

DA Domus Academy

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DEFINING A  
**CREATIVE  
HUB**

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MASTER IN  
URBAN VISION AND ARCHITECTURAL DESIGN

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**INTERNATIONAL**  
COMPETITION 2010

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## DEFINING A CREATIVE HUB COMPETITION 2010

A **Creative Hub** can be defined as a space that induce Creative Thinking, which is a combination of creativity, curiosity and communication.

A place, real or virtual, where designers meet ordinary people to bring creative influences and creative acts. A Creative Hub has the ambition to create and enhance every local resource that can attract creative brains in a specific territory. In today's scenario, every global city is competing with each other to build creative hubs, which are also architectural masterpieces, developed according to local needs of region. But real needs are difficult to be identified and they change from region to region.

**Urban Vision and Architectural Design Department** would like to test your talent and urban vision skills with an experimental contemporary subject. Candidates are requested to submit a design project for a Creative Hub that meets the need of the selected area, explaining the reasons of their choice and the functional programme identified. **Defining a CREATIVE HUB** competition: define your idea of Creative Hub; identify a place in your hometown and/or where to locate the creative hub; design a unit.

### GUIDELINES

The candidates can consider the following questions, which are gathered as a research influence on the subject of Creative Hub and its functions, starting from a global to local critical aspects, daily or timeless design matter and context. The answers can be descriptive or drawn by a schematic analysis, aiming to understand different territorial scales and meanings of this concept to define a meta-project concept or graphic vision explaining every possible operation in a global/local panorama.

#### LOCATION

■ What is the best urban context to establish a Creative Hub? ■ Suburb or centre? ■ Is there a relationship between place identity and Creative Hub? ■ Who are the users of a Creative Hub? ■ How to encourage citizens' involvement? ■ How can public space be part of Creative Hub? ■ Through which functions? ■ How a Creative Hub interacts with public space? ■ In what scale these functions can establish synergistic reports?

#### DEFINITION

■ What is Creativity? ■ How do you visualize a unit (Creative Hub) to contain creativity? ■ How can we place and please the needs of creativity? ■ According to your experience what is the meaning of a Creative Hub? ■ What kind of relationship does it establish with territory? ■ What forms and functional inspirations to define a system or a concrete structure for a Creative Hub? ■ What should be the form and the content of a Creative Hub designed for the future? ■ Should it be designed as a single unit or a system of units?

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## DEFINING A CREATIVE HUB COMPETITION 2010

### participation

The competition addresses to professionals and students graduating within 2009 in the subjects related to the urban and architectural development (architecture, planning, landscape, urban geography, economy, sociology, industrial design).

### materials required

■ Short written description of the project in A4 (max 2 pages) or in digital file Word format. ■ Boards of project in A3 format. (max 3 boards) or in 1024 cm x 768 cm 100 dpi resolution digital file in .PDF format. ■ Curriculum vitae of the participant (A4 format) or digital file Word format. ■ Statement of purpose (max 5 lines) in A4 or in digital file Word format.

### prizes

■ One scholarship covering 70% of the total tuition fee for Domus Academy Master in Urban Vision and Architectural Design (Euro 17.000 + VAT 20% for non EU citizens; Euro 14.000 + VAT 20% for EU citizens). ■ One scholarship covering 50% of the total tuition fee for Domus Academy Master in Urban Vision and Architectural Design (Euro 17.000 + VAT 20% for non EU citizens; Euro 14.000 + VAT. 20% for EU citizens). ■ One scholarship covering 30% of the total tuition fee for Domus Academy Master in Urban Vision and Architectural Design (Euro 17.000 + VAT 20% for non EU citizens; Euro 14.000 + VAT 20% for EU citizens).

The above conditions are intended only for the Academic Year 2009-2010 (November 2009-November 2010). All candidates, who send their project as participation to the competition, will receive an award consisting of 10% discount on the tuition fee to attend the Master in Urban Vision and Architectural Design.

### competition rules

Every moral or paternity right as to the project remains property of the author. The projects sent to Domus Academy will not be returned. All the material must be the result of an unpublished work developed by the candidate, not to be used by the candidate in other previous occasions. The projects will be evaluated by a jury composed of:

**Gianandrea Barreca**, *Director Urban Vision and Architectural Design department*

**Stefano Boeri**, *Architect Boeri Studio*

**Renato Galliano**, *Director Milano Metropoli*

**Claudia Zanfi**, *Director MAST*

Candidates will be informed about the result of the competition via e-mail on July **6th, 2009**.

### info

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### deadline

The works must be sent to Domus Academy by and not later than **June 15th, 2009**.

### delivery

Projects in digital format must be sent via e-mail to:

**admissions@domusacademy.it**

Paper work has to be sent to:

Domus Academy,

**'Defining a CREATIVE HUB'**

Via Watt 27 – 20143 Milan, Italy

To the attention of:

Urban Vision and Architectural Design  
Department.