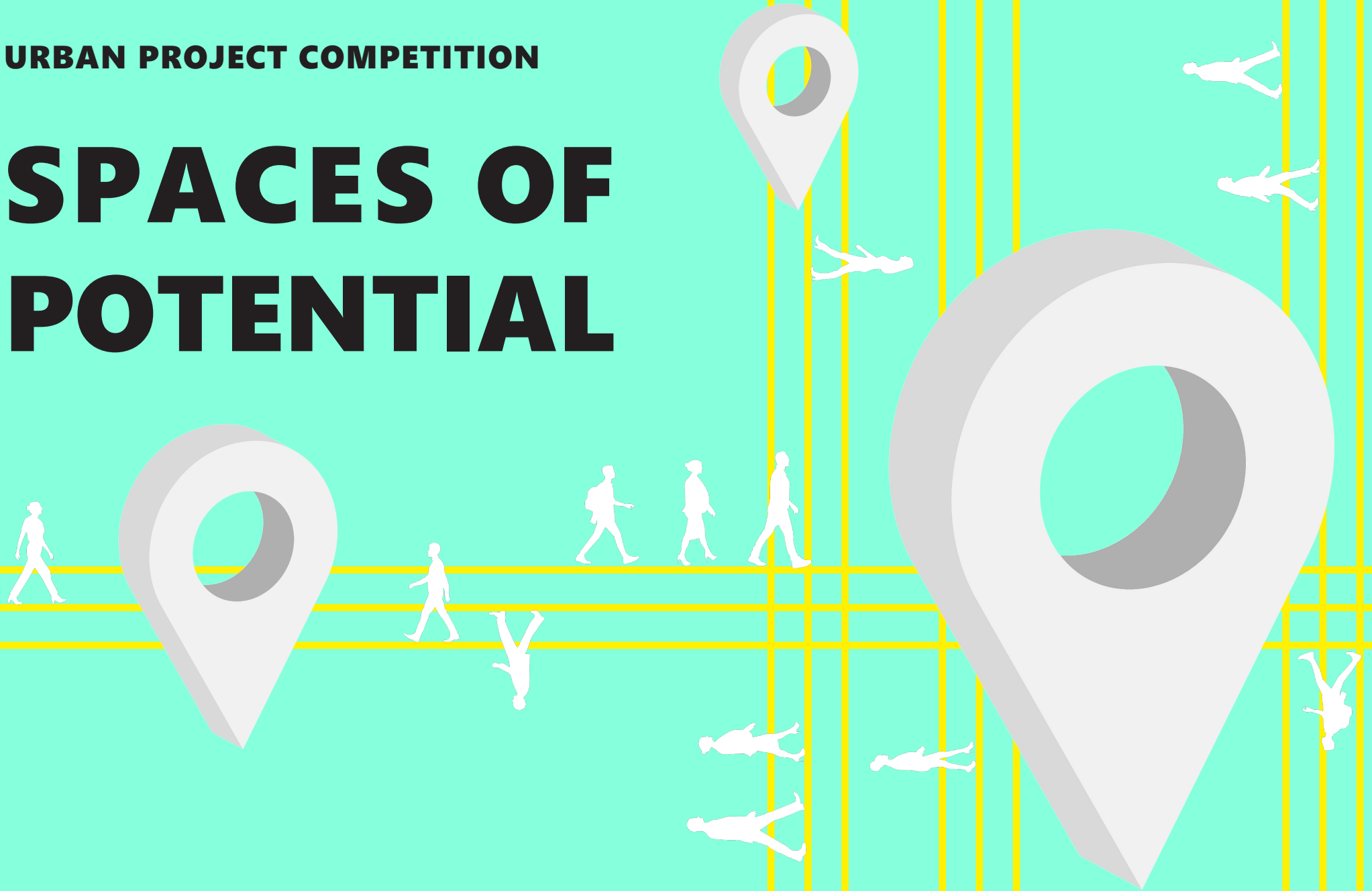


**URBAN PROJECT COMPETITION**

# **SPACES OF POTENTIAL**



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# RELEVANCE

The “Spaces of Potential” competition is being held in Volgograd for the second time. The first season showed the high interest of citizens in the organization of the spatial environment. The presented sites were located in several districts of the city, but the Central locations predominated, while Dzerzhinsky and Krasnoarmeysky districts received practically no attention from the participants. Among the types of spaces, large territories were in the lead, while intermediate spaces and buildings were in minority.

In the new competition season, special attention is paid to the “Bottom – Up” principle of interaction with the urban environment. This approach assumes an active attitude of citizens to the quality of the surroundings, their participation in the proposal and implementation of their own initiatives. Unlike the “Top-Down” principle, when the initiative comes from the city government, in the “Bottom-Up” approach there is a dialogue between all stakeholders, and citizens directly influence the development of their architectural medium. Projects submitted to the competition this year must reflect the possibility of implementation by local residents.

An important aspect is also to understand the meaning of the “Spaces of Potential” competition and the project as a whole. This project is not intended to improve the environment. Installing benches or paving sidewalks is not the main task. Contestants are invited to realize and reveal the potential of space, in a complex of emotional, atmospheric, social, functional and technical components.

Analyze what spaces you meet in everyday life. How do these spaces feel and how do they influence your life? The “Spaces of Potential” competition invites you personally not only to become aware of your spatial environment, but also to take real action to transform it.

**LET'S DO IT!**

# TERMS OF PARTICIPATION

The following categories of citizens are invited to participate:

- students of the faculties of architecture, design and other arts, environmental psychology, sociology, urban management;
- practicing architects, designers, urbanists, planners, project developers;
- artists;
- urban and social activists.

Potential participants who do not fall into any of the above categories can also participate in the competition by indicating their field of activity in the "Other" column in the online registration form. The age of participants at the time of submission is 14 years or older.

Participation in the competition is free. Online registration required. Detailed competition materials are sent only to registered participants. Information about the competition is published on the website, as well as on the social networks of the organizer and partners.

**[www.keka-space.org](http://www.keka-space.org)**  
<https://vk.com/kekaspacespace>

# COMPETITION TASK

Participants are invited to select and analyze one of the spaces of potential in Volgograd. For this competition season, spaces of potential refer to three categories of urban environments:

- **intermediate space** (streets, squares, courtyards, intermediate spaces between buildings, green corners, etc.). This category can include any open spaces in the urban environment intended for a public function, but in the opinion of the competition participant, not realizing their potential 100% or having alternative uses;
- **architectural space** (buildings, structures, former industrial facilities, etc.). This category can include any built spaces in the urban environment that are currently not used at all or remain abandoned, despite their previously existing function;
- **large territory space** (embankments, parks, vacant lots, etc.). This category can include any large-scale open spaces in the urban environment that could become a recreational environment for citizens, but are neglected.

One project submitted to the competition includes: a series of photographs, explanatory texts and, if desired, a collage about the chosen space. Each participant (or team) can submit up to three projects on their own behalf. Team participation is possible in groups of up to 5 people. If the group project wins, the prize is given to the team leader and distributed among the group members at their discretion. There are no separate prizes for each team member.

All photographs and texts sent to the competition must belong only to the participants, as the sole authors. Full or partial use of materials from the Internet or other sources, photographs and texts of other authors, as well as artificial intelligence resources is strictly prohibited. A detected violation of this requirement will be regarded as plagiarism and will lead to unconditional disqualification of participants and possible administrative penalties in accordance with the Copyright Law.

In collages, third-party materials from the Internet or printed publications can be used in fragments. Photographs, texts and collages should not contain scenes of violence, obscene language and any manifestations of discrimination on religious, gender, age, national and other grounds.

The competition organizer is not responsible for the quality and sources of materials provided. The materials sent to the competition will not be returned to participants. The materials can be used by the competition organizer in electronic and printed form. By submitting materials to the competition, participants agree to the use by the competition organizer of all submitted materials for advertising, educational and research purposes, without further notice to the author, but with the author's name indicated for each use in any format. With the exception of the awarding of the competition winners and the final exhibition, the format for further use of materials remains at the discretion of the organizers and does not imply any subsequent remuneration to the authors. The organizer reserves the right to transfer competition materials to partners for advertising, educational and research purposes, on the basis of a formal agreement and without any commercial benefits.

# SUBMISSION REQUIREMENTS

All materials are submitted to the competition electronically. One project submitted to the competition includes:

**1. PHOTO.** 5 photographs of the space from different angles (wide and close-up), conveying its atmosphere. Photo format: Jpeg, resolution of at least 4000 pixels on the larger side, at least 150 dots per inch (vertically or horizontally at the discretion of the author).

! If the quality of your photographs does not meet the requirements, you can still submit a project to the Competition. Competition team will review the materials and decide on the possibility of admitting the project to the Jury.

## **2. TEXT.**

- Basic explanatory text describing the space (max. 1500 words). Format of all texts together: one editable\* PDF. The main text should be written in the form of an author's essay and should include the following information: 1. history of the space, 2. current condition and use, 3. sensations, emotions from being in the space, 4. potential use and ways of development in the future.

- Additional explanatory text-description in English - English summary - (max. 1500 words). Additional English text should be located below the Main Text, in the same PDF document.

- Link with a pin indicator of the space location coordinates on the GOOGLE map\*\*. The link must be verified, working, and located under the Additional

- English Text in the same PDF document. The form of the text will be provided by the Organizer after registration.

- Participant's personal data form. In the case of team participation, the details of each team member are filled out in one form. All team members must complete the registration form. Team projects with unregistered participants are not allowed to be evaluated by the Jury. The application form will be provided by the Organizer after registration.

**3. COLLAGE.** The collage can be made either in a traditional paper format, using clippings from printed publications and subsequent scanning of the final work, or in a digital format, using fragments of materials from the Internet. The collage should convey the author's idea about the future development of the space, atmosphere and emotions, and functional content. Photos, texts and collage should form a comprehensive idea of the author about the space. Collage size A3 (297\*420 mm), PDF format, resolution no less than 200 dots per inch (vertically or horizontally at the discretion of the author), digital file size no more than 10MB.

**PHOTO and TEXT are required materials for participation in the competition. The COLLAGE can be sent as additional material (optional). Having a collage significantly increases chances of winning.**

Pre-registration is required to participate in the competition! A complete package of competition materials is sent to participants after registration. All questions regarding the competition task and submission of materials should be sent by June 30, 2023 (inclusive) to the email: [office@kekaspace.org](mailto:office@kekaspace.org). Answers to questions will be published on July 10, 2023 on the website [www.keka-space.org](http://www.keka-space.org). Questions sent after June 30, 2023 will not be considered. Each competition project is sent by participants in a separate letter with attached files to the email: [office@kekaspace.org](mailto:office@kekaspace.org), no later than October 01, 2023, 23.59 Moscow time.

\*Editable PDF means text can be highlighted and copied. This is a mandatory condition for processing competition materials. Check your PDF after saving. If the text is not selected and copied (the page is reproduced as a picture), you need to resave the file with different settings.  
\*\* Instructions for creating a link: go to Google maps through a search in your browser or by following the link <https://www.google.com/maps>. On the map, enter the address of your space or find its approximate location. Click once on a location on the map with the left mouse button to display a red or gray location icon. Right-click on the icon. After clicking on the pop-up board, the numerical coordinates of the location will appear in the first top line. Click on them once with the left mouse button (the coordinates will be copied to the clipboard in your computer's memory). Go back to Google Maps and right-click "paste" and paste the coordinates into the search bar to check the location of the space. Copy and paste the verified coordinates into the competition materials in a PDF document. Example coordinates: 47.49638638569394, 19.05550987543255.

# SCHEDULE

REGISTRATION STARTS  
05 MAY 2023

DEADLINE FOR QUESTIONS  
30 JUNE 2023

PUBLICATION OF ANSWERS  
10 JULY 2023

DEADLINE FOR REGISTRATION  
20 SEPTEMBER 2023, 23.59 MSC (extended)

FINAL SUBMISSION DEADLINE  
01 OCTOBER 2023, 23.59 MSC (extended)

RESULTS ANNOUNCEMENT  
DECEMBER 2023

AWARD CEREMONY AND EXHIBITION  
DECEMBER 2023 - JANUARY 2024

# JURY PANEL



**Ina Ivanceanu**  
*Vienna, Austria*

Film director  
Founder of the Institute for sustainable development  
«OIKODROM»



**Edvin Petrov**  
*Volgograd, Russia*

City Chief architect  
Head of the Department of Urban Planning and  
Architecture of the City Government  
Chairman of the Volgograd branch  
Russian Union of Architects



**Yulia Panyukova**  
*Moscow, Russia*

Professor of Invitonmental psychology  
Leading Researcher of the  
Psychological Institute  
Russian Academy of Education



**Evert Verhagen**  
*Amsterdam, Netherlands*

Urban project developer  
Lector of Skolkovo  
Founder of an NGO «CREATIVE CITIES»



**Sasha Karpova**  
*Saint Petersburg, Russia*

Curator, journalist, critic  
Founder of the communication agency  
«NAKED CARP»



**Denis Shilikhin**  
*Volgograd, Russia*

Businessman, honorable citizen of Volgograd  
Founder of the creative business space  
«LOFT 1890»



**Eszter Dávida**  
*Budapest, Hungary*

Urbanist  
Director of Hungarian Contemporary  
architecture center  
Member of the New European Bauhaus  
High Level Roundtable



# ASSESSMENT PROCESS

Materials sent incompletely or later than the due date will not be accepted for evaluation.

To submit projects for consideration by members of the Jury, all submitted materials undergo a preliminary quality assessment by the Organizer expert council. The expert council has the right to pre-select projects. In case of poor quality, materials may be withdrawn from the evaluation process by members of the Jury.

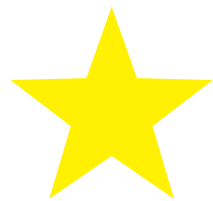
Projects of participants that have passed the preliminary selection will be assessed by members of the Jury on a five-point scale, according to the following criteria: artistic image of the space in the photo, composition of the photo, harmonious color scheme in the photo, objectivity of the development potential of the space according to the author's description, relevance of the author's idea, completeness of the text description of the space, the artistry of the description language, the composition and atmosphere of the collage, the harmony of the color scheme of the collage in comparison with the real state in the photo, the thoughtfulness and functionality of the solution in the collage. Photos and texts are evaluated together, as part of the whole project. Collage scores are optional.

Projects are submitted anonymously for evaluation. Each Jury member gives marks for each project separately, in isolation from other Jury members. Then the scores given by all members of the Jury for each project are summed up and the average score for the project is calculated. The projects with the highest average score become winners and take three prize places. Additionally, the six projects that get the most points after the winners receive an honorable mention.

The assessment results are final and cannot be appealed.

# AWARDS

Based on the results of the competition, three winners are awarded. Six more projects receive honorable mentions. The winners of the competition will share the prize fund and will also have the opportunity to present their vision to international experts and participate in the implementation of the idea. The authors of honorably mentioned projects are awarded with incentive prizes from the organizers and partners.



PRIZE FUND

**30 000 RUSSIAN RUBLES**



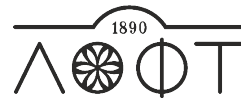
THE WINNING AND HONORABLE MENTIONED PROJECTS WILL BE PUBLISHED.  
THE SHORTLISTED PROJECTS OF THE PARTICIPANTS WILL BE PRESENTED AT THE FINAL EXHIBITION.

# ORGANIZER

The competition is held by the Autonomous non-profit organization of social orientation in the field of architectural education “KEKA - space and culture”, supported by partners and professionals from various fields. The main objective of the competition is to create a base for an open interdisciplinary dialogue between residents of Volgograd, socially oriented business, experts in architecture, environmental psychology, art, urban studies, as well as representatives of city government.

The autonomous non-profit organization of social orientation in the field of architectural education “KEKA - space and culture” was founded by a practicing architect and researcher Ekaterina Kochergina in Volgograd in 2019. The organization currently unites architects, designers, and space researchers from various Russian and European cities. The team implements cross-cultural architectural, artistic, social and educational projects, as well as applied research in the field of environmental psychology, deals with behavioral and socio-psychological aspects of human interaction with space, and studies the principles of space representation in various cultures, modern art, and architecture.

# PARTNERS





Autonomous non-profit organization of social orientation in the field of  
architectural education

**«KEKA - space and culture»**

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