

NEXT LANDMARK INTERNATIONAL CONTEST – MOSCOW 2017 “Architectural Skin”

CONTENT AND GOALS

WWW.FLOORNATURE.COM, the **IRIS CERAMICA GROUP**'s and design portal, promotes the sixth international Architectural SKIN contest for architects and designers.

The contest aims to cast light on new research and writing in order to publicise the work of new generations of creative artists in the disciplines of architecture and design, promoting their ideas, proposals and visions for contemporary living, offering an opportunity for young professionals with a declared interest in the community, and supporting their work and the development of their careers.

This sixth edition of the contest will have two sections.

- ARCHITECTURAL SKIN, open to all creative artists in the architecture and design categories.
- ARCHITECTURAL SKIN NEXTLANDMARK OF THE YEAR, on invitation, for members of the **Landmarkers Community** registered in one of the five previous editions of the contest.

Contest participation is free and takes place exclusively online.

GOAL

The contest is divided into two sections, recognising the contribution made by creativity in architecture, design and the graphic arts to our evolving common future, expressed through the design and sustainability of the architectural skin.

ARCHITECTURAL SKIN section:

Design of a geometric or figurative pattern for large 100X100cm or 150x150cm ceramic slabs, which will then be produced using the new “Design Your Slab” ceramic printing process developed by the **IRIS CERAMICA GROUP**.

The project must meet the requirements of modularity, originality and visual innovation.

The proposed pattern must not be restricted by the limits of the individual slab, but must extend over an infinite surface.

Preference will be given to work integrating the relationship between the architectural skin and contemporary design.

Two types of design proposal may be submitted:

- Interiors (hotel halls, workspaces, metro stations, wellness centres, shopping centres, pools, homes, housing, custom-designed furnishings, etc.)
- Art and installations (temporary constructions of all kinds).

ARCHITECTURAL SKIN NEXTLANDMARK OF THE YEAR section (ON INVITATION):

Entrants are asked to design a pattern for large 300X150 cm porcelain slabs to be produced using the new “Design Your Slab” ceramic printing process developed by the **IRIS CERAMICA GROUP**, illustrating the invited entrant’s ideological concept of design, such as, by way of example, a sketch, a texture, a participatory design, a depiction of ecological sustainability, a reference to architectural or urban history, etc.

Proposals must be presented in the form of a single 300X150 cm slab.

Preference will be given to work directly and comprehensibly expressing the principles identified in the entrant's individual philosophy of design.

GUIDELINES FOR BOTH SECTIONS

Preference will be given to proposals best representing innovative use of large porcelain slabs for interiors, art and installations or the designer's ideological concept, taking the following criteria into account:

- originality;
- humans' relationship with the architectural skin;
- technical, aesthetic or conceptual innovation.

REQUIRED MATERIALS

The graphic materials required in each category are:

ARCHITECTURAL SKIN section (open)

- A 72 dpi digital illustration depicting the pattern applied to a single large slab measuring 100X100 cm.
- 72 dpi digital illustration depicting the pattern extended over a surface measuring at least 100 sqm to demonstrate its continuity.
- Free 72 dpi digital illustration depicting a possible application of the pattern in an interior or an installation.
- A brief conceptual report on the process of creation and proposals for additional applications of the pattern.

ARCHITECTURAL SKIN NEXTLANDMARK OF THE YEAR section (on invitation)

- 72 dpi digital illustration depicting the pattern applied to a single large slab measuring 300X150 cm.
- Free 72 dpi digital illustration depicting a possible application of the pattern in a project by the participating architect.
- A brief conceptual report on the process of creation.

ENTERING THE COMPETITION

The ARCHITECTURAL SKIN section is open to all creative designers in the disciplines of architecture, art and design who graduated since the year 2000.

Entrants will be invited to enter the ARCHITECTURAL SKIN NEXTLANDMARK OF THE YEAR section directly by the organisers; all entrants will have participated in one of the past five editions of the NextLandmark contest and therefore be members of the **LandMarkers Community**. Entry is permitted in individual form only.

REGISTRATION

Competition registration is free.

Entrants may register and upload their entries **until 30.09.2017**, filling in the online registration form at <http://www.floornature.com/nextlandmark/subscribe> with their accreditation information and obtaining an alphanumerical identification code with which to upload the required material.

If you require more information, please send an email to our administrative offices at: **contest@floornature.com**.

SUBMITTING ENTRIES

In order to ensure that everyone has the same opportunity to win, and for the purposes of future publication, entrants must follow the rules listed below when submitting their projects.

Contest entries must be anonymous.

To make sure they are anonymous, when entrants fill in the registration form, they are assigned an alphanumerical code to be used to identify their project.

All material must be uploaded in a restricted area at <http://www.floornature.com/nextlandmark/subscribe> which is only accessible to registered contest entrants. With accreditation, entrants will be able to upload all the required material anonymously.

All files in the required contest format will be automatically renamed by the system using the assigned code in order to ensure anonymity before the judges.

No changes may be made to projects once they have been uploaded.

All projects must be uploaded by **30.09.2017**.

PRIZE

The Jury will award the following prizes to the entries placing first in each contest category:

1. CREATION OF A PROTOTYPE, following submission by the winners, who be notified in advance, of printing files in the following formats. For textures and patterns, files must be created and saved in vector form with a resolution of 360 dpi and a construction ratio of 1:1 in relation to the actual size of the project to be printed. Drawings, sketches and artworks of all kinds must have a resolution of 360 dpi and a construction ratio of 1:1 (or no less than 1:2) compared to the real size of the project to be printed. In this case, the original works must first be photographed and scanned in high resolution (720 dpi), then reassembled and supplied in digital form for reproduction on slabs. Photographs should be submitted in a file with a resolution of 360 dpi, depending on the breadth and development of the image to be printed; the original must be ultra-high resolution to obtain high definition on the slab.
2. ROYALTIES CONTRACT with **IRIS CERAMICA GROUP** (if the project is selected for production).
3. EXHIBITION OF THE WORK in an installation designed specifically for the awards ceremony.
4. THREE-DAY TRIP TO **MOSCOW November 29 through December 1 2017**, including travel and two nights'

accommodations for 2 people to attend the awards ceremony at **SPAZIOIRIS MOSCOW** gallery on **November 30 2017**.

5. Publication of the project in all the group's media.
6. NEXTLANDAMARK INTERNATIONAL CONTEST 2017 winners' certificate.

THE JURY

The Jury, whose judgement is final and may not be appealed, shall be appointed by the organisations and institutions organising the contest, and shall have five members:

1. Vincent Parreira - AAVP ARCHITECTURE
2. Olga Aleksakova - BUROMOSCOW
3. Federica Minozzi – Ceo Iris Ceramica Group
4. Luca Molinari – architect, historian and architecture critic, curator of SpazioFMG per l'architettura
5. Paolo Schianchi – architect, IUSVE professor

PERSONAL DATA PROCESSING

Personal data submitted by candidates with their request to participate will be processed in accordance with Italian privacy law, legislative decree 196/2003, for the purposes of administration of the contest procedures.

EXCLUSIONS

The contest is not open to: members of the Jury or their spouses, relatives or in-laws; employees of the organiser or of IUSVE University.

Entries which are not submitted in anonymous form according to the contest rules will be excluded.

RESULTS AND PUBLICATION

The Jury shall make a decision by **15.10.2017**.

The results will be published on the web site www.floornature.com/nextlandmark/winners on **October 25 2017** during the exhibition and presentation event at **SPAZIOIRIS MOSCOW**.

The Jury will publish a final report identifying the assessment criteria and the reasons for selection of the winners.

The organisers shall also reserve the right to publish all the projects received and to produce a catalogue of the entries as encouragement to professionals and in the general interest of the community.

PROJECT OWNERSHIP

In submitting their entries, contestants consent to use of their work for the purposes specified above. Nothing shall be payable to entrants for these uses.

REGULATIONS

- The organisers shall not be held liable for any technical problems, errors, deletions, or failures in the functioning of communication during the transmission of the files.
- In submitting their entries, entrants implicitly declare that they have created them themselves and hold all rights to them.
- The winners shall be selected by the Jury, whose decision shall be final.
- The Jury reserves the right, at its own discretion, to exclude any projects received which it considers not in line with the requirements of the regulations, even if it has already been uploaded to the contest web site.
- Entrants shall not hold the organisers liable in any way in relation to third parties as a result of use of the projects according to the terms and purposes described in these regulations.
- The Jury shall assess entrants' ability to interpret the theme of the contest, their creativity, and the technical content of the images submitted.

CONDITION FOR EXCLUSION

Projects shall be excluded if they are found to be:

- Harmful to common decency
- Winners or honourable mentions in other international competitions, or widely published in magazines and on international web sites.

The Jury may also, in their own final judgement, exclude anyone who may behave in a way not appropriate for fair competition.

ACCEPTANCE

In submitting their projects, entrants accept the conditions set forth in the contest announcement without reservations and submit to the Jury's assessment for both interpretation of the contest announcement and assessment of the projects entered.

Floornature.com shall not be held liable for any problems or circumstances that may prevent the contest from proceeding or prevent entrants from participating in it.

The authors of the projects submitted guarantee that they are exclusively the product of their own creativity and that they meet the requirements of novelty and originality.



CONTEST RULES

INFORMATION

Members of the Jury may not provide entrants with any information.
Any requests for information must be submitted to the contest's administrative offices at the email address contest@floornature.com.

organized by

