

# NABA

NUOVA ACCADEMIA DI BELLE ARTI MILANO

international  
competition



**Visual Arts and Curatorial Studies**  
EDEN PROJECT - TEMPORARY HOSPITALITY STRUCTURES

Deadline: September 30th 2010

[www.master-naba.com](http://www.master-naba.com)



# EDEN PROJECT - TEMPORARY HOSPITALITY STRUCTURES

## NABA International Competition

### Introduction

In 1966-67 the Brazilian artist Hélio Oiticica exhibits three pieces-spaces in London, inspiring the naissance of the Tropicalia movement: "Tropicàlia", "Penetrables PN2 (Purity is a myth)" and "PN 3 (Imagetical)" - temporary structures with sand, tropical flowers, and birds. The structures included technological devices, such as speakers transmitting registered poetry, to enable exchange and communication amongst the visitors within the neutral museum space.

In 1968 with "Eden", piece-experiment exhibited at the Whitechapel Gallery in London, the artist develops his research and creates a real space, in between playing and living, as an experiential place where visitors may rest, play, interact

The aim of Oiticica experiment is to question the traditional ideal of aesthetic and metaphysical purity of the artwork and of the artist himself, historically coming from the European Modernism. Oiticica introduces into the artistic space elements coming from daily life and experience, playing with concepts such confusion, chaos, freedom, desire, politics, in order to turn the artistic production and exhibition into a collective and shared experience.

Italian artists such as Gianni Colombo (NABA co-founder), Palle Nielsen, Archizoom, Superstudio and others follow the same direction in their artistic path and afterwards, both in Italy and a broad, an increasing number of artists (such as Marjetica Potrc, Maria Papadimitriou, Santiago Cirugeda, Superflex, Bert Theis, Thomas Hirschhorn, N55, Rikrit Tiravanija) work directly on public space and urban environment, under the influence of the situationist studies on psycho-geography, with special reference to the theories developed by Constant.

Their artistic work usually appears as a temporary structure inserted within the urban space: shelters, precarious museums, devices of social accusation, playgrounds, temporary exhibition or meeting places, acting as urban activators with a strong social connotation.

### Briefing

Students are asked to present a concept of a temporary hospitality structure (tent, artefact, sign, shelter, platform, exhibition...), describing it both under the spatial and functional point of view, either through a text or a visual project (a drawing, a photomontage, or another technique chosen by the student).

The structure should be aimed at being placed within the urban context, where it could become a catalyst for social relations, enabling exchange and interaction amongst people of different age, origin and culture. It should be designed to be temporary and flexible, and it should allow a collective use (by multiple users at the same time). Its design should try to suggest an innovative way of using space and therefore shaping the interaction of users with and within it.

### Delibbles

The concept must include

- a brief text description (max 2 A4 pages)
- a visualization of the project (max 4 A3 plus any material on a digital support (CD, DVD, UBS key with pictures, 3D renderings, drawings, etc. in a pdf format).

Each candidate should think about the proposal on the basis of his/her experience and work style, so that the proposed structure or intervention highlights the personal creative, artistic or curatorial skills.

### Jury

The projects will be evaluated by an International jury composed by:

**Luca Cerizza**, curator

**Viktor Misiano**, curator

**Andrea Sala**, artist

**Marco Scotini**, curator, Director of NABA Visual Arts Department

**Bert Theis**, artist, founding member of Isola Art Center

**Nomeda and Gediminas Urbonas**, artists, faculty members of Massachusetts Institute of Technology

### Prize

The winner will be awarded of a full scholarship for the first year of NABA two-year Master of Arts Degree in Visual Arts and Curatorial Studies, starting in January 2011.

The scholarship will be confirmed for the second year if the student will comply with specific academic requirements (average grade not less than 27/30 and at least 40 credits of the 1st year obtained by September, 2011).

### Deadline

All materials have to be sent to NABA in a closed envelope and **HAVE TO REACH NABA WITHIN SEPTEMBER 30TH 2010**, along with the attached application form and with all the documents specified in it.



## EDEN PROJECT - TEMPORARY HOSPITALITY STRUCTURES

### NABA International Competition

#### NABA two-year Visual Arts and Curatorial Studies Master of Arts Degree

The program focuses on the combination artistic and curatorial skills, starting from the creation of an exhibition space as a unique and shared field, where roles and attitudes of both players, artist and curator, are seen as open areas to be re-defined. A series of interdisciplinary activities is developed through lectures, workshops, seminars and exhibitions aimed at producing new operations and training models within the contemporary art field.

Through the study of visual culture and arts, exhibitions curatorship and design, the program is aimed at training artists, curators, exhibit designers and art magazines journalists or editors who are fully conscious of the contemporary art system dynamics.

#### Admission process

- **By September 30th 2010** - Materials have to reach NABA.
- **By October 15th 2010** - NABA will publish the scholarships awardees ranking and announce the winning project.
- **By October 31st 2010** - Winner has to enrol to the program, or the scholarship will be awarded to the 2nd candidate in the ranking.
- **By November 30th 2010** - All interested students have to enrol in the program.
- **January, 2011** - The program will start on January 10th 2011.

#### General conditions

- The deadline for participating into the contest is September 30th 2010. Later applications will not be taken into consideration.
- In order to avoid misunderstandings, we warmly recommend students to double-check with NABA postgraduate programs Secretariat office that their application did successfully reach NABA within the established term.
- NABA reserves itself the right to award scholarships only if the level of received projects will be considered of an appropriate quality level, according to the unchallengeable judgment of NABA evaluating commission.
- The applicants ranking with the results of scholarships selection will be communicated by NABA via email/ordinary mail to all those who participated into the contest.
- Students who have been awarded with the scholarship must enrol within the established term of October 31st 2010. Later enrolments will be possible, but participants will lose the scholarship.
- Scholarships may be accumulated with other special terms or discounts.

Further information on NABA postgraduate programs, including courses, projects, faculty members, is available on the postgraduate dedicated website [www.master-naba.com](http://www.master-naba.com).

All materials and communications have to be sent to the following address:

Dipartimento Master e Bienni  
NABA Nuova Accademia di Belle Arti  
Via Darwin 20  
20143 Milano  
ITALY

#### Contact information

For further information please contact

NABA postgraduate department  
NABA Nuova Accademia di Belle Arti Milano  
Via Darwin 20  
20143 Milano  
ITALY  
Tel. (+39) 02 97372264  
[infomaster@naba.it](mailto:infomaster@naba.it)  
[www.master-naba.com](http://www.master-naba.com)



# EDEN PROJECT - TEMPORARY HOSPITALITY STRUCTURES

## NABA International Competition

### Application Form

(to be filled out in capital letters)

To the Academic Dean of NABA Nuova Accademia di Belle Arti Milano

### The Undersigned

First name \_\_\_\_\_ Surname \_\_\_\_\_

Date of birth \_\_\_\_\_ Place of birth \_\_\_\_\_

Country \_\_\_\_\_ Nationality \_\_\_\_\_ Sex F( ) M ( )

Permanent address \_\_\_\_\_

Town \_\_\_\_\_ ZIP code \_\_\_\_\_ Country \_\_\_\_\_

Home phone number (including country and area code) \_\_\_\_\_

Mobile phone number (including country and any other code) \_\_\_\_\_

Fax number if available (including country and area code) \_\_\_\_\_

Email address (please write it in clear capital letters) \_\_\_\_\_

Graduated at (name of University/Academy of graduation) \_\_\_\_\_

In (Department and subject of graduation) \_\_\_\_\_

Graduation year \_\_\_\_\_ Graduation grade (if available) \_\_\_\_\_

Source (where did you hear about NABA/the Master program/the contest: e.g. web, Istituto Italiano di Cultura, educational advisor, educational fair) \_\_\_\_\_

### Requires

To be allowed to participate to the "Eden Project - Temporary Hospitality Structures" contest for the awarding of one full scholarship for young talents willing to join the 2011 edition of NABA two-year Visual Arts and Curatorial Studies Master of Arts Degree.

### Declares

To have fully read, understood and accepted the contest regulation and conditions specified in the contest announcement.

### Encloses

The following documents in addition to the present application form:

- "Eden Project - Temporary Hospitality Structures" project
- curriculum vitae/resume (max 2 typed pages)
- portfolio
- motivation letter (max 1 typed page)
- documentation regarding previous academic career:
  - study plan (academic transcript) of previous studies, translated into English, listing subjects and exams, with corresponding number of hours/credits and short description of each subject's program
  - copy of Bachelor Degree/Academic diploma (if available), translated into English
- documentation regarding previous professional career (if available)
- documentation regarding further courses or seminars attended (if available)
- certificate attesting the knowledge of English language
- copy of passport/ID card.

Date

\_\_\_\_\_

Student's signature

\_\_\_\_\_