

archasm

Visual Arts Gallery Florence





BACKGROUND

Art is the color, the shape, and the tune that translate human emotions (happiness, grief, hope etc.) into form. Art is a dialogue between an artist, society, and history. It transcends aesthetics. It expresses the tension between what we think and what we feel. Art transcends time. Art rises above language, class, religion, gender, and other factors that seem to divide the world. Art influences society by changing opinions, instilling values and translating experiences. It allows people from different cultures and different times to communicate with each other via images, sounds and stories. Art is often a vehicle for social change.

Visual Art is all art that can be perceived by the eye. The visual arts are art forms such as painting, drawing, printmaking, sculpture, ceramics, photography, video, filmmaking, design, crafts, and architecture.

Art has evolved and grown into various movements and styles with the passage of time. Through the arteries of renaissance, mannerism, romanticism, impressionism, cubism, fauvism, surrealism etc. the modern and contemporary art of today has traversed a long path. But the traditional art gallery- a sterile, windowless viewing room/ space/alley has dominated the art world for decades as the primary way to display works. The artificial and rigid nature of the modern-day gallery makes it elitist and inaccessible for common people to be exposed to art.

The pandemic has further made it more difficult to use the closed, confined linear galleries for viewing art. The new social distancing measures and social etiquette discourages the enthusiasts to visit art galleries, a lot of which have shut shops in these uncertain times. This calls for new ideas that bring about a change in traditional design of an art gallery.

Florence, the birthplace of Renaissance is famously known as the 'Capital of Arts'. It has been once of the most important cities of Europe since medieval ages, both economically and culturally. According to UNESCO, 60% of the world's most important works of art are located in Italy and approximately half of these are in Florence. It has been the birthplace or chosen home of many notable historical figures, such as Dante, Boccaccio, Leonardo da Vinci, Botticelli, Niccolò Machiavelli, Brunelleschi, Michelangelo, Donatello, Galileo Galilei etc. The city has had a major impact on music, architecture, education, cuisine, fashion, philosophy, science and religion throughout history.





MISSION STATEMENT

An art gallery cannot be frozen in time or bound by tradition. Art is a living thing, forever evolving and changing, and an art gallery must constantly adapt if it is to remain relevant and vital. **The aim of the competition is to reinvent and reconfigure the traditional art gallery into a more flexible, democratic and creative space.** The participants must create a gallery typology in the city of Florence that would break away from the formal environment of existing galleries of the world. The participants should aim to create a post pandemic new age gallery that can follow social distancing and other safety protocols.

The gallery should be an exemplary urban form that will **change the rigid outlook of art galleries.** The architecture should be inviting and informal, being able to connect with the general public in whole. The gallery should be fluid and dynamic spatially, being in coherence with nature. The aesthetic quality, materiality, volume and form should add vitality, beauty and a sense of identity to the space, paying respect to the context and surrounding environment.

The gallery should be able to re-invent itself programmatically by introducing new ways and incorporating digital technology into its already existing ways and methods of display. **The spatiality of the gallery should be re-interpreted from boring and pragmatic interiors to some innovative, interesting and flexible display and demonstration kiosks, thematic and experiential zones etc.** The participants should focus on creating an experience for the user in the gallery space that will stimulate the mind to stay and spend time for longer periods.

A new typology and style of architecture can/cannot also put the gallery in a conflict with the context of Florence. The edifices of the city are robust symbols of Italian Renaissance that gave the city its identity in the first place. Yet, with the dawn of the 21st century and advent of contemporary architecture/art movements globally, we have moved away from the basic aesthetic influence of Renaissance. The proposal for the visual art gallery must address the paradox and come up with a proposal for the 'future' **The proposal should be architecturally relevant, being able to seamlessly immerse within the cityscape.**

From the medieval times till the onset of modern movements, Art and Architecture have been treated as one. Art was considered the most important tool for aesthetic adornment of an architectural space. Contemporary architecture (minimalism/modernism) created a clear distinction between art and architecture. The participants must address the questions **whether art should be just a visual object in an architectural space or it should be the part of the concept.** Should this distinction be merged/blurred?

Galleries are often introvert volumes, not seeking more than to be spaces for art but failing to engage and establish a cultural dialogue with the urban fabric surrounding it. The Visual Art Gallery seeks to draw the city's culture within and throughout the gallery, **blending exterior and interior exhibit spaces, and creating a seamless experience between the context of the city and the art world.** The gallery should strive to become a zone in the city where people could gather, share, exchange artistic thoughts and ideas with each other.





SITE & AREA PROGRAM

The site for intervention is **Piazzale Michelangelo**, a plaza/square built in the 18th century, that offers a panoramic view of the city of Florence.

The visual art gallery is envisaged to be a viewing gallery for the visitors primarily, but it should be flexible enough to handle auxiliary functions/activities on a moderate scale. The participants are expected to create a stand-alone structure that would generate an exhilarating experience for the visitors. Competitors can propose any intuitive and innovative programming (in addition to the viewing gallery) that can enhance the cultural quotient of the space

**Note:*

- The sculpture of David at the center of the Piazzale Michelangelo cannot be removed. The art gallery should incorporate the sculpture.*
- Please refer to the AUTOCAD file for the exact sizes*

REGISTRATION & TIMELINE

The competition is open to everyone in the world (architects, students, engineers etc.). You can participate individually or in a team. A team can have a maximum of **three members only**.

Standard registration: – 1st September 2020 – 31st October 2020

- For foreign nationals: 60 EUR + Taxes (per team)
- For Indian nationals: 1800 + Taxes (per team)

Late registration: – 1st November 2020 – 29th November 2020

- For foreign nationals: 80 EUR + Taxes (per team)
- For Indian nationals: 2100 INR + Taxes (per team)

Submission deadline: 30th November 2020

Result: 25th – 28th December 2020

**All deadlines are 11:59 PM– 00:00 IST (India)*

Participants may register by filling the registration form and submitting it with appropriate payment through our secure payment gateways at www.archasm.in

The participants will receive their teamcode within 48 hours of completing the payment successfully.

Teamcode will be sent primarily to the email address provided to PAYUMONEY/PAYPAL.

DISCOUNT

Group discounts apply for a minimum of 5 teams. You can write to us at **queries@archasm.in** to avail the offer.

AWARDS

Winning participants will receive prizes totaling INR 2,00,000 with the distribution as follows:

First prize– INR 1,00,000/- + Certificate
Second prize– INR 60,000/- + Certificate
Third prize– INR 40,000/- + Certificate
10 Honorable mentions

Winners and honorable mentions will be published on archasm's website and several international architecture magazines and websites partnered by us.

REGULATIONS

1. It will not be possible to amend or update any information relating to your registration including the names of team members once validated.
2. Participant teams will be disqualified if any of the competition rules or submission requirements are not considered. Participation assumes acceptance of the regulations.
3. Team code is the only means of identification of a team as it is an anonymous competition.
4. The official language of the competition is English.
5. The registration fee is non-refundable.
6. Contacting the Jury is prohibited.
7. Archasm as the competition organizer, reserves the right to modify the competition schedule if deemed necessary.

COMPETITION PROJECT DISCLAIMER

This is an open international competition hosted by archasm to generate progressive design ideas. There are no plans for the project to be built. The competition is organized for education purpose only.

TERMS AND CONDITIONS

Please see the terms and conditions section on www.archasm.in.

QUERIES AND QUESTIONS

All the questions related to the competition can be mailed to us at queries@archasm.in with 'FAQ' as the subject.

SUBMISSION REQUIREMENTS

1) Proposal to be presented on **one landscape oriented A1 (841 x 594mm) sheet** in **Jpeg format, maxium file size 4mb.**

- File name: **Teamcode.jpeg** (example if teamcode is “ABC12345”, file name will be ABC12345.jpeg)

- **Teamcode** to be mentioned on the **top right-hand corner** of the sheet.

- Proposal must not include any information (name, organization, school etc.) That may give away your identity.

- Proposal may be presented using any technique of your choice (sketches, diagrams, 3d visualizations, model photos, cad drawings, etc.).

2) **A word document (.Docx/.Doc)** must be provided along with the proposal board that contains a brief overview of the project.

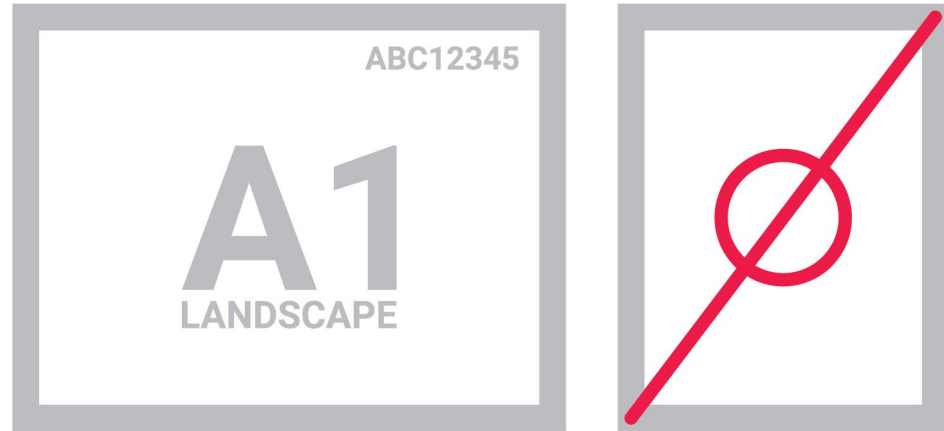
- File name: **Teamcode.doc** (example if teamcode is “ABC12345”, file name will be ABC12345.doc)

-The description should be short and not exceed more than **4-5 sentences.**

-**Five keywords** to be mentioned at the bottom of the word document that best fit the proposal’s architectural attributes (for eg: minimal, contemporary, urban, modern, brutal etc.)

How to submit?

The proposal has to be submitted/uploaded via ‘**SUBMIT**’ panel of the concerned competition on www.archasm.in.



OUR PARTNERS

