

1° Contest for the design of the multifunctional area of the Festival

outdoor
festival
2016

Introduction

Outdoor Lab is an initiative promoted by **Nufactory** within the **Outdoor Festival 2016**.

Outdoor is a project started in 2010 with the aim of contributing to the change of the social pattern of the city through cultural actions which can profoundly mark the habits of the citizens. **Outdoor** is an expression of a contemporary generation, that claims its roots in the territory spreading it to international influences, in an open dialogue with the metropolitan cultures around the world.

The seventh edition of **Outdoor Festival** will take place in collaboration with CDP Investimenti Sgr (Gruppo Cassa Depositi e Prestiti), owner of the spaces, inside the military station of Via Guido Reni in Rome, October 1 to 31.

Outdoor Lab will be accessible throughout the duration of the festival.

Outdoor Lab is a competition for the design of a multifunctional area dedicated to meetings, conferences, co-working, administration and entertainment. An initiative undertaken because **Nufactory** with **Outdoor** believes in the change, in the instincts that move it and in generational trends that arise from urban contexts. To all of this the festival provides a space and devotes its program.

Promoter

Nufactory is a communications and cultural production company that bases its work on enhancing the artistic ferment offering marketing and communication tools for companies and producing cultural format open to the public.

Location

The Ex Military Station of Guido Reni was built in 1915 as the Royal Arms Factory to be expanded in 1916 with the addition of spaces for the Service to the Royal Barracks of Fabbrica d'Armi. It was thus created a major industrial plant service to the armed forces that became then "Military Establishment electronic materials and precision" (SMMEP), decommissioned in the early '90s.

Today the site is the focus of an urban transformation project designed by Studio Paola Viganò, winner of the international design competition organized by CDP Investimenti Sgr (owner of spaces) in collaboration with the Municipality of Rome.

Through **Outdoor Festival** the spaces of the military station of Guido Reni are opened and lived in their time of transition. This project allows the public to discover the military area, closed to the public for nearly a century.

The urban area within which the site is located has a multifaceted stage and it is one of the most attractive for the new contemporary culture in the city of Rome. The Flaminio district is home to an important architectural intervention dedicated to cultural expression of various kinds. A long process of urban structure that includes places like the Auditorium Parco della Musica (Renzo Piano), the Sports Palace (Pier Luigi Nervi), MAXXI Museum (Zaha Hadid), the Music Bridge on the other side of the 'area of the Foro Italico.

Theme of the competition

The competition of ideas **Outdoor Lab** aims to exploit one of the former pavilions of the Guido Reni military station, reflecting on the theme of conversion that the space is experiencing: transform an old industrial laboratory in a meeting space, production, sharing and experimentation .

We believe it is interesting to discuss about the topic of space transformation in a context such as the **Outdoor**, as it is a festival that offers a simultaneous presence of themes that allow to summarize the complexity of urban and social dynamics.

Outdoor Lab must therefore be a tile of city within the festival, characterizing itself as a collector of needs

and expectations of the users multiplicity.

What is a public space for the community, how can it be expressed in a context such as **Outdoor Festival 2016**?

The festival guests target is very diverse and can be summarized as follows: 12% under 14; 36% over 65 and under 26; 52% adults.

The goal is to design a space that is livable beyond the need to visit the exhibition or attend the event: a place where you can play, rest, eat, read, talk, study, work and live.

Specifications

Designers will need to consider the experimental aspects, aesthetic, functional and economic. The concept choice and building materials is at the total discretion of the participants, who will then also assess the realization and economical aspect.

The budget that **Nufactory** provides for the competition is 4,000 (excluding VAT) to cover material costs. 2,000 Euros (excluding VAT) for labor (calculated on an average cost of 100 / day for each skilled worker). **Nufactory** also guarantees 1,000 (excluding VAT) Euros as payment for the final design of the winning project.

The designers will have to develop their project idea based on a careful budget assessment.

Project area

The project area is located a few meters from the entrance and for this reason it represents / defines an important element for the characterization of the whole structure.

The pavilion object of the contest consists of a large rectangular room of about 650 square meters to the opposite side where the entrance stood three rooms of about 65 square meters each. The three rooms are equally repeated in their position and size also on the top floor which is accessed through a gallery that overlooks the great room.

The pavilion height is approximately 7 meters.

The installation will be finalized to host the following functions:

- **resting area** [60 square meters] area in which the public can rest during the day and evening
- **relax / entertainment area** _ must provide seats [60/100] and tables where the guests can stop to eat or drink
- **coworking area** [about 170 m] _ preferably disposed on the upper floor
- **drinking and setup catering area** _ that is disposed in such a way that it can be formed an orderly queue of people
- **stage for conference / show** _ live area and conferences must have the stage and bleachers - preferably modular in width and height - and a stage at least 2x4m and must host at least 350 people seated.

Nufactory provides chairs and furniture already available. The list is available to download.

Guidelines

The project necessarily must meet the following requirements:

- expect a high level of crowding (up to 300 people simultaneously)
- ensuring the food and drink service
- provide for an adequate lighting system
- be realized with readily available materials and / or recycled
- respond to implicit requirements of construction simplicity
- present a total cost of not more than 4,000 excluding VAT for material costs
- present a total cost of not more than 2,000 excluding VAT for labor costs
- have a construction time not longer than 10 days

Will be appreciated projects which:

- will include the presence of trees and plant elements essences
- provide for the presence of modular elements that are able to configure the room in different ways depending on the need.

For further informations please refer to the downloadable material.

Downloadable material

- PDF "Overview" document containing:
 - > aerial photos of the ex-military compound
 - > video of the **Outdoor Festival 2015**
 - > photos of the contest pavilion during the **Outdoor Festival 2015**
 - > detailed photos of the contest pavilion in the current situation
- list and photos of the available and re-usabe furniture
- general plan in **.dwg** format of the area with localization of the pavilion used for the competition
- pavilion plant and sections in **.dwg** format
- Registration form
- Self-certification form: participation requirements

Participation requirements

The competition is open to all university students and graduates in architecture and / or design under the age of 35 years (of all participants). The participation can take place both individually and in groups of designers.

All participants must meet the requirements mentioned above, referring to the publication date of the competition announcement, being able to demonstrate through appropriate documentation.

In case of groups, the maximum number of permitted components is 4 people. It must be explicitly communicated a team leader who will be the only one dealing with **Nufactory**.

How to register in the contest

- a) The team leader, in order to complete the registration for **Outdoor Lab**, will have to fill out a document [Registration Form] indicating the team name and the name of each team component. He will also have to present appropriate self-certification of each participant [Declaration Form].
- b) Once you have filled out the Registration Form, the Declaration Form, the copy of the bank transfer, these must be sent to the email lab@nufactory.it
- c) Once you have send the material described above NU will send you an e-mail containing the CODE attributed to the group.

Groups who register before July 31 will pay a registration fee of 40 euro instead of 60.

Registration does not obligate you to send the project immediately, which could be sent not later than 12.00 noon of Thursday, September 1, 2016.

If a group wants to submit more proposals can do so by registering separately each project and paying the relative registration fee.

How to pay the participation fee?

Each participating group must necessarily pay the fee, this will be relative to each project presented.

The project participation fee must be paid by bank transfer, below its coordinates:

NU s.n.c.

Banca BNL

C/c 6443/5065

IBAN: IT 24E0100503265000000005065

BIC/SWIFT: BNLIITRR

Causal bank: "Outdoor Lab"

The participation fee will cost:

June 29-July 30 special enrollment 40 €

August 1 to August 31 regular subscription 60 €

After confirming the registration and sent the payment you will not be refunded for the participation fee.

If a group wants to present more proposals, it will be able to do so by registering separately each project, and paying the fee.

The fee allows the project to be presented and to the individual or to the working group to support the operation, contributing to the realization of the winning project.

The cost specifications of the winning project will be made public, once the project will be realized, at www.out-door.it/festival/bando-outdoor-lab.

Procedures and terms for submission of proposals

By 12:00 of Thursday, September 1, 2016 the competitors must send an email to the email address lab@nufactory.it indicating in the subject: **"Selection of ideas – Outdoor Lab – first edition."** The mail must have attached all required materials for submission of proposals. Attachments must not have overall size than 10Mb. It will be considered the sending date.

The mail must contain a compressed folder containing the .pdf file in a minimum quality of 150 dpi of the A1 Board and of the Book A3. The compressed folder must not have overall size than 10Mb.

Required materials:

- **N ° 1 Board in A1 format** (84,10 x 59,40 cm) vertical. The table must contain the planivolumetric view in free scale, at least a three-dimensional image and all representations necessary for the understanding of the project idea. The board must contain the team registration CODE, received upon registration.
- **Book in A3 format** (cm 29,70x 42,00) horizontal. The book, maximum 6 pages including the cover, must contain the description of the project, maximum 1500 characters including spaces. The report should describe the motivations, characteristics and the materials of the project and any other description helpful for the evaluation according to the criteria presented in the guidelines. The book can also contain sketches, design diagrams, detail drawings and three-dimensional images. The book must necessarily contain specifications regarding the construction phases which must be completed no later than 10 working days. The book will contain on the cover the team registration CODE, received upon registration.

If there will be the name of the team or its components or any explicit reference, which could be associated to the project group, the project will be disqualified without refund.

The project report and any texts must be in Italian or English, if in different languages will not be taken into consideration and the project will be disqualified without refund.

Evaluation criteria

The evaluation criteria are as follows:

Concept (1-30 points): clarity of ideas, quality of presentation and architectural composition

Flexibility and multifunctionality (1-20 points): possibility of configuring the space in a different way depending on the needs

Feasibility (1-40 points): will be awarded the solution which will pay particular attention to the use of readily available materials, time and costs, presenting a timetable of work

Re-use of the pre-existing materials and furniture (1-10 points)

Faq

Questions and clarifications must be received no later than August 25, 2016, by email, to the email lab@nufactory.it, with the subject “FAQ”.

Selection of the winning project

The Commission will analyze all the documents received with the correct documentation required. From this analysis it will emerge 3 finalists, which will be announced at www.out-door.it/festival/bando-outdoor-lab. **Nu-factory** will select the winner from these three finalists, choosing the project of most interest to **Outdoor Festival 2016**.

The Commission will be composed as follows:

Elena Pelosi – MAXXI

Davide Paterna – Open House

Lucia Bosso – Based Architecture

Laura Negrini – Management IED Design Roma

Luca Montuori – Professor of “Urban space design” at Roma Tre University / Casa dell'Architettura

Maria Grazia Cianci – Landscape architect and professor of “Design of open spaces” at Roma Tre University

Result of the competition

The result will be communicated to the designers September 8, 2016 by e-mail and at www.out-door.it/festival/bando-outdoor-lab.

The winner will have to follow the realization of the project between 15 and 25 September 2016.

In case of a working group, it will have to ensure the presence of at least one member of the group to follow the realization of the project.

The project will be completed on September 25.

Awards

1st Prize: Nufactory will realize the winning project on the occasion of the seventh edition of **Outdoor Festival**. The designer will have to collaborate with **Nufactory** and its technical coordination accepting any necessary changes for the construction and good functionality of the space. Furthermore, the project will be posted on the **Nufactory** site and other Web sites.

The boards of the projects **2nd and 3rd places** will be exhibited during the festival and published on the **Nufactory** site and other Web sites.

Designers **1st, 2nd and 3rd places** will have free access to the festival for its entire duration.

Intellectual property

All contents of the competition will be stored in the database **Nufactory**. **Nufactory** will have the full right to publish and promote the materials, specifying the author, who will remain the owner of the project idea. By participating at **Outdoor Lab** you allow **Nufactory** to publish and disseminate the material received, with the possibility of being edited to fit the needs of the publishing formats.

Projects may not be published until the outcome of the contest.