

# The description and specifications for the “ProFORMA” Contest of smaller architectural forms

**ARTPLAY Design Center together with Improve Agency invite architects, designers, artists and creative people to participate in the “ProFORMA” Contest, aimed at creating smaller architectural forms for Russian public spaces. The winner’s project would be produced and installed in Basmanny area, Moscow. “ProFORMA” is an independent and nonprofit contest.**

## **CONCEPT:**

Smaller architectural forms contest "ProFORMA" is a competition in creating a new object of the urban environment. Project participants will have a chance to get published in the Moscow's official catalogue of smaller architectural forms (catalogue IAF) and soon appear at the streets of the city. During the first phase, in 2013, the winner’s object will be produced and installed in the creative areas of Basmanny District: ARTPLAY Design Center, Bauman’s Garden, Gogol Center and others. This contest is a part of the urban festival “Lively city. Basmanny”.

## **ORGANIZERS:**

**ARTPLAY Design Center, Improve agency**

## **PERIOD:**

**30 Jan – 22 March 2013**

## **TASK:**

Creating an urban object of a smaller architecture, which:

- change the city in a positive way
- would be a recognizable object
- would be simple to produce
- would be modern
- could be used for public spaces of Basmanny area and the city of Moscow

## **CONTEST PLAN:**

The open contest would take place in between 30 Jan and 22 March.

In between 23 March and 1 April our Advisory Board would choose 20 best projects in a 2-phase voting, and then the Jury would choose the winner.

**In between 3 and 15 April ARTPLAY Design Center will conduct an exhibition (“ProFORMA”) with 20 best works presented. The Jury would announce the winner at the beginning of the exhibition.**

The winning object will first be produced in a quantity of up to 20 units or within the budget limits (by decision of the Advisory Board and Jury) and will be installed at the main public art-spaces of Basmanny District at the City Day (September 8, 2013), and, if possible - before the end of 2013 - at other suitable locations of Basmanny district of Moscow.

Projects of all participants, regardless of the Advisory Board and Jury voting, would have a chance to get into the official city-wide catalogue of IAF and get a recommendation for production and placement in Moscow, if the Author of the project would be willing to get involved into such process.

**POSSIBLE OBJECTS:**

- Element of street lighting
- Bicycle parking lot
- Decorative fencing
- A place to relax and chat / gazebo, a module for board games, horizontal bar
- Street bin / ashtray
- Bulletin board information system
- The system of pointers / navigation around art-spaces of the area
- Decorative landscaping / flower bed, tub, vertical gardening
- Seat / bench, bench, outdoor chaise lounge

**REQUIREMENTS FOR OBJECTS AND EVALUATION CRITERIA:**

- Can be used in public spaces
- Simplicity of manufacturing
- No consumption of electricity or other energy sources (except the element of street lighting)
- Vandal-secured: resistance to breaking
- Does not require constant care (exceptions: bin / ashtray and a system of decorative landscaping / flower bed, tub)
- Consideration of weather conditions: the possibility of year-round maintenance, resistance of materials to temperature changes
- Security
- Evidence of use
- Functionality
- Recognition, bright image
- Positive, not aggressive style

**CHRONOLOGY OF COMPETITION:****December 2012**

Formation of Advisory Board and Jury;

Formation of the technical papers for the Contest

**January 2013**

Announcement of the Contest in media, higher education institutions and in the Internet

**January 30 - March 22, 2013**

Admission of participants' works; placing them on the website [konkurs.artplay.ru](http://konkurs.artplay.ru)

**3-15 April 2013**

Exhibition of 20 best works at the Big Exhibition Hall of ARTPLAY. Announcement of the winner.

**Summer 2013**

Production of the winning object in a quantity of up to 20 pieces.

**September 1, 2013**

Setting objects, stage 1: ARTPLAY Design Center, Bauman's Garden, Gogol Center, ARMA, 35 mm Cinema, Andrei Sakharov Center and others

**Until the end of 2013**

Setting objects, stage 2: Basmanny area (where possible and allowed by authorities).

**CONDITIONS OF PARTICIPATION:**

- The competition is open both to individual and group participation.

- Participation in the competition is held with registration at [konkurs.artplay.ru](http://konkurs.artplay.ru) or via email [konkurs@artplay.ru](mailto:konkurs@artplay.ru)
- Registration means that you agree with competition terms and rules of participation, as published on this site.
- A participant may submit an unlimited number of objects corresponding to this specification.
- Estimated cost of making one object is around 50 000 rubles or 1250 euro.
- The organizers preserve the right not to review the received works, nor comment, nor publish the works that do not meet the technical requirements.
- The jury has the right to change the prize structure: more than one side can be selected for the implementation of objects, as well as nothing may be chosen as a winning object.
- Competition may be canceled or postponed in case the total number of applications submitted is less than 50.

**REQUIREMENTS FOR REGISTRATION AND COMPOSITION entries:**

Participant must prepare two files:

- JPEG-file with the general picture of the project with a size of 700 px wide and no more than 700px height (for publication of website)
- PDF-file format A2, comprising: 3 projections of the object, description (no more than 1000 characters), the general picture of the object/set of objects (at least one image), and other illustrations of the author's discretion.
- The name of each file must be: [chosen category of the object; its name; name of the participant; city of participant's stay]. For example: fence\_jane\_johnes\_NewYork
- Estimated costs of production are rather welcome.
- Technology of production is very welcomed either

**MONEY PRIZE:**

The winner receives a prize of 100 000 rubles (apr. 2500 euro)

2nd and 3rd places will be awarded with prizes of 50 000 rubles (apr. 1250 euro).

**ADVISORY BOARD:**

1. Sergey Desyatov, CEO ARTPLAY Design Center, architect
2. Alina Saprykina, art director of ARTPLAY Design Center
3. Olga Duka, Improve Agency
4. Elena Panteleyeva, director of WINZAVOD Foundation for Contemporary Art
5. Kirill Serebrennikov, art director of the Gogol Center
6. Ignat Zholobov, director of the Bauman's Garden
7. Ekaterina Pronicheva, First Deputy Head of the Department of Culture of Moscow
8. Erken Kagarov, art director of the Lebedev Studio
9. Vladimir Kuzmin, architect, "Poledizayn"
10. Ilya Mukosey, architect, studio PlanAR
11. Vladimir Yuzbashev, architect, designer, winner of the Red Dot
12. Maria Privalova, a design consultant
13. Sergey Nikitin, cultural studies, resident of the Basmanny District
14. Maria Fadeeva, architecture critic
15. Gleb Vitkov, teacher at High School of Urban Studies, architect, urban research
16. Yuliya Zinkevich, General Director of the "right to communicate" Agency, ARHIWOOD project

**JURY:**

1. Bart Goldhoorn, curator and architect
2. Sergei Kapkov, head of the Department of Culture of Moscow
3. Sergei Kuznetsov, chief architect of Moscow
4. Sofia Trotsenko, founder of SRC Winzavod, Advisor to the Minister of Culture for additional education

5. Igor Gurovich, designer
6. Totan Kuzembaev, architect
7. Grigory Revzin, architecture critic
8. Martin Rein-Cano, co-owner of Topotek1
9. Vladimir Yudanov, architect, designer

**CONTACTS:**

Works are accepted via e-mail: [konkurs@artplay.ru](mailto:konkurs@artplay.ru)

All submitted work meeting technical requirements would be published on the site:

[www.konkurs.artplay.ru](http://www.konkurs.artplay.ru)

**Info support**

