

INTERNATIONAL COMPETITION arturbain.fr
13th session: 2004

" OUTDOOR ADVERTISEMENT,
ARCHITECTURE AND LANDSCAPE "

RULES AND CONDITIONS

Theme of the 2004 competition

" Outdoor advertisement "

To provide an improvement to the quality of urban life, the Seminar Robert Auzelle invites teams to transform the existing urban forms. This transforming action should be proposed in connection with the elected officials of the cities and their engineering departments which take part in the competition. It should apply to areas corresponding to one of the three following scales:

- a public space (street, avenue, or place....)
- a district (shopping district, city entrance, or town centre....)
- an agglomeration.

While taking account of the problems of the cities which propose areas to be transformed, the teams should indicate, in the BEFORE/AFTER drawing, in which respect the proposals enhance the area in relation to the definition of "art urbain": "Set of multidisciplinary steps leading to the creation or the transformation of urban neighbourhoods with a concern for an evaluation of the architectural quality, the social life and the respect of the environment."

The proposals, starting from a diagnosis on the existing state should show the modifications made to outdoor advertisement, architecture and landscape. It would be advisable to put forward a DAY/NIGHT comparison in BEFORE/AFTER presentations.

ARTICLE 1: Organiser and sponsorship

ARTICLE 2: Theme

ARTICLE 3: Entrants

ARTICLE 4: Choice of locations

ARTICLE 5: Services

ARTICLE 6: Inscription of the teams

ARTICLE 7: Calendar

ARTICLE 8: Jurys

ARTICLE 9: Assessment criteria of the jurys

ARTICLE 10: Prize and distinctions

ARTICLE 11: General provisions of the rules

For all further information apply to:
seminaire.robert.auzelle@wanadoo.fr
or C.G.P.C. / S.R.A. Tour Pascal B 92055 PARIS CEDEX DEFENSE
Tel.: 0(033)1.40.81.68.34 Fax: 0(033)1.40.81.23.95

ARTICLE 1: ORGANIZER AND SPONSORSHIP

The Seminar Robert Auzelle, association (Law of 1901 type) for the promotion of urban design, organizes the international urban design competition in French language, called "concours international arturbain.fr". The present rules and the results of the previous years are available on the site www.arturbain.fr. This competition is sponsored by the National Council of the "Ordre des Architectes de France", with a contribution of 3 000 €

Other sponsorships and contributions are welcome in France as in other countries, and leads to a Local Committee of the Seminar being set-up in accordance with the statutes of the Seminar, which one can read on the site quoted previously.

ARTICLE 2: THEME

" Outdoor advertisement, architecture and landscape ",
as element of a conscious organization of urban space.

Publicité extérieure (Outdoor advertisement) refers in France to signs, advance signs, and publicity; the latter comprises display boards and any device of the type veils, gantry... This one must however be established with a view to a conscious organization of space and therefore be made up with the architecture and the urban landscape, both by day and by night (neon sign). Outdoor advertisement is an element which takes part in the economic, cultural and artistic life of society. It has in each country its own expression, as have architecture and urban landscape.

The anarchistic establishment of outdoor advertisement faces today the opposition of both the professionals and the authorities of the cities. Outdoor advertisement must seek solutions satisfying either a landscape charter established between the professionals and the city, or regulations inserted in the policies of a development plan. These provisions must be adapted to the scale of the street, the district and the agglomeration. Outdoor advertisement is prohibited in certain cases. It should not be a simple added element which denatures the architectural and landscape character of an urban unit, but it must be made up with this character. Consult the Vocabulary plate on outdoor advertisement for a more precise definition.

To provide an improvement to the quality of urban life, the Seminar Robert Auzelle invites teams to transform the existing urban forms. This transforming action should be proposed in connection with the elected officials of the cities and their engineering departments which take part in the competition. It should apply to areas corresponding to one of the three following scales:

- a public space (street, avenue, or place....)
- a district (shopping district, city entrance, or town centre....)
- an agglomeration.

While taking account of the problems of the cities which propose areas to be transformed, the teams should indicate, in the BEFORE/AFTER drawing, in which respect the proposals enhance the area in relation to the definition of "art urbain": "Set of multidisciplinary steps leading to the creation or the transformation of urban neighbourhoods with a concern for an evaluation of the architectural quality, the social life and the respect of the environment."

The proposals, starting from a diagnosis on the existing state should show the modifications made to outdoor advertisement, architecture and landscape. It would be advisable to put forward a DAY/NIGHT comparison in BEFORE/AFTER presentations.

A discussion meeting will be organized in 2004 (see poster) in Paris and other cities (on the initiative of the local committees) to allow the students and teachers to meet and to be informed by expert lecturers and elected officials.

ARTICLE 3: ENTRANTS

- the competition is opened to the students and teachers of the higher education establishments, made up in multi-field team registered at the University or in the colleges of art, engineering, architecture, landscape, town planning ...
- each multi-discipline team should include three members (two students and a teacher) and cover at least 2 distinct disciplines. In the event of a student giving up, the team is authorized to return the competition but must mention this defection. Any teacher may be part of several teams, but each student may take part in only one project.

ARTICLE 4: CHOICE OF LOCATIONS

- the cities wishing to propose an urban area to be transformed should inform the Seminar Robert Auzelle. They should present a request comprising the name of their correspondent, an explanatory memorandum (A4 sheet) and an A4 plan of the suggested area. These documents will be consultable on www.arturbain.fr.
- the teachers have all latitude to choose one of the suggested areas. They can also adopt another area in agreement with the municipality concerned.

ARTICLE 5: SUBMISSION DETAILS

5-1 - The draft is to be returned on a CD-ROM, in the shape of a 300 dpi JPEG file.

5-2 - the draft should be presented at the A1 (84 X 59,4 cm), landscape mode (horizontal), format - made of two portrait mode (vertical) A2 drawings, delimited by a narrow vertical line - and should respect the principle of comparative BEFORE/AFTER reading:

BEFORE: diagnosis (left-hand side A2 portrait drawing)

- 1) the name of the city and the name of the area concerned, and its location plan at a 1/5000 scale, indicating the North and the area location.
- 2) the text (500 characters maximum) describing the existing situation, with diagrams analysing the disadvantages, accompanied by a " day view " and the same view " by night ".
- 3) a plan of the area on a suitable scale selected among the following: 1/2000, 1/500, 1/100, accompanied by " visual sequences " according to the Vocabulary definition (reproduced on the site www.arturbain.fr).

AFTER: proposal (right-hand side A2 portrait),

- 1) the title given by the team to the suggested action to evoke their proposal
- 2) the text (500 characters maximum) indicating the suggested program, with comparative analysing diagrams, the " day view " and the " same view by night ",
- 3) a plan of the area on the same scale as the BEFORE plan, accompanied by transformed " visual sequences " representing the proposal.

5-3 -In order to be readable on a A1 board (double A2) at a distance of 1.50 m, and also readable (as a reduced version) on a A3 sheet (double A4), the texts would be written with Arial font, as follows:

- dark character on a clear background
- 22-point type,
becoming an 11 point Arial font, when reduced to A3 format
- titles in bold capital letters.
- subtitles in bold lower case.

5-4 - Any project non following the clauses § 5-1, 5-2 and 5-3, would be refused.

NB: As an example, the following fact-sheets of the Internet site should be consulted:

1 / Arturbain 2001 competition: the 1st prize

2 / Vocabulary: visual sequence, reference mark and outdoor advertisement.

ARTICLE 6: INSCRIPTION OF TEAMS

The teacher of each team should send the inscription form by E-mail, following the model attached here. This inscription gives the team members full membership of the Robert Auzelle Seminar for the year 2004, with no fee to pay.

Their educational establishments are invited to take part in the organization of this competition by integrating it in their teaching program and by subscribing to the Seminar as corporate member (yearly fee 400 €)

ARTICLE 7: CALENDAR

- TUESDAY OCTOBER 14 2003 at 5 pm,

The 2004 Competition launched during the Award Ceremony of the 2003 Competition

- JANUARY 2004

Meetings and conferences in France and other countries (see poster)

- THURSDAY MARCH 11 2004 at 5 pm,

Closing date for E-mail inscriptions,

The procedure is indicated on the attached inscription form.

- TUESDAY MAY 11 2004 at 5 pm,

Closing date for sending a CD-Rom to the Seminaire Robert Auzelle or his local Committee.

- JUNE 2004

Jury decisions; publication of the results on Internet site www.arturbain.fr,

- OCTOBER 2004

Visualization of the projects of the prize winner; award presentation; exhibition in Paris, and in other cities at the initiative of the local delegates of the Robert Auzelle Seminar.

ARTICLE 8: JURYS

8-1 - Jury members are chosen among appropriate personalities, in particular presidents or representatives of professional organizations or environment associations.

Excluded from jury membership are the teachers and the elected officials of the cities involved with the competition.

8-2 - The Paris jury is composed of 7 personalities. The delegate of the Robert Auzelle Seminar acts as secretary. The president is co-opted by the 7 members of the jury.

The Paris jury examines all the projects which are not examined by a local jury.

He classifies these projects in two categories:

France (Paris region and other French areas), International (all other countries).

8-3 - A local jury may be made up if there is a local committee, in France or in other countries, and if a contribution is put aside for the prizewinners.

The local jury is composed of 5 members. The local delegate of the Robert Auzelle Seminar assures its secretariat. The president is co-opted among the 5 members of the jury.

ARTICLE 9: ASSESSMENT CRITERIA OF THE JURYS

9-1 - The Paris jury (for the 2 categories: France and International) and the local juries freely make a short list of the 10 best projects. They then give a note to each of them, using the following marking grid, and rank them.

9-2 - the marking grid gives a note (0, 1 or 2) for each of 5 criteria.

The 5 assessment criteria of both the Paris jury or the local juries relate to the communication with the public and the quality of the action:

- legibility of the document and its capacity to communicate the ideas of the proposal (evocative title, comparison before/after, connection text/image...)
- relevance and realism of the proposal in relation to the request of the community and to its implementation.
- architecture and landscape quality, by an organization of open spaces adapted to the diversity of uses, by the aspect of the grounds, frontages, plantations, furniture and works of art, by the lighting, the control of publicity and posting...
- creation of a quality of social life (safety, accessibility, user-friendliness...)
- improvement of the environment (noise, pollution, parking of vehicles...).

ARTICLE 10: PRIZES AND DISTINCTIONS

10-1 - The jury of Paris distributes the entirety of the amount of the €3 000 endowment for the prizes and distinctions.

€1500 for the France Prize and the distinctions, selected among the teams of the Paris region and other areas of France which do not have local committees.

€1500 for the international Prize and the distinctions, selected among the teams of the participating countries which do not have local committees.

10-2 - The local juries, when they are created in France or in other countries, are committed to distributing the entirety of the endowments. They may attribute only one prize, and distinctions, by indicating the area or the country of the local committee. The heading of the prize will be: "Prize arturbain.fr" associated in the name of the local committee.

10-3 - The participation of a teams can involve only one jury.

ARTICLE 11: GENERAL PROVISIONS OF the RULES

11-1 - Intellectual and artistic property:

The entrants remain owners of the projects subjected to the competition and their rights of implementation. Nevertheless, the organizers reserve the right to use and reproduce the proposed projects as well as the name and the photography of the entrants in the competition, with an aim of organizing public relation or information actions of which they will be the only judges.

Any person or entity who wishes to use the work of the teams must address a request to the Robert Auzelle Seminar.

11-2 - Responsibility for the organizers:

The Robert Auzelle Seminar reserves the right to curtail, extend, defer, modify or cancel this competition, for whatever reason. It is committed to informing the entrants of this right, but its responsibility could not be bound by this fact.

11-3 - Interpretation of the rules:

The rules of the competition are accessible on www.arturbain.fr.

The participation in this competition implies a general acceptance of the present rules.

The interpretation of the present rules is only competence of the organizer.

i concoursinternational@yahoo.fr