

POLITECNICO DI MILANO



Facoltà di  
Architettura e Società



Comune  
Roma



ORDINE DEGLI  
ARCHITETTI  
PIANIFICATORI  
PAESAGGISTI E CONSERVATORI  
DI ROMA E PROVINCIA



Comune  
Tivoli



Accademia Adrianea di  
Architettura e Archeologia Onlus

PIRANESI Prix de Rome 2010

**DESIGNING ARCHEOLOGY**

**INTERNATIONAL CALL FOR BUILT PROJECTS**



# DESIGNING ARCHEOLOGY INTERNATIONAL CALL FOR BUILT PROJECTS

## ARTICLE 1: OBJECT

The Accademia Adrianea for Architecture and Archeology, in partnership with the Facoltà di Architettura e Società del Politecnico di Milano, and the Pantheon Institute, Rome, along with the Assessorato alle Politiche Culturali e Comunicazione of the Municipality of Rome, the Assessorato alle Politiche Culturali of the Municipality of Tivoli, Order of Architects of Rome, establish an international call for built projects on the issues of the requalification of the archaeological cultural heritage and in particular for the architecture for archaeological sites and for communication (graphic) design for its cultural heritage.

The call is integral to the VIII Edition of the Piranesi\_Prix de Rome, which will take place in Rome and Villa Adriana from the 28th of August to the 11th of September 2010 and is also tied directly to the International Conference “New Museography, Strategic Design and Requalification of Archeological Cultural Heritage” which will be held in Rome, at the Auditorium of the Museum of the Ara Pacis on the 31<sup>th</sup> of August and 1<sup>st</sup> of September, 2010, at which venue, the selected projects will be presented.

## ARTICLE 2: OBJECTIVES OF THE INTERNATIONAL CALL FOR PROJECTS

- 1\_ The expansion of the Piranesi\_Prix de Rome, the International seminar promoted by the Accademia Adrianea for Architecture and Archeology, to design professionals who's best built works can be acknowledged with a recognition reserved heretofore for academic participants.
- 2\_ The realization of a scientific publication, which will become a professional reference for institutions and design professionals involved in the management and requalification of the cultural heritage associated with archeology.
- 3\_ The realization of an exhibit in conjunction with the Piranesi\_Prix de Rome for 2010 to be held in Rome and Tivoli from the 30<sup>th</sup> of August to the 12<sup>th</sup> of September 2010.  
The exhibit will be re-presented.

## ARTICLE 3: TARGET AUDIENCE

The Call for Projects, operative within the disciplinary registry of the International Seminar on Museography at Villa Adriana called Piranesi\_Prix de Rome, is open to all design professionals or design studios that, individually or in association, have had built architectural projects that have had, as an essential part of their design program, the improvement of the use, accessibility, legibility, and general requalification of archeological heritage. Archeological cultural heritage is understood here and conventionally, as all architecture built up to and including the XIV Century.

In particular:

- Archeological museums or museum facilities built in archeological contexts.
- Structures or artifacts who's purpose is to make “open air” museum of archeological sites or excavations.
- Structures or systems of covering for the protection of archeological remains.
- Projects who purpose is to reutilize ancient architectural artifacts, or that exhibit the reconstruction and volumetric reuse of sectors of these artifacts.
- Projects who's program includes improvements to the public services (systems of access, reception, and hospitality) and public use of archeological areas.
- Communication design projects who's program is to provide coordinated identity design (graphic design) for archeological areas and monumental contexts, archeological museums, or exhibit installations in archeological areas.
- Temporary installation projects and exhibits for archeology or in archeological contexts.



#### **ARTICLE 4: PARTICIPATION**

Participation is limited to projects originating after 1985 and will be divided into two categories: a) those dated between 1985 and 1999, and b) those dated between 2000 and 2010. These projects are to be presented as per the next article below, and will be reviewed by a scientific review committee which will select a certain number in keeping with the objectives indicated in article 2 of the Call.

Selected projects will be presented at the Museum of the Ara Pacis in Rome on the 31<sup>th</sup> of August and 1<sup>nd</sup> of September 2010, at the international conference “New Museography, Strategic Design and Requalification of Archeological Cultural Heritage” and exhibited for the duration of the Piranesi\_Prix de Rome (28 August/12 September), according to this schedule:

**01-06 Settembre** at the Casa dell'Architettura\_Acquario Romano.

**07-11 Settembre** at Scuderie Estensi of Tivoli

The presentation of the project at the conference can be made directly by the designer or by a person representing him/her. In alternative, in the absence of the designer, the project will be presented by a university professor or representative, expert in architecture and archeology, selected by the Accademia Adrianea.

Participation in the International Call for projects “Designing Archeology” for built projects aimed at the requalification of the archeological cultural heritage, must be preceded by a request for participation (appendix A) which should be sent by email to the following address:

**premio.piranesi@gmail.com**

#### **ARTICLE 5: AWARDING OF THE PIRANESI\_PRIX DE ROME**

The projects exhibited will compete for the Piranesi\_Prix de Rome Award, Professional Category; and will be subjected to the review of a jury, somewhat different from the one in the previous article, which will award the Piranesi\_Prix de Rome to the project that is most significant as the best expression of design quality and sensibility to the specific design problems engaging architecture for archeology.

Winners will be notified by special delivery letter.

The award ceremony will be held within 60 days of sending the message.

#### **ARTICLE 6: COMMITTEES AND JURIES**

For the selection of projects invited by the International Call destined to be in the publication mentioned in article 2, paragraph 2, there will be designated by the Accademia Adrianea, an internal Scientific Committee composed of professors **Luca Basso Peressut**, **Romolo Martemucci** and **Pier Federico Caliarì**, Amedeo Schiattarella, President of the Ordine Degli Architetti di Roma, and a representative from the Soprintendenza per i Beni Culturali del Comune di Roma.

For the selection of the Piranesi\_Prix de Rome Award Professional Category, mentioned in article 2, paragraph 1, there will be a second committee (Jury) presided over by **Umberto Croppi**, Assessore alle Politiche Culturali del Comune di Roma, and composed of a representative of the Presidenza della Camera dei Deputati (President of the House of Representatives of Italy), a representative of FIABA Fondo Italiano per l'Abbattimento delle Barriere Architettoniche, and the members of the Scientific Committee in the previous paragraph above.

#### **ARTICLE 7: PRESENTATION REQUIREMENTS**

For the selection of the projects sent to the International Call destined for publication mentioned in article 2, paragraph 2, the required submission includes:



- a) **A bound folio in A3 format horizontally arranged**, organized with text and images necessary for the description of the project, and composed of a maximum of 10 pages plus the cover page and a rigid board at the end (12 pages total). The pages are to be composed on one side only (leaving the rear of each page blank). The ten pages must include:
- Cover page including the name of the professional or studio author of the project, the title of the built project, and the title: : *“Piranesi\_Prix de Rome. VIIIª edizione 2010. Call internazionale per realizzazioni di architettura e museografia per la valorizzazione del patrimonio archeologico”*.
  - First page with a descriptive text written in Arial – 12, with title in Arial – 14 Bold.
  - Pages 2 to 10, composed of before project photos, after project photos, general design drawings and working drawings of the project.
  - Final page is simply a stiffening board for the folio.
- b) **A CD containing:**
- A PDF file with the generalities (curriculum) of the professional or the studio author of the project entitled “Generalities”.
  - A file called “Plates” (“Tavole”) containing all the ten pages of the folio in PDF format.
  - A file called “Images” (“Immagini”) containing all the images, photos, drawings and graphic sketches proposed as support for the descriptive text to be published.

This packet should be sent, sealed and well protected against folds and impact, **by 30 JUN 2010**, to the following address:

**Accademia Adrianea di Architettura e Archeologia Onlus**  
 Piazza del Collegio Romano n° 1B  
 Roma, 00186  
 ITALY

The professionals or studios of the selected projects will be contacted and invited to produce further competition material for the final phase of the Piranesi\_Prix de Rome Professional category mentioned in article 2, paragraphs 1 and 3. They will be asked to send a packet containing:

- c) **3 plates in format A1** printed in color and mounted on a rigid board containing the illustrative graphics of the project. The three plates should also be organized in pagination so as to be sent by electronic media to the interested parties.
- d) **One CD** containing a file called “Plates” (“Tavole”) with the files in PDF format of the three plates mentioned above.

This packet should be sent no later than **30 JUL 2010** to the same address:

**Accademia Adrianea di Architettura e Archeologia Onlus**  
 Piazza del Collegio Romano n° 1B  
 Roma 00186  
 ITALY

#### **ARTICLE 8: CRONOLOGICAL PROGRAM**

30 APR 2010\_Publication of the International Call for Projects  
 30 JUN 2010\_Final date for the submission mailing for the project selection (packet in A3 format and CD)  
 30 JUL 2010\_Final date for submission for selected projects (Three plates and CD)  
 31 AUG-01 SEP 2010\_Conference and Presentation of the projects in competition and exhibit.  
 01-06 SEP\_Exhibit of projects at Casa dell’Architettura, Roma  
 07-11 SEP\_Exhibit of projects at Scuderie Estensi, Tivoli  
 09 SEP 2010\_Committee (Jury) meeting and awarding of the Piranesi\_Prix de Rome  
 12 SEP 2010\_Exhibit ends



Winners will be notified by special delivery letter. **Within 60 Days** of sending the message, will be the Announcement and awarding of the Piranesi\_Prix de Rome.

This program may be subject to minor changes that will, in any case, be communicated immediately to all those who have expressed interest.

#### **ARTICLE 9: SECRETARY**

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## Appendix A

Application Request for the International Call for Projects  
**“DESIGNING ARCHEOLOGY”**  
For Built Projects

<b>NAME</b>	
<b>SURNAME</b>	
<b>PROFESSION</b>	
<b>PROFESSIONAL STUDIO</b>	
<b>STREET ADDRESS</b>	
<b>CITY, ZIP</b>	
<b>COUNTRY</b>	
<b>N° TELEPHONE/ FAX / CELL</b>	
<b>E_MAIL</b>	
<b>WEBSITE</b>	

### REQUESTS

Participation in the International Call for Built Projects “Designing Archeology” and, concurrently in the VIIIth Edizione Piranesi\_Prix de Rome for 2010.

### AND FURTHER DECLARES

To have read in all its parts the International Call and to accept all the conditions of participation contained therein, and in particular articles 2, 4, 5, and 6.

SIGNATURE OF APPLICANT

DATE

