

## MIRAGE CONTEST: A ROUNDABOUT FOR CERAMICS AND THE TERRITORY

### In brief

**A ROUNDABOUT FOR CERAMICS AND THE TERRITORY** is the contest devised and promoted by Mirage under the Patronage of the Municipality of Pavullo nel Frignano, aimed at planners, designers and creative professionals in general with the objective of the definition and enhancement of the entrance of the Frignano area, as well as the entrance to the Mirage company.

The contest is not aimed only at the definition of a project from a structural and architectural point of view, but also and especially from a conceptual point of view, being associated with the interpretation of a new Vision linked to the territory and the ceramic industry's relationship with the territory.

To meet this requirement it is necessary to go beyond a design and restriction view of the work, proposing a vision that offers a form of "integrated" development that takes account of cultural, landscape and territorial resources.

### The objectives

The objective of the contest is to receive ideas and designs aimed at enhancing territorial features, that is, the cultural, landscape and economical resources of the area involved and, at the same time, promoting the value of the local ceramic industry, of which Mirage is an important part.

Contest proposals must provide for total or substantial use of Mirage porcelain stoneware. However, the logo and/or indication of the Mirage company must not be inserted in the project as a construction element, but only as a decorative element which is non-invasive with regards to the completed project.

### The territorial context: Frignano

**Frignano** is a historical Italian region situated inside the Tuscany-Emilia Apennines, very distinctive and characteristic from a territorial and productive point of view.

For further information on the nature and particular features of the territory:

1. [http://it.wikipedia.org/wiki/Frignano\\_\(territorio\)](http://it.wikipedia.org/wiki/Frignano_(territorio))
2. <http://www.comune.pavullo-nel-frignano.mo.it/>
3. <http://www.appenninoeverde.it/neve/comunita-montane/comunita-montana-del-frignano.html>
4. [http://it.wikipedia.org/wiki/Pavullo\\_nel\\_Frignano](http://it.wikipedia.org/wiki/Pavullo_nel_Frignano)

### Mirage Granito Ceramico S.p.A.

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## **The company context: Mirage**

Mirage designs and produces floor and wall coverings in porcelain stoneware for commercial, public and residential spaces. Consolidated expertise and know-how have allowed for the development of ceramic solutions that bring out the best in every project, while paying due attention to environmental issues.

The close following of latest trends and constant innovative research: these are the characteristics of a staff that has been designing new living environments for 40 years, working with more than 130 countries in the world.

## **A number of guidelines: Mirage porcelain stoneware**

Porcelain stoneware is a material able to meet also complex architectural and design requirements: from ventilated façades to raised floors to outdoor surfaces, Mirage offers concrete solutions for both residential and public spaces.

The production of porcelain stoneware occurs exclusively through an industrial process which, together with various possibilities for customisation and personalisation of the output, thanks to constant technological innovation, implies constraints and particularities to take into consideration right from the creative/design phase in order to guarantee the effective feasibility of the concept developed.

1. For more information regarding the features of porcelain stoneware:  
<http://www.mirage.it/azienda/il-nostro-gres-porcellanato/>
2. Porcelain stoneware offers multiple solutions in terms of the sizes and surfaces available. To see Mirage's complete range: <http://www.mirage.it/cerca-le-nostre-collezioni/>
3. For any technical specifications, please consult <http://www.mirage.it/area-tecnica/>

## **Means of participating in the contest**

Applications must be made online by accessing [www.miragecontest.com](http://www.miragecontest.com) and inserting the information requested. It will also be necessary to examine and accept the conditions deriving from the contest regulations.

## **Timeline**

1. Submission of the application and delivery of project documentation **by, and not later than, 15 November 2014;**
2. Announcement of the winner by **1 December 2014;**
3. Any further information will be communicated through the contest site.

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## Evaluation criteria

The best proposals will be awarded by a Jury, which will make their choice on the basis of three criteria:

1. Nature of the project proposal;
2. Feasibility of the proposed solution;
3. Correspondence with the “ceramics and territory” concept, as referred to in point 1 of this brief;

## The output

The minimum output required is sufficient documentation to show and describe the project in a complete way:

- Technical report setting out the project concept: maximum 4,000 characters (word file);
- Graphic documents (drawings, rendering, etc.) able to give a clear idea of the aesthetic component of the project, construction details and what is considered necessary to illustrate the project proposal and the solutions adopted. The pdf file must be in ISO A2 horizontal format.
- Material specifications (such as, by way of example, but not in exhaustive terms, the Mirage material used), colour range and sizes (word file);
- (Optional) tables with significant sections, additional construction details, rendering, hand-drawn sketches and anything else considered useful for further illustrating the project.

## The prize

The jury will select one single winning project.

The winner of the contest will receive Euro 6,000.00 which shall be paid net of legal deductions

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