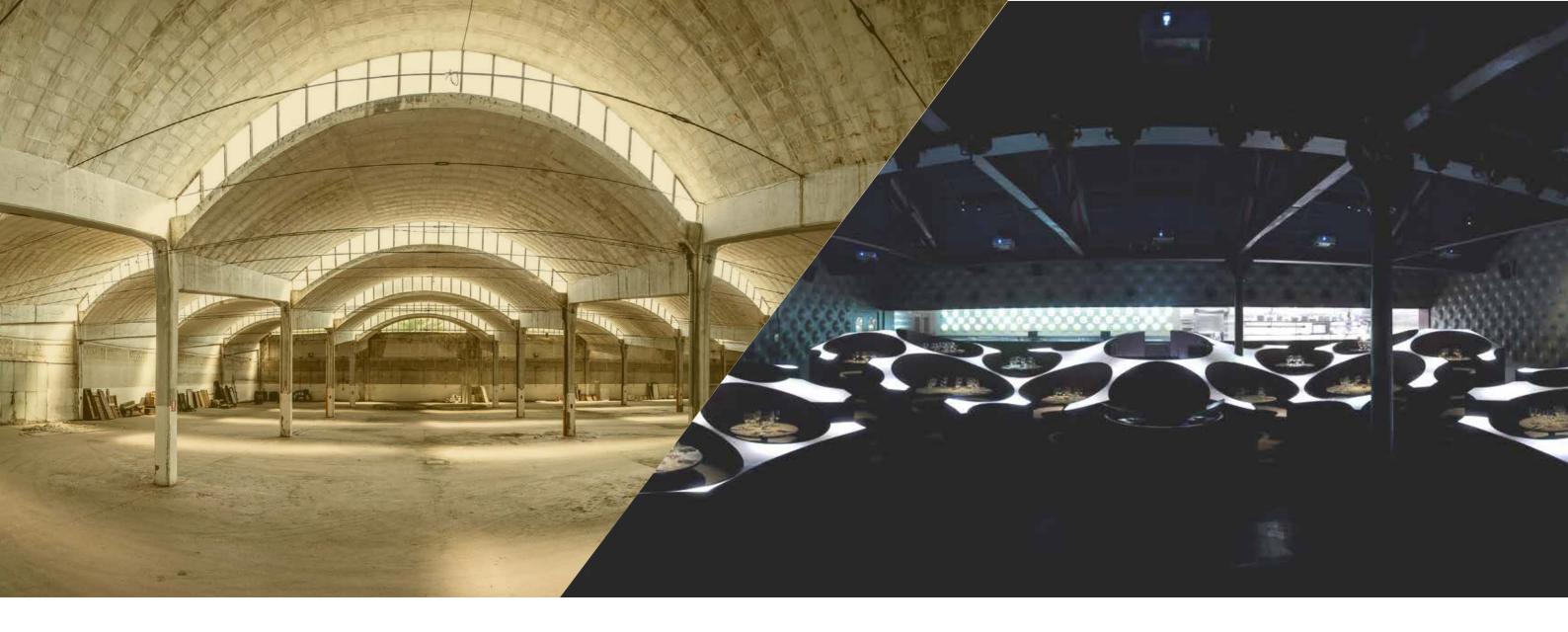


SITE | ITALY, CASTELMAGGIORE
INTERVENTION | NEW REALIZATION
DESTINATION | EXPERIENTIAL BEER GARDEN
REQUIREMENTS | 1 UNDER 35 MEMBER PER TEAM AT LEAST
TARGET | ARCHITECTS / DESIGNERS / STUDENTS

# **INTRODUZIONE**

Architecture is the branch of knowledge that shapes and structures places for human activities. It gives an answer to several and various issues, where solutions embody designer's creativity and intellect. Architectural quest doesn't simply resolve itself nor in a stylish, nor a functional, nor an economic nor a technological answer. A genuine architectural answer comes through making a patchwork of all those issues, where designer manages to blend and structure them together with sensibility and control.

YAC aims to promote contemporary projects that embody a temporal and personal approach to architectural space. Idea is the keyword, Architecture is the answer and project is the medium through which intuition transforms into concrete reality.



# > BRIEF

Beer has always been a part of human history, from Ancient Egypt (where wages were paid in beer) to Ireland (where beer was the gods' nectar of immortality), to name but a few examples.

Drinking a glass of beer does not simply mean drinking a beverage, but **interacting with a millennium-old history**, made of legends, religious beliefs and wisdom. It is a tradition that has been going on since time immemorial, that has come down to us through the work of the monasteries and that has now become an industry in its own right.

Although in the Modern era beer has been produced at an industrial level, today we are experiencing a shift towards **artisanal production**, in an **enthusiastic celebra-**

#### tion of taste and secret recipes.

In this spirit, Villa Zarri – one of the leading Italian breweries – wishes to follow the most recent trends of consumption by investing in an ambitious architectural project, which will create a top-quality space for craft brewery.

The centre that Villa Zarri intends to create, within a beautiful mid 16th-century villa, will be a sanctuary for all beer lovers – a place where beer tasting will meet delicious food, culture and entertainment, within the framework of architectural beauty.

Whether German, Belgian, British or Italian, every beer variety will find an ideal place here, a place for both fine palates and less experienced beer lovers. Architectural

beauty, cultural events and entertainment will contribute to making the experience of drinking beer unique. Experiential Beer Garden will be a one-of-a-kind brewery, the world's first centre dedicated to the age-old culture of beer.

Italian passion for beer will be tangible in this centre and will accompany the cultural and entertainment events revolving around beer. Located in the heart of Emilian countryside, this centre will be an observatory that will help the visitors understand the historical and intercultural significance of beer.



# > SITE

Surrounded by cider trees and statues, Villa Zarri is a magnificent piece of architecture. Its elegant neo-Classical style makes it look almost suspended in time, in a refined atmosphere, faithful to its old splendour. As well as the villa, the mansion also includes the company's former aging cellar: a monumental hypostyle of great economic significance, but providing a stark architectural contrast with the park and the 16th-century villa. This is where the first centre dedicated to the culture of beer will be located: a place where architecture can celebrate a millennium-old history, combining the experience of distillation with the most recent and popular trends of brewery. The goal is to restore architectural and functional consistency and to make the centre as magnificent and beautiful as the park and the villa. It will be a harmonious complex, where the exchange

between classical style and contemporary style, nature and architecture, will create an original and charming work of art, capable of becoming internationally famous. Below is a list of criteria and constraints which must be taken into consideration by the participants, in order for them to propose projects which are suitable to their context and feasible for the commissioners:

• historical criteria and constraints: the villa, dating from 1578, was restored in the 18th century by Marquis Nerio Lorenzo Pietro Angelelli. The façade features a rich curved tympanum, flanked by two elegant galleries – formerly used as a greenhouse – where a small chapel dedicated to St Joseph is also located. The Angelelli family used to invite the most important members of the Emilian cultural élite as their guests at the Villa. At the

end of World War II, the villa was purchased by Leonida Zarri, who allowed the Italian Red Cross to use it to provide shelter and support for the numerous families and orphans affected by the war. After being recently restored by the Zarri family, the villa has been restored to its old splendour, thus providing an ideal venue for events and for the production of the beverage of the same name.

• geographical criteria and constraints: Castelmaggiore, with its 18 000 inhabitants, is located on the road from Bologna to Ferrara. The area to which the competition refers is located on the southern border of the municipality and therefore constitutes one of the main access routes to the city. In this sense the new architectural complex of Villa Zarri could become a geographical landmark and an element of architectural identity.



- urban criteria and constraints: the area in front of Villa Zarri is predominantly rural; however, it is going to change soon: new structures will be built here, such as a multiplex cinema, retail shops and shopping centres, thus making the area more urban and turning it into a regional attractor. Such functional implementation will provide new opportunities, as it will make sure that the brewery will have a constant flux of customers, thus helping it become a successful and prestigious business.
- criteria and constraints related to communication routes: in spite of its location in the countryside, Villa Zarri is surrounded by important communication routes, which all run very close to the area where the former distillery is. In accordance with recent urban planning, the nearby street, Via Ronco, will be enhanced and will certainly make the area easier to access. The designers will the-

refore need to take into account the relationship between the new buildings and the local communication routes, so that access is made as easy as possible. In addition to that, the use of transparent materials and other suitable visual effects is recommended in order to make the inside of the beer garden partly visible from the street.

- architectural criteria and constraints: there are different architectural constraints for the components of the building, as they belong to separate architectural categories:
- 1. villa and guest room (area A): cannot be modified;
- 2. former aging cellar (area B): although it is not advisable to demolish it entirely, it can be modified in any way (it can be demolished and rebuilt, new structures can be added on the existing ones, the existing structures can be divided smaller spaces such as intermediate

floors, the inside can be redesigned and the infill walls can be removed) within a limit of 3900 square meters (open surfaces, walkways, yards and balconies are not included in this limit);

3. park (area C): furniture and new, possibly "light" pieces of architecture can be added in order to make the park easier to access from the buildings. However, the general features, the trees and the characteristics of the garden cannot be changed.



# > PROGRAM

Experiential Beer Garden will give the participants a chance to apply architecture to one of the oldest and most fascinating human activities, and will allow them to interact with a beautiful place of great historical significance. Villa Zarri is a place where the old-age tradition of brewery opens to the new avenues of beer and finger food, in the respect of the high quality standards that have always characterized Italian food. Whether the customers like to share their tasting experiences with others or to enjoy beer and food on their own, the new structures (walkways, benches, pavilions, modular structures and gazebos) will allow them to tailor their tasting experiences to their own preferences. The new architectural structure will give the visitors a comprehensive experience, where production itself becomes, as it were, a work of art and an item on display:

not only will it be possible to taste the products, but also to learn how the products are made and to go **through each production phase**, thus enjoying a **cultural and entertaining experience**. All solutions proposed by the participants will have to make sure that Experience Beer Garden provides the visitors with an **unforgettable experience**, made of taste, scents and entertainment, within a **beautiful framework**. Below are a few functional possibilities. The composition of such scenarios, as well as their combination or reshaping, or the emphasis on certain aspects, will be an integral part of the competition and of the participants' choices:

• multi-purpose space (function A): a versatile space, suitable for a range of different events, from fooded ucation to the installation of works of art and cultural route with food and been

tasting, in order to create refined and entertaining experiences.

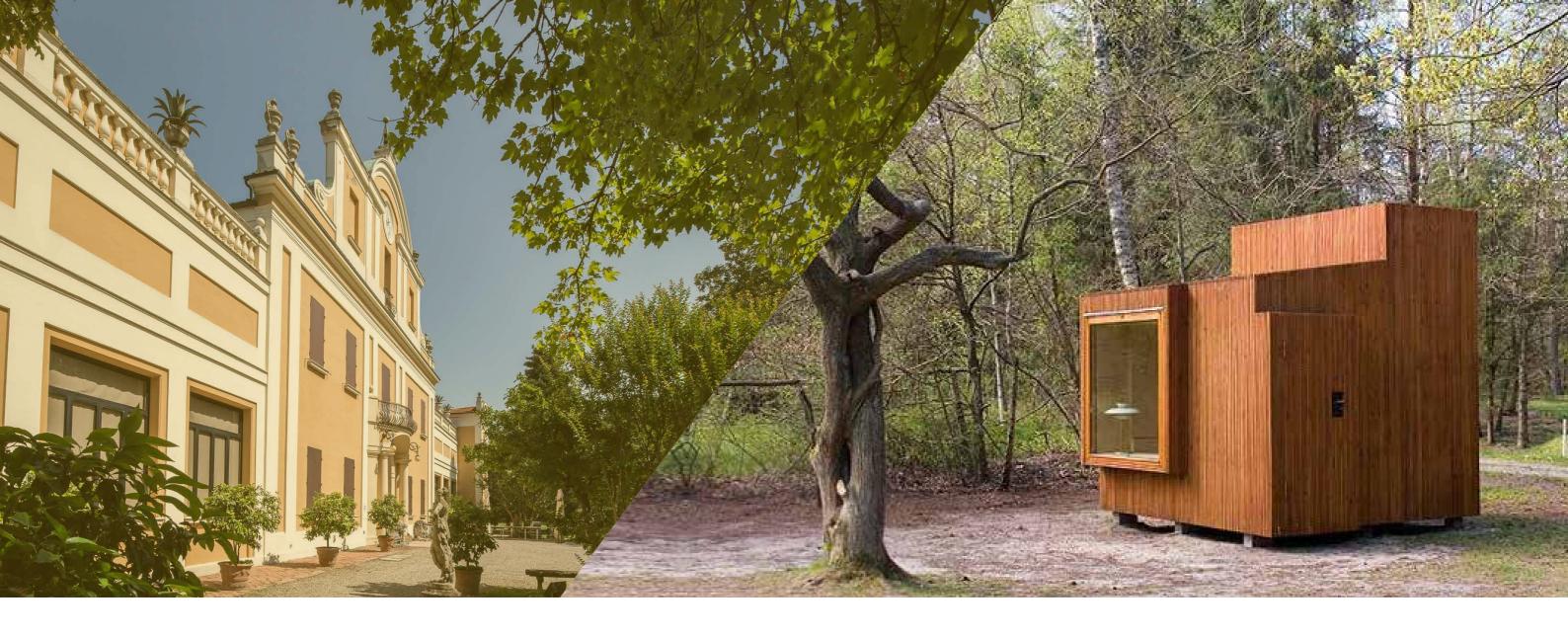
- shop (function B): a space for the exhibition and sale of products by Villa Zarri and other local producers. Such a space, with a strategic function for this new centre, will have to be able to promote the top-quality products of Emilia-Romagna, thus becoming a showcase for the companies that will choose Villa Zarri to present their products. It will be a market of excellence, promoting the importance of local production and high quality, healthy food and respect for the chain of productiona.
- **laboratory (function C)**: a space dedicated to craft brewery; this space will have to be designed not just functionally as a space where the necessary tools for productionare stored but also as a space where the visitors can be



**educated about beer** production and enjoy a comprehensive experience. **Glass surfaces and raised walkways** can transform the brewery into a fascinating museum. This area shall extend itself over at least 500 square meters.

- tasting hall (function D): the area dedicated to beer tasting; this area will have to offer the best possible conditions for all varieties of beer. An emotional space which can have special lighting devices or modular furniture will improve and enhance the experience of tasting.
- restaurant (function E): the ideal place where beer meets food. Villa Zarri's planned restaurant will be a top-quality venue, promoting local and seasonal products from the Emilia Romagna region.

• beer accommodation (function F): pavilions for free tasting of the products by Villa Zarri: open-air structures where customers can enjoy food, beer and the company of other customers. This includes small pavilions, benches, gazebos throughout the park, elegant structures embellishing the garden and helping make the most of the tasting experience.



Each function shall follow the rules listed below, as far as surface and location are concerned:

FUNCTIONS	LOCATION	MAXIMUM SURFACE
A + D = multi-purpose space + tasting hall	former aging cellar (area B)	900 square meters
B + E = shop + restaurant	former aging cellar (area B)	2500 square meters
C = laboratory	former aging cellar (area B)	500 square meters
F = beer accomodation	garden (area C)	free

# > CALENDAR

17/10/2016 "early bird" registration – start

21/11/2016 (h 11.59 p.m. GMT) "early bird" registration – end

22/11/2016 "standard" registration – start

19/12/2016 (h 11.59 p.m. GMT) "standard" registration – end

20/12/2016 "late" registration – start

23/01/2017 (h 11.59 p.m. GMT) "late" registration – end

31/01/2017 (h. 11.59 p.m. GMT) material submission deadline

**06/02/2017** jury summoning

06/03/2017 results announcement

Fulfilling an "early bird", "standard" or "late" registration does not affect submission deadline. Submission deadline is uniquely set on the **31/01/2017**.

## > PRIZES

1° PRIZE

8.000€

2° PRIZE

4.000€

3° PRIZE

2.000€

HONORABLE MENTIONS "GOLD"

500€

HONORABLE MENTIONS "GOLD"

500€

10 HONORABLE MENTIONS

30 FINALISTS

All the awarded proposals will be transmitted to architectural magazines and websites + will be hosted in international exhibitions. All the finalist proposals will be published on www.youngarchitectscompetitions.com

## > SUBSCRIPTION

The whole procedure is computerized:

- open: www.youngarchitectscompetitions.com;
- enter registration area;
- fill required fields;
- at the end of the procedure the first member of the team will be notified with a validation mail containing the team ID number ("teamID" is randomly and automatically assigned); if no mail arrives check "spam";
- a username, a password and a link will be received; open the link to confirm YAC the preregistration;
- once confirmed the pre-registration, enter personal area and fulfill fee payment; the reason of currency payment operation will be: "YAC\_EBG\_teamID" (i.e. if teamID is 123, reason of currency payment operation will be "YAC\_EBG\_123");
- once fulfilled pre-registration and fee payment, uploading will be enabled;
- open personal area, insert username & password; upload the material; the first member of the team will be notified with a validation mail; if no mail arrives check "spam".

It's highly recommended to be early on deadlines with subscriptions and payments.

# > FAQ

During the whole contest, until 31/01/2017 - submission deadline - competitors can address any kind of question by writing to the e-mail address on the website YAC@YAC-LTD.COM. YAC staff will individually answer the competitors by e-mail and will weekly publish updates in the "FAQ" section of the competition website. Answers will be published in English and updated on facebook and twitter. Surely, YAC staff will be providing technical support in case of technical and functional problems during the upload procedure.

## > MATERIAL

- n. 1 A1 layout (841 x 594mm) in .pdf format, maximum size 10 mb, horizontal or vertical layout, to be uploaded on the personal login area. Such layout must contain:
  - a. design concept / conceptual idea;
  - b. graphic framework aimed to illustrate the project (i.e. plans, facades, cross-sections)
  - -choosing what to display and the relative scale is up to competitor's choice;
  - c. 3d views i.e. renderings, pictures, hand sketches;

#### File name: A1\_<TeamID>\_EBG.pdf (es. if "TeamID" is 123, file must be named A1\_123\_ EBG.pdf)

- 1 A3 album (420mm x 294mm), .pdf format, maximum size 10 mb, horizontal layout, maximum 5 pages long, to be uploaded on the personal login area. No cover. Album must contain:
  - a. plans, facades, cross-sections on 1:100/1:200 scale;
  - b. general layout on 1:200/1:500 scale;
  - c. details on 1:20/1:50 scale;

#### File name: A3\_<TeamID>\_EBG.pdf (es. if "TeamID" is 123, file must be named A3\_123\_ EBG.pdf)

• n. 1 cover .jpeg or .png format 1920x1080 pixel size. It should be a relevant image showing the project that will become its avatar icon:

### File name: Cover\_<TeamID>\_EBG.jpg (es. if "TeamID" is 123, file must be named A3\_123\_EBG.jpg)

Text shall be synthetic and written in English. Layouts cannot contain any name or reference to designers. Layouts cannot have nor group's "TeamID" on it. Such code is meant to appear on the filename only, since jury will not be capable of seeing it during voting procedure.

## > RULES

- 1. The price money has to be considered as an advance regarding the possible commission of further stages of the project.
- 2. Competitors must respect calendar dates, procedures and fees.
- 3. Competitors must respect all the instructions regarding required material.
- 4. Competitors can be students, graduated, freelance architects, designers or artists: it is not mandatory to be involved in architectural disciplines or enrolled in architectural associations.
- 5. Competitors can join the competition both individually and in team.
- 6. Teams must have at least one team member between 18 and 35 years old.
- 7. Teams can be composed by any number of team members.
- 8. Teams can be composed by any competitors belonging to different countries and universities.
- 9. Paying a single entry fee allows to join the competition with a single project.
- 10. Paying further entry fees allows to join the competition with further projects; fees to be determined by following competition's calendar.
- 11. Prizes include bank commissions and fees.
- 12. Prizes are established regardless to the number of attendants a team is made of.
- 13. The feasibility of the projects will be assessed by a technical staff appointed by Villa Zarri.
- 14. Committee's verdict is incontestable.
- 15. It is forbidden to competitors to ask a juror about the competition.
- 16. It is forbidden to competitors to publicize their own proposal material before the conclusion of the competition.
- 17. It is forbidden to competitors to join the competition in case they have or had business collaboration or blood-relations with jurors.
- 18. By violating the rules, competitors and their teams will be disqualified from the competition without any chance of getting a refund.
- 19. Joining the competition implies accepting rules and service terms.
- 20. The authorship of each project is equally attributed to each member of the team.

# > INELIGIBILITY

- a. Layouts showing texts bodies not written in English will be banned.
- b. Layouts showing names or referrals to their own team / their identity will be banned. TeamID can appear on the file name only, since jurors will not be allowed to see it.
- c. Files named not by following the prescriptions of the chapter "MATERIAL" will be banned.
- d. Material which is considered incomplete, partial or non congruent to the criteria set in the chapter "MATERIAL" will be banned.
- e. Material which is submitted not by following calendar, deadlines and correct uploading procedures will be banned.
- f. Teams missing one under 35 member at least will be disqualified.
- g. Team members trying to ask a juror about the competition will disqualify their own team.
- h. Team members who have or had business collaboration or blood-relations with jurors will be disqualified.
- i. Team members who publicizes their own proposal material before the conclusion of the competition will be disqualified.

## > NOTES

- a. By entering the competition, the candidates accept the competition's terms and conditions http://www.youngarchitectscompetitions.com/terms-of-service. YAC claims the rights to use participant proposals for exhibitions and publications.
- b. Competition material necessary to fulfill the competition is available on the "DOWN-LOAD" section on YAC's website www.youngarchitectscompetitions.com. Material is made available regardless to the kind of subscription is fulfilled. It is however allowed to use further material found from third parties.
- c. YAC has the right to change dates or other details in order to improve or fix aspects of the competition, a notice will be given within a reasonable time through all YAC's media channels.
- d. YAC is not responsible for web malfunctioning or technical difficulties due to servers; it's highly recommended to submit required material, fees and subscription with a good advance of time on the deadline.
- e. Decree law 196/03 will rule data collection of candidates and teams.
- f. Candidates will be responsible for personal details they provide and the promoting company does not take any responsibility for false details provided.

#### > REFERENCES

- pag. 3 Serie Architects, Blue Frog Acoustic Lounge, 2007.
- pag. 5 dECOi Architects, One Main, 2009.
- pag. 6 Humbert&Poyet Architecture, Club H, 2013.
- pag. 7 Giles Miller Studio, Perspectives, 2016.
- pag. 8 Dorte Mandrup Architects, Read-Nest, 2008.

# > JURY



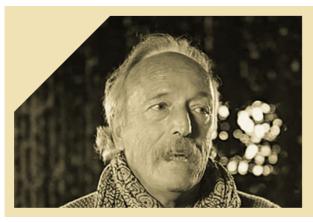
### ADAM TIHANY / TIHANY DESIGN www.tihanydesign.com / New York

Regarded at an international level as one of the most influential designers of hotels and restaurants, Adam D. Tihany collaborated with some of the most prestigious brands of the industry, such as Mandarin Oriental Las Vegas, The Westin Chosun in Seoul, The Beverly Hills Hotel in Los Angeles, One & Only Cape Town, Belmond Hotel Cipriani in Venice, and Four Seasons Resort Dubai DIFC. His elegant and often revolutionary projects meet the clients' needs and are perfectly consistent with the space around them. Tihany was one of the first designers to collaborate with world-renowned chefs, such as Thomas Keller, Daniel Boulud, Jean-Georges Vongerichten, Charlie Palmer, Heston Blumenthal and Wolfgang Puck. In addition to hotels and restaurants, Tihany is currently applying his visionary design to creating luxury cruise ships for Holland America and Seabourn. His name is in the Interior Design Hall of Fame and his numerous awards include an Honorary Doctorate from the New York School of Interior Design. He often lectures at numerous universities around the globe and was appointed Art Director of the Culinary Institute of America. He also sits in the Pratt Institute's Board of Trustees. He published numerous books, such as "Tihany: Iconic Hotels and Restaurant Interiors", published in 2014 by Rizzoli.

#### ARCHEA ASSOCIATI www.archea.it / Florence

Founded in 1988 in Florence, Archea is a network of over 80 architects operating in six different cities—Milan, Rome, Beijing, Dubai, São Paulo and Florence (where it was founded). The research activity of Archea Associati ranges from the landscape to the city, from architecture to design. While focussing mainly on architecture, Archea Associati carries out projects in graphic design, publishing—by directing and editing the international architecture journal. "Area"—, exhibitions and applied research. Each partner, besides his or her research in the field of design, conducts research at the architecture departments of the Universities of Florence and Genoa. In the course of the years, the firm has been invited to prestigious national and international competitions, and has won, among others, the competition for the Pirelli Office Building in the former Ansaldo area in Milan, the competition for the Archaeological Museum on the Salerno-Reggio Calabria highwayand the competition by invitation for the construction of a 90-m tall multifunctional tower in the centre of Tirana, which is currently under construction. The firm has received numerous international awards and has participated, with its works, in several editions of the Venice Biennale of Architecture. Among the most important projects of the firm are: the Municipal library of Nembro (Bergamo), the transformation of the former Wine Warehouse of the harbour of Trieste, the new Antinori Winery in San Casciano Val di Pesa (Florence), the social and educational centre of Seregno, the UBPA B3-2 Pavilion at World Expo 2010, the Green Energy Laboratory for Jiao Tong University in Shanghai and the city of ceramics near Li Ling (Hunan), in China.





#### FIORENZO VALBONESI / ASV3 Officina di Architettura www.asv3.com / Cesena

Born in Santa Sofia di Romagna in 1952, Fabrizio graduates in Architecture at the University of Florence in 1977. He deals with urban planning-oriented research between 1974 and 1979, contributing to the development of several local strategic plans in northern and central Italy. He cooperates with Gilberto Orioli from 1980 to 1990; he establish partnerships with firms such as CSPE (Florence) and GPF (Forlì). During these years he develops several projects on preservation, restoration, real estate housing, public and private residential buildings, office complexes, museums and hotels. He meets Mattia Moreni - a well known master of informal painting – in 1984, during the design of the modern art gallery "Vero Stoppioni". He establishes asv3 firm in 1990. The firms deals with restoration, design of new structures, furniture and industrial design. The firm works with companies such as Andromeda, Mareco Luce, CRAB, Logic, ONOluce. This international network includes eminent designers like Dino Gavina and KazuideTakahama. He teaches building technology, building valuation, industrial design in Florence Faculty of Architecture. He designs Campodelsole winery in 2000; after this project, many winery-related ones have followed / are ongoing.

### **GUIDO FINI ZARRI / Villa Zarri www.brandyvillazarri.com / Castel Maggiore**

Born in Bologna on November 11, 1954, he holds a degree in Economics from the University of Bologna. He has always worked in his family's business. He was the CEO of Pilla S.p.A. from 1984 to 1988. Pilla S.p.A. produced the Oro Pilla brandy, Aperitivo Select and other spirits. After selling the brands Oro Pilla and Select in 1988, he became the manager of Villa Zarri s.r.l., which started producing the Villa Zarri brandy, a top-quality artisanal product, in 1986 and started marketing it in 1990. In addition to producing the brandies and liquors of the same name, today the company Villa Zarri also manages real estate, including Villa Zarri, an 18th-century mansion rent as a venue for private and business-related events, apartments, offices and warehouses.





### Nicola Pizzoli / Unindustria www.unindustria.bo.it / Bologna

Born in 1966, he is a mechanical engineer with a master in Business Administration. In 1992 he starts a long collaboration with Barilla playing a crucial role both for the Italian and the American bases. He is the Project Leader of Barilla for the construction of the mill and the pasta factory in Ames (Iowa). He is a member of the EUPPA Board, the European Potato Processors Association, and in 2002 becomes vicepresident and CEO of Pizzoli S.p.a, a leading Italian company in the production of consumer goods. He is also a member of the executive committee of Unindustria Bologna.

### BELINDA GOTTARDI / Municipality of Castel Maggiore www.comune.castel-maggiore.bo.it

She holds a degree in Law and became a member of the municipal government of Castel Maggiore at a very early age. She contributed to creating the organisation for the promotion of local heritage and her main fields of expertise are youth policy and immigration. As Councillor for Public Works, Transport and Environment, she concerned herself with public transport, urban improvement, waste management and environmental education. During her term between 2009 and 2014, she promoted the local cultural scene, in particular young artists, street art, theatre, music, opera and readings, as well as the creation of a renewed local welfare system. On May 25, 2014 she was elected Mayor of Castel Maggiore with 75.61% of votes. Since October 2014 she has been a member of ANCI, the national association of Italian municipalities, and on March 17, 2016 she was elected President of Unione Reno Galliera, a local government body.



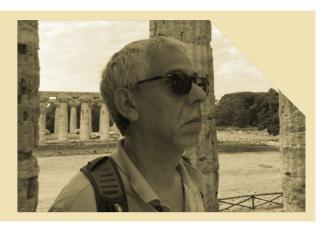


### ALESSANDRO MARATA / CNAPPC www.cnappc.it / Rome

Chairman of the Department of Environment and Sustainability at the National Council of Architects, Alessandro was selected for the International Laboratory of Architecture and Urban Design, directed by Giancarlo De Carlo. He is currently doing research at the Faculty of Architecture of Cesena, dealing with techniques and languages of representation and visual perception, and in innovative technologies and bioclimatic design. He is founder of studio Arkit and practices in the field of new construction, renovation, interior design and exhibitions. He has received several prizes and awards in national and international competitions and has participated in the Milan Triennale exhibition "Italian Architects under 50".

#### FRANCESCO GULINELLO / UNIBO www.unibo.it / Bologna

He graduated in Architecture in 1984 at IUAV (Higher Institute of Architecture of Venice). He lectured at the Department of Engineering at the University of Palermo, at the Department of Architecture at the Polytechnic University of Milan, at the Department of Engineering at the University of Bologna and at the Department of Architecture of the University of Bologna, at the campus of Cesena. He was appointed Associate Professor in 2001 at the Department of Architecture "Aldo Rossi" of Cesena (University of Bologna) and teaches Architecture and Architectural Composition. He is a member of the Doctoral Committee for the PhD programme in Architecture at the University of Bologna (coordinated by Professor Annalisa Trentin) and has supervised numerous theses and PhD dissertations. He has worked as a researcher and in other capacities at the University of Bologna. He has coordinated numerous scientific research programmes and research agreements, he has organized numerous exhibitions and participated as a group leader in both domestic and international design competitions. His projects have been published in journals and catalogues and have been presented at numerous exhibitions, some of which are internationally famous.



























**ARCHEA ASSOCIATI** 

asv3 officina di architettura





Villa Zarri