



# *Mura Creative*

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PAESAGGI EMERGENTI TRA TRADIZIONE E MODERNITÀ

**INTERNATIONAL COMPETITION FOR TEMPORARY GARDENS**

1<sup>st</sup> Edition | 01-03 September 2017



HOSTED BY

**MURABILIA – MURAINFIORE 2017**

Lucca, Urban Walls Walk

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## CREATIVE WALLS

The Opera delle Mura association, in collaboration with the Guild of Architects of Lucca and joint with the Tuscany-Marche-Umbria Section of AIAPP, is proud to announce the **First Edition of Creative Walls**. This will be held within the historical Murabilia festival, and named Murainfiore (Flowering Walls) 2017: Garden Design Festival of the city of Lucca.

The competition is the first Edition after the previous one of the last year and it seeks to promote reflection on the theme of urban culture and landscape. It aims to place value on beauty and on improving the quality of life both within the city and outside, enhancing new behaviours towards the environment and sensitising citizens on how to safeguard our environmental heritage.

## MURABILIA – MURA IN FIORE 2017

The 16th edition of Murabilia-Murainfiore took place in 2016 and was one of the most highly anticipated Italian events for green-lovers. Approximately 20'000 visitors, made up from gardeners, collectors of rare plants, botanists, home-growers and all garden-lovers, made their way to the expo, conferring the show with one of the largest crowds for shows of this kind in Italy.

This open air market show is enriched by International and national nurseries, manufacturers of garden tools and garden furniture and over 250 stall holders. The event is framed by a unique location: The Walls of Lucca, with its ramparts flanked by trees, the lawns, the views of the historical city, the cool and mysterious underground vaults, and the enchantment and tradition of the Botanical Gardens.

**The 17th edition of Murabilia, which will take place on the 1st, 2nd and 3rd of September 2017, will be a show within the larger cultural event. The Creative Walls competition, this year in its first edition, will be of international scale for temporary gardens.**

## CONTACTS

### Mura Creative:

- Exhibit Coordination: Elisa A. M. Varetti  
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- Guild of Architects of Lucca: Alessandra Del Rosso  
[alessandra.delrosso@gmail.com]
- Headquarters (technical information): Opera delle Mura of Lucca  
[+39.0583.950596 | murabilia@murabilia.com]

### Press Office:

- Mimma Pallavicini [+39.328.4760791 | mimma.pallavicini@gmail.com]

## THE THEME

The scope of the present competition is the planning and implementation of temporary gardens within the 17th edition of Murabilia – Murainfiore 2017.

Creative Walls, in its 1st Edition, will follow the theme of **A View to The Orient: China**.

With its mixture of different landscapes China is one of the biggest nations of the whole world. Its geography composes of forests and moors, deserts and metropolis, not to mention its several rivers and water elements.

We are aware that a nation's landscape doesn't come just from its geography but from people living it as well and following this principle we invite designers to reflect not only upon the relationship between man and nature, with its roots in the cultures of the Far East, but also upon its historical evolution, its garden tradition and geographic elements. Is it possible to apply the philosophies, colours, styles of composition, contradictions, peculiarities and the balances of the Far East with a Mediterranean viewpoint, without falling into an empty aesthetic of imitation?

## GENERAL INFORMATION

### 1. GARDEN DIMENSIONS

The installations may be of free shape, but must follow the following guidelines:

- One side of fixed dimensions, of 6m in length;
- Only one point of entry or exit, located on the side of fixed dimensions (6m);
- Depth of within 4 to 8m;
- Total surface area between 24m<sup>2</sup> and 48m<sup>2</sup>.

### 2. EASE OF ACCESS

Each garden must have one point of entry and exit, which renders it easily accessible also to people of limited motor abilities.

The sequencing of gardens will be established by the organisers, who will chart a path throughout the installations.

### 3. LOCATION

All the gardens will be located on the lawns outside the urban walls. This area, which is between the Bastion San Regolo and the Bastion la Libertà, is part of the Murabilia 2017 Garden Marquee Festival, and it is close to one of its main entrance points.

### 4. FIRST SELECTION

The proposals will at first be submitted to an initial evaluation from the jury, with the aim of verifying conformity to the criteria (point 6) and to select a maximum of 6 gardens to enter the next phase of construction.

There is no financial retribution set for the designs admitted to the construction phase.

The organisation will provide the publication of results of the preliminary selection on the web site within the 5th of June 2017.

The commission reserves the rights to ask designers to modify parts of their project and to admit fewer participants to the construction phase if the quality of designs does not meet the standard required.

#### 5. JURY

The Jury Committee will be nominated following the deadline for the competition entries, and will be made up of:

- One person nominated by the Guild of Architects of Lucca,
- One person nominated by the Guild of Agronomists of Pisa, Lucca and Massa Carrara,
- One person nominated by AIAPP,
- Two people nominated by the Opera delle Mura di Lucca and the Guild of Architect of Lucca together,
- Two substitute members.

#### 6. EVALUATION CRITERIA

The selection of projects admitted to the second phase of realisation will be based on the following criteria:

- **Choice of plants:** adequacy, coherence, harmony of the composition;
- **Concept:** adherence to the theme of the competition and originality of the idea (cultural references and a multidisciplinary team might bring distinctive elements);
- **Project:** quality of the project, practicality of the proposal and its context.

It is to be noted that the use of plants which do not adhere to current safety and security standards will not be permitted.

#### 7. PRIZES

On the first day of the show, the jury will evaluate the projects based on the following criteria:

- **Coherence to the project:** how well the project submitted reflects the garden's construction, and coherence between the plants selected for the project and those presented;
- **Quality of the production:** the aesthetic of the production and quality of the plants;
- **Harmony and balance:** the choice of plants and balance of the installation;
- **Concept:** the originality, innovation and inspiration of the proposal, and success in carrying this out in the construction.

The first prize will consist of €2.000,00 and will be awarded to the garden which most follows the requirements laid out in the present document and the aforementioned evaluation criteria of the jury.

There may also be a **Special Mention** award for a garden worthy of consideration.

The overall winners and potentially the Special Mention winning team will additionally be invited to participate in the second edition of Creative Walls with a new proposal project, which will be invited directly to the construction phase.

#### 8. RULES OF PARTICIPATION

The participation is anonymous, and open to all architects, agronomists and landscape designers either individually or in a group, under the condition that one person be the representative group leader.

In the eventuality of groupings, botanists, naturalists and artists may also participate as collaborators. Multidisciplinary groups are particularly recommended.

Each participant, being individual or in a group, may enter only one proposal.

The proposal must be original and may not under any circumstance be a reproduction of a project from a similar event.

#### 9. TERMS OF ACCEPTANCE

With their participation, competitors accept all terms and conditions which regulate the present notice.

#### 10. EXCLUSIONS

All persons, either individuals or group members, involved directly in the outlining of this notice and preliminary screening are prohibited from participating. Also excluded are members of the Jury, their spouses, members of their extended family to the 2nd degree, work partners and employees, as well as direct superiors and collaborators of aforementioned persons.

#### 11. HOW TO PARTICIPATE

Participation is free of charge.

The required documentation must be sent before the deadline of **11:59pm of May the 15<sup>th</sup> 2017** to the email address: [muracreative@murabilia.com](mailto:muracreative@murabilia.com), with the subject "Creative Walls – project proposal".

The proposals must be sent via WeTransfer.

#### 12. REQUESTED DOCUMENTS

Creative Walls is a digital competition, therefore designs in paper format will not be required.

The official language of the competition is Italian, but presentations may also be made in English.

The project proposal, attached to the email, must be identified by a keyword, must be in a .zip format with the name *projectkeyword.zip* and must contain two folders subdivided as follows:

**"FOLDER A"** for the administrative documentation:

- Profile of participants: This consists of a profile which presents each participant to be used for publications and plaques. It must be of maximum 500 characters per participant, in A4 format with a .doc extension. The file should be saved under the following name: *projectkeyword\_profile.doc*.
- Declaration of production of the project: A declaration must be signed by all participants of the intent to take on all responsibility for the furnishing, mounting, dismantling, removal and transport of all materials used to create the project. The file must also specify eventual

sponsors involved up until that moment (changes may be made, if the project is selected).

The file must be saved under the name: *projectkeyword\_declaration.doc*

- Registration form: The form must be completed with personal data. The file will be saved under the following name: *projectkeyword\_registration.doc*.

**“FOLDER B”** for the competition boards:

- Project Book: The book must be in a .pdf format with a 300 dpi resolution, A3 page landscape with a maximum of 6 pages (excluding an optional title page), saved under the name, *projectkeyword.pdf*, made up of the following:
  - Board 1: project concept, blueprint with an appropriate scale with notes on the materials used and eventual text with explanations,
  - Board 2: significant sections (minimum 1) with a 1:50 scale,
  - Board 3: three-dimensional views with perspective, axiometry and render (minimum 1),
  - Board 4: showing all plants chosen,
  - Board 5: significant technical details on an appropriate scale,
  - Board 6: estimate of costs for the proposed garden.
- Low-resolution project book: A 72 dpi version of the project book with a .pdf extension is to be submitted for eventual web publication named *projectkeyword\_72dpi.pdf*
- Project blurb: A 100-word blurb is to be submitted for eventual web and paper publication. This must be submitted on a portrait A4 paper with .doc extension and named *projectkeyword\_blurb.doc*
- Plant list: A list of all plant species used in the project must be submitted with both scientific and common names. The file must be in .doc format with the name *projectkeyword\_species.doc*.

Other than the keyword selected, no other forms of identification may be included, as this will cause the project to be disqualified from the competition.

The choice of graphic design and representation of the boards is, as for the project design, free.

### 13. OWNERSHIP OF THE MATERIALS SENT

The materials received will remain available to Creative Walls to be used freely for presentations and/or publications with no limit of time or place.

It is guaranteed that the source of each project will be cited.

Participants must also guarantee to cite “Mura Creative” (Creative Walls) as the place of first development of the project, in the eventuality of this being published independently in any publication or website.

### 14. PUBLICATION OF SELECTED PROJECTS

The projects which are selected, a summary of their profiles and of their authors and potential sponsors, will appear within the official catalogue of Murabilia 2017, in the section dedicated to the garden design festival.

The competition will be promoted by the press office of Murabilia, which will send photos of the expo and the selected projects to local and regional press as soon as they become available. Furthermore, the projects which are selected will also be promoted on Murabilia social media, on the website and to the whole mailing list of the newsletter.

#### 15. SITE INSPECTION

A visit to the site dedicated to the installations is possible for all projects admitted to the construction phase. Participants should confirm their interest by answering the pertinent email at the appropriate time.

#### 16. BUILDING THE GARDENS

The projects which are selected will be produced at expense and labour of the designers for the Murabilia 2017 event. The designs must be in place within the dates of 25th to 31st of August 2017. Similarly, the dismantling and removal of materials must take place within the times established with the Murabilia Association, and be paid for by the participants. The dismantling must be completed within the timeframe of 4<sup>th</sup> to the 9<sup>th</sup> of September 2017.

Any and all synergies, collaborations and sponsorships for the realisation of the project are allowed and supported.

Any work of maintenance of the garden design should be performed following the same rules and modalities of the other expositions of Murabilia.

#### 17. PRIZE AWARD CEREMONY

On the 3<sup>rd</sup> of September the Closing Ceremony will take place in which the winning project will be presented with the "Creative Walls" award.

### **TECHNICAL INFORMATION**

#### 14. MATERIALS

The designers may choose, in full artistic liberty, the shape of the garden and materials they feel most appropriate. Designers must guarantee their ability to finish the garden within the timeframe and conforming to the project they submitted. The whole garden must be removed by the authors within the 9<sup>th</sup> of September 2017.

The following is not allowed:

- Planting anything or digging into the ground in any way;
- Use of glues, nails, staples, silicone, paint or in any way altering the lawns of the Walls;
- Modifying or damaging the electrical equipment provided;

Any materials which do not contravene safety and security standards are permissible.

Any damage caused by not following these rules will be paid for by the offending persons.

#### 15. ELECTRIC AND WATER SYSTEMS

During the days of the show (01.02.03 September 2017) each stall will be provided with a 200Watt electricity attachment and an irrigation attachment if needed.

16. ENTRY PASSES

Each team selected for the competition will be provided with a number of passes equal to that of the members of the team who are registered for each project.