

# SPACE FOR DESIGN

*Visions of universal accessibility of  
urban spaces*

## 2018 - First edition

International Design Contest open to architects, designers and university students of the Schools of Design and Architecture, on the accessibility and universal use of the urban spaces of the historic centres in the metropolitan area of Turin.

Call information:

[www.fondazioneperlarchitettura.it/concorso/spazio-al-design](http://www.fondazioneperlarchitettura.it/concorso/spazio-al-design)  
[spacefordesign@fondazioneperlarchitettura.it](mailto:spacefordesign@fondazioneperlarchitettura.it)

## Review 03



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CITTA' DI MONCALIERI

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e Media Impresa  
Città Metropolitana di Torino



## **FONDAZIONE PER L'ARCHITETTURA / TURIN**

Via Giolitti 1 - 10123 Turin

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Director: **Eleonora Gerbotto**

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Via Giolitti 1 - 10123 Turin

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Vice-coordinator: **Anna Cerrocchi**

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Maddalena Bertone

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### **Fund-raising and partner search**

Alberto Nada, Yoseph Bausola Pagliero - Focus Design / OAT

*We would like to thank all the members of Focus Design for their generous design work, as well as Professor Maurizio Bancone and Departments 4H and 5I of the Istituto Albe Steiner of Turin for their valuable contribution to the development of the documentation materials.*

**Fondazione per l'architettura / Torino** in collaboration with **Ordine degli Architetti Torino** and the **Focus Design OAT are launching** an International Design Contest open to architects, designers and university students of the Schools of Design and Architecture, on the accessibility and universal use of the historic centre urban spaces in the Turin metropolitan area. SPACE FOR DESIGN is conceived by the Focus Design Oat.

## **PROMOTER**

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Fondazione per l'architettura / Torino in collaboration with Ordine degli Architetti Torino and the Focus Design / OAT

[www.fondazioneperlarchitettura.it/concorso/spazio-al-design](http://www.fondazioneperlarchitettura.it/concorso/spazio-al-design)  
[spacefordesign@fondazioneperlarchitettura.it](mailto:spacefordesign@fondazioneperlarchitettura.it)

## **CONTEST THEME**

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"Universal material and immaterial accessibility" is the core theme of the Contest. The theme will be addressed with special attention to "Cultural Heritage", understood in its broadest sense and including the tangible and intangible heritage of our historical centers.

## **WHO CAN ENTER**

*page 10 – 11*

The contest is open to architects, designers and university students from Schools of Design and Architecture.

## **SUBMISSION REQUIREMENTS**

*page 12 – 13*

n. 3 boards A1 vertical format + n. 1 A4 report vertical format

## **TERM FOR THE RECEIPT OF CONCEPT PROPOSALS**

*page 13*

31/08/2018 h 12.00

## **REWARDS**

*page 15*

€ 12.000



2018  
EUROPEAN YEAR  
OF CULTURAL  
HERITAGE  
#EuropeForCulture

## EUROPEAN YEAR OF CULTURAL HERITAGE 2018

[https://europa.eu/cultural-heritage/about\\_it](https://europa.eu/cultural-heritage/about_it)

The aim of the European Year of Cultural Heritage is to encourage as many people as possible to discover and get involved in the cultural heritage of Europe and to strengthen the sense of belonging to a common European space. Cultural heritage shapes our identity and our daily life. It is not only literature, art and objects, but also the craftsmanship learned from our ancestors, the stories we tell our children, the food we enjoy together and the films we watch to recognize ourselves. Cultural heritage carries universal value for each of us, for communities and societies. It is important to preserve it and pass it on to future generations. We might think of heritage as "something of the past" or static, but in reality it evolves through our way of relating to it.

Cultural heritage is highly diversified, it includes:

**/ TANGIBLE GOODS** - for example buildings, monuments, artifacts, clothing, works of art, books, cars, historic cities, archaeological sites.

**/ INTANGIBLE GOODS** - practices, representations, expressions, knowledge, skills, and related tools, cultural objects and venues, to which people attribute cultural value. This includes language and oral traditions, performing arts, social practices and traditional crafts.

In line with the guidelines set by the European Parliament for the "European Year of Heritage 2018" and the "Torino Design of the City 2018" Design Week programme towards an accessible city, to be held in Turin from 12 to 21 October 2018.

## **PARTNERS OF THE "SPACE FOR DESIGN" INTERNATIONAL CONTEST**

The initiative will see the participation of various local institutions, organizations and associations directly involved in each area.

With the support of:

**/ Camera di Commercio di Torino**  
**/ Pininfarina**  
**/ Città di Moncalieri**

In collaboration with :

**/ Ascom Torino**  
**/ Associazione Commercianti via Po, Torino**  
**/ Confesercenti Torino**  
**/ Torino Design of the City**  
**/ CDD - Circolo del Design, Torino**  
**/ CPD - Consulta per le Persone in difficoltà**

Under the patronage of:

**/ MIBACT, con il sostegno della Soprintendenza di Torino**  
**/ Città Metropolitana di Torino**  
**/ Regione Piemonte**  
**/ AMP - Agenzia Mobilità Piemontese**  
**/ Torino Creative City Unesco**  
**/ Città di Torino**  
**/ Circoscrizione 1, Torino**  
**/ Fondazione Accorsi - Ometto**  
**/ Politecnico di Torino**  
**/ Università di Torino**  
**/ IAAD**  
**/ IED**

The visual documentation has been entirely developed thanks to the collaboration with the Albe Steiner Institute of Turin.

The 2018 edition of the competition is structured as a format moving towards "Torino Design of the City 2018", to be held in Turin from 12 to 21 October on the topic of "the accessible city". The works will be selected by the Jury and the winners awarded and presented to the city during an exhibition held in the framework of the the Design Week. In this regard, the organization reserves the right, at a later stage, to request the files of the boards selected for the exhibition with captions in English.

On the occasion of the October events, or after them, some prototypes of the selected and winning concepts will be presented to the public, in collaboration with partners. Also in this case, the organization reserves the right to request more detailed materials for their production at a later stage.

## DESIGN CONTEST TITLE

### ACCESSIBILITY AND UNIVERSAL MATERIAL AND IMMATERIAL FRUITION

**The core theme of the Design Contest is "universal material and immaterial accessibility".**

The topic will be addressed paying special **attention to "cultural heritage"**, understood in its broadest meaning and **considering both tangible and intangible heritage**.

The term accessibility and usability of historic city centres, heritage, places, streets and shops that make up the dynamic fabric of the urban space applies to mobility processes and the use of public spaces and commercial businesses **to develop a vision for innovative and simplified use**, also through a new experiential approach for the children, the elderly and citizens with disabilities of all kinds.

The Universal Design cultural approach leverages design as a tool for ensuring common and shared goods, improving well-being, comfort and quality of life for all citizens, providing solutions (visionary and down-to-the earth) that can truly be "for all".

## THE PROPOSAL AS A MODEL

It is in this context, where the design of urban spaces takes up a key role for urban micro-regeneration, that the choice was made to address and extend the topic of universal accessibility.

**The expected results will therefore be "Vision models for process, system and communication", ideally applicable to any historical urban context**, susceptible of triggering active debate in our cities.

## TARGET AREAS

Competitors will be asked to contextualize the theme of universal accessibility and usability focussing attention on "two target areas", very different in terms of characteristics and dimensions, but homogeneous, consistent and representative of the historical city centre of Turin and of satellite towns belonging to the larger metropolitan area around it:

**/ Via Po, Turin**

**/ the street leading up to the Castle in the historic centre of Moncalieri**

Proposals are expected to provide an innovative vision through the analysis of the hubs and the definition of the relevant tangible and intangible Design and Process strategies (land use, urban furniture, lighting, pedestrian or vehicle accessibility, signage and communication, information systems, apps ...).

The goal of this Design Contest is to collect non invasive concepts that can tackle the real urban challenges, enhance the intrinsic qualities of the context, correct criticalities, for high quality, effective and feasible design projects.

Good design can thus be the foundation of concrete, useful solutions for the whole community. It can tackle and overcome difficulties that traders, hotel owners and citizens in general encounter daily, through an innovative approach to space and accessibility.

The "fruition of the physical space" thus takes a key role with reference to some specific features of the two pilot sites, but even more so in relation to users, citizens, children, the elderly, people with disabilities who should have access through innovative, direct, simplified methods as well as a new experiential approach (interpreting the meaning of concepts like design for all, creativity, sensoriality).

# INTERVENTION AREAS

Below are some of the critical issues and needs identified, to be placed in the broader analytical framework set by each individual designer based on their vision and goals.

## VIA PO, TURIN

## Area 1

### Critical issues:

- / architectural barriers to access some shops and along the street (steps, uneven street paving ...).
- / Redundant visual communication / stimuli
- / no visibility of the 'city sights' (the central square and the Castle are not visible when walking along the street)

### Needs:

- / eliminate architectural barriers;**
- / improve the use and connection between the two logistic and cultural hubs (Piazza Castello and Piazza Vittorio with their underground parking lots, architectural features, 'shopping centre' all along the historical arcades).**

## THE STREET LEADING UP TO THE CASTLE IN THE HISTORIC CENTRE OF MONCALIERI

## Area 2

### Critical issues:

- / uphill street (access difficulty, real or perceived), also due to the current (slippery) pavement cubic stones;
- / narrow streets with access to both vehicles and pedestrians;
- / wild parking;
- / poor shop visibility;
- / no visibility of the 'city sights' (Piazza Castello / Piazza Vittorio are not visible when walking along the street)

### Needs:

- / eliminate architectural barriers**
- / improve the use, access and connection between the logistic and cultural hubs (Railway station, multi-storey car park, Piazza Vittorio Emanuele II, Castle, architectural landmarks in the historic centre, 'open air shopping centre');**
- / change the habit of parking along the street, communicating and signaling alternative options (parking, soft mobility ...)**





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### **SPECIAL AWARD BY TURIN CHAMBER OF COMMERCE**

Participants will also be asked to **design a material aid for accessibility and direct use, for all citizens, of public spaces and shops** with steps or architectural barriers. The Contest Rules prompt special and critical design attention to it and provide for the award of a special cash prize, awarded by the Turin Chamber of Commerce .

These concept proposals should also be offering universal solutions, ideally applicable to any urban historical context with similar issues in terms of accessibility of heritage buildings, museums and cultural heritage sites, or more specific ones such as for example, the use of shops, hotels or other physical places in our metropolitan areas.

### **SUSTAINABILITY**

Competitors are expected to add value through an approach aimed to reduce both construction costs and annual maintenance and management costs.

# DESIGN CONTEST RULES

## **Art. 1 TYPE OF PROCEDURE**

Participation in the Design Contest is anonymous.

To ensure anonymity and standard conditions of participation, the Design contest procedures and the relations between the Awarding Authority and the competitors will be confined to telematic means only through the web page:

[www.fondazioneperlarchitettura.it/concorso/spazio-al-design](http://www.fondazioneperlarchitettura.it/concorso/spazio-al-design)

At the indicated web address the competitor can download the required participation material, ask questions, consult the news, get registered and transmit the proposals.

## **Art. 2 DESIGN CONTEST DOCUMENTS AND AIMS**

The documents attached to the Rules can be downloaded from the web page referred to in art. 1.

/ Overall site plan of the design portion of the Metropolitan Area

/ AREA 1 Site plans: VIA PO in TURIN

/ AREA 2 site plans: STREET LEADING UP TO THE CASTLE IN THE HISTORIC CENTRE OF MONCALIERI

/ Photographic documentation: architectural analysis and social use during the day

/ Concept board layout nr 1, 2 and 3

/ Registration form

## **Art. 3 WHO MAY ENTER**

Architects, designers and university students from Schools of Design and Architecture.

The architects, designers and university students of the schools of Design and Architecture, under 25 (at the date of publication of the Rules) , participants either individually or in a group consisting entirely of young people under 25, will also compete in the selection of n. 3 proposals to which special mentions will be assigned.

To promote an open and multicultural approach multidisciplinary groups are welcome.

In the case of groups, a group leader must be appointed, he/she will be the sole reference person for the Promoter.

The group is a single entity for the purposes of the Design Contest and ownership of the submitted proposal will be acknowledged, with equal qualifications and rights, to each member of the group. Participants in the Design Contest will be allowed to rely on consultants and collaborators.

It is strictly forbidden to take part in the Design Contest (group leader, group member, consultant, collaborator) in more than one group, or to participate in the Design Contest individually while already participating in a group.

#### **Art. 4 WHO MAY NOT ENTER**

/ persons who participated in the drafting of the Contest Rules and the attached documents, their spouses and their relatives up to and including the third degree and whoever has a working relationship with them or other well-known relationship with them. By well-known relationship we mean for example sharing the same work environment, implying a mutual intersection of their professional tasks from a technical-organizational point of view;

/ employees and administrators of the Promoter or the subjects entertaining, at the publication date of these Rules, a working relationship with the Promoter concerning the theme of the Design Contest. Exclusion is extended to spouses and relatives up to and including the third degree;

/ members of the Judging Commission, their spouses and their relatives up to and including the third degree;

/ employers and employees of the Judging Committee and those who have a working relationship with them or other well-known relationship. By well-known relationship we mean for example sharing the same work environment, implying a mutual intersection of their professional tasks from a technical-organizational point of view;

/ persons who, at the publication date of these Rules, have been entrusted with tasks in collaboration with the Municipalities of the target study areas concerning the Design Contest theme. The exclusion is extended to spouses and relatives up to and including the third degree.

The Committee referred to in art. 10 reserves the right to verify that the causes of exclusions have been assessed with a view to the approval of the ranking list by the Promoter.

#### **Art. 5 RULES ACCEPTANCE**

By participating in the Design Contest, the competitors accept, without any reservation, all the rules provided for in these Rules. Failure to comply with them will entail the automatic exclusion from the Design Contest.

#### **Art. 6 QUESTIONS**

Clarification requests may be submitted to the RUP by e-mail: [spacefordesign@fondazioneperlarchitettura.it](mailto:spacefordesign@fondazioneperlarchitettura.it) indicating "Questions", by 27 .07.2018. Requests and their answers will be collected in a file that can be consulted and downloaded from the same web page, where it will be published by 03.08 .2018.

## **Art. 7 SUBMISSION REQUIREMENTS**

### **7.1 The concept proposal shall include the following:**

/ Descriptive and technical **report in a one page UNI A4 vertical format**, illustrating the guiding criteria with diagrams and images, the choices made with respect to the brief set in the Contest Rules and the type of intervention proposed.

#### **/ Table 1 - The vision (the theme of universal accessibility, open-ended approach)**

UNI A1 vertical format, using the layout attached to the Rules, containing graphics, images, short captions and whatever may help describe the Vision model of: process, system, communication, ideally applicable to any urban historical context.

The competitor is free to choose the table composition as well as the most suitable scale.

#### **/ Table 2 - Via Po, Turin**

UNI A1 vertical format, using the layout attached to the Rules, with graphics, images, short captions and whatever may help describe the Vision model of: process, system, communication, applied to the target area of via Po in Turin'.

#### **/ Table 3 – Street leading up to the Castle in the historic centre of Moncalieri**

UNI A1 vertical format, using the layout attached to the Rules, with graphics, images, short captions and whatever may help describe the Vision model of: process, system, communication, applied to the study area 'the street leading up to the Castle in the historic centre of Moncalieri' .

**/ Tables n. 2 and 3 might also include the concept for a material aid for accessibility and direct use, for all citizens, of public spaces and shops. The latter will be awarded a special prize by the Turin Chamber of Commerce CCIAA.**

**In the concept proposed, special attention should be paid to communication, given the aim is of reaching a diversified audience and not only the subject-matter experts.**

The report and the 3 tables must be submitted in 4 PDF files (1 file per document). All files (report and tables) must be printable (300 dpi in the original format) and each of them should not exceed 5MB.

The 4 PDF files (report and 3 tables) will be collected in a single folder named ELABORATI (CONCEPT DOCUMENTS) and marked with a random alphanumeric code of 8 characters , to guarantee anonymity (\_XXXXXXXX) .

The content of the documents should therefore ensure anonymity, avoiding elements that are not strictly functional to the description and to the graphic parts of the proposal and which can identify the participants referred to in art. 3.

Any violation of the Contest rules shall be submitted to the Judging Committee to ensure anonymous participation, and may result in exclusion from the Design Contest.

No documents are accepted other than those indicated in the Design Contest or transmitted in ways other than those provided for in the following art. 8.

### **7.2 The application documentation will consist of:**

/ printed version of the electronic form, signed and scanned;

/ scan of the identity document (unauthenticated copy).

The application documents must be submitted in PDF files (one file per document).  
The PDF files of the documents must not exceed, all together, the size of 5MB.  
The PDF files of the administrative documents will be collected into a single folder named DOCUMENTS and marked by the alphanumeric code of 8 characters (DOCUMENTS\_XXXXXXXX) .

The two folders (CONCEPT DOCUMENTS and DOCUMENTS) will be collected and compressed into a single folder identified by an alphanumeric code of 8 characters (XXXXXXXX) .  
In the case of competitors under 25, either individuals or groups made only of participants under 25, the alphanumeric code of 8 characters must be preceded by the initials U25 (U 25\_XXXXXXXX).  
The folder shall be sent following the guidelines set in art. 8.

## **Art. 8 PARTICIPATION TO THE DESIGN CONTEST AND DATES – SUBMISSION OF CONCEPT DOCUMENTS**

Participation in the Design Contest takes place anonymously via the web page:  
[www.fondazioneperlarchitettura.it/concorso/spazio-al-design, under penalty of exclusion.](http://www.fondazioneperlarchitettura.it/concorso/spazio-al-design, under penalty of exclusion.)  
Participation is not allowed in other forms other than those described in the Rules and specified on the web page , under penalty of exclusion.

Folders can be transmitted by 12.00 am of 31/08/2018, by e-mail [spacefordesign@fondazioneperlarchitettura.it](mailto:spacefordesign@fondazioneperlarchitettura.it) with the object "Transmission of concept documents". The Promoter declines any responsibility for any transmission failure within the established deadline, resulting from technical difficulties that may occur to competitors and / or the system and not dependent on the will of the Promoter's will.

## **Art. 9 DESIGN CONTEST CALENDAR**

The main deadlines of the Design Contest are as follows:

<b>17/05/2018</b>	<i>Publication of the Design Contest</i>
<b>11/06/2018</b>	<i>Presentation conference with training with issue credits for Architects</i>
<b>27/07/2018</b>	<i>Deadline for receiving clarification requests</i>
<b>03/08/2018</b>	<i>Deadline for publishing answers to clarification requests</i>
<b>31/08/2018 - h 12.00</b>	<i>Deadline for receipt of Design concepts</i>
<b>06/09/2018</b>	<i>Jury assessment dates</i>
<b>from 12 to 21 October</b>	<i>Announcement of the winners and exhibition opening</i>

**The Promoter may exceptionally extend the terms mentioned above, for the sole purpose of ensuring a better outcome of the Design Contest.**

## **Art. 10 TECHNICAL SECRETARIAT – JUDGING COMMITTEE**

For all the Design Contest support activities, RUP reserves the right to set up a Technical Secretariat to support the work of the Judging Committee.

**The Judging Committee shall be composed of n. 5 standing members of which at least three with a technical scientific degree:**

**/ Paolo Pininfarina - President of Pininfarina**

**/ Arch. Luisa Papotti - Turin Architectural Heritage Superintendent**

**/ Arch. Luisa Bocchietto - WDO President**

**/ Dott. Guido Bolatto - Director of the Chamber of Commerce**

**/ Arch. Alberto Nada - Coordinator Focus Design / OAT**

Should any of the members not being able to attend the meetings of the Jury, the Promoter shall appoint a substitute member.

The meetings of the Judging Committee are valid only when all the standing members are in attendance.

During the first Meeting, after checking the Rules and the answers to the questions provided by RUP, the Judging Committee will define its working methodology.

The Judging Committee, after excluding the concept proposals that do not comply with the Rules herein, will evaluate the admitted proposals against the following criteria:

### **1 / ACCESSIBILITY AND UNIVERSAL MATERIAL AND IMMATERIAL FRUITION 50**

The concept proposal provides a Vision models for process, system and communication, ideally applicable to any historical urban context, while providing practical and useful solutions for the community and all its possible users: children, the elderly, people with disabilities

### **2/ VISION FOR INNOVATIVE AND SIMPLIFIED USE 25**

Tangible and intangible Design and Vision strategies delivering an innovative vision of the context.

### **3 / SUSTAINABILITY 25**

Cost-efficiency - both construction and annual maintenance and management costs.

The evaluation of the works will proceed through subsequent screenings for each of the above criteria. Scores will be assigned.

The works of the Judging Committee are confidential; Minutes will be taken for each meetings and then signed by all the members and put to the records.

At the end of its work, the Committee will draw up a final report with the concept ranking and description of the three winners.

**The Committee shall also:**

**/select the winner of the Special CCIAA Award;**

**/ select n. 3 concepts proposals receiving special mentions for the student category / under 25;**

**/ select concepts deemed suitable for the exhibition at the Turin Design of the City 2018 event, which will be held from October 12 to 22 on the themes "Heritage, inclusion and universal accessibility".**

#### **Art. 11 WINNER ANNOUNCEMENT**

The Promoter announces the winners of the Design Contest subject to the required checks on application documents and exclusions.

#### **Art. 12 PRIZES**

**/ A prize of € 6,000.00 is awarded to the winner (gross of VAT and any other legal charges);**

**/ A prize of € 3,000.00 (gross of VAT and any other legal charges) is awarded to the second winner;**

**/ A prize of € 1,000.00 (gross of VAT and any other legal charges) is awarded to the third-ranked winner;**

**/ Special CCIAA Prize of € 2,000.00 (gross of VAT and any other legal charges);**

**/ N. 3 Special mentions are assigned to students / young participants under 25 , who will be invited to carry out an internship at Pininfarina.**

Ex-aequo prizes are not permitted.

The awarding of prizes will take place within 60 days from the ranking approval, with the final approval of the Promoter.

In the case of groups, prizes will be paid exclusively to the group leader indicated in the application form.

#### **Art. 13 PROPERTY OF THE CONCEPT DOCUMENTS**

The concepts submitted are subject to the laws regulating intellectual property.

#### **Art. 14 PUBLICATION OF CONTEST RESULTS**

In compliance with applicable laws, the Promoter will publish the results of the Design Contest on the website indicated in the Contest Rules.

## **Art. 15 PRIVACY**

The personal data supplied in the application for the Design Contest shall be processed by the Promoter for the sole purpose of allowing the identification of the finalists of the Design Contest itself, after screening and evaluation of the concept proposals. They may be communicated to third parties only for purposes strictly related to the Design Contest and disseminated to promote the implementation of the concepts as referred to in the following paragraph.

Pursuant to Legislative Decree 30 June 2003 n. 196, with the acceptance of the Rules herein, the participants give explicit consent for their personal data to be processed for the purposes related to the Design Contest, in compliance with the provisions in force.  
The data controller is RUP.

## **Art. 16 EXHIBITION AND PUBLICATION OF THE CONCEPT PROPOSALS**

The Promoter undertakes to present the initiative to the national press and to capitalize on the results of the Design Contest through the actions that they deem most appropriate.  
The Promoter reserves the right to exhibit the selected concepts on the occasion of Torino Design of the City 2018 and publish them in a special catalogue.  
By participating in the Design Contest, the competitors authorize the use of their works for all the purposes described in this article.

It is strictly forbidden for participants to disseminate, publish or have their concepts published (even partially) before their official exhibition by the Promoter.

## **Art. 17 PUBLICATION OF THE RULES**

These Rules are published on the web page:

[www.fondazioneperlarchitettura.it/concorso/spazio-al-design](http://www.fondazioneperlarchitettura.it/concorso/spazio-al-design)

The Contest Rules shall be widely disseminated through a press release and specialized websites.

## **Art. 18 LANGUAGES**

The official languages are Italian and English.

## **Art. 19 FINAL PROVISIONS**

Access to the proceedings of the entire procedure is allowed after the awarding of the prizes to the selected concepts.

The Regional Administrative Court of the Piedmont Region based in Turin will have jurisdiction on any disputes.