

# BRAND&LANDSCAPE AWARD



URBAN REGENERATION - INDUSTRY&LANDSCAPE - DROSSCAPE -  
INTEGRATION - CORPORATE IDENTITY

**TOPSCAPE**  
**PAYSAGE**  
Promozione e Sviluppo per  
l'Architettura del Paesaggio



**CNA**  
**PPC**

CONSIGLIO NAZIONALE  
DEGLI ARCHITETTI  
PIANIFICATORI  
PAESAGGISTI  
E CONSERVATORI



LA TRIENNALE DI MILANO

# BRAND&LANDSCAPE

## INTERNATIONAL SYMPOSIUM & AWARD

Organized by:



In cooperation with:



Under the patronage (required) of:



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### 1 - INTRODUCTION

The Italian National Council of Architects and Planners – Consiglio Nazionale degli Architetti, Pianificatori, Paesaggisti e Conservatori, in collaboration with PAYSAGE - Promotion and Development for Landscape Architecture - promote and organize the International Project Prize **BRAND & LANDSCAPE AWARD** linked to the International Symposium **BRAND & LANDSCAPE - URBAN REGENERATION - INDUSTRY & LANDSCAPE - DROSSCAPE - INTEGRATION - CORPORATE IDENTITY**, which aims to attract excellence of international projects in the field of Landscape Architecture rewarding the best projects.

The award aims to promote ideas and suggestions on the new relationship between the landscape and places of production, with the goal of collecting and comparing projects and achievements, highlighting "good practices" in which the landscape project of the production sites takes, in its various manifestations, the research values, becoming a communication tool of corporate values of sustainability, beauty and integration with the surrounding landscape, drawing a new horizon of "doing business."

### 2 - Promoters

The Award is promoted by the Italian National Council of Architects and Planners, – Consiglio Nazionale degli Architetti, Pianificatori, Paesaggisti e Conservatori, in collaboration with PAYSAGE - Promotion and Development for Landscape Architecture, which will organize events through TOPSCAPE magazine, the international magazine interested in the contemporary landscape project published by PAYSAGE - Promotion and Development for Landscape Architecture.

### 3 - Sponsorships

The Competition and the International Symposium related are sponsored by: Ministero dei Beni e delle Attività Culturali e del Turismo, Ministero delle Politiche Agricole Alimentari e Forestali, Comune di Milano, Ordine degli Architetti PPC della Provincia di Milano, Politecnico di Milano, Università di Genova, Università degli Studi di Firenze, Università IUAV di Venezia, Università di Roma – La Sapienza, Politecnico di Torino, Consiglio Nazionale degli Ingegneri, CONAF – Consiglio dell'Ordine Nazionale dei Dottori Agronomi e Dottori Forestali, Collegio Nazionale degli Agrotecnici e degli Agrotecnici Laureati, Collegio dei Geometri e dei Geometri Laureati, APAP – Associação Portuguesa dos Arquitectos Paisagistas, BDLA – Bundesgeschäftsstelle, SAK – Stowarzyszenie Architektury Krajobrazu, INU – Istituto Nazionale di Urbanistica, ANCI Lombardia –

Tecnici dei Pubblici Giardini, AIPIN – Associazione Italiana per l'Ingegneria Naturalistica, AIVEP – Associazione Italiana Verde Pensile, ANVE – Associazione Nazionale Vivaisti Esportatori, ASSIMP – Associazione delle Imprese di Impermeabilizzazione Italiane, Associazione Nazionale Piante e Fiori d'Italia, UNITEL – Unione Nazionale Italiana Tecnici degli Enti Locali, CONFAGRICOLTURA – Confindustria.

### 4 – Theme and specific objectives of the Competition

Within the subject BRAND & LANDSCAPE organizers want to highlight the role that industrial landscape project is taking as communication tool of corporate values, competing in the contemporary perception of the complex system of tangible and intangible assets that make up the *brand equity* as well as the *visual identity*. The event aims to highlight the "good practices" in which the production places landscape project takes, in its various manifestations, the research values, becoming a communication tool of corporate values; values of sustainability, beauty and integration with the surrounding landscape, drawing a new horizon of "doing business." Virtuous cases will be presented in order to promote a new vision of the workplaces, of production and research places, highlighting the value of a entrepreneurship significantly contributing to the construction of a new paradigm: acting on the landscape to avoid aesthetic and environmental degradation of the industrial areas that afflicts Italy so much.

The topic **BRAND LANDSCAPE** aims to reflect proactively on the landscape role as improvement tool of a company; both regarding the working conditions of its employees, and establishing new relationships with nature. The program events is an opportunity to investigate about the reconfiguration of outdoor spaces for productive buildings through a real project of the green. Vegetation and landscape elements become an added value, also assumed to promote new relationships with the environment: a global *branding image* project declined in *brand landscaping*.

The event will be an high level appointment on project, cultural, scientific and social research, with an international symposium on the theme **BRAND & LANDSCAPE - URBAN REGENERATION - INDUSTRY & LANDSCAPE DROSSCAPE - INTEGRATION - CORPORATE IDENTITY** and an International Architecture Award related to the need of identifying new integrated logic of urban design and planning, with the landscape as an important indicator.

This is the case of a green space inside and outside of a company, where the vegetation becomes important not only in its bucolic sense, but also as an ecological machine that is part of the urban phenomena. **The industrial landscape is now meant as a promotion of all of Brands that invest in their surrounding by using this element as a communication system of their ethical values.**

### PROJECTS IN BRIEF:

Proposals should address the project of industrial landscapes, highlighting "good practices"; landscapes that promote a new vision of the workplace, production and research places; landscapes as a communication tool of corporate values. Proposals can be redevelopment projects of: all industrial areas types, industrial parks, green spaces dedicated to company's representation areas.

## 5 – Official languages of the competition

The official languages of the competition are Italian and English. All entries must be written in either one of these two languages, if not, they will be excluded.

## 6 – Modes of participation

Works' selection is open to:

- **Architects, Planners, Landscapers, Conservators and Engineers**
- **Other professionals registered in professional associations, students and Universities, Public Administrations, Public Institutions, Associations, Foundations.**

# BRAND&LANDSCAPE

## INTERNATIONAL SYMPOSIUM & AWARD

Participation is only permitted with a built work, responding to the theme and relative to at least one of the above categories.

Designers, clients, contractors, public authorities, foundations and cultural institutions can submit project application. In both sections, for any built work, even if presented by third party, it should be identified one referent as a responsible of the group.

The contest entry will be automatically done by documents' transmission by accessing the link:

<http://concorsi.awn.it/brand-landscape/home>

The telematics system will make an automatic response of received documents and this will be the receipt of confirmed registration.

By their own means and electronically, participants must follow the established procedure to send:

- 1 folder in zip format with a maximum size of **5 MB** containing the explanatory report of the design choices (mandatory) and any other materials considered relevant for the project communication (optional). The report should be prepared by using the contest form, with a text of max 2500 characters – spaces included (font: Arial - font: Body 11 - colour: black) in Adobe PDF format. All the fields must be filled out and the document sent should be 2 pages max. (vertical A4 size), in a single file.
- 3 images (1 mandatory, 2 optional) illustrating the project (horizontal A3 size and.jpg extension), up to **5 MB max**. Graphic techniques and number of images (up to a maximum of 3) are on participants choice (the images may contain photographs, drawings and captions chosen by the candidate), but it must be used the downloadable layout, entering required data.

Each participant / group leader may submit up to three projects with three different telematics sending. Upon entry, the participant must select a section of belonging, to be chosen from the following:

- **Architects, Planners, Landscapers, Conservators and Engineers**
- **Other professionals registered in professional associations, students and Universities, Public Administrations, Public Institutions, Associations, Foundations.**

### 7 – Causes of exclusion and incompatibility to participation

The failure to follow the rules contained in this announcement will be cause of exclusion.

The participation is not admitted for:

- competition's organizers, organizing secretary and members of the jury.

### 8 – Documentation and material

The announcement and the supporting documentation can be downloaded from the following link:

<http://concorsi.awn.it/brand-landscape/home>

The document above is the only one and complete material available for the elaboration of the project idea. Competitors are forbidden to consult members of the jury, under penalty of disqualification.

If you have any questions you can send an email to:

[comunicazione@paysage.it](mailto:comunicazione@paysage.it)

### 9 - Calendar

The program events is an opportunity to investigate about the discipline of Architecture Landscape and the level of diffusion of good design practices and of built green works reconfiguring outdoor spaces for productive buildings.

**February 15, 2016** – announcement

**February 17, 2016** – opening of the site for project submission

**May 20, 2016** – closure of the site for project submission

**June 2016, Triennale di Milano** - exhibition of selected projects with the International Symposium **Brand & Landscape - URBAN REGENERATION - INDUSTRY & LANDSCAPE - DROSSCAPE - INTEGRATION - CORPORATE IDENTITY.**

### 10 - Composition and Selection Commission work

Scientific Committee members' jury will do project selection.

Technical and scientific coordinators will be Alessandro Marata, architect of the The Italian National Council of Architects and Planners – Consiglio Nazionale degli Architetti, Pianificatori, Paesaggisti e Conservatori and Novella Cappeletti, TOPSCAPE PAYSAGE executive director.

The jury will select one winning project for each section and nominate up to 5 projects for each section.

The winners and nominated projects will be published in TOPSCAPE PAYSAGE magazine.

### 11 – Valutation Criteria

Candidate projects selection's point of view will be the projects' correspondence with the general and specific characters of the call. The jury will select projects on following criteria:

- Originality, innovation and overall quality of the project;
- Coherence of the project with the call **Brand&Landscape**;
- Clarity of the project presentation text and delivered materials.

### 12 – Responsible and technical and organizational secretary

The technical and organizational secretariat will be a working committee set up at PAYSAGE; for any questions you can send an email to: [comunicazione@paysage.it](mailto:comunicazione@paysage.it)

### 13 - Privacy

In accordance with the Privacy single Decree. n. 196/2003, regarding the procedure initiated by this notice, we inform you that the Italian National Council of Architects, Planners, Landscapers and Conservators and PAYSAGE are active in gathering data.

The required data are collected for the purpose of selection. The methods of



treatment are related to the claims indicated and the requirements established by law required for participation in the selection by the parties entitled.

### 14 - Authorization to the publication of the projects

By entering in the Prize competition the competitors give explicit consensus to PAYSAGE for the diffusion of the projects in the International **Symposium Brand & Landscape - URBAN REGENERATION - INDUSTRY & LANDSCAPE - DROSSCAPE - INTEGRATION - CORPORATE IDENTITY**, which will take place in June 2016 at the Triennale di Milano , and through the publication of the projects in the magazine TOPSCAPE PAYSAGE and derivative thereof, only for winning projects, in "L'Architetto" and "Point Z.E.R.O."

### 15 – Copyright and ownership of the projects

The materials presented to the prize shall remain the intellectual property of authors, who contextually to the registration and submission of the documents authorize their use for diffusion purposes for publications in print or digital.

The Prize will be awarded in the International **Brand&Landscape Symposium - URBAN REGENERATION - INDUSTRY & LANDSCAPE - DROSSCAPE - INTEGRATION - CORPORATE IDENTITY**, which will take place in the month of June 2016 at the Triennale di Milano.