

ITALIAN DESIGN DAY 2023
Beijing, March, 21-22 2023

“La qualità che illumina. L'energia del design per le persone e per l'ambiente”
“Enlightening quality. The energy of design for people and environment”

Call for architectural and design project submissions

Intro

On the occasion of the Italian Design Day (IDD) 2023, the Italian Institute of Culture in Beijing launches this call for projects to identify and showcase the most impactful, inclusive and sustainable architectural and design projects carried out by Italian or international PhD candidates, graduate students and students enrolled to an Italian university. In line with the spirit and themes of Rome's candidacy as host city of the Universal Expo for 2030, the call welcomes projects that value the relationship between people and territories, in particular man's ability to reinvent his urban “habitat”, balancing development with environmental sustainability. The call is out for high-impact projects with the potential to improve, through the quality and the sustainability of the design, the lives of communities worldwide.

Main concept: the role of architectural projects and design in improving the quality of living environment and society as a whole. The role of architectural projects and design in integrating technology and sustainability within the built environment. The role of light design in improving the quality of living environment, integrating technology and sustainability.

Inputs: the role of the design (and light design) in integrating clean energy technology in urban planning; the role of design in improving the quality of the architectural and urban integration of renewable energy at the level of architectural and urban-scale projects; high-performance structures and buildings to improve people's quality of life by minimizing the environmental impact and promoting environmental integration; the role of the design in harmonizing ecological and aesthetic issues with the surrounding landscape; the role of design in urban regeneration and land recycling; the role of the so-called passive solar building design; the role of light design in improving the quality of living the built environment.

Key words: design of clean energy technology; passive solar building design; architectural and urban integration of renewable energy; urban regeneration and land recycling; sustainability in design and architectural projects; environmental design; light design.

Submission guidelines and jury

- A project can be submitted by single individuals or by a team. Applicants can be of Italian or international PhD candidates, Italian or international graduated students (graduation achieved max 2 years ago) and Italian or international students enrolled to an Italian polytechnic or to a graduation program in architecture or design in an Italian university.
- Submissions are accepted until Wednesday, **March 1st 2023, h. 12.00 pm, China Standard Time (GMT+8)**. Candidates are invited to send relevant material via WeTransfer to the following email address: iicpechino@esteri.it.
- To submit the project, candidates are asked to provide the following key information integrated in one or two tables: one main representative image, a short project introduction and project concept (concept, description, context, results), graphics and drawings chosen by the candidates according to the type of project presented. Name, personal email and university's affiliation of applicants have to be specified in every document provided for the call.
- Eligible projects will be pre-selected; the three finalist projects will be presented and awarded by the IDD Ambassador during the Italian Design Day. A ceremony will be held at the Italian Institute of Culture in both offline and online mode, allowing candidates to participate and interact during the event.
- The jury is chaired by the Italian Institute of Culture in Beijing and consists of an Italian professional working in the field of design, an Italian professional working in the field of architecture in China (both based in China), two Italian academics and a representative of the IDD Ambassador's studio.
- The jury will select and rank three finalists on the basis of the contribution of their project to improving the quality of the living environment and society- both at the scale of the design and at the scale of architecture, in line with the themes and principles underlying Rome's Expo 2030 candidacy, including reinventing the models of human settlement through regeneration, inclusion and innovation.
- The three highest-ranking projects will be awarded by a Certificate released by the Italian Institute of Culture.