autonomously award one winning prize and three honourable mentions.

In order to guarantee the authenticity of the awarding process the prizes selection can not be appealed.

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## INTELLECTUAL PROPERTY

All the material submitted to the competition will become part of Non Architecture Competitions' files. Non Architecture Competitions will have full rights to publish and promote this material, always making proper mention of their authors. For any other purpose the authors of the projects will keep full rights over their design.

By submitting a proposal you are giving Non Architecture Competitions the right to use the received material in both printed and on-line publications. Non Architecture Competitions will also have 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.

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## 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. Under no circumstances will members of the jury, members of the organization, or persons with a direct personal or professional relationship with members of the jury be allowed to participate in this competition.
3. The project of this competition is an intellectual exercise and will not be built. In order to produce a relevant collective research, a minimum amount of 65 registrations has to be submitted. If the registrations are less than 65 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.
4. This project is only an exercise, and therefore it doesn't have to follow any existing building or urban planning regulations.
5. 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 it could be the architecture of the future. The idea and program of this competition have been fully developed by Non Architecture

- Competitions to serve solely as an academic exercise.
6. Non Architecture Competitions is not held responsible for a breach of contract regarding the publications.

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**THE NON ARCHITECTURE COMPETITIONS TEAM WISHES  
YOU THE BEST LUCK, CONFIDENT THAT YOU WILL  
APPROACH THE CONTEST WITH ALL YOUR CREATIVITY  
AND INNOVATIVE MIND.**