

PULCHRA GARDEN DESIGN COMPETITION RULES AND REGULATIONS

Pulchra S.r.l., with Headquarters in REGGIO EMILIA (RE) VIA PASSO BUOLE 86, 42100, tax identification number and membership of the Reggio Emilia Business Registry: 02307890356 (hereafter known as “Pulchra”)

HEREBY DECLARES

that Pulchra has organised an ideas competition to design a garden of approximately 100 m². It therefore

INVITES

anyone who wishes, to present designs according to the following rules and regulations.

1. Object of the Competition.

The competition, which does not constitute a promise or offer to the public, has been published in order to call for design entries for a garden that will be the legacy of a highly suggestive event: the burial of the 10 objects that have won the Pulchra competition “The Most Beautiful Things in the World”. These 10 winning items will be sent into the future, to architects who will perhaps discover them – to the wonder of their contemporaries – in several thousands of years’ time. For this reason the garden should touch the public, causing a vague suspension of reason and raising a smile.

It will have a surface area of approx. 160 m²; a more or less square shape, short sides of 8-9 m and long sides of around 19 m. It will be created in Lerici, in the province of La Spezia, inside a public park looking onto Via Roma, 20-30 metres from the sea. The new garden will have no precise boundaries between itself and the existing park, but there should be a kind of blending in of the new project with the old park.

There will be no public access to the garden, which will be surrounded by the present hedge. Its creation may involve planting trees and/or plants and/or the partial or total paving of the areas with materials suitable for public use. Some plants and bushes may be removed from the garden area, as shown on the plan. The date palm and Canary Island palm tree in the corners of the area may not be removed.

Structures can be built in brick, wood, marble, metal or any hard-wearing material. Elements of urban living, such as lighting, water features and fencing are also allowed.

The total cost of creating the garden (including excavation and earth moving, purchase and planting of trees and plants, paving, elements of urban living and construction in brick or other materials) should not exceed 10,000 Euros.

2. Project Elements.

The project should contain a minimum of 4 elements:

1. A completed presentation form (which can be downloaded from: www.pulchra.org –).
2. A typed report on A4 (21 x 29.7) paper of no longer than two pages (3600 characters each). The report should bear the name of the entrant and his/her address.
3. A drawing on A3 (42 x 29.7) paper showing a plan of the garden on a scale of 1:100. This must include the type of plants and trees, materials used for any flooring or constructions of any nature, and any manufactured urban elements, etc. The elements above can be described by marking the drawing with numbers and adding the numbers to footnotes with a description. On a horizontal A3 sheet, the long sides will be above and below and the short sides to the left and right. The top right-hand corner of the A3 sheet should contain a box with the name, surname, address and signature of the entrant. If it is a group entry, the box

should contain all the names of the group members. The box should be 5cm wide and 8 cm high.

4. A drawing on A3 (42 x 29.7) paper with a plan or perspective of the garden on a scale of 1:50, in a realistic form and preferably in colour, i.e. a photographic-type zenithal or perspective view of the garden itself. The top right-hand corner of this sheet should also contain a box of the same size as that above.
5. A maximum of three other drawings may be added (all in A3 format) for a clearer description of more complex projects. This could be a plan of sections or of construction elements on a more detailed scale (1:20 or 1:10), etc. This sheet must also carry the entrant's name and address.

The paper drawings must be reproduced on high resolution CD or DVD in pdf, tiff, or eps format.

All of the above must be sent by post to Pulchra srl. Via Passo Buole 86, 42100 Reggio Emilia Italy.

Paper drawings must be laid (NOT glued) on a piece of plywood or hard cardboard slightly larger than A3 format (42 x 29.7). The drawings and the board should then be packaged and placed in a sturdy envelope, in a suitable box, or wrapped in thick wrapping paper, together with the CD or DVD.

3. Duration of the Competition

Designs can be sent to Pulchra from **01/09/2008** to **28/02/2009**.

The judging panel, made up of XXXXXX will meet in March 2009. Pulchra will inform the winner of the competition by **30/3/2009**.

Pulchra reserves the right to propose variations to the design to the winner.

4. Competition Prize Money

The winner will receive a gross sum of €2,000.00 (two thousand Euros).

Participants whose designs are not chosen will receive nothing.

5. Final Rules

Pulchra may prepare a list of the designs that it believes (with its unchallengeable right) to be the best and publish images in the press, on the Internet or on television, etc. with no fee being due to the author of the said designs.

This initiative is not part of the rules on Prize Competitions under Art. 6, para. 1, lett. a) of the Italian Presidential Decree 430/01.