

HOW NOT TO WIN AN ARCHITECTURAL COMPETITION

BRIEF

GREAT NEWS! Ephemera Collective is exalted to announce that due to new support the exhibition How NOT to win an architectural competition has received we are now in position to prolong the exhibition call deadline and to cancel the participation fee.

You've read it correctly! For just 0 of any currency you can now participate in an international architectural exhibition How NOT to win an architectural competition.

How NOT to win an architectural competition is an exhibition that aims to take a critical look at the values unrecognized by architectural competitions. We firmly believe that the design process through which competition entries are created is a unique creative endeavor that always teaches its creators lessons, that are universally applicable. We invite you to remember your most memorable attempts at entering architectural design competitions that were valuable to you as a creator, but that have not received recognition from the jury of competition.

HOW TO PARTICIPATE AT THE HOW NOT TO WIN AN ARCHITECTURAL COMPETITION EXHIBITION?

- 1.** Remember a particular architectural competition that was unrecognized by the competition jury, but that thought you valuable lessons regarding your view on architecture and design, your creative process and your associates.
- 2.** Sit down and write between 1 and 10 instructions based on your experience at that competition on the steps one must take in order NOT to win an architectural competitions. Make sure to include as much lessons as you can that you have learned during the design process for that competition.
- 3.** Along with the set of instructions include three images (sketches, plans, sections, elevations, photographs, diagrams, renders, collages, etc.) from that competition that best illustrate the impact of those lessons learned during the design process on its final outcome. The images may be sent in their original form submitted for the competition or may be modified for the exhibition.

- 4.** Send the list of instructions and the images on ephemeracollective@gmail.com according to the formatting instructions given below. If your files exceed the limit provided by your mail host, you may send us a wetransfer link to download your files.

- 5.** Wait patiently for the response from Ephemera Collective within 24 hours that your submission has been received.

- 6.** Wait at the edge of your seat as our selection committee examines the received entries and selects the most insightful, thoughtful, funny, and useful list of instructions and the most illustrating images that accompany them.

- 7.** Promote your own work on the Facebook page of the exhibition to receive most likes and enter top five best liked entries.

- 8.** Join us in at Society of Architects of Novi Sad on 15th December for the formal announcement of five entries that have won most of the votes and that will receive a publication of Architectural Instruction on How NOT to win an architectural competition.

From the dawn of mankind, a competition has been the driving force behind our progress. We competed with each other in groups or one on one, we competed for territory, for resources, for the right to rule or to travel, for our liberties, for affection, or sometimes without a clear goal. Early on, we created competitions that measured our abilities and skills in different areas, creating rules and prizes, competitors and audiences, and in the end winners and - those who did not win.

From the competitions with a clear boundary between winners and losers expressed in a number of points, or meters, or seconds, in time we developed competitions that sought to compare creative vision, artistic skill, creativity and excellent achievements in various areas. And for the first time, there were no clear indicators, no points to be measured, to meters or weights... With the rise of subjectivity, the certainty of the victory of the winners and the loss of the losers became questionable.

As any other creative discipline, architecture is also a slippery slope for the certainty of competition results. Countless sleepless hours, cups of coffee and meeting often translated through the hands of the design team into thoughtful, inspired work, that represents the best of its creators, pieces of their heart and soul on the subject transformed into a design. And often this effort, although true, remains unrecognized by the juries of the competition or the wider public. And yet we persist. Time after time again, architects and designers enter competitions of various degrees,

types, and kinds, and venture into creating spaces, houses, cities, whole worlds and futures based on their ideas and ideals in hopes of one day being recognized for the effort and thought they put in their work. And more often than not, that work and thought remain unrecognized, due to various reasons that often have nothing or very little to do with the quality of the work itself. What remains behind every one of these attempts is a series of lessons on what to (not) do when entering an architectural competition.

Because architectural competitions remain one of the most important means of communication of ideas between society, investors, academia, and professionals, we invite you to share with us the lessons you have learned on how (not) to win an architectural competition. Given as a list of instructions or guidelines, your lessons on how not to win an architectural competition should summarize the necessary steps one must take in order to create an entry for an architectural competition. In sharing our joint hard earned wisdom we hope to create a compendium of knowledge that will grow and develop as we all do and will reach the possibility of bringing us all closer together to the higher truth of the success of an architectural competition.

THE FINAL SUBMISSION, PACKED IN A SINGLE ZIP FILE, MUST INCLUDE:

INSTRUCTIONS: A short list of instructions on A4 size paper in .doc format, font Arial 11, spacing 1.5, between 1 and 10 instructions. The instructions must refer to any and all advices you have to give on how not to win an architectural competition. They might range from a single word sentence to a full paragraph, as long as the full text does not exceed one A4 page. The text must be in English. Please do not use any special text formatting.

ARTWORK: Up to 3 images (A4 size, vertical format at 300 dpi in .jpg format) to be paired with your instructions. The image can be a painting, photo, collage, map, plan, section, elevation, picture, diagram, 3d representation or any other graphic format that is related to your experience on a specific architectural competition and represents it in the clearest possible way.

TEAM INFO: Individual or Team participation data on A4 page in .doc format. This must include the names of all participants with their profession and email.

SUBMITTING FILES TO EPHEMERA COLLECTIVE: Files must be e-mailed to Ephemera Collective. If your files exceed the limit provided by your mail host, you may send us a wetransfer link to download your files. In order to create a wetransfer file link, go to wetransfer.com, click on the small icon at the bottom left corner to select LINK and then upload your files. WeTransfer will then give you a unique url. Copy the url, and e-mail it to: ephemeracollective@gmail.com

You will receive a confirmation email within 24 hours of submitting your entry.

Q&A

Q. Shall I submit materials from only one specific competition, or could I mix different competitions I didn't win and send with a unique set of instructions?

A. We encourage you to send the material regarding a single competition per entry. As from now on, there will be no entrance fee, we encourage you to send as many entries as you wish.

Q. As I have already registered and paid a fee, will I get my money back since the participation is now free of charge?

A. Of course, you will receive a refund for every entry you've made.

Q. May I send instructions in Serbian?

A. We encourage all participants to send instructions written in English since both our selection committee members and audience are international. However, if you feel more comfortable writing in Serbian, we can make sure to translate your instructions in the best way possible in order to make it comprehensible to everyone.

Q. Can I do a Black and White presentation?

A. Of course. The selection of visual materials you want to submit is entirely up to you and what you deem to be the best way to present your project.

Q. Is there a limit in the number of submissions by one author?

A. There is no limit to the number of submissions by one author. Since the entry fee has been lifted, we encourage you to send as many different entries as you like, along with the set of instructions specific to that project.

Q. Since I am from Portugal and I can't travel to Serbia, but would like to see the exhibition, will you share some material?

A. When registered for HNTWAAC you automatically get to our mailing list. We will document all of the project related activities and make the material available to all of our registered participants. You will receive continuous updates.

Q. Will the publication be available for purchase?

A. Of course. The publication will be available for purchase in Serbia and internationally.

RULES

How Not To Win An Architectural Competition is a single-phase call.

In order to take part in this competition, all applicants must accept the rules. Any infringement of the rules will be subject to evaluation by the jury. This is an anonymous competition. The info files containing personal information are confidential and will not be revealed until the jury selects the best work. Other awards, one work selected by the visitors of the exhibition, and the other work selected by the public of the online platform, will be decided after the identity is revealed according to the public voting system.

1. By entering the competition, any and all entrants, agree in full to these rules.
2. The enrollment fee is not tax deductible.
3. The enrollment fee is not returnable and non-transferable.
4. The official language of the competition is English.
5. Entries can be submitted by both individuals and groups equally.
6. The authorship of each project is equally attributed to each member of the team.
7. Each group submission must indicate a primary contact.
8. One applicant can submit multiple entries but each of the entries must be registered separately.
9. All contact with the member of the jury is prohibited. The applicants who attempt to contact the jury will be disqualified.
10. Submissions must not contain any names, symbols, logos or any other types of signs that would allow the jury to recognize the identity of the applicant prior to the official reveal of personal information. This is an anonymous competition.
11. Ephemera Collective reserves the right to modify the competition schedule if deemed necessary.

12. All materials submitted to this competition can be published without prior consent by Ephemera Collective and its partners.
13. By entering into the competition, participants transfer unlimited use for publication, exhibition and electronic posting to Ephemera Collective and its affiliates. Ephemera Collective and its affiliates must always credit the participants responsible for the work.
14. The entrant can only submit his/her original work. The applicant is responsible for ensuring that the work submitted does not violate any term of intellectual property rights of any third party, including, but not limited to copyright, trademark and design right.
15. The winners awarded by the jury will be announced at the exhibition and online platform. The winners of the audience selection will be announced at the end of the exhibition. The winners selected by the audience of the online platform will be announced after the exhibition.
16. The jury might declare the competition deserted and reject any and all proposals received in response to this competition. If jury declares competition deserted, registration fees will be refunded.
17. The decision of the jury shall be final and binding on all parties, and no disputes shall be entertained.
18. Award winners are responsible for all taxes and fees associated with prize receipt and/or use.
19. Rules and regulations are subject to change without notice.
20. This is an international competition open to all architects, students, and other disciplines, that, in their endeavors deal with space and spatial concerns.
21. Each entrant must be older than 18.
22. The applicants must not be related to the members of the jury and/or organizing committee in any way.
23. By submitting an entry by a sole creator, Applicant warrants that Applicant is the sole designer, creator, and owner of the artwork, including all visual and textual components, or has permission to use copyrighted components, and further warrants that the artwork does not contain information considered by Applicant's place of business, university, college or any other third party to be confidential.
24. By submitting an entry by a group of creators, the Applicants warrant that they jointly designed, created, and own the visual artwork or have permission to use copyrighted components, and further warrant that the artwork does not contain information considered by Applicant's place of business, university, college or any other third party to be confidential.

DISCLAIMER

1. Ephemera Collective reserves the right to refuse any entry.
2. The organizers are not liable for lost or misdirected, late or substantially incomplete entries, as well as any entries containing text/images that identify the Applicants to jurors.

3. The decisions and opinions of the jurors represent their professional viewpoints, not the opinion of the organizers.
4. All prizes will be awarded at the discretion of the organizers and all decisions are final.
5. All materials for this competition must be submitted in digital format, printed hard copies of entries will not be accepted.
6. Applicants retain standard ownership of their intellectual property.
7. It should be emphasized that this competition is purely conceptual, and the selection of finalists or prize winners in no way indicates an intent of the property owners to implement the proposed schemes.
8. Upon registering for this competition, all Applicants agree to waive any and all claims against Blank Space and its affiliates as a result of the competition. Also, by registering, Applicants transfer unlimited use for publication, exhibition and electronic.