



Associazione delle organizzazioni di ingegneria,  
di architettura e di consulenza tecnico-economica



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## INTERNATIONAL ONLINE COMPETITION

# SILK ROAD MAP

BETTER CITY - BETTER LIFE

HIGH DESIGN - HIGH TECHNOLOGY

Italian Pavilion - World EXPO Shanghai

## CONCORSO INTERNAZIONALE ONLINE

# ROAD MAP DELLA SETA

MIGLIORE CITTA' - MIGLIORE VITA

ALTO DESIGN - ALTA TECNOLOGIA

Padiglione Italiano - EXPO Universale Shanghai

### 1. COMPETITION PROMOTER

OICE is a trade association representing Italian engineering, architecture and technical-economic consultancy organisations.

### 2. COMPETITION ORGANIZATION AND MANAGEMENT

House of Excellences in China

China-Italy-Architectural-Organization

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tel +39.06.85351035, fax +39.06.85357834

Supported by: Comune di Roma, Regione Lazio, Sviluppo Lazio

In collaboration with and employing the technologies of Newitalianblood.com

**Website:** [www.newitalianblood.com/expo2010](http://www.newitalianblood.com/expo2010)

**Competition Organization:** [competition@newitalianblood.com](mailto:competition@newitalianblood.com)

### 3. COMPETITION OBJECTIVES

OICE strongly believes in cooperation, virtuous competition and the potential of Italian creativity, design and technology. Throughout the years this conviction has translated into initiatives and events that, in occasion of the Expo Shanghai are rendered tangible in an online Competition and successive Exhibition: an exceptional opportunity for professionals and students (Italian and Chinese) to propose **innovative ideas-projects** focused on the development of international collaborations, investments and synergies.

In addition to the **First Prize Award of 10,000.00 Euros**, to be assigned to the winning project and **return airfare** to Shanghai offered to a maximum of **5 Honourable Mentions**, the top **10 proposals** will be presented as part of the **Exhibition "High Design - High Technology"**, inside the **Italian Pavilion at Expo Shanghai 2010**, together with other representative Italian designers, presenting the most innovative aspects of the country's design and technology.



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The ideas-projects, selected by an Italian-Chinese jury, will become an integral part of the exhibition, inserted within a large three-dimensional map, measuring over 15 meters in length, symbolically uniting Italy and China, and constituting a form of participation with democratic origins; a unique **opportunity** and **occasion** to present ambitious challenges to Institutions, organisations, entrepreneurs, media and the Expo's millions of expected visitors.

The competition invites participants to develop **innovative ideas-projects, material or immaterial, for the recovery, reinterpretation, updating and, if possible, reconfiguration of the collective image of the "Silk Road"** (soon to become a UNESCO World Heritage Site).

The Silk Road is an extraordinary network of commercial, cultural and religious paths measuring some 15,000 km in length. For over 2,000 years it constituted the only connection between Eastern and Western civilisations. From the ancient city of Xi'an, the heart of silk production, it arrived in Italy passing through China, Russia, Kazakhstan, Tajikistan, Kyrgyzstan, Turkmenistan, Afghanistan, Iran, Iraq, Armenia, Syria, Turkey, Greece and Egypt. The German geographer and baron Ferninand von Richthofen used the term Silk Road (Seidenstrasse) in 1877 to indicate the fusion of connections between East and West, with two primary southern and northern paths, obviously in addition to maritime routes, that included such historic cities as Wuwei, Anxi (first bifurcation), Kashgar, Kokand, Samarkand, Teheran, Baghdad, Palmira (second bifurcation), on the one side towards Damascus, Gaza, Cairo, Alexandria and, on the other, towards Aleppo, Antioch, Angora, Izmir, Istanbul and Athens, connected by sea with Rome and Venice.

An infinite number of sources, historical reconstructions and maps attempt to trace the routes of caravans during different eras; all of these documents may represent sources of inspiration for the elaboration of submissions; together with other precious suggestions found in stories, legends and the drawings and diaries of travellers, explorers, traders, religious men, scientists and artists, such as Marco Polo, Father Matteo Ricci, John Cabot, Flavio Gioia, Giovanni da Verrazzano or Giuseppe Castiglione.

Other elements for correctly responding to the ambitions of the competition are obviously supplied by the beauty and variety of the landscapes in continuous mutation (snow covered peaks, plateaus, lakes, planes, steppes, rivers, deserts, oases, cultivations, etc.) and the extraordinary evidence left by man in sites rich with history, culture and often mystery (caravan cities, cave settlements, palaces, towers, fortresses, monuments, sanctuaries, mosques, churches, etc).

What is more, by the year 2025, China has announced that it will complete a network of superfast passenger and goods trains that will connect the Far East with Central Asia and Europe in 3-4 days. This will make it possible to ship containers overland from Hamburg to Shanghai in less than 48 hours, rendering maritime transport obsolete. The multi-billion dollar plan for Chinese development is focused on the creation of the most extensive network of superfast trains in the world, connecting Eurasian capitals, in previously unimaginable periods of time. A network of 40,000 km of the latest generation of new rail lines will cross no less than 17 countries, with new stations, intermodal nodes and urban agglomerates. China will provide the technology, equipment and the most modern trains, capable of travelling at speeds of up to 350 km/h; the costs of construction, for those countries that wish to participate, will be offset by energy and primary materials. A first line will connect South East Asia, uniting Kunming, in the Chinese region of Yunnan, with Singapore. It will cross China, Vietnam, Thailand, Myanmar and Malaysia. The second line will cross Central Asia: from Urumqi, in Xinjiang, it will push on to Kyrgyzstan, Ashgabat in Turkmenistan and Astana in Kazakhstan. From here it will cross the tip of Russia and Ukraine, arriving in Budapest and Bratislava. The third line, from the mining areas in Manchuria, will penetrate into Siberian and European Russia, Russia and Poland, ending in Germany. According to the Chinese Government, in less than twenty years it will be possible to travel, in high-speed trains fitted with wireless technologies, from Singapore to Lisbon. The rail network of the century, which promises to favour a



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progressive shift of economic and geopolitical equilibriums towards the Far East has already obtained interest and acceptance in many countries. The new Eurasian high-speed rail line is focused above all on goods transport, the creation of new industrial centres and the exchange of precious natural resources. The project will render the development of the immense mineral deposits under the Baltic, in Eastern Europe and Central Asia more convenient. The romantic Silk Road will thus be transformed into a new highway of natural gas, oil and other materials essential to new technologies. Hundreds of millions of people will be able to decide to move East, to currently depopulated areas, though rich with resources, to found new metropolises.

The development of the ideas-projects is open in terms of the selection of the site, anywhere along the network of roads connecting China and Italy, as well as in the choice of the most opportune functional programme; the jury will also evaluate immaterial, digital, interactive, conceptual and ephemeral submissions, without a specific site or adaptable to multiple sites.

In coherence with the themes of the exhibition inside the Italian Pavilion we suggest, though without any obligation, that submissions adhere to the five main themes of “High Design - High Technology”:

- Pre-Existing Structures: conservation and/or renovation > Tradition
- Industry and Architecture > Production
- Technologies for Mobility and Connections > Movement
- Parks, The Environment, Eco-sustainability and Energy > Wellbeing
- High Technology Materials and Research > Tactility

#### 4. TERMS AND CONDITIONS

The competition will take place in a **single phase** and is open to **Italian and Chinese professionals and students**. Professionals, for example, may be: architects, designers, urban planners, landscape architects, engineers, engineering companies, sociologists, anthropologists, historians, artists, scientists, agronomists, botanists, economists, researchers, technologists, curators, philosophers, authors, etc. Students are intended as those who, as of the date of the announcement of the competition, have not yet graduated or who, during the year 2010, are enrolled in post-graduate courses, such as specialisation courses, master and/or PhD programmes, etc.

Participants may be individuals or groups. In the latter case it is necessary to indicate a group representative. Interdisciplinary, multicultural and trans-national groups are encouraged. The ownership of the idea-project is recognized in equal measure to all members of eventual groups. Each participant or group may prepare and submit only one project. Participants may not belong to more than one group.

#### 5. EXCLUSIONS AND INCOMPATIBILITIES

**The ideas-projects** (images and texts) **must be entirely anonymous** and respect the technical specifications outlined in this document. **Failure to respect this clause will result in the disqualification of the submission.** The Jury may decide to exclude any participant based on the deformity of the material presented with respect to the indications contained in this brief or in light of any evidence that may compromise the anonymity of the submission.

The following are not eligible to participate in the competition:

- members and employees of: OICE, House of Excellences in China, China-Italy-Architectural-Organization, and Newitalianblood;
- those who have collaborated in the preparation of the competition;
- spouses, parents and relatives of Jury members, including third-degree relations;
- those with ongoing professional/personal relationships with the members of the Jury.



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## 6. REGISTRATION PROCEDURE

Participants must **complete the online registration process by 10:00 AM on 31 May 2010** using the form found online at [www.newitalianblood.com/expo2010](http://www.newitalianblood.com/expo2010).

The payment of the 100.00 (one hundred) Euros inscription fee for each group (50.00 Euros for groups composed exclusively of students), as a partial contribution to materials, exhibition setup and the catalogue, can be made using a credit card or debit card (Visa, MasterCard, American Express) directly online or via bank transfer to the account held by the China-Italy-Architectural-Organization (IBAN: IT 43 S 06160 03201 10000000052), in which case the online registration form must be accompanied by a copy of the bank draft receipt.

Following the correct completion of the online registration process, the system will automatically forward each member of the group an email with a USER ID and PASSWORD, to be used to complete the online payment process and successive online submission of the ideas-projects. After successfully completing the online payment procedure, the system will forward each member of the group a receipt of payment. No other form of registration is possible and it is not possible to modify completed registrations, or to eliminate or add group members.

## 7. REQUIRED MATERIAL AND SUBMISSION PROCEDURES

Participants must submit **2 (two) images** (which may include different drawings) of the idea-project in .jpg format (dimensions: 945x450 pixels, maximum size 200 kb) and a **descriptive text** in English (maximum length: 2,000 characters, spaces included).

The material is to be submitted by the participants according to the instructions published in two, successive online 'pages', according to the instructions that can be easily followed by anyone with a minimum knowledge of email and Internet.

The images and text must clearly outline the concept, strategy and design necessary for the understanding of the submission.

### - The first 'page' must contain:

- One .jpg image (940x450 pixels, maximum sized 200 kb) that includes at least one three-dimensional image of the entire project (renderings, photomontages, photographs of models, perspectives or drawings);
- A text, in English, maximum length 1,000 characters (spaces included) describing the general content and ambition of the idea-project, indicating the location (nation and closest city) and the geographical coordinates (latitude and longitude) obtainable, for example, using Google Maps by clicking on the right mouse button on any point on the map and selecting the last item in the menu.

### - The second 'page' must contain:

- One .jpg image (940x450 pixels, maximum sized 200 kb) that includes at least one three-dimensional detail of the project (renderings, photomontages, photographs of models, perspectives or drawings);
- A text, in English, maximum length 1,000 characters (spaces included) describing the main characteristics of the idea-project.

Following the successful completion of the self-publication of both 'pages', the online system will automatically forward the members of the group an email confirming the files submitted (images and text), in .pdf format.

Participants may substitute previously transmitted images. The Jury will evaluate only the last images received.

Images and texts may not be submitted in any other form.

For the self-publication of the images and text it is sufficient to have access to an internet connection and browser, such as Mozilla Firefox (version 2.0 or later for PC Windows or MAC OS X) or Internet Explorer (version 6.0 or later for PC Windows only, no MAC) or Safari (version 3.0 or later



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for MAC OS X).

**The self-publication procedure will be active on the competition site from 10:00 AM on 31 May 2010 to 10:00 AM on 15 June 2010 (Italian time), by which time all submissions must be received in order to be eligible to participate in the competition.**

Given the considerable amount of time available to competitors for the activation of the aforementioned procedures and the adoption of technical actions that are ordinarily suitable and sufficient, the China-Italy-Architectural-Organization declines any and all responsibility for failure to access the system and/or failure to activate the online procedures within the allotted time frame, resulting from technical difficulties faced by participants and/or deriving from the system, which are beyond the organiser's control, such as, for example, difficulties in connecting to the system resulting from participant's use of unsuitable systems or their inappropriate use, temporary congestion of the internet network and/or connections to the online system, natural catastrophes or human actions that may affect the competition management system, etc.

#### 8. ANONYMITY

The online system associates an individual and random **8-digit numerical code** to each submission received. Not even the author of the submission will be made aware of this code. Only following the completion of the Jury's assessments will the 8-digit codes be associated with the names of the authors of the submissions. Participants are thus reminded that all texts and images submitted must not contain any references that may compromise their anonymity.

#### 9. JURY COMPOSITION AND VOTING METHOD

The Jury Members are:

**Maria Assunta Accili** - General Secretary Expo Government Commission > ITA

**Pio Baldi** - President Maxxi Fondation, XXI century Arts and Architecture Museum > ITA

**Cesare Casati** - Director International Magazine L'Arca > ITA

**Claudia Clemente / LABICS** - Architect, Principal Labics > ITA

**Rocco Curto** - Professor Turin Polytechnic, President National Conference of Deans > ITA

**Pierpaola D'Alessandro** - Director Industrial Affairs Sprint Lazio > ITA

**Massimo Gallione** - President National Council of Architects PPC, or his delegate > ITA

**Luigi Prestinenza Puglisi** - Architecture Critic > ITA

**Giovanni Rolando** - President National Council of Engineers > ITA

**Benedetta Tagliabue / EMBT** - Architect, Principal Enrique Miralles Benedetta Tagliabue > ITA

**Zhang Can** - Architect and Designer, Chengdu Building Security Review Commission > CHINA

**Zhang Dai Ying** - Vice President & General Secretary Chengdu Building Association > CHINA

**Qun Dang / MAD** - Architect, Principal Mad Office > CHINA

**Qian Fang** - Professor, China Southwest Architectural Design and Research Institute > CHINA

**Guo Chuang Feng / ZHUBO** - Architect, Chief Designer Zhubo > CHINA

**Qing Lin** - Professor, Faculty of Architecture Southwest Jiaotong University > CHINA

**Jiahua Wu** - Chief Editor World Architectural Review, Professor Shenzhen University > CHINA

**Jack Zhou** - Architect, President Architectural Design Branch of Nuclear Industry Southwest > CHINA

The Jury will complete its assessments by **25 June 2010**.

Each Jury Member will be provided with a package of individual votes. The number of votes available will be calculated as 25% of the valid idea-projects submitted. The algebraic sum of the votes of the single Jury Members will determine the final classification. The Jurors, after the anonymous viewing of the ideas-projects will be allowed of vote, using a telematic system, selecting the most interesting submissions by assigning 4/5/6 points. In the event of ex-aequo, Jurors will be asked to vote a second time. The Jury will have a total of ten days to complete its evaluations.



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## 10. AWARDS, TRAVEL AND EXHIBITION IN THE ITALIAN PAVILION AT EXPO 2010

After evaluating the Jury's classification and verifying the correctness of registrations, the China-Italy-Architectural-Organization will assign the **First Place Project** a total prize of **10,000.00 Euros**. A maximum of **5 Honourable Mentions** will receive **return airfare** (from Italy or China) to Shanghai. Finally, the Organization will offer the **top 10 projects** the possibility to present their ideas-projects as part of the Exhibition "High Design - High Technology" inside the Italian Pavilion at Expo Shanghai. The China-Italy-Architectural-Organization reserves the right to offer, at its own cost, to construct a conceptual model realised using prototyping technology, measuring a maximum of 25x25x25 cm. As an alternative, for the exhibition, the top 10 projects will be requested to submit a DVD with a 60 second video presentation of the idea-project. Prior to the inauguration of the Exhibition in Shanghai, the **official awards ceremony** will be held at the Casa dell'Architettura in Rome, Italy. All submitted projects will be published online at [www.newitalianblood.com/expo2010](http://www.newitalianblood.com/expo2010).

## 11. RESULTS, PUBLICATION, INTELLECTUAL PROPERTY AND USE OF PERSONAL DATA

Following the completion of the Jury's assessments, the competition organisers will notify the winners via email. The classification of the selected projects, accompanied by the images, will be published at [newitalianblood.com](http://newitalianblood.com) and forwarded to international magazines of urban planning, architecture, landscape architecture, design and culture.

The authors of the top 10 projects must submit, no later than **30 June 2010**, the 2 idea-project images at 300 dpi and, no later than **15 July 2010**, a three-dimensional file in .stl format for the realisation of the prototype model that, if held to be useful to the presentation of the project, will be paid for by the China-Italy-Architectural-Organization and used for the Exhibition. As an alternative to the 3d model, the top 10 submissions may be requested to submit, in order to better illustrate their ideas-projects during the presentation in the Italian Pavilion, a short, 60 second promotional video on DVD.

The winning participants are guaranteed the intellectual property of the submissions as per applicable legislation regarding authorship rights and intellectual property. Participation in the competition automatically grants the China-Italy-Architectural-Organization the right to use the submitted work for all objectives related to the divulgation of the results and promotion of the Exhibition.

Registration for the competition authorises the use of the personal data supplied for uses exclusively related to the inherent and consequent phases and procedures of the competition.

## 12. WAIVER OF RIGHTS OVER COPYRIGHT TO ALL TEXTS, IMAGES, MODELS AND VIDEOS

Those who choose to register online to participate in the competition **authorise** the China-Italy-Architectural-Organization to use all of the submitted material (text, images, 3D models, videos) and declare that the material is not subject to any third-part claims. Participants will make every effort to indemnify the China-Italy-Architectural-Organization in the event of disputes with third parties regarding any publications related to the Expo Shanghai and eventual successive exhibitions, with specific reference to: catalogues, websites, brochures or any other use.

Participants allow the China-Italy-Architectural-Organization to photograph/document the works and videos presented as part of the exhibition and to use this material to pursue institutional objectives and promotion. The China-Italy-Architectural-Organization guarantees that any use will be accompanied by the mention of the author(s).

## 13. SUMMARY AND CALENDAR



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Competition announcement and beginning of online registration: **March 2010**  
End of online registration: **31 May 2010** (10:00 AM Italian time)  
Beginning of self-publication of ideas-projects: **31 May 2010** (10:00 AM Italian time)  
End of self-publication of ideas-projects: **15 June 2010** (10:00 AM Italian time)  
Completion of Jury assessments: before **25 June 2010**  
Submission of 300dpi images for publication in the catalogue: before **30 June 2010**  
Official announcement of results: before **30 June 2010**  
Submission of 3D files for models or DVD with video for the exhibition: before **15 July 2010**  
Completion of eventual prototype models: before **30 July 2010**  
Exhibition: Italian Pavilion Expo Shanghai: **summer 2010**