

CALL FOR PROPOSAL

1. THE VISION

Bottom UP! When the city is transformed from the bottom up. It is an experimental process to involve the city in actions of urban micro-regeneration. Through this call, open to the participation of groups citizens, schools, individual artists and collectives, committees and associations, companies, designers, the festival selects new and concrete possibilities of transformation of Turin and its region, promotes them, provides support for funding and all along the implementation process.

Each participating group selects a place and submits a proposal with the related cost estimation. The 12 most interesting proposals and the most qualified networks are offered a training course to launch a communication campaign that, with the support of the festival, becomes a crowdfunding action for the transformation proposal.

From 1 to 10 May 2020 the crowdfunding process will be transformed into a festival. Thanks to the wide network of cultural partners, the festival can be the sounding board for transformative proposals, helping the various funding campaigns to achieve their economic goals.

2. SUBJECT AND PURPOSE OF THE CALL

Bottom UP! When the city is transformed from the bottom up it seeks projects for real urban transformation: concrete proposals for indoor and outdoor spaces, abandoned or very busy places, public and collective as well as private ones, finding new purposes to be used. Gardens, parks, courtyards, residual spaces, underused buildings, kiosks, vacant shops, building roofs, just to name a few possibilities.

The proposals must feature a story - what to do in the chosen place and how - the description of the proposed transformation and its resonance in the reference context, according to criteria of sustainability, architectural quality and its impact on the life of the communities that live and visit the chosen places.

The presence of an architect within the proposing team is therefore a binding condition for participation.

3. WHAT YOU WIN AND HOW IT WORKS

The training course

The prize for the selected projects consists in a training course (4 modules of 4/6 hours each) to learn the principles of communication applied to crowdfunding.

Module 1: the toolkit

Tools for orientation and inspiration: training, good practices, articles, tips, instructions. From what is available to what is possible for urban regeneration.

Organized by Itinerari Paralleli.

Module 2: storytelling

The project as a story. Characters, plots, narratives. Also known as "form follows fiction."

Organized by Scuola Holden.

Module 3: on crowdfunding

How to organize and structure a successful crowdfunding campaign. Attitude, techniques, practices.

Edited by Starteed.

Module 4: communication in the social media age

Leverage the social media to spread your messages more powerfully and multiply content visibility.

Organized by IdLab.

Project support

The selected projects become the backbone of the Bottom Up! Festival which will support them all along the process and communicate their progress step by step. The festival mission is to nurture successful projects, therefore a successful festival will guarantee the projects success.

4. PROJECT REQUIREMENTS

The festival will encourage extensive participation and for this reason there are no minimum or maximum requirements for the footprint of interventions. Non original projects are also admitted and possibly even projects already started that can be helped grow.

The requirements:

- a. the festival has been nominated for the call " Festival of Architecture" by the Directorate General for Contemporary Art and Architecture and Urban Suburbs of MiBAC, which explicitly requires that the festival takes place within the municipal administrative boundaries. Therefore, the places covered by the proposal must be within the administrative boundaries of the City of Torino;
- b. interventions must comply with sustainability criteria and guarantee the architectural quality of the intended transformations also in relation to the context, with a positive impact on the quality of life of citizens;
- c. the sustainability criteria of the project shall include circular economy elements, growing citizens' self-organizing capacity, sharing of goods and services as well as solutions that can potentially increase resilience at the scale of the neighborhood;
- d. in the case of applications regarding private places or private places for collective use, they must be at the disposal of the proposing team, with title of ownership, loan of use, lease agreement, informal agreement with the owners or any other valid title for the purposes of the law.
- e. in the case of public places, the proposing group will check in advance the availability of the spaces and places with the City of Turin.

5. PROPOSING TEAM REQUIREMENTS

The proposing group will act both as a real commissioning as well as project team. A group of people expressing a wish or a need for a community and developing a concept for a specific place (or place type) in the city.

The proposing teams, if selected, and provided that the crowdfunding campaign is successful, must take responsibility to coordinate and guide the process for implementing the project proposal.

As already mentioned above, the presence of an architect in the proposing team is a binding condition for participation.

6. SOME REFERENCE CASES

Bottom-up experiences are a tool for architectural urban regeneration and transformation. There are many examples, to draw inspiration from. The festival will be an opportunity to get to an extensive mapping of the most relevant experiences, on a national and international scale. The list updated in real time, with links to experiences, can be found on the festival website.

Some possible examples, suggestions, references

Favara Cultura Farm Park is an extraordinary example of what happens when an entire town is transformed from the bottom up. Wonder Grottole is also based on the same principle. **Wonder Grottole** in Basilicata. If these first two examples apply to an urban scale, in **Ex-Fadda** and **Rimaflow** the starting point is the reinvention of an old production plant.

Half Die Festival: when a private terrace becomes a city festival (as it happens for **Periferica** in Mazara del Vallo and for **Altrove** in Catanzaro), while the excellent experience of **Macro Asilo** is the big museum that works from the bottom. Other festivals to keep an eye on are **La Guarimba** in Amantea, Calabria and **Ritrovarsi** in the district of San Leonardo di Sciacca.

The Serre in Bologna is another example where a group of associations transforms an entire urban area. Also, not to be missed, **Eclettica** (the street factory) . **The Danisinni Community** in Palermo is also a very interesting reference.

Finally, **Justo Gallego Martinez** (also known as Don Justo), a visionary who since 1961 has involved an entire community to building a colossal cathedral in Mejordada del Campo near Madrid.

7. REQUIRED DOCUMENTS

- Registration form
- Concept abstract (max 500 characters including spaces)
- Concept description (max 3000 characters including spaces)
- Description of the proposing team and its role in relation to the submitted proposal (describe the role

played by each including skills description and any significant experience for the purposes of the call) (max 3000 characters including spaces);

- Cost estimation, with breakdown of expenditure items,
- Upload of three images 640x480 px describing the concept.

8. DEADLINES AND DELIVERY

To participate in the selection, the documents listed at point 7 must be sent:

- via PEC at: amministrazione.fondazione@architettitorinopec.it, with the subject line "Bottom UP! Selection"
- by registered mail with return receipt requested to the following address:
Fondazione per l'architettura / Torino
via Giolitti 1, 10123 Turin
please specify on the outside of the envelope "Bottom UP! Selection"

Delivery deadline for the requested documents is **Thursday 16 January 2020 at 12.00 AM**.

If using registered mail with return receipt requested, the date of receipt and not the date of the postmark will be taken as proof of the date of receipt.

9. THE PROCESS

The Bottom Up! festival takes place in Turin in the period 1-10 May 2020 and is intended to involve the city already in the previous months.

In terms of time line, the launch of the call will be followed by the selection of projects and the training. The crowdfunding campaigns launched after the training will be closed on the last day of the festival.

The Festival

The festival will last ten days. The first seven days focusing on the festival themes will feature seven evenings in seven different places in the city to tell the story of the transformations taking place. The last three days are dedicated to the selected projects. One day to visit the places where the transformations are designed to take place, one day to listen to the stories of people who have developed similar practices, one day to close the crowdfunding campaigns.

Starting from the first of the final three days (May 8th), Bottom Up!! places will be opened to the public and activated by the proposing teams with previews, unveiling, telling and sharing of the meanings of the proposed transformation.

During the last day the projects of Bottom Up!! will become the absolute protagonists of a major final public event, which will close the crowdfunding campaigns and reveal which projects have received the greatest interest.

10. THE CALENDAR

19 November: opening of the call for proposals

3 December: Question time with the curators (6 pm at Il Piccolo Cinema, via Cavagnolo 7 - Turin). Free participation

17 December: question time with the curators (time and date to be defined, visit the festival website). Free participation

9 January: question time with the curators (time and date to be defined, visit the festival website). Free participation

16 January: delivery deadline

23-31 January: project selection and in-depth interviews

6 February: communication of the selected projects

10-29 February: training course for the selected projects

1-31 March: preparation of crowdfunding campaigns

April 1: Launch of crowdfunding campaigns

1-10 May: festival (8-9-10 May: open activities at crowdfunding sites; 10 May: grand finale)

11. JURY

Andrea Bartoli, Favara Cultural Park

Guido Bolatto, Secretary General of the Turin Chamber of Commerce

Maurizio Cilli, festival curator

Cristina Coscia, member of the festival steering committee

Massimiliano De Serio, artist, director, one of the founders of Piccolo Cinema di Torino

Stefano Mirti, festival curator

Alessandra Siviero, member of the festival steering committee

Mario Spoto, Secretary General of the City of Torino

John Thackara, writer

The jury's decisions are final. The jury reserves the right to select a smaller or larger number of projects than those indicated in this notice.

12. THE SELECTION CRITERIA

The selection will equally reward the quality of the proposing team (number of members of the commissioning team and their roles within the project, potential for involvement of the reference communities, coverage of the required skills...) and the quality of the project concept (framing in the local context, innovation, scalability, environmental and economic sustainability, social impact).

The evaluation of the project proposals will take into account the following impact criteria: reading and interpretation of the social fabric of the target context. Innovative approach of the proposal in relation to the ability to listen and read the specific past needs of the place. Particular attention will be paid to environmental sustainability as well as scalability and replicability in similar urban contexts. The inclusive capacity and social quality of the proposing community will be evaluated through a stakeholders' analysis and based on the various professional and social components involved.

13. MESSAGE FROM THE CURATORS

We are looking for wishes

Ideas capable of building links between citizens for citizens,

Real intentions to initiate bottom-up sharing projects.

Tell us about your commissioning team: who you are and how many

Explain to us what you intend to do

Why would you like to do this?

Argue about the reasons and degree of inclusion of your idea

Describe where you want to do it and why you chose that project

What and for whom do you want to do it: provide a service, transform a garden or a public space to inhabit a portion or a building as a whole etc....

What criteria have you used to choose your architect or design team?

Define the process phases and the timescale to implement your project

Plan an actual feasibility plan

Indicate the human and financial resources required

Imagine the timeframe,

Evaluate whether it is a temporary experience or one with long-term perspectives

Ask yourself if yours is really a BOTTOM UP wish!

BE ASTONISHING.

14. REQUEST FOR INFORMATION AND QUESTIONS

There will be 3 open meetings (question time) with the curators on the following dates: 3 December - 17 December - 9 January. You will find participation details in the next updates on the festival website.

To submit questions or request information on the call, please write to:
bottomup@fondazioneperlarchitettura.it

15. PROMOTERS

Bottom Up! is a project organized and promoted by the Ordine Architetti Torino and the Fondazione per l'architettura / Torino.

The project is the brainchild of two co-curators (Stefano Mirti - designer, teacher, IdLab partner, director of the Scuola Superiore Arte Applicata Castello Sforzesco in Milan, president of the Fondazione Milano and Maurizio Cilli - architect, artist and curator of public art, co-founder of Città Svelata, collaborates with the Fondazione Giulio Einaudi), selected through the public call open to architects and graduates in Architecture, launched in July 2019 by the Fondazione per l'architettura / Torino and the Ordine Architetti Torino.

16. PARTNERS AND COLLABORATIONS

Here is a list of the Festival partners as of November 2019:

Institutional partners and sponsors: City of Turin | Metropolitan City of Turin | Polytechnic University of Turin | Chamber of Commerce of Turin | Society of Architects of Milan

Scientific partners: Itinerari paralleli | PLANET IDEA, Competence Center sulle Smart City | Torino Social Impact

Cultural partners: CAMERA - Centro Italiano per la Fotografia | Circolo del Design | Fondazione Sandretto Re Rebaudengo | IAAD | IED | Mercato centrale Torino | Opera Barolo | Plart | Polo del '900

Collaborations: Scuola Holden | Superintendence of Archaeology, Fine Arts and Landscape for the Metropolitan City of Turin

Negotiations are underway to define new partnerships.