

«ProFORMA» Contest for smaller architectural forms.

ARTPLAY Design Center and Improve Agency announce the Contest to develop smaller architectural forms, starting on 30 January 2013.

“ProFORMA” contest is an open competition for Russian and foreign architects, planners, designers, artists and young creative people.

“ProFORMA” contest is a non-profit project with an aim to improve the city in which we live. The task of the Competition is to create a new object, modern, recognizable, suitable for using in a public space.

Possible categories of proposed objects range between fences and street lighting to street bins and benches. List of specifications is available at www.artplay.ru or at <http://yadi.sk/d/dzD7m6gR2R4nA>

Projects are accepted in between January 30 and March 22 by registering online at www.artplay.ru or via email konkurs@artplay.ru

We would hold an exhibition of 20 best projects in between 3 and 15 of April in the Big Hall of ARTPLAY and our Jury will announce the winner at the opening ceremony. Winner’s project will be produced and installed at several art-areas of Basmanny District: ARTPLAY Design Center, Bauman’s Garden, and Gogol Center etc.

In addition, Moskomarkhitektura (Moscow Architecture Committee <http://www.mka.mos.ru>) will review all projects and choose several to be included into the updated catalogue IAF official Moscow, thus those projects would be recommended for production and use in the city.

Jury comprises of: Sergey Kapkov, head of the Department of Culture Moskvyy; Sergei Kuznetsov, chief architect of Moscow; Totan Kuzembaev, Vladimir Yudanov, Ilya Mukosey, Vladimir Yuzbashev; Sergei Nikitin; Gleb Vitkov; Igor Gurovich and Vadim Kibardin; Gregory Revzin; Bart Goldhoorn; Erken Kagarov, art Director of Lebedev Studio, Sofia Trotsenko, founder of SRC WINZAVOD, Ignat Zholobov, director of Bauman Garden, Kirill Serebrennikov, art-director of Gogol Centre, Olga Duka, director of Improve agency), Sergey Desyatov, director of ARTPLAY, Alina Saprykina, art-director of ARTPLAY.

About the project:

Alina Saprykina, ARTPLAY:

"This competition was a long-cherished idea. We would be able to get outside ARTPLAY's private walls and do something good for the city. We've been able to attract commercial partners to support this project. We are also very pleased and thankful for the support of Department of Culture and the Moscow Committee - for active participation in the project, the information and communication assistance, and for the fact that the objects of participants would actually appear on the streets of Moscow."

Olga Duka, Improve:

"The competition is a part of our joint project "The lively city. Basmany." The task of "revitalization of the city" is in creation of a new local culture and in changing spaces in the city for the better. Competition for small architectural forms would allow us to directly address these challenges. We invite modern architects and designers from around the world to participate and change the way our city looks like."

Organizers of the Competition: Improve agency and ARTPLAY Design Center

Competition partners: Gogol Center, Bauman's Garden

Invited platforms: Cinema 35 mm, Arma Factory, Sakharov Museum

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