

# PLAY THE FUTURE

## INTERNATIONAL COMPETITION OF ARCHITECTURAL IDEAS



PROMOTED BY

 **bespace**  
group

MAIN SPONSOR



TOTAL PRIZE FOR A VALUE OF

**18.500 CHF**

# INTRODUCTION PROMOTER



BeSpace Group was born with the desire to be the first international network of professionals and companies that aims to innovate and enhance the architecture-real estate combination by integrating Italian creativity and entrepreneurship with Swiss organization and finance.

BeSpace is also intended as a reference hub to welcome freelance professionals in the sector, architects and interior designers, who want to experience the profession in a new way and in a young, dynamic and stimulating place.

Within the BeSpace areas, freelancers have at their disposal a prestigious office, meeting rooms, a refreshment area, a terrace with a magnificent view of Lake Lugano and the opportunity to participate both in free training courses held by partner companies and free events, both useful for meeting other professionals in the sector.



# > PREMISE IF NOT NOW, WHEN?



*"If not now, when? It's time to face the world's to-do list."*

The **2030 Agenda** represents the new global reference framework for the international commitment that the UN has set. It aimed at finding solutions to the great challenges of the planet, it has set a series of priorities for sustainable development to be achieved by 2030.

The essential elements of the 2030 Agenda are the **17 Sustainable Development Goals**, which are grouped into five fundamental principles which are people, planet, prosperity, peace and collaboration. For example, the 2030 Agenda aims to **guarantee the well-being of all people**, economic development and environmental protection, dealing with aspects such as peace, the rule of law and good governance, which are essential for the promotion of sustainable development.

Through the **#SUSTAINABLELUGANO** project, the City of Lugano is also committed to finding shared solutions to the great challenges posed by the planet, implementing - at the municipal level - projects and initiatives aimed at achieving 9 of the sustainable development objectives. Citizens themselves are invited to actively participate in the creation of a more inclusive, safe and resilient city.

So as BeSpace, we also want to actively contribute and give a new face to the city of Lugano.

The initiative aims to make people reflect on a Lugano of the future, starting from the global objectives that the UN has set for 2030.

**Each of us has a responsibility towards the society in which we live and above all towards future generations.** The goal is to deliver, to those who will come after, a better world than the one we live in now. To implement the change, we want to start from the new generations and rely on the creativity of young people.



# BRIEF FLOATING ARCHITECTURE

*"Architecture is really about well-being. I think that people want to feel good in a space ...  
On the one hand it's about shelter, but it's also about pleasure."*

Zaha Hadid

The project will have to comply with 4 of the 17 Global Goals that the UN has set for the planet in Agenda 2030 and which the city of Lugano itself has taken to heart by promoting the #sustainablelugano project.

- Goal n° 3: **Good health and well-being**;
- Goal n° 11: **Sustainable cities and communities** ;
- Goal n° 13: **Climate action**;
- Goal n° 15: **Life on Earth**.

The history of architecture has always been characterized by the experimentation of innovative housing solutions, in search of new ways of inhabiting and experiencing the nature that surrounds us, adapting both to the needs of society and to changes in the environmental context.

**Floating architecture** responds to the problem of climate change, the environmental impact of urbanization, but also to new social needs.



# BRIEF FLOATING PARK

Recent demographic studies show that Lugano is experiencing a **depopulation of the central areas**. Let's focus on the near future and imagine Lugano as a lively and attractive city for young people, families and innovative companies.

With the **Play the Future** project, BeSpace is looking for design solutions that take advantage not only of the city itself but also of the lake, imagining it as an extension of the city center, an outdoor space to be experienced in order to repopulate the city.

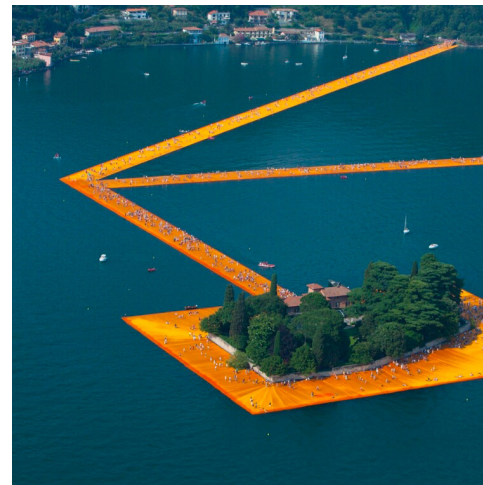
This is how was born the idea of designing a **Floating Park**, which will have to be **WOW**:

- **Wonderful**: a marvel to look at and experience;
- **Original**: with unique lines, bizarre style and innovative concept;
- **Waving**: undulating, elegant, sinuous.

the design site is Lake Lugano, precisely the area in front of Piazza Bernardino Luini.

**Lugano Living Lab**, the initiative of the City of Lugano aimed at promoting and facilitating digital and technological innovation, developed a very interesting study in 2019 in collaboration with the Carlo Ratti Associati studio.

The ultimate goal was to improve the environment and the urban life of Lugano citizens by thinking about how to **reconnect the city with the lake**, starting from an in-depth analysis of urban mobility and the lakefront and then transform the lake into an urban space.



# > SITO LUGANO LAKE

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To transform the lake into an urban space, ensure a contextualized design and propose feasible solutions, **the following elements must be taken into consideration.**

**Nature:** understanding the environmental balance of the lake and the biodiversity that inhabit it is the first step in proposing architectural solutions capable of protecting its identity and characteristics.

**Population:** in recent years, especially after the pandemic, the need for open-air urban spaces has grown for the individual to improve physical and mental well-being, spend time outdoors and get back in touch with nature.

**Climate change:** one of the first and most important advantages offered by urban parks is certainly their help in the fight against air pollution. Vegetation can absorb part of the polluting substances and emit oxygen in a natural way, thus contributing to the improvement of air quality in the city, as well as reducing the undesirable effects of noise pollution, caused for example by traffic, and reducing warm temperatures during the summer period.

**Feasibility elements:** the *Floating Park* aims to provide the local population with high quality architectural solutions. The project must ensure the best possible harmony between architectural elements and the landscape, using technologies and materials that are consistent with the local context.



# PROGRAMMA

## SPACES AND FEATURES

People are the most important resource of a city and the satisfaction of their needs results into a social and economic growth of the city reality.

The transformation of the lake into an urban space is a useful element for administrations to make future choices and improve the quality of life of citizens.

Therefore, the **following spaces** should be included when designing the Floating Park:

- a creative **relaxation area** that allows citizens to relax and enjoy the surrounding landscape;
- a **sensory journey** in which there are plants and flowers typical of the area;
- a **pavilion** to be dedicated to events to host an audience of up to 200 people;
- sharing spaces;
- area dedicated to sports activities;
- refreshment area.

The **competition will reward the 3 projects** that will propose feasible solutions and real technologies capable of guaranteeing a life full of beauty and passion. Change is part of human history and is always positive if it brings a new balance and improvements. Only with this awareness will young architects be able to create a virtuous and creative solution.





# INFO

## WHAT TO KNOW

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### TIMELINE

24/02/2023	Early Bird registrations opening
10/03/2023	Early Bird Registration closing (11.59 pm GMT)
11/03/2023	Standard registration opening
14/04/2023	Standard Registration closing (h 11.59 pm GMT)
15/04/2023	Late Registration opening
15/05/2023	Late Registration closing (11.59 pm GMT)
18/05/2023	Material Submission Deadline (h 12.00 pm)
22/05/2023	Meeting of the jury
24/05/2023	Voting opens on The Nemesis
04/06/2023	Voting closes on The Nemesis
08/06/2023	Dedicated event and awarding of the winners

Early Bird, Standard or Late enrollment does not affect the submission deadline, which is uniquely set at the submission deadline, i.e. 05/18/2023.

### REGISTRATION FEE

Early Bird Registration - 65.- CHF / team  
Standard Registration - 85.- CHF / team  
Late Registration - 115.- CHF / team

### PREMI

**1st PRIZE** - Total value 11.285 CHF.  
1,500 CHF + free workstation in BeSpace for 1 year (value 6,000 CHF) + 20-hour BIM course in collaboration with BIMticino (value 1,500 CHF) + 1 ArchiCad license for 1 year (value 2,000 CHF) + a subscription of 1 year to the digital newspaper of the Corriere del Ticino (value 285 CHF).

**2nd PRIZE** - Total value 4.785 CHF.  
1,000 CHF + 20-hour BIM course in collaboration with BIMticino (value 1,500 CHF) + 1 ArchiCad license for 1 year (value 2,000 CHF) + a 1-year subscription to the digital newspaper Corriere del Ticino (value 285 CHF).

**3rd PRIZE** - Total value 2.285 CHF.  
500 CHF + 20-hour BIM course in collaboration with BIMticino (value 1,500 CHF) + a 1-year subscription to the digital newspaper Corriere del Ticino (value 285 CHF).

**METAVVERSE MENTION** - 1 Land on the metaverse The Nemesis.

**V-ZUG MENTION** - Mention for the most deserving project for creativity and attention to the issue of sustainability.

The jury will select the 10 best projects and among these 10 will decree the first 3 classified.

In addition to the first three prizes decreed by the jury, a Metaverse Mention prize will be awarded. The best 10 projects will be included in The Nemesis metaverse and among these, the one who has collected the highest number of votes will win the mention. The platform is accessible for free, so everyone will be able to connect and vote directly on the metaverse for their favorite project.

The 10 best projects will also be published on Play the Future website and will be exhibited during a dedicated event to be held in BeSpace.

One subscription to cdt.ch for three months and one certificate of participation will be issued to all participating teams.



# > INFO JURY

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*Jury President*  
**Eros Mercolli**

Dr. Eros Mercolli  
Project Account Manager for  
V-ZUG and project development  
manager.  
Graduated as company ma-  
nager with twenty years of  
experience in furniture design  
and event organization.  
Ski expert and trainer for Youth  
and Sports.



**Arch.**  
**Mino Caggiula**

Owner of his own architectural  
studio in Lugano. Architect with  
international experience and  
winner of numerous competi-  
tions.  
The key element of his projects  
is the study of the surroun-  
ding environment to allow the  
structure to fit harmoniously  
into the landscape.



**Eng.**  
**Francesco Frontini**

Professor of innovative techno-  
logies and sustainable design.  
Co-Founder of the innovati-  
ve start-up iWin – innovative  
Windows.  
Expert in integrated photovol-  
taic systems in buildings and in  
the simulation of natural light.



**Dr.**  
**Emanuele Gianola**

Director and Partner of Capifid  
Real Estate Valuations, an  
independent company specia-  
lized in real estate valuations  
according to national (SVS) and  
international (IVS) standards,  
in real estate consultancy  
and strategy. RICS member  
(Royal Institution of Chartered  
Surveyors), holds a Master in  
Real Estate Management and  
is certified SEC (Swisse Experts  
Certification) according to the  
ISO 17024 standard.



**Arch.**  
**Gio Gozzi**

Architect and PhD in architectu-  
re and environmental techno-  
logy, he works as a freelancer  
(owner of his own architecture  
studio) and university teaching,  
as a professor at the Faculty  
of Architecture of the Milan  
Polytechnic.



**Ing.**  
**Andrea Roscetti**

Engineer, construction physicist  
and editor of Archi magazine.  
Lecturer/researcher at the  
University of Italian Switzer-  
land - Mendrisio Academy of  
Architecture.  
Collaborator at the research  
group on energy end-use effi-  
ciency at the Milan Polytechnic.



# INFO

## WHAT TO KNOW

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### DOCUMENTS

In order to participate in the competition, the Participants must necessarily upload the following documents:

#### **A1 format boards (841x594mm)**

In .pdf format (maximum size 20MB), of maximum 4 pages, horizontal or vertical orientation as desired, to be uploaded to the competition website after logging in. The tables must contain at least:

- genesis of the project idea;
- graphic schemes (plans, sections and elevations) in sufficient quantity, scale and type to give an indication of the project;
- 3D views (render, sketch or model photo as desired).
- a general plan on a scale of 1:2000 which highlights the relationship with the lakefront;
- a general plan of the project in 1:500 scale;
- significant plans on a scale of 1:100 and 1:50;
- at least one significant section on a 1:50 scale.

File name: teamname\_A1\_FP.pdf (e.g. if the group name is xyz, the name of table A1 will be: xyz\_A1\_FP.pdf)

#### **Cover format .jpg or .png, (1920x1080px)**

A representative image of the project that will become its avatar icon.

File name: teamname\_cover\_FP.jpg (e.g. if the group name is xyz, the file name will be: xyz\_cover\_FP.jpg).

#### **Exhibition panel.pdf**

Layout the documents that best represent the project using the display board template which can be downloaded from the playthefuture.ch website.

File name: teamname\_panel\_FP.jpg (e.g. if the group name is xyz, the file name will be: xyz\_panel\_FP.jpg).

The texts of the thesis must be concise and in Italian or English. The draft may not contain names or references to the designers. The work cannot contain the name of the team which can only appear in the name of the file, as this is not displayed by the jury.



# INFO

## WHAT TO KNOW

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### FAQs

For the entire duration of the competition, until 18/05/2023 - deadline for receipt of the entries - participants will be able to ask any kind of question by writing to **info@playthefuture.ch**.

The Play the future staff will respond to candidates individually and publish the questions weekly in the "FAQ" section on the competition website [www.playthefuture.ch](http://www.playthefuture.ch).

The staff will be available and provide support with regard to technical issues related to any malfunctions in the upload procedure.

### METHOD OF REGISTRATION

The registration can be made and considered valid only online. Below are the various steps to complete the registration.

#### Team Registration:

- log in: <https://www.playthefuture.ch/login>
- fill in all the required fields completely and correctly;
- at the end of the registration procedure it will be possible to access the reserved area.

Even if the team is made up of several people, in addition to the name of the team, the name of the team leader must be explicitly indicated, i.e. the person who, in the event of winning the first prize, will benefit from the freelance workstation within BeSpace group.

#### Terms of payment:

- follow the guided procedure and add billing information;
- once the payment has been made, you will receive a confirmation email at the email address indicated at the time of registration.

#### Loading Material:

- follow the guided procedure and upload the required documents;
- once each work has been uploaded, an e-mail confirming the successful upload will be sent to the e-mail address indicated at the time of registration (check "spam" if necessary).

# > INFO RULES

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## 1. PREMISES

- 1.1. This document contains the rules governing the Competition from the registration of participants on the site <https://www.playthefuture.ch> to the final phase of determining and announcing the winners.
- 1.2. By registering on the site <https://www.playthefuture.ch>, each user declares to know and fully accept the Competition Rules.
- 1.3. The “Competition Organizer” or “Organizer”: BeSpace Group SA, with operational headquarters in Via delle Scuole 13, 6900 Paradiso (Switzerland).

## 2. GENERAL RULES

2.1. Participants, both single and in teams, must respect the following characteristics:

- be a graduate or undergraduate (in the course of the last year of university) in Architecture;
- must not exceed the age of 26;
- these conditions must be met at the time of registration.

It is possible to participate individually or to be organised in teams, with a maximum of five members per team, with no constraints of origin or belonging to different universities.

As specified above, if the team is made up of several people, at the time of online registration, in addition to the team name, the name of the team leader must be specified, i.e. the person who, in the event of winning the first prize, will benefit from the free workstation in BeSpace Group office.

The payment of a registration fee allows the upload of only one project.

The authorship of each work is attributed equally to all team members.

2.2. The amount of each Prize is unique (including bank commissions and taxes) and does not vary according to the number of team members.

In the case of teams made up of several people, the organizer does not necessarily have to be aware of how the prizes will be divided within the various team members in the event of a win. The organizer will always contact the team leader indicated at the time of registration.

In case of winning, however, it will be possible to indicate another person, other than the team leader, for the use of the BIM course and the ArchiCad license.

If the first prize winner is not interested in the freelance workstation in BeSpace Group due to distance from the municipality of residence/domicile or other reasons, this will not be converted into a sum of money. The seat prize, in this case, will be awarded to the winner of the second prize. If the winner of the second prize cannot use the seat either, it will be assigned to the third winner.

In case of winning the BIM course in collaboration with BIMticino, the course will be held at the BeSpace Group headquarters in Via delle Scuole 13, 6900 Paradiso – Switzerland.

2.3. All the material necessary for participation in the competition can be found in the download section of the website <https://www.playthefuture.ch> regardless of the Competition Registration.

Self-produced material such as photographs different from those provided as a basis may be used during the course.

The suitability of the entries will be assessed by a technical staff appointed by the Organizer.

The Organizer is not responsible for any malfunctions, technical difficulties or non-receipt and upload of the material. Participants are advised to carry out the registration, payment and uploading of materials procedures in advance of the deadlines, and to report any technical difficulties via email.

The Organizer reserves the right to make changes relating to dates or further details exclusively for the purpose of guaranteeing better execution of the competition, giving reasonable notice and communication through all the media channels used by the Organizer.

It is necessary to respect the mandatory deadlines indicated in the calendar, both for registration and for payments and for uploading the requested documents online.



# INFO RULES

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## 3. CAUSES FOR EXCLUSION

3.1. Each team, whether made up of one or more people, may be excluded from the competition if only one of the following circumstances occurs:

- a. Upload of material containing texts in a language other than Italian/English;
- b. Upload of material that contains names or references to the designers - the name of the team is considered a reference to the designers and may only appear in the file name and in the exhibition panel, as these are not displayed by the Jury;
- c. Upload of incomplete material or that does not comply with the requirements of the "DOCUMENTS" section;
- d. Upload of material received after the established deadlines or in ways other than those indicated;
- e. if there are members over the age of 26 in a team;
- f. if a participant contacts or attempts to contact one or more members of the Jury;
- g. if a participant has continuous or parental working relationships with one or more members of the Jury;
- h. if a participant disseminates his/her works before the announcement of the winners;
- i. if a participant is not the owner or author of the material or parts thereof.

In case of non-compliance with the above rules, the participant and his team will be automatically excluded from the competition without the possibility of recovering their registration fee which will remain definitively acquired by the Organizer.

## 4. MATERIAL NOTES

4.1. With the acceptance of these regulations, the participants and the winners grant the Organizer the non-exclusive right to disseminate and publish the materials or part of the materials uploaded for the competition in any way or form and by any means of dissemination, including online platforms, social media channels and publication in the press.

The Organizer also acquires the right to adapt, translate the materials or part of the materials uploaded for the competition.

4.2. By participating in the competition and accepting these regulations, each participant declares to be the author (and/or co-author in the case of team participation) of the documents provided. The material must be the result of the intellectual activity of the participants, who therefore must refrain from submitting documentation that does not correspond to these characteristics, thereby indemnifying and holding the Organizer harmless from any liability towards third parties.

4.3. Each participant in the competition guarantees that the material produced by each of them does not violate, in any way, the industrial and intellectual privacy rights of others and to this end undertakes to indemnify and hold the Organizer harmless from any request that may be made to such third-party title.

## 5. PRIVACY AND DATA PROCESSING

5.1. The personal data of the participants will be processed by the Organizer for the sole purpose of managing participation in the competition and the awarding of prizes to the winners.

5.2. Participants will be responsible for the truthfulness and correctness of the data, including personal data, and the Organizer is not liable for the indication of false information. In any case, the Organizer, in compliance with privacy legislation, reserves the right to verify the data entered by requesting a copy of the identity document showing the personal details used during registration.

5.3. The personal data provided by the participants to enter the competition will not be communicated by the Organizer unless different, specific, prior agreements between the parties.



# INFO RULES

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## 6. AWARD OF PRIZES

6.1. The awarding of the prizes will take place on the date indicated in the competition calendar, currently set for 8 June 2023, through an official communication. Subsequently, the results will be published on the competition website, no later than 10 days after the assignment.

6.2. We will set a day during which the best projects (selected by the Jury) will be exhibited. In addition to the physical exhibition, the top 10 projects will be exhibited on The Nemesis virtual platform. In addition to the vote of the Jury, which will decide the winner of the first, second and third prize, the possibility of voting on the Metaverse of the The Nemesis platform will be open from 24 May to 4 June 2023. The project that has collected the most votes on the Metaverse will win the Metaverse Mention and a Land on The Nemesis. The Main Sponsor of the initiative, V-Zug, will also reward a project with a V-Zug Mention.

6.3. The awarding of prizes is conditional on the identity of the winners being verified and on the signing of a self-declaration certifying complete compliance with the terms of the Competition Regulations as well as the declarations of transfer of rights to the material and the indemnities requested by the Organizer for the use of referred material.

6.4 It is specified that the workstation for the freelance profession will be assigned within the BeSpace Group hub in Via delle Scuole 13, 6900 Paradiso, Switzerland and will in no way imply the employment of the winner by BeSpace Group SA.

## 7. JURISDICTION AND APPLICABLE LAW

7.1 This Regulation is governed by Swiss law. Any dispute will be the exclusive jurisdiction of the Lugano Court.

# > INFO MAIN SPONSOR

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Based in Zug, in the heart of Switzerland, V-ZUG has been committed to simplifying the daily lives of its customers for over a century by producing high-quality innovative household appliances with extreme precision and cutting-edge technology.

As the Swiss market leader, it respects national values and makes them known worldwide with simple, individual solutions. This is what is meant by the motto "Swiss perfection in your home".

The Premium Swiss Quality philosophy is applied by V-ZUG throughout the company to ensure the long-lasting and reliable operation of all its household appliances.



# > INFO METAVERSE PARTNER

## THE NEMESIS METAVERSE

The Nemesis is an entertainment platform that offers innovative experiences and allows users to experience **virtual reality** by participating in live events, concerts, exhibitions and much more.

The key objective is to create fun, simple and engaging experiences through games, challenges and rewards.

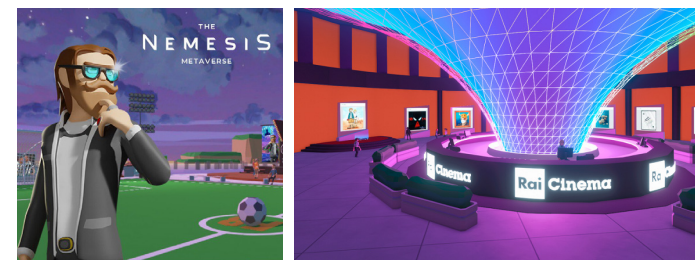
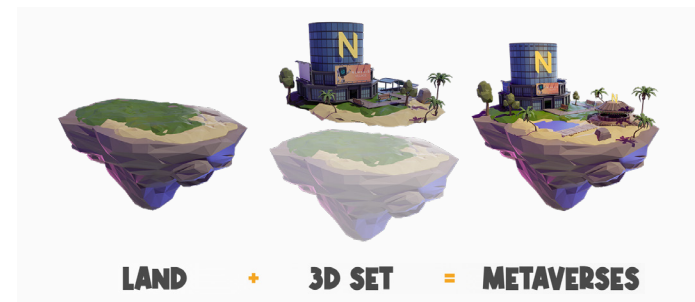
The platform is made up of Lands which in turn are populated by 3D Sets, and together they form **the Metaverse**.

**Metaverses can be branded with different content and experiences.**

Numerous international brands and influencers have already chosen The Nemesis to increase the engagement of their communities:

RAI, Skoda, Dani Alves, Federico Bernardeschi, Lucca Comics & Games.

The collaboration with The Nemesis represents the desire to keep up with the evolution of the digital world and an even more significant approach to young people, the main target of the virtual world.





# PLAY THE FUTURE

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PROMOTED BY



MAIN SPONSOR



METaverse PARTNER



MEDIA PARTNER



SPONSOR

