

Invitation for 2021 Design Award for Chengdu Public Aesthetic Space in Community

Dear Friends:

With the rapid development of the urban economy, the future urban architecture and community space will embrace more diversified design concepts. As the first city proposing the concept of “Park City”, Chengdu is committed to applying more elements of art and culture to urban and rural planning and construction, improving the aesthetic value of public areas, and better meeting our residents’ needs for life of high-quality. In 2021, Chengdu first proposed the concept of Public Aesthetic Space in Community in China, which is another innovative measure to advance the development and governance of community and build a benchmark city for grassroots governance across the country.

To attract high-level professional teams from all over the world to participate in the design and construction of Public Aesthetic Space in Community, Chengdu has initiated “Better Community, with Diversified and Harmonious Beauty” — 2021 Design Award for Chengdu Public Aesthetic Space in Community. Global designers and design teams are sincerely invited to design for the public aesthetic space in community that can deeply integrate social interaction, community services and aesthetic experience, and to create a unique IP for the city.

We sincerely expect that international designers and design teams can take an active part in this project, bring more international elements and global design concepts into Chengdu, and leave a lasting and beautiful memory for our friendship.

Please find the enclosed Program for the Project, and return

the Registration Information before August 13th to heshanxc@126.com.

We are looking forward to your reply.

Attachments: 1. Program for the Project
2.Registration Information

Foreign Affairs Office of Chengdu Municipal People's Government

July 23, 2021

2021 Design Award for Chengdu Public Aesthetic Space in Community ¹ Program

I. Theme

“Better Community, with Diversified and Harmonious Beauty”—2021 Design Award for Chengdu Public Aesthetic Space in Community.

II. Duration

From August 3rd to October 20th, 2021

III. Sponsors & Organizers

Co-sponsors:

i. Commission of Urban and Rural Community Development and Governance of CPC Chengdu Municipal Committee

ii. Publicity Department of CPC Chengdu Municipal Committee

iii. Foreign Affairs Office of Chengdu Municipal People’s Government

IV. Participation

i. Qualification for Participation

Design teams from all over the world are welcome to

¹ “Public Aesthetic Space in Community” refers to public space in community which integrates social interaction, community services and aesthetic experience.

participate in this event, in an effort to improve the design of public space in community in an all-round way. The participants are expected to be well-known domestic and foreign design agencies, research institutes, colleges and universities, enterprises, as well as planners, architects, landscape designers, etc. Domestic and foreign design institutes are also encouraged to jointly participate in this event. Design proposals must be the original works of design teams or individuals.

ii. How to participate

Activity bulletins, design data, application materials and other documents will be published on August 3rd, 2021 at <http://www.racenter.cn/>. Please download, fill in the registration information as required and send the registration form before August 13th if you are interested in participating in this event.

We encourage design teams or individuals to take a site visit. If the site visit could not be made because of the epidemic prevention and control, overseas agencies can refer to the on-site videos, satellite pictures, and site topographical maps of the project, which can be downloaded through the website.

The review of the design proposals will be carried out through preliminary review on the qualification of the participants and materials and later on-site presentation. If participants cannot come to Chengdu to demonstrate and report on the design proposal due to

epidemic prevention and control, they are allowed to participate in the review through video recording.

iii. Overall Design Requirements

In reference to the *Design Evaluation Indexes for Public Aesthetic Space in Community in Chengdu*, the design proposals are required to meet China's national standards and the following requests:

1. Laying emphasis on culture exploration. To fully explore cultural features of the community, respect and highlight the local cultural and historical background.

2. Highlighting originality and comprehensive functions of the space. To integrate the artistic expression, aesthetic experience, consumption scenes, social interaction and unique community features in the design.

3. Taking sustainable management into account. To fully understand the service function of Public Aesthetic Space in Community and illustrate how community space can better serve local residents in the design.

V. Awards

This event will reward those shortlisted design proposals for each project: winners will be rewarded with 300,000 yuan, 150,000 yuan and 100,000 yuan for the first-prize, second-prize, and third-prize respectively (which are reviewed at the district or

county level). The top ten design proposals for the Project will be selected at the municipal level and will be granted additional financial incentive of 50,000 yuan. The title of “Designer for Public Aesthetic Space in Community in Chengdu” will be awarded to the chief designer of the first prize design proposal in each project. Later, we will carry out the construction work based on the first prize design proposal for each project and mark the names of design teams or individuals in the space.

VI. Schedule

i. Event release (August 3rd). There will be an offline launching ceremony for the project in August 3rd. The announcement of the project, project design briefs and related materials, registration materials, etc. will be released online at the same time.

ii. Review (before September 21st). Each district (county-level city) or county shall organize review on design proposals, and there will be one first prize, one second prize and one third prize selected for each project.

iii. Comparison & Assessment on Municipal Level (before October 10th). The first prize design proposals of all the projects will be reviewed again for Top Ten Design Proposal by the municipal-level organizer. Meanwhile, citizens will be organized to vote online. According to the total score of the review at municipal

level and online voting, the top ten design proposals for the project will be selected.

iv. Publicity & Release (before October 20th). We will make the intensive media coverage and reports for all the award-winning design proposals of each project, and hold an awarding ceremony for the project.

2021 Design Award for Chengdu Public Aesthetic Space in Community Registration Form

Basic information	Country	
	City	
	Contacts	Name: Email: Tel: Mob: We-chat (if any):
Ways to participate	Individual participation	Brief introduction
	Joint Participation	Introduction to Unit 1: Introduction to Unit 2: Introduction to Unit 3:
Introduction to completed works (including works in China)		
Awards received		
Specific project NO. to participate in this event		
Other things to be clarified		

Please send the registration form and confirm your attendance to heshanxc@126.com before August 13, 2021.