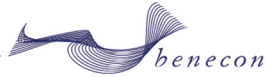




DIPARTIMENTO DI ARCHITETTURA
E DISEGNO INDUSTRIALE | SUN



DIPARTIMENTO
DI SCIENZE POLITICHE
SOCIALI E DELLA COMUNICAZIONE

CNA
PPC
CONSIGLIO NAZIONALE
DEGLI ARCHITETTI
PIANIFICATORI
PAESAGGISTI
E CONSERVATORI



LANDesign®

International Competition on care for our common home*

* Holy Father Francis, LAUDATO SÌ Encyclical Letter on care for our common home



AWARDS LANDesign®



DEPARTMENT OF ARCHITECTURE AND INDUSTRIAL DESIGN SECOND UNIVERSITY OF NAPLES

TESTIMONIAL



COLLABORATION



SPONSOR





INTRODUCTION

The Applied Research Project [Diaeta Mediterranea: LANDesign/ali-ment-azione][®], scientific directors Prof. Sabina Martusciello/Prof. Maria Dolores Morelli, Department of Architecture and Industrial Design “Luigi Vanvitelli” SECOND UNIVERSITY OF NAPLES with BENECON Scarl Regional Competence Centre for Cultural Ecology Economy SUN, Department of Pharmacy UNISA, Department of Social Politics and Communication UNISA, Europe and Foreign Department NATIONAL COUNCIL OF ARCHITECTS, LANDSCAPE PLANNERS AND CONSERVATIONERS, in collaboration with the Campania Region and the General Directorate Ministry of Education Campania - high cultural, scientific and humanitarian profile, adhering to the core values of the BIE (peace, tolerance, dialogue, etc.) and the themes and objectives of Expo 2015, welcomes the “ joyful and dramatic reflection” of the Holy Father, LAUDATO SI' Enciclica sulla cura della casa comune

GIVEN THAT:

_ The Applied Research Project [Diaeta Mediterranea: LANDesign/ali-ment-azione][®] has established the virtuous chain [University + School + Family + Institutes + Companies];

_ The Applied Research Project [Diaeta Mediterranea: LANDesign/ali-ment-azione][®] has, since 2010, been engaged in the recovery and transformation of abandoned areas, converting them into urban gardens or vegetable gardens located in schools, to spread the culture of the territory, its regeneration and its traditions in response to the MIUR note “Guidelines for nutrition education in Italian schools” (No. 7853 of 14/10/11) and the Regional Law no. 6 of 30 March 2012 on “the recognition of the Mediterranean Diet”, intangible cultural heritage of UNESCO;

_ The Applied Research Project [Diaeta Mediterranea: LANDesign/ali-ment-azione][®] from June 2010 to September 2105 has promoted 11 editions of the competition LANDesign[®] with the following results: 356 schools of Campania of all levels involved in the Project; 1,280 university students of the Department of Architecture and Industrial Design SUN Project tutors in schools; 45,000 schools; 45,000 families; 251 vegetable gardens set up in schools; 500 design prototypes on the theme of [LANDesign/ali-ment-azione][®] by students of Design, SUN and school pupils as co-designers;

_ The Applied Research Project [Diaeta Mediterranea: LANDesign/ali-ment-azione][®] is a testimonial of “The University for EXPO 2015” and “School Project EXPO 2015”, selected for the ADI COMPASSO D'ORO INTERNATIONAL AWARDS 2015, winner of the “Special Participatory Planning Award” and the “On-line Award - Section realised works” of the X Contest IQU 2015 (Innovation and Urban Quality) promoted by the Gruppo Maggioli; second place at the International Design Contest promoted by POLI.Design the Politecnico di Milano “The 5 seasons 2015” III Award at “Ars. Art that creates social employment” with special mention of the Accenture Foundation MIBACT Ministry of Cultural Heritage and Tourism in 2013; “OSCAR GREEN” Award Coldiretti in 2011.

The Department of Architecture and Industrial Design “Luigi Vanvitelli”, SUN with BENECON Scarl Regional Competence Centre for Cultural Ecology Economy SUN, Department of Pharmacy UNISA, Department of Social Politics and Communication UNISA, Europe and Foreign Department CNAPPC



INDICATE

The **Competition LANDesign® on *care for our common home***¹ aimed at schools of all levels and universities, for concrete actions “in the search for sustainable and integral development”² answers the call of Pope Francis: “I extend an urgent invitation to renew the dialogue on how we are building the future of the planet. We need a comparison that unite us all, because the environmental challenge that we live and its human roots, affect us and affect us all”³

REGULATIONS

The **Competition LANDesign® on *care for our common home*** is open to schools of all levels and Universities.

Art. 1 Promoters

The **Competition LANDesign® on *care for our common home*** is sponsored by the Department of Architecture and Industrial Design "Luigi Vanvitelli" SUN with BENECON Scarl Regional Competence Centre for Cultural Ecology Economy SUN, UNISA Department of Pharmacy, Department of Social and Political Sciences Communication UNISA, Europe Department and Foreign CNAPPC

Art. 2 Definition of themes-objectives

“We can all work together as God's instruments for the care of creation, everyone with their own culture and experience, their own initiatives and ability”⁴ says Pope Francis and says with conviction that “every change needs motivations as well as an educative path”⁵.

Thus, the main objectives of the **Competition LANDesign® on *care for our common home*** are:

- A “new human ecology” since “everything in the world is intimately connected”⁶
- “Other ways of understanding the economy and progress”⁷
- “The culture of waste and the proposal of a new life style”⁸

with creative processes orientated towards the welfare of people and conservation of the territory.

Art. 3 How to participate

The participants of the schools of all levels and universities in the **Competition LANDesign® on *care for our common home***, in order to “unite the whole human family [...] because we know that things can change”⁹, must constitute heterogeneous project groups belonging to the virtuous chain [University + School + Family + Institutions + Companies].

1 Cfr. Holy Father Francis, *Laudato si Encyclical Letter on care for our common home*, may 24, 2015.

2 Idem

3 *Laudato si*, n. 14

4 Idem

5 *Laudato si*, n. 15

6 Idem

7 Idem

8 Idem

9 *Laudato si*, n. 13



Art. 4 Competition Subject

The **Competition LANDesign® on *care for our common home*** urges the participants of the schools of all levels and universities, in heterogeneous project groups, the “pursuit of sustainable and integral development”¹⁰ with one or more of the CONCRETE ACTIONS described below:

- **SHORT VEGETABLE GARDENS** redevelopment of an abandoned space of the School or University, for example: a green area to be converted into a vegetable garden or orchard, an unused enclosed space prepared for new use, a road, a garden, a square close to the school or university;
- **LONG VEGETABLE GARDENS** monitoring and maintenance of an area that has already be redeveloped by the school or university; for example: the area converted into a vegetable garden or orchard, an enclosed space prepared for a new use, the street, the garden, the square near the school or university;
- **SOCIAL DESIGN OBJECT** the design, while respecting the environment and the welfare of the people, of a product and its logo: **FOODesign**, design of containers, tools, supports and furnishings on the theme of *ali-ment-azione* aimed at the presentation and storage of food, with particular attention to the tools and procedures of production, preparation, distribution, of the origins of the food, the traditions and the market; **ACTIVEMODesign**, the design of accessories, clothes, containers, supports and furnishings for fashion aimed at the cosmo-ethical, or to the beneficial actions and processes related to people and the environment; **GIOCODesign**, the design of toys/games, even large for about 40 participants on the theme of *ali-ment-azione*, for use in areas of the schools or public green spaces as temporary street furniture; **PHARMAFOODesign**, the design of containers, supports or furnishings and logos for the nutraceutical: foods, cosmetics, medicine and supplements, marketing strategies and languages of pharmacologically, sanitary spaces which have an important therapeutic action on human health and on the growth or directed at disabled people; **INFODesign**, the design of Communication Plans, Visual identity, merchandising, signs inside/outside of the *casa comune*;
- **SOCIAL DESIGN COLLECTION** the design, while respecting the environment and the welfare of the people, of a product and its logo: **FOODesign**, design of containers, tools, supports and furnishings on the theme of *ali-ment-azione* aimed at the presentation and storage of food, with particular attention to the tools and procedures of production, preparation, distribution, of the origins of the food, the traditions and the market; **ACTIVEMODesign**, the design of accessories, clothes, containers, supports and furnishings for fashion aimed at the cosmo-ethical, or to the beneficial actions and processes related to people and the environment; **GIOCODesign**, the design of toys/games, even large for about 40 participants on the theme of *ali-ment-azione*, for use in areas of the schools or public green spaces as temporary street furniture; **PHARMAFOODesign**, the design of containers, supports or furnishings and logos for the nutraceutical: foods, cosmetics, medicine and supplements, marketing strategies and languages of pharmacologically, sanitary spaces which have an important therapeutic action on human health and on the growth or directed at disabled people; **INFODesign**, the design of Communication Plans, Visual identity, merchandising, signs inside/outside of the *casa comune*.

¹⁰ Idem



Art. 5 Participation Requirements

Participation in the **Competition LANDesign® on *care for our common home*** with one or more CONCRETE ACTIONS is open to pupils and students from schools of all levels and universities in heterogeneous project groups belonging to the virtuous chain [University + School + Family + Institutions + Companies], for example:

- Kindergarten children and their teachers with the support and help of parents, grandparents, siblings, friends, experts, businesses and organizations that will have to give their support and contribution in the planning, execution and maintenance stages;
- Primary school children and their teachers with the support and help of parents, grandparents, siblings, friends, experts, businesses and organizations that will have to give their support and contribution in the planning, execution and maintenance stages;
- Middle school students and their teachers with the support and help of parents, grandparents, siblings, friends, experts, businesses and organizations that will have to give their support and contribution in the planning, execution and maintenance stages;
- Secondary school students and their teachers with the support and help of parents, grandparents, siblings, friends, experts, businesses and organizations that will have to give their support and contribution in the planning, execution and maintenance stages;
- University students and their teachers with the support and help of parents, grandparents, siblings, friends, experts, businesses and organizations that will have to give their support and contribution in the planning, execution and maintenance stages.

Participation in the competition is free.

Participants can present the results of activities that have either already been realised or are currently being carried out on the subject of the call or the results achieved through new CONCRETE ACTIONS.

Art.6 Participation Certificate

Teachers, school pupils of all levels and university students will receive a certificate of participation in the "**Competition LANDesign® on *care for our common home***."

Art. 7 Required Documents

The required documents for the CONCRETE ACTIONS, contained in a package sealed with wax, are:

1) SHORT VEGETABLE GARDENS

- a) 4 tables, 600x600mm on any rigid support (cardboard, forex, plastic, etc.) for texts, sketches, drawings, research, photos, collage, mosaics, etc. necessary for an understanding of the CONCRETE ACTION realized.
- b) Report in Italian (maximum one page).
- c) 2 minute PITCH. A short film that tells the behind the scenes of the project, the stories they can tell how the idea, its characteristics, the episodes or interesting characters during the development phase, curiosity or mysteries. If, for example, the contestants are good actors, they can recount the project with a small performance, NO PowerPoint presentations of any kind are allowed.
- d) 10 Photographs of the participants: 9 photographs of the elaboration and execution stages of the project + 1 photograph of the entire project team, with a minimum resolution of 300 dpi.
- e) Sealed envelope containing **Annex A – PARTICIPATION FORM**
- f) Digital support CD-ROM containing a) + b) + c) + d) + e)



2) LONG VEGETABLE GARDENS

- a) 4 tables, 600x600mm on any rigid support (cardboard, forex, plastic, etc.) for texts, sketches, drawings, research, photos, collage, mosaics, etc. necessary for an understanding of the CONCRETE ACTION realized.
- a bis.) 1 Table, 600x600 mm containing **Annex B – LONG VEGETABLE GARDENS FORM**
- b) Report in Italian (maximum one page).
- c) 2 minute PITCH. A short film that tells the behind the scenes of the project, the stories they can tell how the idea, its characteristics, the episodes or interesting characters during the development phase, curiosity or mysteries. If, for example, the contestants are good actors, they can recount the project with a small performance, NO PowerPoint presentations of any kind are allowed.
- d) 10 Photographs of the participants: 9 photographs of the elaboration and execution stages of the project + 1 photograph of the entire project team, with a minimum resolution of 300 dpi.
- e) Sealed envelope containing **Annex A – PARTICIPATION FORM**
- f) Digital support CD-ROM containing a) + a bis.) + b) + c) + d) + e)

3) SOCIAL DESIGN OBJECT

- a) 4 tables, 600x600mm on any rigid support (cardboard, forex, plastic, etc.) for texts, sketches, drawings, research, photos, collage, mosaics, etc. necessary for an understanding of the CONCRETE ACTION realized.
- a bis.) 1 Table, 600x600 mm containing the technical details of the social design object.
- b) Report in Italian (maximum one page).
- c) 2 minute PITCH. A short film that tells the behind the scenes of the project, the stories they can tell how the idea, its characteristics, the episodes or interesting characters during the development phase, curiosity or mysteries. If, for example, the contestants are good actors, they can recount the project with a small performance, NO PowerPoint presentations of any kind are allowed.
- d) 10 Photographs of the participants: 9 photographs of the elaboration and execution stages of the project + 1 photograph of the entire project team, with a minimum resolution of 300 dpi.
- e) Sealed envelope containing **Annex A – PARTICIPATION FORM**
- f) Digital support CD-ROM containing a) + a bis.) + b) + c) + d) + e)
- g) Prototype on a scale of 1 : 1

4) SOCIAL DESIGN COLLECTION

- a) 2 tables, 600x600mm on any rigid support (cardboard, forex, plastic, etc.) for texts, sketches, drawings, research, photos, collage, mosaics, etc. necessary for an understanding of the CONCRETE ACTION realized.
- a bis.) 2 Tables, 600x600 mm containing the technical details of the social design collection.
- b) Report in Italian (maximum one page).
- c) 2 minute PITCH. A short film that tells the behind the scenes of the project, the stories they can tell how the idea, its characteristics, the episodes or interesting characters during the development phase, curiosity or mysteries. If, for example, the contestants are good actors, they can recount the project with a small performance, NO PowerPoint presentations of any kind are allowed.
- d) 10 Photographs of the participants: 9 photographs of the elaboration and execution stages of the project + 1 photograph of the entire project team, with a minimum resolution of 300 dpi.
- e) Sealed envelope containing **Annex A – PARTICIPATION FORM**
- f) Digital support CD-ROM containing a) + a bis.) + b) + c) + d) + e)
- g) Prototype on a scale of 1 : 1

The sealed package containing the sealed envelope and documents must include the name of the sender and the following statement on the front: **“Competition LANDesign® on care for our common home”**.
Entries without any or missing documents will not be considered for the Competition.



Art. 8 Instructions for the submission of entries

For the **Competition LANDesign® on *care for our common home*** the documents must be sent to the following address:

Dipartimento di Architettura e Disegno Industriale – SUN
Abazia di San Lorenzo ad Septimum, Via San Lorenzo 1, Aversa 81031, Italia
Ufficio Orientamento

In order to participate in ACTION 1) SHORT VEGETABLE GARDENS, all the documents should be sent in a sealed package (the post-date) no later than **27 May 2016**, or be hand-delivered before 13.00 of the same date;
In order to participate in ACTION 2) LONG VEGETABLE GARDENS, all the documents should be sent in a sealed package (the post-date) no later than **March 2, 2016**, or delivered by hand by 12.00 of the same date;
In order to participate in ACTION 3) SOCIAL DESIGN OBJECT all the documents should be sent in a sealed package (the post-date) no later than **March 2, 2016**, or delivered by hand by 12.00 of the same date;
In order to participate in ACTION 4) SOCIAL DESIGN COLLECTION all the documents should be sent in a sealed package (the post-date) no later than **July 15 2016**, or be delivered by hand by 13.00 on the same date.

Art. 9 Evaluation Criteria

For ACTIONS 1 and 2 The main evaluation criteria, in accordance to the themes-objectives are: creativity, sensitive and coherent approach to the issues, level of detail, experimentation, originality.

For ACTIONS 3 and 4 The main criteria of evaluation, in accordance to the themes-objectives, are 3F + 3E:

- Form, outward connotation, result of a clear and conscious design development;
- Function, proper use of the product in the man/environment relationship;
- Feasibility analysis of the structure necessary and sufficient for the conformation of the product;
- Economics, from "*oixonomia*" or appropriate distribution of the parts, with respect to a cost-benefit analysis of the product;
- Ecology, benevolent relationship between man and the environment arising from the use of the product;
- Emotion, intense emotional reaction intended to induce healthy eating habits.

Art. 10 Composition of the jury

The Jury will be composed of members of the Department of Architecture and Industrial Design "Luigi Vanvitelli" SUN with BENECON Scarl Regional Competence Centre for Cultural Ecology Economics SUN, Department of Pharmacy UNISA, Department of Social and Political Sciences and Communication UNISA, Europe and Foreign Department CNAPPC.

Art. 11 Awards and mentions

The Jury will select at its sole discretion four winners and honourable mentions for the CONCRETE ACTIONS proposed. These works will be published in books and scientific journals and on websites as well as www.architettura.unina2.it and www.ali-ment-azione.it. **The award will take place in Naples Piazza Plebiscito at Futuro Remoto event from 7 to 10 october 2016.**

Art.12 Acceptance

Participation in the competition implies unconditional acceptance of this Call.



Art. 13 Privacy and release

The entries will not be returned and will remain available to the University presenting the Call that reserves the right to produce teaching materials with the contributions sent, without paying any remuneration or compensation to the authors. The works can be published on the website of the University, as well as used for the realization of exhibitions and educational and didactic purposes. The sending of the works to participate in the competition implies the possession of all the rights of the work itself and releases the universities from all liabilities, costs and expenses of any nature, that may be incurred due to the content of the work. The processed products must be received accompanied by the consent to the processing of personal data pursuant to Legislative Decree no. June 30, 2003, n. 196 (Annex A). The shipping costs for sending materials are borne by the participants.

Art.14 Information

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