

Minutes of the sessions of the Jury of the Bologna City Branding International Competition

21-22 November 2013 at Urban Center Bologna

21/11/2013 – FIRST SESSION – 9 am

Jury

Present:

Prof. Roberto Grandi (lecturer in Communication at the University of Bologna and coordinator of the Bologna City Branding project)

Prof. Alessio Leonardi (lecturer in Visual Communication at the University of Hildesheim)

Daniela Piscitelli (President of Aiap, Italian Association for Design of Visual Communication)

Priska Wollein (advisor on visual communication and experienced designer at an international level)

Secretarial staff

Present:

Chiara Berardo (Urban Center Bologna)

Donato Clausi (Urban Center Bologna)

Fabrizia Petrei (Urban Center Bologna)

Alice Prospero (Bologna City Council)

The Jury met at 9 am.

Andrea Ruggeri was absent for unexpected personal reasons and sent an email communication to the Director of Urban Center Bologna on 20/11/2013. The email was read to the jurors.

By common consent the jurors proposed to name one of their own number as the President of the Jury with the right to a double vote in case of parity. Roberto Grandi proposed that the president should be Daniela Piscitelli and everyone agreed.

The organizational staff informed the jurors that altogether 528 parcels had been received, of which 513 arrived within the term established by the proclamation. It was stated that 5 of the parcels that correctly arrived within the term contained inside them further parcels, each of them in conformity with the criteria indicated by the

proclamation (external wrap, codes, envelope "A" and envelope "B") and were therefore appropriately recorded and admitted to evaluation.

The proposals to be judged therefore proved to number 524.

15 further packets arrived on the days following the expiration and for this reason were not admitted to evaluation.

All the tables contained in the "A" envelopes admitted were presented to the jury already opened and presented in the chronological order of their arrival. In this connection, for the purpose of accelerating the work, the organizational staff, as contemplated by art. 6 of the proclamation of the contest, had already provided to eliminate the external wrapping, to subdivide into two separate groups the "A" and "B" envelopes and to open only the "A" envelopes. The "B" envelopes were placed in chronological order in a closed locker.

The secretarial staff informed the jurors that, as indicated by art. 16 of the proclamation, at the end of the contest, Urban Center Bologna will organise an exhibition of all the proposals received.

The jury proceeded to read the proclamation and the relevant enclosures and established some parameters of evaluation and a working method.

The decision was collectively taken to:

a) devote the first session to

- viewing the project proposals;
- evaluating the proposals received on the basis of conformity with the objectives of the contest (*Brief congruence, research report and available enclosures*), with the executive criteria given in art. 7 of the proclamation of the contest (*graphic, visual and communicative elements*) and with the strategic elements indicated in art. 8 and art. 9 of the proclamation;
- first selection.

b) to devote a second phase to a further close examination of the selected proposals and to arrive at a shortlist indicating the prizes and commendations.

The aforesaid operational modalities being shared by the whole Jury, all the project proposals were then viewed.

Once all the proposals received were viewed, there followed a lively and constructive debate and a first evaluation of the projects viewed, which led to the identification of a first selection in which projects were excluded in which there was clearly absence or weakness of the communicative elements required in the proclamation and in the briefing notes and/or which presented errors in the grammatical and/or compositional aspects.

The first session ended at 6 pm.

22/11/2013 - SECOND SESSION – 10 am

Jury

Present:

Prof. Roberto Grandi (lecturer in Communication at the University of Bologna and coordinator of the Bologna City Branding project)

Prof. Alessio Leonardi (lecturer in Visual Communication at the University of Hildesheim)

Daniela Piscitelli (President of Aiap, Italian Association for Design of Visual Communication)

Priska Wollein (advisor on visual communication and experienced designer at an international level)

Secretarial staff

Present:

Chiara Berardo (Urban Center Bologna)

Donato Clausi (Urban Center Bologna)

Fabrizia Petrei (Urban Center Bologna)

Alice Prospero (Bologna City Council)

Work began at 10 am.

The session opened with viewing of the 58 projects previously selected for completeness in the proposals and/or innovativeness in the project solutions during the first meeting. These projects were the ones marked by the following codes:

DOFA28011, PICA31258, MSAE91716, LCUA19823, SZSO19634, STNT36961, ARCO75321, JUNW88101, BOLD24000, ALDO89931, NARI08008, AQBF02839, PLUR15701, JDANO1451, AGNU6620, MDMW03410, MRKF30484, MRLT31209, SETR17652, CBF28980, PINA20003, CABG28016, MLGN21865, DGNY81123, PAVA19674, ARED13028, FCVP15141, BOLU36575, PASS10933, DMQN00001, AIAM18101, BEBA00555, BOGI66666, JULI19661, LALO51015, MARE73546, MBMP88772, IHSV14594, GUGO12358, GFLT55555, CBCB32323, DADO13579, MESF71818, BMMP12155, VMSC10908, DMCV19732, CVDM19723, SGAE24465, SGMR30135, CELE18061, XFMPO2013, AAMM57731, CSDT19982, SFLC22104, MINT36936, FFFR26162, CIFF28381, AVAL09911.

After ample in-depth discussion of and reflection on the proposals selected the jury agreed on a shortlist of 10 projects.

Among them the jury unanimously identified three deserving prizes.

The jury unanimously decided to assign the first prize and two third prizes, considering as substantial the difference in development and close examination of the first one in comparison to the other two evaluated with one another, though with the differences of approach and method, and equivalent in the project solutions.

The winners therefore proved to be the following:

FIRST PRIZE

The project identified by the code MBMP88772 was awarded the first prize for having succeeded in interpreting the briefing in all its applications by proposing a dynamic and open system of identity able to set going processes with the participation of all the population of Bologna, and visitors and institutions.

The system, proposing an open code, places at the centre of communication, as the principal player, the citizen, and envisions the city of Bologna not only as architecture and physical space, but as the result of a summation of individuals, businesses, vicissitudes, ideas and visions. For this reason the payoff proposal is in actual fact an integral part of the whole concept and the strategy of communication.

The project is not limited to proposing an identity system visible through a single graphic proposal but proposes complete development of all artefacts, online and off-line.

Despite the complexity of the concept, the project shows easy access, and is usable by anybody, of any age, gender or culture. For this reason the whole jury warmly supported the adoption of the project.

SECOND PRIZE

The jury unanimously agreed that there was not gradualness between the proposals selected such as to establish a second prize.

THIRD PRIZE WITH EQUAL MERIT

The projects identified by the codes SETR17652 and PINA20003 were awarded the third prize with equal merit.

Specifically:

The project identified by the code SETR17652 was distinguished by having succeeded in using as the principal element of identity a typographic character designed for the purpose, in which metaphorical and evocative historical, architectural and symbolic elements are inserted, and in having succeeded in working out the concept of "horizontal city."

The project identified by the code PINA20003 was distinguished by rigor, formal cleanliness, flexibility of use, and the capacity to have conceived a "removable" system in which there prevails the concept of the vacuum as a qualitative element in comparison to the plenum.

COMMENDATIONS

The jury unanimously felt that among the projects on the shortlist it was possible to attribute the following commendations:

The project identified by the code MINT36936 for the elegance and lightness of the sign, which proposes a reading of the city from an unexpected point of view.

- The project identified by the code JUNW88101 for having succeeded in going beyond architectural physicalness and identifying in the dynamism inherent in "shadows" the tool to propose a poetic reading of the city.
- The project identified by the code NARI08008 for having designed an alphabet which presents itself as a strong system for communicating different categories of services for the city.
- The project identified by the code MESF71818 for having proposed a solution that is complex in being a dynamic system closely related to the territory.
- The project identified by the code CBCB32323 for having worked out the suffix "B" (to be) and the graphic sign in a system in which form becomes a reinforcement of adjectival qualification.
- The project identified by the code AGNU6620 is characterized by the payoff "the possible city" which interprets in an effective way and one reminiscent of Calvino the indication of the brief where it is maintained that the openness and the potentialities of the city are one of the constitutive features of the city itself.
- The project identified by the code CBFR28980 is characterized by the payoff "every day different" which – in its various expressions (everyday creative, everyday moving, everyday improving...) – effectively underlines the indication of the brief that highlights a city that is always new and to be discovered every day.

The winning works were therefore the following:

1st MBMP88772

3rd with equal merit SETR17652 and PINA20003

Commendations:

MINT36936

JUNW88101

NARI08008

MESF71818

CBCB32323

AGNU6620 – PAYOFF

CBFR28980 - PAYOFF

The jury asked the secretarial staff to associate the names of the authors with the aforesaid codes.

At 5.46 pm the "B" envelopes were opened that were associated with the codes of the projects selected, giving:

1st classified MBMP88772, identified with the group of authors MATTEO BARTOLI, born and resident in Trieste, and MICHELE PASTORE, born and resident in Trieste.

3rd classified SETR17652 identified with the group of authors MAURIZIO ANTONIO CASCIO, born in Maracay (Venezuela) and resident in Santa Maria Capua Vetere (Caserta province), and RAFFAELE SABELLA, born at Mugnano di Napoli (Naples province) and resident at Marano di Napoli (Naples province).

3rd classified PINA20003 identified with the author SERGIO VIRGINIO MENICHELLI, born and resident in Milan.

Commendations

CBCB32323, identified with the group of authors GIUSEPPE CLEMENTE, born in Caserta and resident in Venice, FRANCESCO ZAMBELLO, born at San Donà di Piave (Verona province) and resident in Venice, ANDREA FARINATI, born and resident at Mirano (Verona province).

NARI08008 identified with the author GIUSEPPE DE CESARE, born at San Giovanni Rotondo (Foggia province) and resident at San Severo (Foggia province).

MESF71818 identified with the author MARCELLO SIGNORILE, born in Bologna and resident at Pianoro (Bologna province).

JUNW88101 identified with the author NG CHEON YUEN, born and resident in Perak (Malaysia).

MINT36936 identified with the author SOFIA AMENTA, born in Buenos Aires and resident in Rome.

AGNU6620 – PAYOFF - identified with the author GUDRUN SCHWIENBACHER, born in Bolzano and resident in Vienna (Austria).

CBFR28980 – PAYOFF - identified with the author FRANCESCO CIBATI, born in Parma and resident at San Pancrazio (Parma province).

The jury verified that authors satisfied the requisites for participation identified and confirmed the classification of the winners and the commendations.

The jury expressed a note of heartfelt appreciation for the unexpected participation of Sonny Thomas Scavuzzo aged 7, who was not in the competition and therefore not evaluated, but chose to express, though not having the requisites indicated in the proclamation, his own point of view on the city. This was an example that appeared to the jury to be a hope for the new generations in relation to civic responsibility and a unique cultural instrument for a possible world.

The session ended at 7.17 pm.

Read, approved and signed

Daniela Piscitelli, President of the jury

Roberto Grandi

Alessio Leonardi

Priska Wollein

Secretarial staff

Chiara Berardo

Donato Clausi

Fabrizia Petrei

Alice Prospero