

- Call for images (Rules)

# Re-Drawing the theory \ Re-Drawing the House

- Architectural images in the age of Instagram
- What is my private space?

Curated by Daniel Tudor Munteanu and Davide Tommaso Ferrando

a project by Parasite 2.0  
for the 57<sup>th</sup> International  
Prize Bugatti-Segantini

Architectural images in the age of Instagram \ What is my private space? Curated by Daniel Tudor Munteanu and Davide Tommaso Ferrando is part of the project Re-Drawing the theory \ Re-Drawing the House by Parasite 2.0 for the 57<sup>th</sup> International Prize Bugatti-Segantini.

## 01. ARCHITECTURAL IMAGES IN THE AGE OF INSTAGRAM

It is widely accepted that the critical conditions in which the architectural discipline is found today call for a renewed production of theoretical discourse, as a means for offering alternative ideas of what the world we live in could be. At the same time, the widespread use of digital tools for the production and publication of images, has once more brought visual thinking to the fore as one of the most efficient ways to produce and share architectural theory. Nevertheless, the vast majority of such images seem incapable of channelling relevant thoughts on the built environment, being stuck in a process of aestheticization that is typical of social media, where “likes” and “shares”

dictate the rules of their fast and superficial consumption. How can visual communication in the age of Instagram allow us to speculate on the theoretical and critical potential of architecture?

## 02. WHAT IS MY PRIVATE SPACE?

One of the conditions that define contemporary life is the dissolution of the idea of the house as the ultimate private space, due to the (happily accepted) intrusion of the external world in our domestic environments, by means of fast internet connection and a growing number of devices that connect us 24/7 to the world wide web. At the same time, nevertheless, we experience moments of privacy in unexpected space-time frames such as a nap in between working hours, a plane travel or a swim in the ocean. This brings to the fore several issues, not only about the way in which our society is reshaping the boundaries between privacy and publicity, but also about the way in which a space can become "private" to us. How do we understand, and how can we give shape to privacy

nowadays? Can we still provide ourselves with private spaces where we can fully express ourselves, our deepest desires, our utopias? What are these spaces made of? What is their size and form? Where are they? What do they look like?

### 03. CALL FOR IMAGES

In the context of the 57<sup>th</sup> International Prize Bugatti–Segantini, we invite everyone (with no limits of age or profession) to submit an image that speculates on the aforementioned issues. Contributors are free to recur to any kind of media to represent an imaginary space in which they'd experience an absolute condition of privacy, a space in which they'd be free to do and be what they want. An international jury will select the best ten images to be exhibited during the Prize, and a winner entry which will be awarded with a prize.

## RULES

Submit an image of your ideal private space.

You are free to use any representational techniques (drawing, collage, photograph, rendering, etc.)

The image should speak by itself. It is forbidden to insert any text.

Submit the image by email to [redrawingthehouse@gmail.com](mailto:redrawingthehouse@gmail.com) in .jpg format, 3600 x 3600 pixels, titled NAME\_SURNAME\_01.

This competition is open for all, regardless of professional qualifications or age. You can work alone or as part of a team. Each author can submit one or more entries to the competition.

The authors retain the copyrights on their work and grant the organizers the right to publish it in digital and/or printed format under a Creative Commons Attribution — NonCommercial — ShareAlike 3.0 Unported License.

The competition will be judged in two stages.

In the first stage, a jury comprised of Davide Tommaso Ferrando and Daniel Tudor Munteanu will select the works that deserve to make it to the second round.

Then, a jury comprised of Fala Atelier, Aristide Antonas and Carmelo Baglivo will select one winner and four honorary mentions.

Submission deadline August 28<sup>th</sup>, 2016.

The first prize is 300 euros and each of the four honorary mentions is 50 euros.

A selection of the works will be exhibited at Villa Vertua in Nova Milanese (MB) since September 12<sup>th</sup>, 2016.

## CURATORS

Davide Tommaso Ferrando is an architecture critic, editor, curator and educator, particularly interested in the intersections between architecture, city and media.

MArch in Advanced Architectural Design at ETSA Madrid, PhD in Architecture and Building Design at Politecnico di Torino, he is editor in chief of 011+ ([www.zeroundicipiu.it](http://www.zeroundicipiu.it)). In 2016, he is curator with Daniel Tudor Munteanu of the Unfolding Pavilion, and scientific consultant for the “Meeting the Commons” section of the Italian Pavilion at the 15<sup>th</sup> Venice Architecture Biennale.

Daniel Tudor Munteanu is a practicing architect and urban planner based in Suceava, Romania.

He was educated in Romania and The Netherlands, has exhibited at the 5<sup>th</sup> "Urbanism \ Architecture Bi-city Biennale" in Shenzhen and has co-curated the first "Unfolding Pavilion" at the 15<sup>th</sup> Venice Architecture Biennale. His texts and graphic essays were published in San Rocco, Volume, Log and Oase. Daniel is the founder and editor of the research project "OfHouses — a collection of old forgotten houses". (<http://danielmunteanu.ro>)