



OLTRE IL GIARDINO

presents

CALL FOR ILLUSTRATIONS #5

Culture 3.0 : individual and cultural production

WHAT?

"Call for Illustrations" is a contest that aims to focus attention on a graphic research thoughts reflections and themes that emerged from each of the six "conversations" promoted by "Oltre il giardino".

Participation in the contest is free and open to all.

Each participant is invited to draw an illustration designed to represent a graphically thought, a reflection originated from every conversation.

These illustrations should not be connoted by the marks of common architectural elaborate, but must have a deep graphic research that aims to investigate the limits of the classical representation on the ridge of the architectural discipline.

We imagine these illustrations not as the architectural representation of a project, but as an architectonical reflection, or more generally of an urban thought.

ORGANIZATION

The call is open from the day of publication of the call and will run for 12 days, during which all participants will be able to submit their works to the email **library.illustrazioni@gmail.com** specifying the subject "callforillustration 5".

At the end of that period, the call will be closed. We will select the best works related on the theme and we will publish them on the facebook page (www.facebook.com/libraryillustrazioni).

Three projects will be the winning illustrations for each call (one selected by the teachers of the G6, one by Library and one by the positive feedback), for a total of 18 winning images for the entire series of conversations.

THEME #5

The cultural production of human beings dates back to the earliest times, starting from the ancestral cave paintings known as 'graffiti' and embracing the whole history of human culture, up to the current culture 3.0. Throughout this great lapse of time it is possible to divide the human cultural evolution into four great eras, each of which can be defined by the manifestation of distinct events that have transformed the methods of production:

- Culture 0.0: the grass roots
- Culture 1.0: the age of patronage
- Culture 2.0: the cultural mass industry
- Culture 3.0: the content communities - open platforms in digital era

The Architecture has always been the mediator between the individual and cultural production, creating physical meeting spaces for comparison. With the advent of Culture 3.0, social media has become the new "public space" in which to act and confront each other.

In this climate of appearances and insubstantial spaces man faces a profound alienation from true reality; virtual space and real space are blended, generating a deep state of alienation from the tangible.

In this dual evolving symbiotic mechanism made on latent relationships between physical and virtual reality, how does Architecture maintain its role?

CALENDAR

- 01/03/2018 | opening contest
- 12/03/2018 | closing contest and opening vote online
- 15/03/2018 | closing vote online
- 25/03/2018 | proclamation of 3 winners

MATERIAL

A representative image + text. Send it to the above mentioned email in a folder named: "CFI5_namesurname_titleproject".

Image

- in .pdf with 150dpi
- dimensions 30cm x 30cm
- maximum dimensions file di 10 mb

Text

- Name, Surname
- Title of the illustration
- Description of the illustration (1000 characters)

EVALUATION CRITERIA

- Relevance on the theme
- Dialogue between text and image
- Graphic research
- Quality of reflection

AWARDS

The 3 winning illustrations will get the publication at the end of the series of conversations, and there will be an exhibition of all selected works.

JURY

- G6 (M. Angrilli, A. Clemente, F. Bilò, M. di Venosa, S. Ferrini, P. Misino)
- Team Library (E.Piersanti, S.Squarcella, R. Guardabascio, A.D'ercoli, A.Russo, S.M.A. Casertano)
- Social

CONTACT

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