



# AWR

ARCHITECTURE WORKSHOP IN ROME

# AWR



SAPIENZA  
UNIVERSITÀ DI ROMA



RIACHERCARE  
centopercento ecodesign

## PREFACE \*

**Why a competition dedicated to the design of a chair?** Because it represents an icon throughout time. The chair covers different periods in time and diverse historical moments. However certain details remain unchanged and they hide under the design of an object which appears simple only on the surface.

Design, technological innovation, comfort, functionality and flexibility: all these features have always contributed to the appeal that chairs confer to designers and to those who use them. The great Avant-garde masters of the last century saw in the design of a chair the perfect opportunity to express their talents and their ideas. In some cases, the chair has become the manifesto of an entire artistic or architectural movement. Time has brought a clear and unstoppable technological progress. There have been many technological innovations in field of chair design. Nowadays the main objectives are to cut down production costs and respect the environment. Now, more than ever, the search for environmentally friendly materials is the focus of worldwide famous designers' research activity. Design should convey a variety of meanings: versatility, ergonomics, and aesthetics. Tastes and habits have changes through time, but the main rule has always remained the same: creativity.

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## PROPOSAL \*\*

Recycle/Rechair is an International conceptual design competition put forward by AWR - Architecture Workshop in Rome. The goal of the competition is to award the best designers around the world that are willing to meet the challenge of designing a completely eco-friendly armchair. There are no limits to construction, material or dimension to be considered for the project. Recycle/Rechair is an ideas competition and, as such, it is aimed at investigating trends in new functional, performance and aesthetic models for the years to come.

Today, more and more people are choosing products labeled as "green" or "eco-friendly". It has therefore become essential to follow a design ethic and seek solutions that are actually environmentally friendly. Particular attention will be paid towards the implementation and the technical ability to employ "green" materials. Whether traditional or innovative, the materials employed are required to be environmentally friendly.



Cabbage Chair designer: Nendo

## ELIGIBILITY \*

Designers, Architects, and Students are invited to participate to this competition. Admissions will be accepted for individuals as well as teams. Teams should be made up of no more than five members and can be multidisciplinary.

Teams can have members of different nationalities and, if students, they don't necessarily have to study in the same center.

The registration fee are for teams and not for each participant or member of the team. Each team may submit only one project proposal that corresponds to the amount paid. The submission of more than one project proposal may be made only after the payment of additional fees.

IT IS ABSOLUTELY PROHIBITED THE PARTICIPATION TO THE COMPETITION OF A JURY MEMBER, A RELATIVE OR A PERSON OR BODY CONNECTED PROFESSIONALLY TO THE JURY.

## AWARDS \*\*

1st	prize	1000 €
mention	prize	500 €
mention	prize	500 €

The 2 honorable mentions will be awarded in the following categories:

**WELL DONE:** How material can influence the senses? How the material of a chair can impact pollution?

**LOOK CUTE:** How design can influence the senses? What is the relationship between aesthetics, functionality and sustainability?

Winners and Honorable mentions will be published on AWR WebSite.

Awards are intended for teams, regardless if the participation is by individuals or groups. The prize includes bank commissions.



Wiggle Side Chair designer: Frank Gehry manufacturer: Vitra

**SCHEDULE \***

September	1	2011	Competition announcement Special registration begins Question period is open
October	15	2011	Special registration deadline
October	16	2011	Early registration begins
November	30	2011	Early registration deadline
December	1	2011	Late registration begins
December	15	2011	Late registration deadline
December	31	2011	Project submission deadline
January	10	2012	Jury meeting - Evaluation period begins
January	31	2012	Winners' announcement

**CALL FOR ENTRIES \*\***

Projects will be registered between September 1, 2011 and December 15, 2011 and all of them, without any exception, will be delivered by December 31, 2011

Special registration	September 1, 2011 - October 15, 2011	€ 50
Early registration	October 16, 2011 - November 30, 2011	€ 75
Late registration	December 1, 2011 - December 15, 2011	€ 100





Tube Chair designer: Joe Colombo manufacturer: Flexform



JURY \*

Arch. Naghi Habib // Internation Architecture studio

Arch. Laura Negrini // IED Professor, Design School Director

GUMDESIGN // International Design and Architecture firm

DARC studio // International Architecture firm

Martin Refsal // Editor-in-chief of CMYBecon

DMdesign studio // Eco-Design firm in Rome

## REGISTRATION \*

You must be correctly registered to the website [awrcompetitions.com](http://awrcompetitions.com) to take part to the competition. Once the registration and the payment process has been successfully completed you will receive an email notice by AWR with a confirmation of the enrollment. In the confirmation mail you will receive a registration code which will be the only way of identifying you during the evaluation period. A further test for the correct payment will be the PayPal confirmation email.

The payment of the registration fee must be made exclusively through the website [awrcompetitions.com](http://awrcompetitions.com), adopting one of the available payment methods and according to the established terms.

Once the registration phase is complete, the fee will no longer be refundable under any circumstances; the only exceptions are described in the "Terms of Use" section on the Website.

By registering to a competition proposed by AWR makes you are implicitly accepting all the terms of use and the official regulations (General Rules) of the Website.

## PAYMENT METHODS \*\*

The payment methods accepted are the following:

### PayPal and Credit Card

PayPal is the simplest and safest way to pay online without disclosing the number of your credit card. There is no fixed time frame for the transfer of money. Registration will be confirmed and the code will be sent instantly in order to start the participation. With this payment method no commission fee is applied.

### Bank Transfer

If you want to pay by bank transfer please contact us at [registration@awrcompetitions.com](mailto:registration@awrcompetitions.com). The fee corresponding to a specific period should be credited to the account provided by mail by the AWR staff. Any bank commission will be covered by participants.

Period Fee + Bank Commission = Payable Fee

If you do not receive the participation code immediately after payment, contact us at [registration@awrcompetitions.com](mailto:registration@awrcompetitions.com)

## SUBMISSION REQUIREMENTS \*\*\*

Entrants must submit their proposal via email no later than February 6, 2012 (23:55 hours Italy Time) to the following email address: [registration@awrcompetitions.com](mailto:registration@awrcompetitions.com)

**Each participant must send the following material:**

- One A2 board (59,4cm x 42cm)

A clear, concise explanation of the design that intelligently addresses the three key criteria and answers all the relevant questions in the call for entries. Explain the innovation and inspiration behind your idea. You are encouraged to give a unique name to your design.

The resolution of the boards must be 150 dpi, RGB mode and saved as JPG files. The bottom right corner of each board must contain the participation number.

All the files must be placed in a ZIP folder named after your registration number. For example: 1des-u-01.zip

The board must be named with the registration number. For example: 1-arc-u-01.jpeg

The folder must also contain: a DOC file containing the entrants' personal informations, including Name, National Insurance Number (NIN), or Tax Code, Address, Profession and email. This file must be named after the registration number followed by the word "info".

**The board should not contain any other sign of recognition, it causes the immediate exclusion from the competition. No entrant shall disclose, exhibit or publish their submitted entry in any form or in any forum until the completion of the competition and announcement of the winners. Any such disclosure will result in immediate disqualification.**

The official competition language is English. Any note or text must be written English. Any text written in a different language will be ignored. When the registration project deadline is over the automatic system that controls the delivery of the projects will be closed and it is not possible anymore to deliver the project.

**TEAMS WHO DO NOT RESPECT ALL THE REQUIREMENTS IN THE BRIEF, FOR THE DELIVERY OF THE MATERIALS, WILL BE IMMEDIATELY DISQUALIFIED.**



Collapsible Chair designer: Yuya Ushida

## JUDGING CRITERIA \*

The competing projects will be evaluated according to the following judging criteria:

**SUSTAINABLE MATERIALS** - it will be evaluated the ability to reverse the current development model, focused on the "consumption".

The goal to follow will be to promote a sustainability culture, by encouraging the development of innovative settlement, design and technological interventions.

**PHYSICAL COMFORT** - it will be evaluated the flexibility of use of the chair and how the shape of the body interacts with the shape of the chair.

**TECHNOLOGICAL INNOVATION** - it will be evaluated the ability to pursue an innovative project in terms of its technology, its structure, its architecture or its concept.

**LOOK CUTE** - We must not forget that the chair is a piece of furniture, so the visual impact will be evaluated, and how the chair can be placed in space.



## EVALUATION PROCESS \*\*

The evaluation process on which the jury will be based to judge the projects will be divided into three phases.

- When the contest ends there will be an initial selection of the projects in accordance with the jury of the 30 projects. The 30 works will go to the next stage of evaluation.
- The staff of awr delivers the material to the jury. The jury will evaluate the projects privately and will be made a provisionally list. The top 10 winning projects will advance to the final stage.
- The jury will have a meeting in order to determine the winning projects and the honorable mentions.

The jury reserves the right to exclude from the evaluation phase the projects that do not meet the criteria mentioned in the competition. The jury's decision is final, faultless and sovereign in order to determine the winning projects according to the evaluation methods used previously.

## NOTES \*

All the material submitted to the contest will become the property of AWR. AWR will therefore keep all the rights to publish this material in order to promote the competition. By submitting a proposal, AWR will be authorized to use the material for the publication of the project in both print and digital editions, always referring to its author/s. AWR keeps the right to modify any information in its files in order to better adapt it to any book or magazine format.

AWR staff reserves the right to change dates, deadlines, requirements, regulations and content of the competition taking place. The changes will be effective from the date of their publication on the Site. Participants will be informed via email.

AWR staff assumes no liability for correct receipt of emails from the participants.

Project proposals are only for a single contest, which means that they are fictitious projects and the regulatory restrictions may be disregarded.

No private or public sector has encouraged AWR - Architecture Workshop in Rome which remains an independent and free organization.

None of the sponsors or co-workers have an interest in promoting competition in place.

Signing up at [www.awrcompetitions.com](http://www.awrcompetitions.com) and participating in the contest, you are accepting the general rules and the term of use of [www.awrcompetitions.com](http://www.awrcompetitions.com).



Collapsible Chair designer: Yuya Ushida

## FAQ \*\*

FAQ all about the competition can be submitted from the first day until one week before the project's registration deadline. Participants are invited to submit their own doubts and questions. AWR's staff will respond as quickly as possible.

FAQs regarding the competition will be submitted through social networks (Facebook fanpage) or by contacting us at [info@awrcompetitions.com](mailto:info@awrcompetitions.com).

Adhesions in social networks are possible through the links on the site [www.awrcompetitions.com](http://www.awrcompetitions.com).



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## TECHNICAL PARTNER \*\*\*



## ACKNOWLEDGMENTS \*\*\*

Arch. Alessandra Capanna, Arch. Antonia Marmo, and all jury members.

\*S.U.R. - Sapienza Università di Roma\*, \*IED - Istituto Europeo del Design\*

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