

Simposio Internazionale & Premio  
**CITY'SCAPE**  
**CITY\_BRAND&TOURISM**  
**LANDSCAPE**  
Il paesaggio come strategia



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6 - 7 July 2023

Salone d'Onore – Palazzo della Triennale, Milan, viale Alemagna 6

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Organized by

 **PAYSAGE**  
PAYSAGE **TOPSCAPE**

Supported by

**C N A**  **CONSIGLIO NAZIONALE  
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PIANIFICATORI  
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**PAYSAGE** with the patronage of the  
**CONSIGLIO NAZIONALE DEGLI  
ARCHITETTI PAESAGGISTI, PIANIFICATORI**

proposes the

Award

# CITY\_BRAND&TOURISM LANDSCAPE

THE LANDSCAPE AS STRATEGY

The Quality of the Landscape in the climate change for urban and social resilience

6 - 7 July 2023

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## 1. Topic

Climate change represents the great challenge of our time. It is a phenomenon on a global scale, to which we contribute through our behavior and our choices, and which has repercussions on the landscape, urban space and all aspects of daily life. This challenge requires us to become aware of the nature of its phenomena and calls for appropriate actions to adapt dense and sealed urbanized realities to the new environmental conditions and mitigate the effects of global warming and increasingly frequent extreme weather events by reducing their risks. In this perspective, it is necessary to rethink the set of complex relationships that structure urban landscapes in order to make them tools for urban and territorial planning that is increasingly attentive to environmental values and the protection of biodiversity, according to a systemic approach. Urban landscape protection and design, to which climate resilience and adaptation strategies are integrated, become essential means to understand the current relationship between anthropic, natural and semi-natural elements.

Traditional aspects of landscape, such as cultural and aesthetic aspects concerning the design of places, have been joined by ecological interests oriented towards investigating the man-made and natural landscape as parts of a single complex system. A set of actions that at any scale are dealing with establishing orientation and balance according to sequences of meaning, addressing not only the valuable areas already codified, but also those where urban damage is most evident, seeking vocations for regeneration perhaps precisely where the new city and the territory are rawer, without centrality and references neither urban, nor rural nor natural. We return to thinking about the landscape in its wholeness, with actions of protection, maintenance and valorization, through an approach of listening and caring that allows us to rediscover a balance between the natural element and the built world, in order to obtain economic and social environmental benefits. *"Landscape and project entities which are closely related and interacting, which has always spontaneously form a tight ring of tradition and innovation, as indeed it is in the spirit of the European Convention". \**

\* Taken from the book *Sul paesaggio. Lettera aperta*, by Franco Zagari, Libria, Melfi, 2013

The Landscape cannot be confused with environment: these two definitions are not synonymous but they represent different systems. The landscape is a primary element of identity for communities and contemporary design must seek its principle. The landscape is an open space and public and private even its perception, its fallout is always collective. The landscape design is a "device" that aims to represent the synthesis between the aspiration to progress and the expression of local identity in the landscape are reflected.

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## 2. Campaign Landscape4all

In 2023 **PAYSAGE** renews its commitment to promoting the **Landscape4ALL** campaign, a real awareness campaign aimed at promoting the landscape project as a tool of improving the quality of life in all aspects and in the most diverse areas of human existence.

In this edition, the International Symposium once again tackles the highly topical theme of **Landscape as Energy**: the expansion of the energy crisis and the need for more and more productive autonomy from renewable sources are in fact affecting the Italian landscape as a whole - from urban to agricultural, from mountainous to marine - from different points of view, making the landscape the container of infrastructures and at the same time the supplier of these resources.

In fact, the energy crisis requires that the landscape project also be interpreted from an energy point of view, on the one hand because landscape architecture is the tool that best responds to the objectives of integrating renewable resource installations, and on the other because through the application of Nature Based Solutions energy savings become tangible to the point of contributing to a broader overall balance, providing an important opportunity at all scales and in all phases of redevelopment: from squares to parks, from fringe areas to playgrounds, passing through cycle paths and slow mobility solutions.

### Premise

The National Council of Architects and Planners together with PAYSAGE – Promotion and Development for Landscape Architecture – launch and organize the International Design Competition **CITY'SCAPE CITY\_BRAND & TOURISM LANDSCAPE AWARD** linked to the International Symposium **CITY'SCAPE CITY\_BRAND & TOURISM LANDSCAPE. The Landscape as Strategy. The Quality of the Landscape in the climate change for urban and social resilience** which aims to attract excellence of international projects in the field of Landscape Architecture rewarding the best projects. The award aspires to promote and to seek possible new balances for spaces that are designed to allow the connection, both physical and theoretical, between built architecture and designed landscape, aiming at promoting new synergies within buildings and nature for the new urban dynamics in the seven themes proposed: **CITY LANDSCAPE, CITY PLAY, BRAND&LANDSCAPE, TOURISM LANDSCAPE, LANDSCAPE IN LIGHT, DIGITAL LANDSCAPE and ENERGY LANDSCAPE.**

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### 3. Promoters

The Award is promoted by the Italian National Council of Architects and Planners, – Consiglio Nazionale degli Architetti, Pianificatori, Paesaggisti e Conservatori - in partnership with PAYSAGE - Promotion and Development for Landscape Architecture, which will organize events through TOPSCAPE magazine, the international magazine interested in the contemporary landscape project published by PAYSAGE - Promotion and Development for Landscape Architecture.

### 4. Requested sponsorships

**The Competition and the related International Symposium are sponsored by Consiglio Nazionale degli Architetti Pianificatori Paesaggisti e Conservatori in collaboration with PAYSAGE and with Triennale di Milano, with the requested patronage of:**

The Municipality of Milan

#### MINISTRIES

Ministry of Environment and Protection of the Territory and the Sea

Ministry of Agriculture and Forestry

#### University Institutes where Landscape Architecture courses are active

Politecnico di Milano

University of Genoa

University of Florence

The University of Pavia

University of Urbino

La Sapienza University

#### Professional Orders

Consiglio Nazionale degli Ingegneri

Ordine degli Architetti Pianificatori Paesaggisti Conservatori della Provincia di Milano

Consiglio Nazionale dei Dottori Agronomi e dei Dottori Forestali

Ordine dei Dottori Agronomi e dei Dottori Forestali di Milano

Collegio Nazionale degli Agrotecnici e degli Agrotecnici laureati

Collegio degli Agrotecnici e Agrotecnici laureati di Milano Lodi Monza e Brianza

Collegio dei Geometri e dei Geometri Laureati

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Collegio Geometri e Geometri Laureati della Provincia del Milano  
Collegio Nazionale dei Periti Agrari e dei Periti Agrari Laureati  
Collegio dei Periti Agrari e dei Periti Agrari Laureati della provincia di Milano

### Associations

INU - National Institute of Urban Planning,  
ANCI - National Association of Italian Municipalities,  
ASSOVERDE - Italian Association of Green Builders,  
AIDTGP - Italian Association of Directors and Technicians of Public Gardens  
SIEP - Italian Society of Landscape Ecology,  
AIPIN - Italian Association for Naturalistic Engineering,  
AIVEP - Italian Green Roofing Association,  
ANVE - National Association of Exporting Nurseries,  
UNITEL - Italian National Union of Local Authority Technicians,  
AIDI - Italian Lighting Association,  
APIL - Lighting Professionals Association,  
ASSIL - National Lighting Producers Association

## 5. Themes and specific focus of the Competition

The topic **CITY'SCAPE CITY\_BRAND&TOURISM LANDSCAPE. Landscape as strategy. Landscape quality in climate change for urban and social resilience** aims to reflect on the future of the urban landscape in search of best practices capable of promoting, in the field of Landscape Architecture, effective design strategies capable of attributing new ethical, economic and social values to the built environment.

It is within this framework that **CITY'SCAPE CITY\_BRAND&TOURISM LANDSCAPE. Landscape as Strategy. Landscape quality in climate change for urban and social resilience** seeks design strategies that can meet the ever-increasing needs of humanity: a compact, dense, and above all fertile city, in which the plant component plays not only an aesthetic, ornamental, and furnishing role, but also and especially a functional one.

Landscaping constitutes an environmental and cultural action together, a tool for implementing policies that are both ecological and social. For this reason, the objective of the competition is to look for possible new balances in a space that is designed to allow dialogue between architecture and landscape, aspiring to the promotion of synergies between built and nature for new territorial dynamics.

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The **International Symposium** and **CITY'SCAPE CITY\_BRAND&TOURISM LANDSCAPE AWARD** wish to reward and publicize Landscape Architecture projects that combine landscape and architecture both through large-scale interventions, concerning entire pieces of cities and public spaces, and through smaller-scale and smaller-scale experiences in which vegetation is used as a building material, and not just ornamental, pursuing biodiversity and sustainability goals.

#### **THE THEMES AND CATEGORY OF THE PROJECTS:**

The landscape performs important functions of general interest, on a cultural, ecological, environmental and social level and constitutes a favorable resource for economic activity, and is also an important element of the quality of life of populations, in urban areas and in the countryside, in degraded territories as in those of great quality. In this context, landscape design at all scales represents the virtuous trigger of a transformative process that, while respecting biodiversity and the identity of places, offers contemporary society a formidable engine for development.

#### **• CATEGORY A: CITY LANDSCAPE: NATURE BASE SOLUTION**

- **A0: Urban forestry for climate change and climate change resilience projects**
- **A1: Redevelopment of urban spaces,**
- **A2: Redevelopment of landscaping of fringe areas,**
- **A3: Parks, gardens, green spaces and connections in the dense city**

For landscaping projects of varying scale made in urban contexts, landscape redevelopment of urban spaces, metropolitan fringe areas, green in the dense city, urban planning and large territorial transformations and for projects that include, as included in the Legislative Decree October 14, 2019, "reforestation actions as an urgent measure to combat climate change and promote the green economy".

#### **• CATEGORY B: BRAND & LANDSCAPE: Landscape design for production sites and industry**

Since the early 1900s, architecture has sometimes taken on the role of a medium to reinforce a company's image. But landscape design and the consequent use of vegetation began to be of interest to large enterprises in the mid-1980s, becoming their added value both for corporate image, for improving the working conditions of employees and for establishing new relationships with the landscape. Currently, industrial landscape design is taking on the role of a tool for communicating corporate values through genuine land-use planning and natural resource management, to the extent that it contributes in the contemporary perception of sustainable urban development and that complex system of tangible and intangible assets that constitute brand equity as well as visual identity.



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- **CATEGORY C: CITY PLAY&SPORT: Play areas, playgrounds and sports areas in the landscape**

The design of play spaces and sports areas does not only represent the creation of beautiful and innovative places but, thanks to the inclusion of these within the landscape strategy, it is possible to create real interconnected green infrastructures that can promote a growth in biodiversity and well-being, local identity, human relations and bring nature back to the city. The design of space dedicated to play and sports and the rediscovery of parks understood as public space for all ages, both in Italy and abroad, becomes an opportunity to imagine spaces for the promotion of inclusion, education and growth, producing a better quality of life for all.

- **CATEGORY D: TOURISM LANDSCAPE: Project of tourism landscape**

Tourism Landscape is the section of the Symposium that aims to explore how a landscape can be "shaped," while respecting the environment and biodiversity, through a series of material and symbolic transformations directed both at integrating hospitality services and enhancing the fruitful capacities of places. The "putting into tourism" is a process that involves the urban and socio-economic spheres as a driving factor for the development of the territory, the attention to public spaces, the enhancement of the identity of places from an experiential point of view. Consequently, every space is potentially valorizable in a touristic sense, even the most inhospitable areas. The touristic places and spaces are then the product of different instances, endogenous and exogenous and, before that material, cultural. New places of being in which landscape design represents an important challenge by gathering in synthesis all the vocations of a territory or a place and which, not neglecting accuracy, design and technology, offers virtuous examples of landscape architecture.

- **CATEGORY E: LANDSCAPE IN LIGHT: The design of light in the enhancement of the landscape**

The Landscape in Light section was created as a research tool, through collaboration with industry associations, for the selection of best practices for lighting design toward an increasingly shared environmental culture that creates new suggestions in the world of lighting design capable of restoring new nightscapes in continuity with the widespread idea of the principle of a generic human responsibility toward nature.

- **CATEGORY F: DIGITAL LANDSCAPE: Technology for the landscape experience**

The new Digital Landscape section, aims to analyze innovative solutions that integrate technological elements into the landscape that enable the enrichment of the Landscape experience. Emblematic examples include: the inclusion of virtual paths that guide the user to discover new landscape elements and visions, the inclusion of augmented reality as a landscape experience, and the delivery of multimedia content to devices as a communication element.

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- **CATEGORY G: ENERGY LANDSCAPE**

For projects for the integration of energy production and landscape This category promotes a vision in which it is necessary to adopt an urban scale where technological systems and natural processes are integrated, and a larger land scale (agricultural, marine, mountain) where new solutions for the development of energy sources generate the possible landscapes of the future.

## 6. Official Languages of the Competition

The official languages of the competition are Italian and English. All entries must be written in either one of these two languages, if not, they will be excluded.

## 7. Participation Rules

Works' selection is open to:

SEC: Architects, Planners, Landscapers and Conservators

SEC: Engineers

SEC: Agronomists

SEC: Agrotechnics

SEC: Lighting Designers

SEC: Surveyors

SEC: Agricultural Surveyors

SEC: Associations, Foundations

SEC: Executives Companies

SEC: Municipality, Public Administrations, Public Institutions

SEC: Universities and Research Centers

### ELIGIBLE WORKS

Works may be entered for the 2023 edition of the Prize if, at the close of the competition, they are

- completed

- under construction provided that they are sufficiently developed

- confirmed or approved by the patrons

Projects that have already received prizes or mentions in other venues may also be submitted.

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### **ENTRY**

The submission and candidature of works may be made by designers, clients, executors, public or public-law bodies, foundations and cultural bodies, also with reference to the results of selections, prizes or architecture competitions.

To take part in the competition, all you have to do is register at the following link

<https://paysage.it/iscrizione-premio-cityscape23/> and enter your own freely created password.

At the end of the registration a communication will be sent by e-mail for access to the project upload using the following models

### **DOWNLOAD THE MODELS**

For clarifications regarding the technical-operational modalities of submitting offers on the system, please contact: [comunicazione@paysage.it](mailto:comunicazione@paysage.it) or +39 02.45474859.

Participants will be able to upload the completed forms via the platform, i.e:

- **THE ILLUSTRATIVE REPORT OF THE PROJECT** (mandatory) in .doc or .pdf format.

The report must be drawn up using the template, in which a text of a maximum of 2500 characters, including spaces, must be included (Font: Arial - Character: body 11 - Colour: black). All fields must be completed and up to two A4 verticals may be submitted in a single file.

- **3 BOARDS** (1 compulsory, 2 optional) illustrating the project in A3 format, horizontal and .jpg or .pdf extension. The graphic representation techniques and the number of boards to be submitted are left to the free choice of the participants (the boards may contain photographs, drawings and captions of the competitor's choice), but the pre-filled form downloadable from the website must be used, respecting the layout, and entering the required data.

### **MAXIMUM SIZE ALLOWED**

All materials uploaded in total shall not exceed 25 MB.

### **LIMIT NUMBER OF PROJECTS**

If more than one project is to be submitted, each project must be registered with a different e-mail address.

### **PROFESSIONAL SECTIONS**

At the time of registration, the participant must select a section to which he/she belongs from among those indicated.

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## 8. Exclusions and incompatibility to participate

Failure to comply with the rules contained in this notice constitutes grounds for exclusion from participation.

Entities taking part in the procedure expressly exonerate the contracting authority and its employees and collaborators from any liability relating to any malfunction or defect in the connectivity services necessary to reach, via the public telecommunications network, the telematic system for the acquisition of project proposals and related documentation.

In consideration of the reasonable timeframe made available for the activation of the registration procedure and the adoption of technological measures that are ordinarily suitable and sufficient, the inviting party declines any responsibility or liability for any failure to access the telematic system and/or failure to activate the telematic procedure within the established timeframe, arising from technical difficulties faced by the competitors and/or the system that are beyond the control of the competition organiser, such as, for example, but not limited to, difficulties in connecting to the system due to the competitors' use of unsuitable or inappropriately used computer systems, temporary congestion of the internet network and/or the connection line to the competition telematic system, etc.

The technical assistance provided can only operate if the entries are still open. Requests for assistance received after the closing time for entries cannot be handled.

Participants are invited to anticipate as much as possible the activation of the entry procedure, within the time window made available.

For clarifications regarding the technical and operational procedures for submitting bids on the system, please contact: [comunicazione@paysage.it](mailto:comunicazione@paysage.it)

Participation is excluded:

- the organisers of the competition, the Organising Secretariat, the members of the Jury and anyone involved in the drafting of this notice;
- relatives up to the third degree of kinship (inclusive) of the members of the above categories, as well as their employees or collaborators.

## 9. Documents and information

Documentation: [DOWNLOAD MODELS](#)

The above constitutes the sole and exhaustive cognitive material made available for the elaboration of the project idea. Contestants are forbidden to question the members of the Jury, under penalty of exclusion from the competition.

For any questions you may send an e-mail to: [comunicazione@paysage.it](mailto:comunicazione@paysage.it)

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## 10. Timetable and calendar of events

**MAY 15** - Opening of registration and simultaneous submission of entries

**JUNE 15, 2023** - By 12:00 - Closing of the site for submission of projects

**JULY 6-7, 2023** - Conference and awards ceremony

Any changes in the schedule will be promptly communicated through the official website of the competition and sponsoring bodies.

## 11. Jury

In order to identify and select the winning projects, a special Jury will be established, which is currently being defined.

## 12. Evaluation Criteria

The selection of candidate projects will be made through the evaluation of the project proposal from the point of view of its compliance with the general and specific characters of the call.

The Jury will select projects based on the following criteria:

- Originality, innovation and overall quality of the project proposal;
- Consistency of the project proposal with the program of the call and CITY\_BRAND&TOURISM LANDSCAPE. Landscape as a strategy. Landscape quality in climate change for urban and social resilience;
- Clarity of the proposal through the articulation of the presentation text and deliverables.

## 13. Manager and Technical and Organizational Secretariat

The technical and organizational secretariat functions will be carried out by a working committee established at PAYSAGE; any questions can be sent by e-mail to: [comunicazione@paysage.it](mailto:comunicazione@paysage.it)

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## 14. Privacy

Pursuant to the Consolidated Privacy Act Legislative Decree No. 196/2003, with regard to the proceedings established by this notice, we inform you that the National Council of Architects, Planners, Landscape Architects and Conservators and PAYSAGE are active parties in the collection of data. The requested data are collected for the purposes of the selection. The methods of processing are related to the indicated attestations and requirements established by law necessary for the participation in the selection by eligible individuals.

## 15. Permission to publish the submitted projects

By registering for the Prize, competitors give explicit consent to the National Council of Architects, Planners, Landscape Architects and Conservators and PAYSAGE to the dissemination of the projects as part of the International Symposium **CITY\_ SCAPE. Landscape as Strategy. Landscape Quality in Climate Change for Urban and Social Resilience**, to be held on July 6-7, 2023 at the Milan Triennale, and through the publication of the projects in the TOPSCAPE PAYSAGE magazine.

## 16. Copyright and Intellectual Property of the Projects

The materials submitted for the Prize will remain the intellectual property of the authors, who concurrently with the registration and transmission of the entries authorize their use for dissemination purposes for printed or digital publications. The Prize will be awarded as part of the International Symposium **CITY\_ SCAPE. Landscape as Strategy. Landscape quality in climate change for urban and social resilience**, to be held July 6-7, 2023 at the Milan Triennale. In addition, releases are requested for publication of the submitted projects in the journals TOPSCAPE PAYSAGE.

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