

## 1. DESCRIPTION

WT SmartCityAward 2018, international ideas competition, part of an annual program of prestigious Awards and Events. WT Studio, architectural organization based in Milan, Italy, driven by a deep reflection about the future of our cities, is researching and selecting the most visionary and sustainable ideas and projects to transform in a positive way the urban landscape.

A commitment that WT Studio wishes to share with the architects of all over the world, each one with its own culture and imaginary to create a puzzle of ideas and visions to interpret the urban future.

The event WT SmartCityAward is held every year in Milan Design Week, 17 - 22 April, in collaboration with Milan Città Metropolitana.

The event is held during Milan Design Week with six days of exhibition at Isimbardi Palace, the prestigious seventeenth century headquarters of the Milan Città Metropolitana.

The location is in the historical city center, near San Babila, heart of main events of Milan Design Week.

WT Event is included in the calendar of Fuori Salone events. The initiative involves every year the most important business groups and includes television and radio. Is scheduled a wide communication program with broad media, institutional coverage and significant visibility for the companies involved.

The opening ceremony is chaired by President of the Milan Città Metropolitana, with the participation of prominent institutional personalities, renowned designers and top managers of relevant companies.

## 2. COMPETITION TYPE

International ideas competition of Architecture

## 3. SITE MAPS

There is no real context, but are also accepted projects with fictitious contexts.

## 4. DEADLINE

- Deadline registration extended to: **15 February 2018**
- Submission final project and materials: **25 February 2018**
- Announcement of competition result and awarding ceremony: **17 April 2018 during Milan Design Week**
- WT Award Event: **17 - 22 April 2018**

## 5. PRIZE / AWARD

Awards/Prize will be assigned as follows:

- **1°, 2° and 3° prize:** delivery of **Award Trophy** during the WT Award Ceremony. The winners will be invited to speak during the conference in presence of journalists, institutions, architects and operators.

## 6. EXHIBITION PACKAGE

Additional opportunity to enhance prestige and visibility of the Firm / Architect with a communication program that guarantees wide media and institutional visibility during WT Event, one of the most visited and appreciated by journalists and professionals at the Milan Design Week. For information about the Exhibition Package contact [premio@well-tech.it](mailto:premio@well-tech.it)

- Exhibition of architectural model in the SmartCity Award event Milan Design Week
- Branded big size display / panel with Firm name, images and project description
- Cocktail in Palazzo Isimbardi after Press Conference
- Press Release Preparation
- Press Release Distribution
- Gala-Night Invitations
- Communicated to Magazines
- Mailing list and invitations
- Competition Logo
- Extensive PR Campaign
- Communicated to Blogs
- Newsletter Announcement
- Web Campaign Visibility

## 7. VISIBILITY EXHIBITION PACKAGE

The exhibition provides a prestigious awards ceremony presided by President of the Milan Città Metropolitana with the participation of prominent personalities of the institutional and business sphere and journalists for television and radio broadcast and numerous publications.

### 7.1 Exhibition

The exhibition is held at the Isimbardi Palace, the prestigious headquarter of the Milan Città Metropolitana. The thirteen winning projects will be exhibited six days at Palazzo Isimbardi with a prestigious event during Milan Design Week 17 - 22 April 2018.

### 7.2 Press Conference and Awards Ceremony

Opening event and press conference will introduce WT SmartCity Award ceremony chaired by the President of the Milan Città Metropolitana, with an honorary committee composed of institutional personalities, prominent businessmen, famous designers and key figures from culture and social sphere.

### 7.3 Gala-Night invitations

A rich cocktail will be held in the gorgeous park of Palazzo Isimbardi after WT Awards Ceremony. The designers who submit Exhibition Package will have the unique opportunity to invite their guests in a setting of great prestige and meet institutions, journalists and high-level operators in the sphere of design and architecture.

### 7.4 Mailing list and invitations

180.000 invitations sent before and during the event, to invite to attend, bear information about WT SmartCity Award with images and communicates of the projects for divulgation and promote publications.

60.000 contacts of WT Studio database for communication activities, including: institutions, TV, journalists, real estate and construction companies, designers, rectors and university professors, heads of foundations, associations and museums, advertising agencies.

### 7.5 WT SmartCity Award website

The selected 20 projects will be included in the Project Section of WT SmartCity website and will be the subject of the WT SmartCity communication campaign.

Each project has a dedicated page with images and description, direct link to the website of the designer and a download area for high-definition images and projects details: [Link](#)

### 7.6 Media and publications

Encourage media interest and increase the number of journalists who will intervene at the event, through a strong and focused communication campaign targeted to the most relevant magazines and website

### 7.7 Web Visibility

Web communication campaign through 20.000 contacts of major blogs and sites of architecture and design.

## 8. SUBMISSION MATERIAL

All projects, ideas and concepts will be accepted if in accordance with the contest topic:

### 8.1 Images

From 3 to 7 high-resolution (300 dpi for PC, MAC) images of the project (rendering, schemes, sketches, ...) and from 1 to 3 high-resolution (300 dpi for PC, MAC) images of the model (if existing)

file name: architectname\_5 (ex. studiorossi\_5)

Send to the e.mail address [premio@well-tech.it](mailto:premio@well-tech.it) (max 20 MB at time)

### 8.2 Written description

Entrants must fill out in English the word form at this link [Description Form](#) with maximum 4000 characters editable and submit together with the projects images at the e.mail address [premio@well-tech.it](mailto:premio@well-tech.it)

## 9. ELIGIBILITY AND INELIGIBILITY

The applicant may submit more than one project. The Entrants must submit the required documentation for each project, and pay the required fee, valid for only one project.

There are no restrictions for the authors of the projects in this international ideas competition.

Open to students in architecture and professionals. Projects may be carried out individually or in group, with no restriction on the number of member team.

## 10. ASSESSMENT

Submitted entries are judged by an experienced jury panel composed of academics, design professionals and media members. Voting is blind to ensure fair competition. Entries with the highest score are awarded.

## 11. EVALUATION CRITERIA

WT Smart City Award is an ideas competition, an opportunity to experiment and explore the limits of architecture.

The criteria include sustainable measures, application of renewable energies and materials, safety, visibility and facile understanding, utilization of manufacturing technologies and materials to implement qualitative, functional and communicative aspects, form and innovative technologies with sustainable characters.

The competition entries shall be selected and awarded according to the following criteria, which are not listed in any order of priority:

### 11.1 Sustainability

- reducing consumption of materials and energy
- waste reduction throughout the life cycle of the project
- application of renewable energies and materials
- transformation of the mode of use in function of a reduction of materials and energy
- qualitative values, functional and communicative project

### 11.2 Quality of Life

- formal and functional values that will meet the needs of people who use the building
- creating ergonomic space
- applications of materials and technologies with low environmental impact
- spaces with materials and technologies to optimize user comfort
- appropriate use of technology, materials and production system

### 11.3 Accessibility

- ease of use by vulnerable groups, elderly and disabled
- security, visibility and easy understanding of the spaces
- research and application of new methods of use of public spaces, private and appropriate functions
- qualitative values, functional and communicative project

## 12. LANGUAGE

English

## 13. FEE TO ENTER THE COMPETITION

Each entrant must submit an entry fee for each project.

**Registration, within 15 February 2018: 75 Euro \***

Copy of the bank transfer will be sent together with the registration form of each project, to validate your entry to the prize.

The registration fee are for teams and not for each Entrants. The submission of more than one project proposal may be made only after the payment of an additional fee for each project.

The fee will no longer be refundable under any circumstances.

Entrants may pay the specified fee detailed above by bank transfer

BANK ACCOUNT DETAIL : Banca San Paolo Intesa

Account name : Arch. Chiara Cantono

Account nr : 100000000224

IBAN: IT110306909451100000000224

BIC: BCITITMM

\* Any fees or commissions charged for the bank service must be assumed by the Entrants, not by WT Studio (transfer amount = Inscription fee + bank fee)

\* In this fee is not included the Exhibition Package

## 14. REGISTRATION

Entrants must fill out in English the form at this link [Registration Form](#) and submit together with the copy of the bank transfer

After receipt of the format correctly filled and the amount by bank transfer, you will receive a confirmation e-mail.

## 15. RULES

1. Entrants must respect calendar dates, procedures and fees;
2. Entrants must respect all the instructions regarding required material;
3. Entrants can be students, graduated, freelance architects, designers or artists: it is not mandatory to be involved in architectural disciplines or enrolled in architectural associations;

4. Entrants can join the competition both individually and in team;
  5. All Entrants members must be 18 years old;
  6. Entrants can be composed by any number of team members;
  7. Entrants can be composed by any competitors belonging to different countries and universities;
  8. Paying a single entry fee allows to join the competition with a single project;
  9. Paying further entry fees allows to join the competition with further projects; fees to be determined by following competition's calendar;
  10. Committee's verdict is incontestable.
  11. It is forbidden to competitors to ask a juror about the competition;
  12. Competition Organizer reserves the right to change dates, deadlines, requirements, regulations and contents of the competition taking place. The changes will be effective from the date of their publication on the Site. Entrants will be informed via email. Competition Organizer assumes no liability for correct receipt of emails from the Entrants;
- By violating the rules, Entrants and their teams will be disqualified from the competition without any chance of getting a refund. Joining the competition implies accepting rules and service terms.
- The authorship of each project is equally attributed to Entrants.

## 16. DECLARATION

Through the act of registration, all Entrants declare the following:

- a. I/we accept all Competition conditions without reservations, qualifications or exclusions.
- b. I/we waive any and all claims against the Competition Organizer and its Partners which may result from participation in the WT SmartCityAward 2018.
- c. I/we agree that the Competition Organizer shall have the unlimited right to publish and exhibit and otherwise use all submissions and materials tendered through any means of communication, including, but not limited to publication, presentation, display, and electronic posting for an indefinite period of time.
- d. I have sought Owner/Developer written consent prior to making the submission.
- e. I have sought copyright licensing to cover all submission materials.

At the point of registration, all Entrants acknowledge the following:

- a. All submissions received will be considered public information. The Competition Organizer is not responsible for protection of intellectual property rights.
- b. It is the responsibility of the Entrant to ensure that the use of images and other materials submitted for competition have been cleared for subsequent publication and display with their respective copyright holders.
- c. By submitting a proposal you are giving to Competition Organizer the right to use the received material in both printed and on-line publications. Competition Organizer will also have the right to modify any of the mentioned material at its will in order to better adapt it to the different formats and layouts that different publications might have.
- d. The selected projects will be published on the website of the organizer with the possibility of downloading. Competition Organizer is not responsible for the use by third parties
- e. No Entrants or participants shall receive or be entitled to receive any payment in any form for submissions or for granting Competition Organizer any right herein, other than for being selected as one of the winning competition entries.
- f. All submitted digital materials will become the property of the Competition Organizer. The use of all submitted materials is at the Competition Organizer's discretion and without compensation to the Entrant.
- g. The Competition Organizer reserves the right to refuse any entry into the Competition and to disqualify a submission on grounds of non-compliance.
- h. The Competition Organizer is not liable for lost, misdirected, late or substantially incomplete entries.

## 17. SPONSOR

**Collaboration with:** Milan Città Metropolitana

**Patronage:** Milano Città Metropolitana, Politecnico di Milano

**Media Partner:** L'Arca

## 18. CONTACTS

**WT SmartCityAward**

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