

**NOTIFICATION OF COMPETITION FOR IDEAS RELATIVE TO THE PROJECT “NUOVO DECUMANO IN VIA GARIBALDI – extension of function for telematic data transfer”.**

## **Introduction**

The City of Torino, following a decision of the City Council on 21 March 2005, (n. mecc. 2004 10873/122), has approved the creation of the Centro Commerciale Naturale Garibaldi (Garibaldi Natural Shopping Area): the main objectives of the Centro Commerciale will be the promotion of urban requalification projects and optimisation of public spaces, with particular attention placed on Integrated Area Projects.

The Integrated Area Project for Via Garibaldi focuses principally on revitalising the historic significance of via Garibaldi, which played such an essential role in the city’s development. The area under consideration turned from the *decumano romano*, into via Garibaldi (one of the most important streets in the city centre) and home of its former historic tramline.

The revitalisation process will be achieved through the realization of a new urban data transfer network to be known as the Nuovo Decumano.

Bearing in mind that this year marks the centenary of public transport in Torino (now managed by the Gruppo Torinese Trasporti), and that the city has been nominated “World Design Capital” for the year 2008, the city of Torino has an ideal occasion in which to realize and promote an artistic project at an international level.

In this light, the City of Torino, GTT, Torino 2008 World Design Capital and the Consorzio Garibaldi (Garibaldi Consortium) have signed a binding agreement with which the parties concerned have entered into an agreement to work together towards the realization of the project.

The City of Torino, in collaboration with GTT, Torino 2008 World Design Capital and the Consorzio Garibaldi, is launching a competition for project proposals for the **“NUOVO DECUMANO in via Garibaldi – extension of function for**

telematic data transfer”.

## **Article 1**

### **Object**

The object of the competition is the realization of the “NUOVO DECUMANO”. This will consist of an overhead cable network for carrying and transmitting information to the MUPI information panels currently used by the public. The new network will make use of the ex-anchorage points of the former overhead cable network of the tramlines.

This competition aims to select and compare ideas, technical and artistic proposals that will reinforce the urban identity of via Garibaldi, while maintaining its current architectural and environmental character.

The competition will be organised in two sections:

#### Section A

a project to construct elements to house the fibre optic and electrical cable network, including an anchoring system for the overhead cable network.

#### Section B

a visual communication project to circulate information transmitted by the NUOVO DECUMANO, which will make use of the current MUPI information panels or shop windows.

## **Article 2**

### **Project requirements**

#### Section A

The project’s manufactured design elements will:

- respect the technical limitations regarding the Integrated Area Projects, without necessitating structural modifications to existing anchorage points or existing

MUPI information panels;

- highlight the point where the ancient *Cardo maximo* crossed the *decumano maximo (umbilicus)*;
- provide two new terminals (piazza Castello, piazza Statuto);
- be visible during the day and night (with no or low energy consumption);
- be easy to run and maintain;
- have a limited cross section; and
- be light (maximum weight of the equipment contained within it, including anchorage system of the overhead cable network, the weight of snow and effects of wind: 7 Kg per metre).

Special consideration will be needed for the two tram crossing points at via XX Settembre and via Milano.

## Section B

The project will:

- enable the public to use the information transmitted via the MUPI information panels and/or the shop windows easily;
- enhance the characteristics and qualities of the setting, both in socio-environmental terms and promote existing facilities in the street (institutional, tourist, commercial); and
- be easy to upgrade.

## **Article 3**

### **Documentation available to competitors**

Participants in the competition will be provided with the following

documentation, which can also be downloaded from the Internet sites [www.comune.torino.it](http://www.comune.torino.it), [www.gtt.it](http://www.gtt.it); [www.torinoworldcapitaldesign.it](http://www.torinoworldcapitaldesign.it):

- an abstract of the study elements of the Integrated Area Project;
- technical circuit drawings of the connections; and
- datasheets.

#### **Article 4**

##### **Participating in the competition**

Participation in the competition (with the exception of those excluded by conditions laid down in Article 5 of the present regulations) is limited to people with specific skills in design, engineering, architecture, technology as well as communication.

Eligible competitors can participate as individuals, or with companies that operate in this particular technological field.

Participation can be on an individual, or group basis. In the latter case, each group will nominate a group leader to represent the competing company. The nomination will be expressed with an appropriate declaration signed by all members of the group.

All members of the group will be considered as having played an equal role in creating the design proposal.

No competitor will be a member of more than one group, neither as group leader, group member, consultant or collaborator.

Competitors may participate in one, or the other section with different projects.

#### **Article 5**

##### **Exclusion**

Participation in the competition is denied to:

- members of the Jury, family members, relatives until, and including third cousins;

- administrators of the Competition Organisers, employees of the companies who have signed the binding agreement. This includes employees with a fixed-term contract and consultants working for the Council who have worked on drafting the competition and relative documents.

Violation of the regulations in this article will lead to the individual concerned and members of the entire group being excluded from the competition.

## **Article 6**

### **Conditions for participation in the competition and presentation of the project designs**

Participation in the competition is anonymous.

The completed competition entry form and the parcel will be delivered together.

Competitors will deliver a single parcel to the following address: Comune di Torino – Divisione Commercio – Settore Urbanistica Commerciale – Via Meucci n. 4 – 3° piano – UFF. 326, no later than **12 p.m. 28 February 2008**. The parcel will be sealed so as to guarantee the secrecy of its contents. It will not contain the sender's name and address. It will contain the following wording "**Competition for ideas for NUOVO DECUMANO in via Garibaldi – extension of function for telematic data transfer**". Failure to do so will result in the project being excluded from the competition.

Projects can be delivered in any way, including by hand.

The office is open from 9 a.m. – 12 p.m. Monday to Friday for those competitors who intend to deliver their project by hand.

Participants who intend to use normal postal services, or courier services are requested to pack the above parcel in a second packaging including the sender's address and title of the competition. When the parcel arrives, the person in charge in the secretary's office will remove the outer packaging including the sender's address and project title and hand over the anonymous parcel.

Risks incurred when sending the parcel by post are borne by the sender. The postmark will not be considered valid proof of delivery date.

The City of Torino does not accept responsibility for delays and losses caused by the postal service.

Parcels received after the closing date for competition entries will not be allowed participate in the competition, even if sent before the closing date.

This will also apply to parcels sent by registered post with receipt on delivery, irrespective of the postage date indicated by the postmark. Such parcels will not be opened and will be treated as not delivered.

The parcel will contain:

### **Envelope A– Project design**

The sealed, non-transparent envelope bearing the words “**Project Design**” will contain:

#### For Section A

1. a description of the project design proposal (maximum three A4 pages, Times New Roman font, size 12);
2. the project design proposal presented on four A3 boards + one A1 board, as described in more detail in the technical specifications; and
3. and a cost estimate of the overhead structure per metre (excluding cost of installation and cables).

#### For Section B

1. a description of the project (maximum three A4 pages, Times New Roman font, size 12);
2. four A3 boards + one A1 board, as described in more detail in the technical specifications; and
3. 1 CD-ROM containing a film (maximum length one minute) of the communication project.

All the material will be supplied on a CD-ROM (format PDF) for both sections.

Each project design proposal will contain a heading that is the project motto.

### **Envelope B – Administrative documentation**

The sealed, non-transparent envelope bearing the words “**Administrative Documentation**” will contain:

1. the attached competition entry form to be filled in (attachment A) upon pain of forfeiture; and
2. the nomination of a group representative, undersigned by the other members of the group (attachment B).

The administrative documents will also include the motto of the project.

### **Article 7**

#### **Further reasons for exclusion**

The participant can be excluded from the competition for any one of the following reasons:

- if he/she presents the project documents necessary to participate in the competition after the closing date indicated for receiving material;
- if the project documents do not match the description given in the competition requirements (section A and B; Article 6) regarding format and quantity;
- if he/she violates the anonymous character of the competition by including information relevant to the identity of the project designer, or information that may lead to tracing the identity of the sender or project designer on any of the project proposal documentation material; and
- if contents of the project, or part of the project are made public before the Jury has formally and official passed its judgement.

The project designs will be accompanied by explanatory texts in Italian and / or English.

### **Article 8**

#### **The Jury**

A special Jury comprising seven members has been selected in order to select

project ideas. The Jury comprises:

- 1 member chosen from the Advisory Committee of Torino 2008 World Design Capital;
- 1 member chosen from GTT;
- 1 member chosen from the Council for Commerce of the City of Torino;
- 2 members chosen from the City of Torino;
- 1 art critic chosen from the Advisory Committee of Torino 2008 World Design Capital; and
- 1 member chosen from the governing body of the Consorzio Garibaldi.

Jury proceedings will commence following a decision from the governing body of the Consorzio Garibaldi.

## **Article 9**

### **The work of the Jury**

The Jury will be called to meet by receipt of a registered letter to be sent at least ten days before the first sitting, whereupon it will begin working immediately.

The Jury will be valid only when all its members are present; and its decisions will stand only when a majority decision has been made.

The work of the Jury will be secret. The contents of its work will be held in reports written by the competition's Secretary's Office and kept by the competition Secretary's Office.

The Jury will begin proceedings by opening Envelope A – Project Design and then proceed to rank the project design proposals on merit. When the ranking has been completed, the Jury will proceed by opening Envelope B – Administrative Documentation of all eligible competitors. The Jury will also check the documents and their adherence to competition regulations.

Should one of the competitors be excluded from the competition, the next competitor in the list will climb to their position.

The Jury's reports will be made public. They will contain a description of its



working methods, working procedures and the final ranking, supported by reasons.

The Jury's decision is final, with the exception of calls for appeal based on legal grounds.

## **Article 10**

### **Judgement criteria**

Having prior excluded those project design proposals that do not comply with competition regulations, the Jury will begin to assess the remaining competition entries according to the following criteria:

#### Section A

- compatibility with the via Garibaldi setting;
- aesthetic – artistic quality of the structure;
- ease of maintenance; and
- cost.

#### Section B

- appropriateness and coherence of the communication in relation to socio-environmental characteristics of the street;
- ease with which the user can understand and interact with message; and
- IT simplicity and ease with which the system can be updated (the Jury may ask for the help of an expert when considering these points. The expert will not have the right to vote).

Before judging begins, the Jury can add new criteria to those above as long as they do not contradict meaning, intention and importance of the above.

## **Article 11**

### **Prizes**

The competition will end with the competitors ranked according to merit, and the winners, one from each section, will each receive a prize equivalent to €15,000.

The Jury may also decide not to select a winner, or winners should there be no suitable project.

Should the Jury decide to award the first prize *ex aequo* to two competitors of equal merit, the prize money will be shared in equal parts between the two competitors.

The Jury retains the right to award a special mention to any projects it considers noteworthy.

## **Article 12**

### **Exhibition and publication of the projects**

Shortly after the results have been decided, a public exhibition of all the competition projects will be organised. The conclusions of the jury will be also be circulated by publishing them on the sites of the various participating organisations.

By participating in the exhibition, competitors agree to have their work exhibited and published. Participation in the exhibition does not affect the project designer's rights with regard to copyright and reproduction laws. Reproduction of their project will require their prior consent.

The Competition Organises will not owe anything to the project designers for exhibiting and any future publication of work entered into the competition.

The project designs will not be returned.

### **Article 13**

#### **Queries and information**

Any questions and requests for further information regarding both technical matters, or the competition itself can be sent to [centricommercialinaturali@comune.torino.it](mailto:centricommercialinaturali@comune.torino.it) before **31 January 2008**.

The Competition Organisers will endeavour to answer and publish all the questions and answers received in the special area of the website dedicated to the competition during the **ten working days after receiving them**.

No other procedures are authorised; no information will be given either verbally and / or via telephone.

### **Article 14**

#### **Acceptance of the competition clauses**

Participation in the competition implies accepting unconditionally all the regulations contained in the present document. This applies to all competitors. These conditions are, as far as is foreseeable, in line with current national and European Community laws and guidelines.

### **Article 15**

#### **Treatment of personal information**

All the information received by the competition organisers during the competition will be treated according to D. Lgs. n. 196/2003.

### **Article 16**

#### **Competition calendar**

- Requests for further information will be dealt with no later than **31 January 2008**.

- Replies to requests will be dealt with no later than **10 working days after above date.**
- Delivery of project designs will be carried out no later than **28 February 2008.**
- Conclusion of work by the Jury will be completed no later than **30 March 2008**
- Exhibition date no later than **April 2008**