

# ISOLA PEPE VERDE



SPROUTING  
MINDS

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open call  
for renewal  
of isola pepe verde's  
playground

milan

SPROUTING  
MINDS



OPEN CALL  
FOR THE RENEWAL OF  
ISOLA PEPE VERDE'S PLAYGROUND

# 1 introduction

ISOLA PEPE VERDE AND ISOLA ART CENTER INVITE ARTISTS AND ARCHITECTS TO SUBMIT A PROPOSAL FOR OUR OPEN CALL TITLED “SPROUTING MINDS” WITH THE OBJECTIVE TO REDESIGN ISOLA PEPE VERDE’S GARDEN IN MILAN.

IT WILL BE ASSESSED BY AN INTERNATIONALLY RENOWNED JURY AND REQUIRES PARTICIPANTS TO REALIZE, IN A CHRONOLOGICAL SEQUENCE (3 LOTS IN 3 SEQUENTIAL STAGES), A DESIGN PROPOSAL THAT RETHINKS THE SPACE OF ISOLA PEPE VERDE WHILE MAINTAINING THE FUNCTIONAL NEEDS AND ITS COLLECTIVE AND SHARED IDENTITY.

IN PARTICULAR, THE COMPETITION CALLS FOR A PROJECT THAT COULD TRANSFORM THE ENTIRE SITE, BUT WITH A SPECIFIC FOCUS ON THE PLAYGROUND (AREA 1), THE FIRST AREA INTENDED FOR RENEWAL.

THE PROJECT MUST SERVE AS AN ALTERNATIVE TO THE CITY’S URBAN OR “GLOBAL” PUBLIC SPACES WHICH REFLECT A TONELESS INTERNATIONAL DESIGN: IN THIS SENSE, THE PLAYGROUND BECOMES A HOLOGRAM TO REIMAGINE AN URBAN TRANSFORMATION ROOTED IN ACTIONS THAT ARE MOLECULAR, IDENTITARIAN AND CREATIVE BASED ON SMALL-SCALE SPACES AND THEIR INTERACTION.

THE THEME OF THE GAME AND THE INVENTION OF NEW RULES THUS BECOMES THE CONCEPT OF THE COMPETITION. THE GAME IS INTERPRETED IN TWO WAYS: FIRST, AS SPACE/TIME PRACTICE ABLE TO GENERATE NEW IMAGINATIVE PRINCIPLES IN A CHILD; SECONDLY, AS AN ALTERNATIVE TO THE OPPOSING NORMS OF THE ADJACENT CITY.

WITHIN THIS FRAMEWORK, THE PARTICIPANTS ARE CALLED TO ADDRESS THE FOLLOWING POINTS:

I

Regarding general and urban design, think about the “minority” as an alternative to global urban development. In this sense, the project should give an idea of a city that is different from the adjacent city of Porta Nuova, one that can principally generate an idea of molecular and site-specific city;

II

Regarding the playground, concentrate first on its theoretical/conceptual interpretation and then its formal interpretation. In this way, participants must answer the following questions: What is the significance of games/play for children; In which terms does the game reflect and act on their dreams and imagination; What are the physical “limitations” necessary for a child to construct their creativity freely through space; How can this space represent itself as dynamic and modifiable over time, without becoming fixed in one rigid, permanent and determined position?

AS IS OFTEN EXPRESSED IN LITERATURE IN THE FIELD, CHILDREN IN FACT “THEORISE” THEIR BEING IN THE WORLD THROUGH PLAYING GAMES, DEVELOPING THEIR OWN VISION, PERSONALITY, CREATIVITY AND POSITION. PLAYING THUS BECOMES, AND ALONG WITH IT ITS SPACE, THE FIRST MODALITY OF FORMING NEW RULES.

## 2 who can apply

The public call is open to all architects, artists, designers and creatives from all over the world, both individuals and groups; furthermore, it is open to students from any nationality, and it has no age limit. It is thus not necessary to belong to a professional order.

Candidates can also participate in groups/collectives; in this case, they must indicate the group leader's name.

Candidates are not permitted to belong to multiple groups or projects, not as a member, neither as a consultant or collaborator and non-compliance will result in the elimination of all groups that they are a part of.

## 3 premise

Isola Pepe Verde is a community garden, the result of a collective effort, which was established as an association on Oct 6, 2011 as was required by the City of Milan. It contributes to the development of a new urban culture based on participation and the reclaiming of responsibilities by citizens.

The association is non-profit, and its activities cannot be subject to factions, politics, economics or denominations that conflict with the norms of its statute. Currently, Isola Pepe Verde consists of 20 founding members, 18 board members, 594 members of whom 306 have made their annual renewal. It is born out of the need to give a green space back to the neighbourhood Isola, which for a long time was dominated by the constructions sites of the Porta Nuova development, and is the culmination of citizens' willpower and experimentation with modes of sharing to define and manage the green spaces of the city. At present, the association holds the rights, granted by the City of Milan, to the publicly-owned area of 1.800 sqm.

The current project that appropriated and renewed an area previously used as building depository was made possible by the municipal resolution no. 1143 on May 25, 2012 that permitted the association to start the first experience of community gardens, and thanks to the agreement signed by the city council district 9, **Isola Pepe Verde became the first community garden in Milan.**

The garden is currently open every day from 9.30 am to sunset, opening hours guaranteed by the number of volunteers. Since its inauguration in 2013, the activities of Pepe Verde have increased exponentially. Aside from the garden, the association has also been managing the green stretch of land between Pepe street and the Bussa overpass since 2011. The hope is that this area will be part of the planning to turn the part of Pepe street in front of the garden into a pedestrian lane, creating a green space that will extend all the way to the Bussa overpass.

Since its start, the area of Pepe Verde has been self-sustainable without any costs for local institutions. The organisation and maintenance of the garden are managed entirely by the association: the spaces and activities are organised and take form thanks to the collective contributions and volunteering of its visitors.

To read more about Isola Pepe Verde's vision and its entire statute visit the website <http://isolapepeverde.org/> and visit <http://isolartcenter.org/> to find out more about Isola Art Center.

## 4 information about isola pepe verde

### DIFFERENT TYPES OF ANNUAL VISITORS

Isola Pepe Verde hosted 120 daily visitors, 6500 flaneurs, 2500 party goers and 22 associations.

### THE GARDEN

Currently, the garden has 1000 natural specimens, 200 plant species, 35 ecoboxes and 2 compost boxes.

### DIMENSIONS / SPACES / SURFACES

Isola Pepe Verde is configured as a space of about 1830 square meters, divided as follow:

1. playground: about 435 square meters;
2. ecobox space: approximately 310 square meters;
3. garden: approximately 505 square meters;
4. roofed areas: 530 square meters;
5. closed rooms: room 1 – 26,5 square meters; room 2 – 10.5 square meters; room 3 – 11 square meters;
6. parking: 390 square meters;
7. buffer zone from the overpass: 650 square meters.

### ACTIVITIES

The centre includes a variety of diverse activities that are flexible and dynamic and which could be classified in the following categories:

1. Kids activities that consist of play areas, educational workshops under the roof area, summer schools/camps and other courses;
2. Gardening activities: 35 ecoboxes distributed to create a community garden; workshops regarding gardening;
3. Activities for the elderly/senior citizens;
4. Workshops/courses for adults;
5. Craft and secondhand markets;
6. Parties;
7. Art and book exhibitions/presentations.

### COMMUNITY GARDENS

Community gardens become specifically emblematic of a transitional phase typical of the contemporary city, that attempt to reconcile the idea of the metropolis with the capillary value of neighbourhoods. As reported by M. Schiltz, this phenomenon was typical at the end of the nineteenth century where it became a testimony of the shift from a rural society to an industrial reality. Today, the community garden is an emerging feature in the transition between an industrial dormitory city and post-industrial city focussed on well-being. All proposals must keep room for the ecoboxes and reflect on the culture of community gardens as a response to the failure of contemporary public spaces.

### SELF-SUFFICIENCY

Isola Pepe Verdes aims to keep its environmental impact and consumption of energy resources to a minimum and reduce its ecological footprint. For this reason, since its opening, the association has been working to become a self-sufficient space with zero impact. At the moment it is equipped with solar panels for electricity and five rainwater tanks for garden irrigation.



CONSIGNMENT OF APPLICATION

Candidates must present their proposals online (MAX 25Mb) by and no later than the deadline at 5:00 P.M. (Milan time) on November 1, 2018 at:  
[sproutingmindscompetition@gmail.com](mailto:sproutingmindscompetition@gmail.com)

CALENDAR

The competition calendar is as follows:

1. Deadline for applicants: by **November 1, 2018, 5:00 P.M., Milan time**;
2. Evaluation by the judging committee: before **December 1, 2018**;
3. Communication of the winners: by **December 7, 2018**;
4. An exhibition, publication: by **March 21, 2019**.

**Any changes to the calendar can be arranged by the organising body for justified reasons and will be published on the site: [www.sproutingmindscompetition.com](http://www.sproutingmindscompetition.com)**

EVALUATION CRITERIA

The work of the judging committee, whose decision will be final, will take place by assigning scores to each project proposal, according to the following assessment criteria:

<b>1. Characteristics of the project:</b>	<b>60</b>
1.1. Urban quality of the general architectural/artistic project	
1.2. Quality of the detailed playground design	
1.3. Originality of the design	
1.4. Flexibility and transformability of the project over time	
1.5. Feasibility, functionality and ease of autoconstruction of parts	
1.6. Energy efficiency and sustainability	
<b>2. Construction costs:</b>	<b>20</b>
<b>3. Project management/maintenance:</b>	<b>20</b>

The evaluation of the submitted design proposals will be carried out, through the average of the coefficients attributed by the individual jurors' discretion.

AWARDS, REFUNDS, AND SUBSEQUENT COMMITMENTS

The competition will award the following prizes and acknowledgements:

1. **First Prize: 3.000,00 euro**
2. **Five special mentions by the Jury**

**Before completion, the projects will be published and exhibited at Isola Pepe Verde.**

DOCUMENTS AVAILABLE

Interested parties can access the following documents:

1. Application form (Appendix A);
2. Preparatory materials for the design including:
  - Site layout - page 12;
  - Site Survey - page 13;
  - Three-dimensional model of the area - page 14;
  - Perspective of the site from Pepe street - page 15;
  - Template for the project (Appendix B);
  - Photographic survey\*.

SELECTION AND ELABORATION

Candidates must send their projects online (MAX 25Mb) to the following address [sproutingmindscompetition@gmail.com](mailto:sproutingmindscompetition@gmail.com) including the following documents:

1. Application form, duly signed by the participant or by the group leader with, in case of a group, the name of all participants, as per facsimile (Appendix A); on the application, in addition to the general information of the competitors they must also indicate the project title/motto;
2. A minimum of three panels in A3 format, compiled according to the template (Appendix B) provided and completed according to the following layout;
  - First A3: a plan or a general perspective of the project following the layout provided.
  - Second A3: drawings of diagrams, sections, elevations, and general views in the scale freely chosen and considered appropriate by the competitor; subdivision into stages of realisation.
  - Third A3: drawings which focus on the playground and the design of the games/toys.
3. A descriptive report of the project (one A4 page, PDF format, max 4,000 characters), a synthetic description of a possible activity programme to be held in the proposed spaces throughout the year (one A4 page, PDF format, max 4,000 characters), and a rough estimate of the construction costs (budget estimate), illustrating the sustainability of the venture, including an analysis of the maximum maintenance costs (one A4 page, PDF format).

As seen in the given template, the candidate must insert the project motto/title on the top right of the page without making any reference to the name of the participant in any way. Participants cannot in any way violate the anonymity of the assessment phase by inserting symbols, signs or other identifying elements on the A3 tables or estimate sheets. Any such violations will result in elimination.

Once the applications have been received, the organising secretariat will provide the jurors with only the A3 tables and the report, programme description and budget estimate, so as to guarantee total anonymity.

The participant cannot publicise the project or part thereof before the Jury has officially expressed and formalised its judgment. Nor can you contact the jurors in any way. Any such attempts will result in elimination.

TERMS OF SUBMISSION

The deadline for the competition announcement is set for 5:00 P.M. on November 1, 2018, Milan time. Any work entered after the deadline will not be considered.

The entries must be sent via e-mail to: [sproutingmindscompetition@gmail.com](mailto:sproutingmindscompetition@gmail.com)

LANGUAGE

All documents, tables and the application forms must be submitted in English.

INFO, REQUESTS FOR CLARIFICATION AND ON-SITE INSPECTIONS

Questions and requests for clarification regarding this open call must be sent to the secretary only and exclusively via email at [sproutingmindscompetition@gmail.com](mailto:sproutingmindscompetition@gmail.com) by September 15, 2018.

The questions received and the related answers, if relevant, will be posted on the Competition website within ten days of the request, and in any case by September 30, 2018. No other

procedure is admitted; telephonic instructions will not be provided, nor questions by post or fax. The inspection of the site is optional and can be done during the opening hours of the garden.

## OTHER INFORMATION ABOUT THE PROCESS

### GENERAL RULES

Entering the competition implies full acceptance of terms and conditions. The signed forms serve as valid permission and release of materials sent; it consents to the use of materials in any way the organisers deem appropriate for the sole purpose of promoting the initiative.

By signing the application form, the designer authorises the use of the images sent with the application for the promotion of the project, the communication, the exhibitions and the publications related to the initiative. The organisation reserves the right to decide on issues not covered by the following regulation.

By registering for the Competition the participants authorise the project promoters, according to the New EU Regulation 2016/679 (in place of the Law 196/2003), in the processing of the personal data and the use of the information sent for all the purposes referring to the Sprouting Minds open call.

### ELIGIBILITY

**Subject to conflict of interest, the following will be excluded from participation in the competition:**

- 1. The members of the jury, their spouses, relatives and relatives up to and including the third degree and anyone who has a continuous and with said members of a relationship of work or collaboration with said members;**
- 2. The associates, consultants, and collaborators of Isola Pepe Verde and Isola Art Center;**
- 3. Those who participated in the drafting of the announcement and the attached documents and the organisation of the competition.**

### OWNERSHIP AND RIGHTS OF PROJECTS AND WORKS

The intellectual property rights of the design belong to the competitors. In the case of groups, all the members of the group are recognised, with the same titles and rights, authorship of the proposals and the competing project, it being understood that the prize will be paid to the group leader who will be responsible to share the prize with other members based on their internal agreements.

The ownership of all the materials sent belongs to Isola Pepe Verde Association and Isola Art Center, which will be available for promotion, exhibition activities and publication.

The participants, therefore, grant Isola Pepe Verde and Isola Art Center the rights to reproduce the works and texts for the competition website, the social networks and the various forms of promotion and communication, also paper publications, about the project and the competition.

Only after the publication of the final results of the call, each competitor will be able to exhibit and publish the presented works.

JURY AND PROCESS OF EVALUATION

The Jury will consist of internationally renowned experts and members of the committees and associations related to Isola Pepe Verde and Isola Art Center.

The Jury who was appointed on the basis of specific skills, also at international level, considering the characteristics of the open call, consists of the following subjects:

1. **MARIETTE SCHILTZ** (president), representative of Isola Art Center, Milan;
2. **ELISA CRISTIANA CATTANEO** (vice president), architect, Milan;
3. **AFRICA SUNICO** (vice president), president of Isola Pepe Verde, Milan;
4. **LUIS CALLEJAS**, architect, LCLA, Oslo;
5. **LORENZO DEGLI ESPOSTI**, architect, Tulpenmanie Gallery, Milan;
6. **YONA FRIEDMAN**, architect, Paris;
7. **MATTEO GHIDONI**, architect, director, San Rocco magazine, Salottobuono, Milan;
8. **HOU HANRU**, art director, MAXXI, Rome;
9. **RICHARD INGERSOLL**, architectural theoretician, Florence;
10. **UGO LA PIETRA**, artist and architect, Milan;
11. **ENRICO LUNGHI**, curator, Luxemburg;
12. **ANDREA MASU**, artist, Alterazioni Video, Bologna;
13. **TOMÁS SARACENO**, artist, Berlin;
14. **MARCO SCOTINI**, curator, head of visual arts department, NABA, Milan.

The Jury is integrated by the following Isola Pepe Verde and Isola Art Center further representatives, with a specific focus on Pepe Verde's Garden needs:

15. **MARINELLA CAMPAGNI**, representative of Isola Pepe Verde;
16. **CLAUDIO CASOLO**, representative of Isola Pepe Verde;
17. **ANGELO CASTUCCI**, artist and architect, representative of Isola Art Center;
18. **EDNA GEE**, artist, representative of Isola Art Center;
19. **KATY MAYOH**, representative of Isola Pepe Verde;
20. **DANIELE ROSSI**, designer, representative of Isola Art Center.

Once the secretariat has examined the eligibility of the submitted documents, the anonymous A3 boards and report, programme description, and budget estimate will be sent to the Jury. The Jury will then proceed to evaluate and rate the proposals. At the end of the competition, the Jury will identify the winner and draw up a list of projects to mention. A collective exhibition of the designs will be inaugurated on March 21, 2019.

PRIVACY

Under EU General Data Protection Regulation 2016/679 (GDPR), personal data and/or related to the subjects participating in the competition will be processed, with or without the aid of electronic means, for all the purposes referring to the Sprouting Minds open call.

FINAL RULES: ACCEPTANCE OF THE COMPETITION CONDITIONS

Through participation in the Open Call participants unconditionally accept all norms and regulations related to the announcement.

## 6 drawings

P. 12 - GENERAL PLAN - AREA OVERVIEW

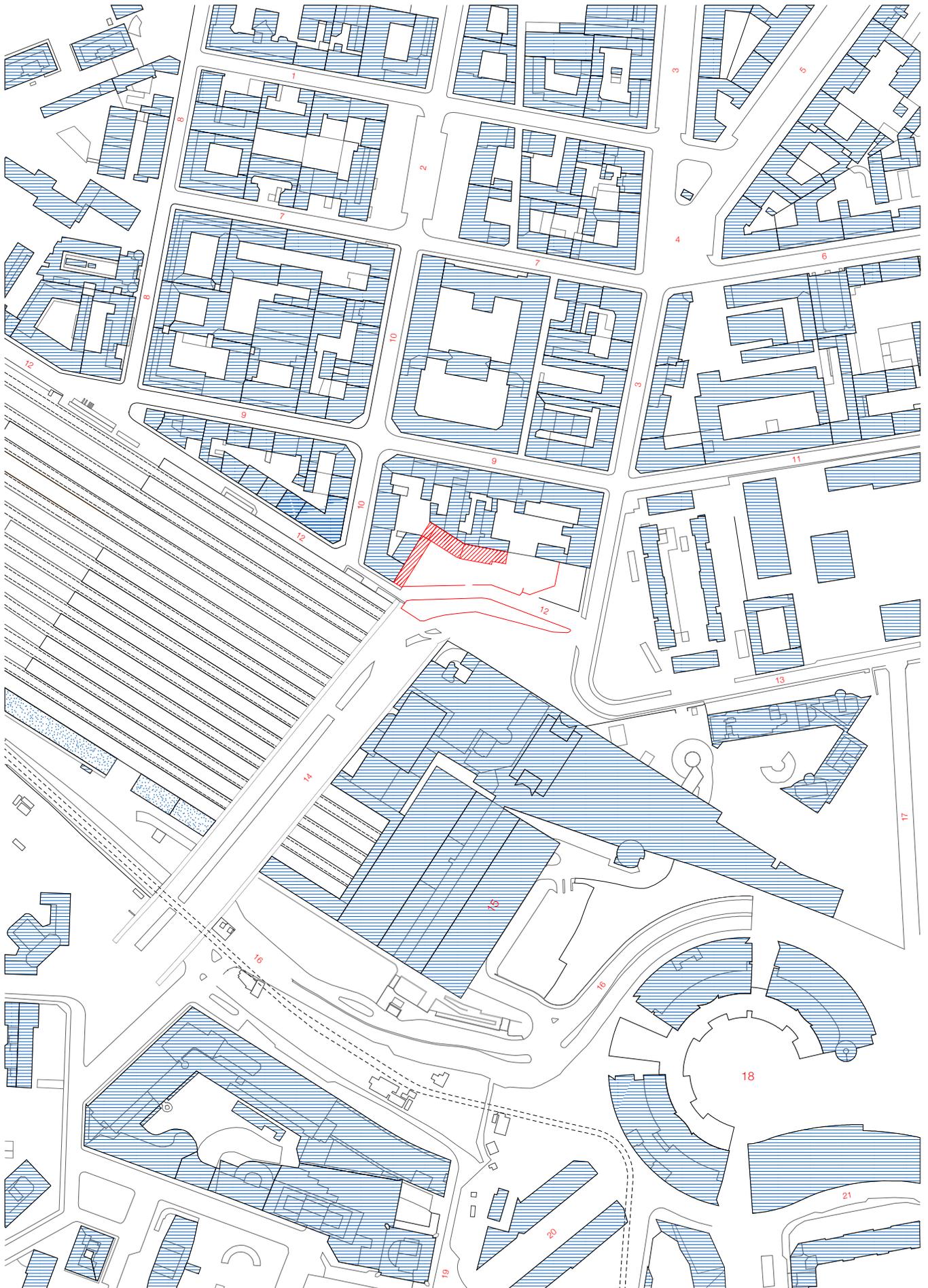
P. 13 - GENERAL SITE PLAN - SURVEY OF THE AREA

P. 14 - BLOCK AND PROJECT AREA NORTH-WESTERN AXONOMETRY

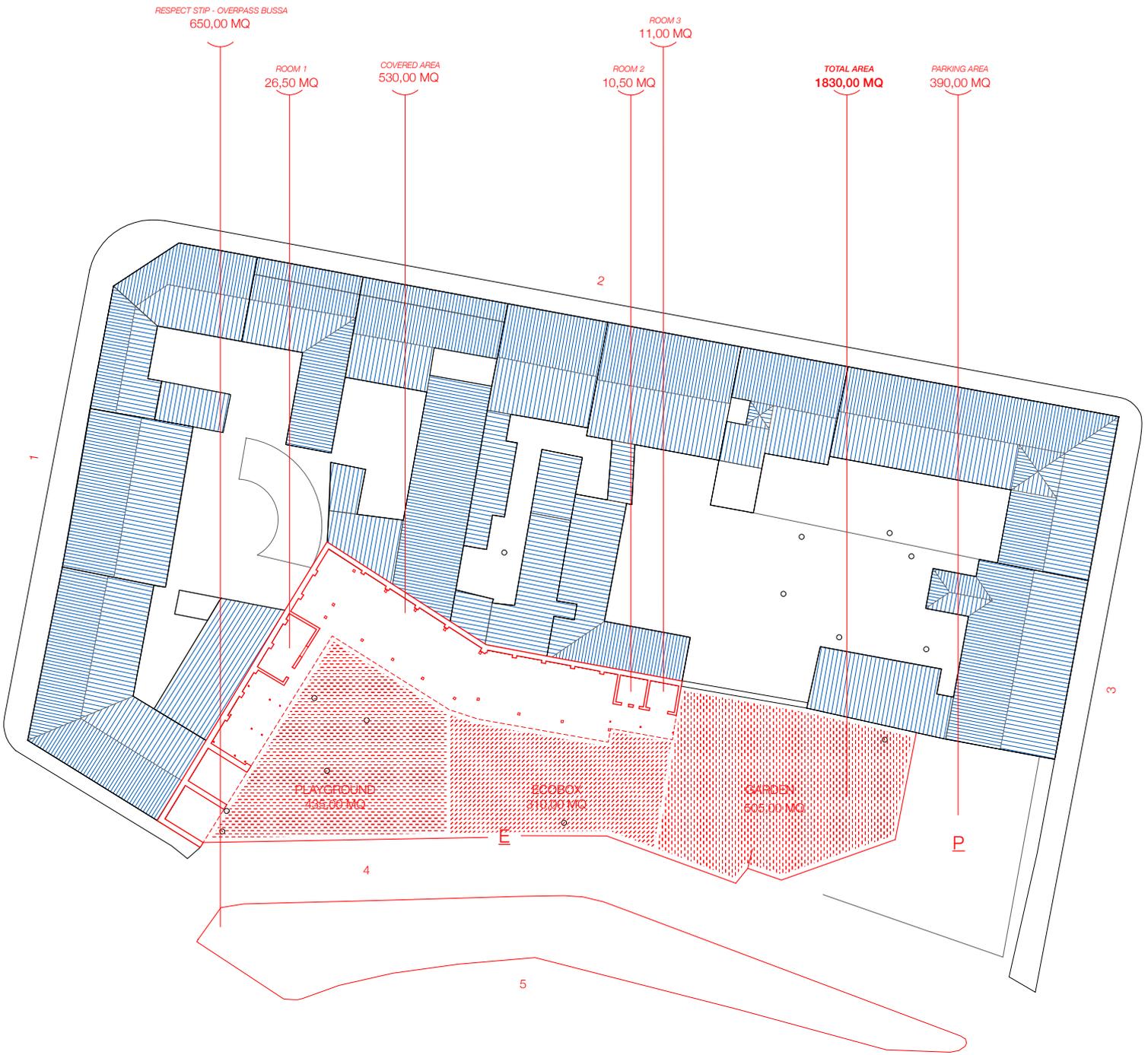
P. 15 - BLOCK AND PROJECT AREA NORTH ELEVATION

# isola - garibaldi

general plan - area overview

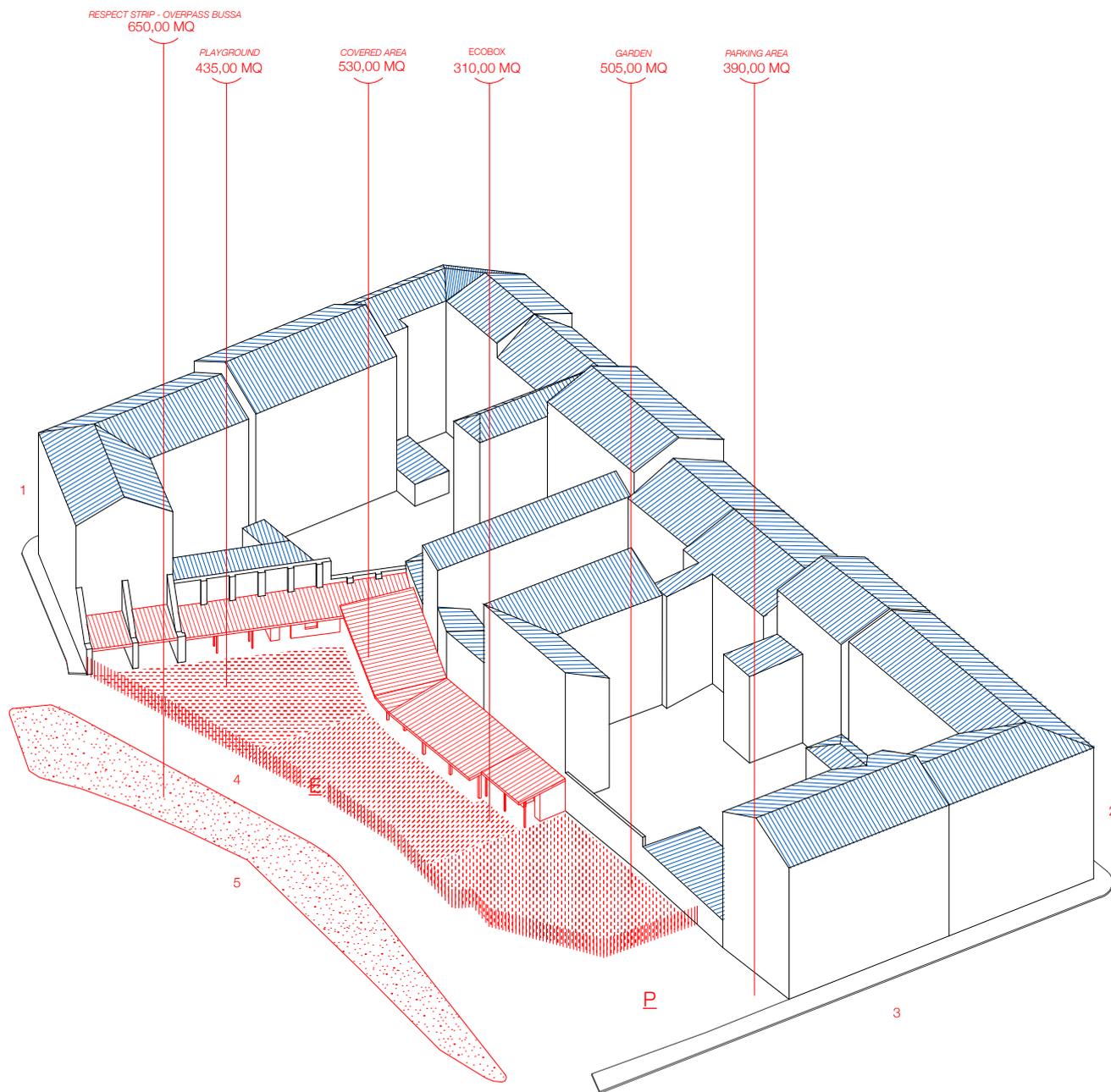


- 1 - VIA ANGELO DELLA PERGOLA; 2 - PIAZZALE CARLO ARCHINTO; 3 - VIA PIETRO BORSIERI; 4 - PIAZZA TITO MINNITI; 5 - VIA GARIGLIANO;  
 6 - VIA SEBENICO; 7 - VIA JACOPO DAL VERME; 8 - VIA COLA MONTANO; 9 - VIA PASTRENGO; 10 - VIA CARMAGNOLA; 11 - VIA FEDERICO CONFALONIERI; 12 - VIA GUGLIELMO PEPE;  
 13 - VIA GAETANO DA CASTILLA; 14 - CAVALCAVIA EUGENIO BUSSA; 15 - STAZIONE - TRAIN STATION MILANO - PORTA GARIBALDI; 16 - VIALE LUIGI STURZO;  
 17 - PASSEGGIATA - WALK - LUIGI VERONELLI; 18 - PIAZZA GAE AULENTI; 19 - CORSO COMO; 20 - VIA VINCENZO CAPELLI; 21 - VIA FRATELLI CASTIGLIONI



# isola pepe verde

block and project area north-western axonometry



1 - VIA CARMAGNOLA; 2 - VIA PASTRENGO; 3 - VIA PIETRO BORSIERI; 4 - VIA GUGLIELMO PEPE;  
5 - CAVALCAVIA EUGENIO BUSSA; E - MAIN ENTRANCE; P - PARKING AREA

