1. Intro

Arneo is a wide territory of Puglia, between Ionian coast and the inland, involving three provinces (Lecce, Taranto and Brindisi) in the heart of Salento. The landscape is dominated by the green of the Mediterranean scrub, the warm chromatic tones of the secular olive trees and the vineyards of Negramaro, a typical local wine.

The town of Leverano stands in the Arneo territory (14,238 inhabitants) on the fertile flat inland of Salento and it dominates the plain declining down to the Ionian sea, which is 10 km away. The town represents a relevant rural centre and it is separated from the coast by a territory characterized by lands where, besides the cultivation of vineyards and olive trees, floriculture is also practiced.

The territory is filled with a system of towers and fortified anthropological urgencies both on the coast and the inland and in the past it was continuously exposed to every kind of invader and incursions by Pirates. The coastal towers were built just for defense and sighting purposes, along the coasts and in the inland.

The area is a very popular touristic destination and the coastal part of the Arneo territory welcomes, during summer, up to 300,000 people. With the aim of discouraging the construction of new accommodation structures close to the coast. The Municipality of Leverano has decided to promote a program for an innovative concept of hospitality known as “Albergo Diffuso” (a hotel conceived not as in a single block, but converted out of various historic buildings in a small community) aimed at relaunching the economy linked to tourism and facilities.

The basic idea is that tourists can stay in the town and reach the coast crossing the Arneo territory by a system of sustainable mobility (bikes, electrical minibus. The typical italian vehicles “apecars”) that reuses “passaturi”, which in local language means country roads, bounded by typical dry stone structures and plunged among vineyards, olive trees and floriculture greenhouses.

The territory involved is mostly flat and declining gently down to the sea. Indeed Salento is a strip of land running out into the sea and because of its flat morphology it offers a free horizon from the Adriatic to the Ionian sea.
1.1 THE RURAL TOWN

Leverano is a rural town and a relevant benchmark in Salento as regards wines, oil, flowers and high quality vegetables. The old village in Leverano dates back to Medieval Era and it is characterized by the majestic tower relating to Frederic II Era (XII century) standing out in the main square.

1.2 THE TERRITORY

The territory between Leverano and the coast is marked by the presence of wide olive trees and vineyards from which most of the local wine is produced, and greenhouses for floriculture. The variety of cultivations makes the landscape extremely various.

1.3 THE LITTORAL

The littoral is composed of sand coves and lines of low cliffs becoming a very popular touristic destination in the summer, with their clear sea, white beaches and high dunes.
2. THE COMPETITION

The goal of LEVERANO HORIZON TOWER competition is to make the most of the landscape of Arneo by promoting the projecting of tower observatories located close to rural tracks and roads leading from Leverano to the sea, able to reinterpret in a modern way the tradition of the typical towers of Salento.

The new observatories will have the double function of new privileged observation points of the local landscape, allowing the visitor to have a 360° complete vision on the referred territory, and of stop areas (rest zones, selling points for local products, shops for sustainable means of transport) hosting services for tourists going to the sea.

The main objective is to encourage a new idea of touristic development for the territory, thanks to an innovative model of accommodation facility crossing and regenerating the territory in all its aspects (villages, rural ares, coast).

The competition is intended as “competition of ideas”, so the proposals will not be put in practice, and this allows to elaborate the contents freely and to deal with projecting activity out of any specific restriction.

2.1 THEME

The competition promotes the projecting of a refuge from which it is possible to go beyond the height of the crown of olive trees forming the countryside and to watch the territory from a privileged point of view.

The towers will be located in the part of the Territory going from Leverano to the coast (7km) and will be far 1 km from each others.

2.2 SPACES

The tower will have a maximum height of 18 m and a maximum amount of space at the base of 5mx5m.

The tower will host the following spaces:

- **touristic shelter equipped** with services for a minimum of 2 people;
- **area for sustainable mobility** (bike shop, wifi area, rest area). These half-public spaces are at the discretion of the designer.
- **observatory**.

We suggest a study of the economic and technical feasibility of the construction and of the project choices which have to take these aspects into consideration.
2.3 Admission Criteria

The competition is open to university students, graduates and young professionals under 32 years. Every member of the team must fulfill at least one of the above mentioned criteria, with reference to the start date of the competition, proving it by appropriate documentation.

Every team can be composed of 1 up to 5 people, members can attend different universities or come from different countries.

The multidisciplinary team, dealing with projecting activity from innovative points of view and giving a perspective different from the architectural one, are appreciated.

In order to preserve the transparency of the competition, people who have personal or professional relationships with the members of the jury or the staff cannot participate in the competition.

2.4 Calendar

1° Prize: 1500 € + Exhibitions + Publication
2° Prize: 1000 € + Exhibitions + Publication
3° Prize: 500 € + Exhibitions + Publication

Special Mentions: Exhibitions + Publication

Publication The selected projects will be published on the websites specialized in the domain of architecture, allowing in this way a diffusion on the internet thanks to social networks and blogs.

Exhibitions The selected projects will be presented with exhibitions in one museum of Leverano during the summer and in iArchitettura presso Galleria Francesco Foresta in Lecce.

2.5 IL Calendar

17 April 2014 OPEN
21 April 2014 START OF APPLICATIONS SPECIAL REGISTRATION (40.00€)
21 May 2014 END SPECIAL REGISTRATION
22 May 2014 NORMAL REGISTRATION (60.00€)
17 July 2014 END OF APPLICATIONS
21 July 2014 SUBMISSION DEADLINE
End July 2014 OUTCOMES

2.6 Jury

The jury will be formed by the following members:

- President of the Board of Architects and PPC of Lecce Arch. Massimo Crusi or his delegate.

- Ing. Michele Martina Engineer and designer of the urban planning concept for the city of Leverano. http://www.gruppoforesta.com/

- Ing. Antonio Miraglia Director of city planning office in Municipality of Leverano. (President of jury)

- Arch. Marco Moscogiuri Professor at Polytechnic University of Milan, co-founder at alterstudio partners http://www.alterstudiopartners.com/

- Arch. Spartaco Paris Professor Sapienza University of Rome and Polytechnic of Bari, journalist at Domus magazine, co-founder at savb.eu studio. http://www.savb.eu/
3. PARTICIPATION

3.1 APPLICATION
Candidates can apply signing up as members of Archi-START and filling an appropriate form in the private area http://my.archistart.it/ on our website (http://www.archistart.it/) and paying the membership fee.

-21Apr / 21May SPECIAL REGISTRATION 40.00€
-22May /17July NORMAL REGISTRATION 60.00€

This fee is considered as one for each team (for every project proposed), whichever is the number of the members.
The team leader, signing in to myarchiSTART section of the website, will fill the application form, select the competition and indicate the name of the team and of the other members. Moreover he/she must provide for the payment of the membership fee.

At the end of this procedure, the Archistart team will verify the application and the payment of the membership fee and it will assign an identification CODE (to put on the project, A1-table) and by then it will be possible to upload the project in the dedicated area on myarchiSTART.

All communications as well as the prize in case of victory of the competition will be delivered to the team leader.
If a team intends to submit more than one proposal, it can do it registering every project separately and paying the relative association fee.

3.2 PAYMENT
Methods of payments:

- Pay-pal, credit or debit card
  -Available in myArchistart sections
  -the registration will be soon received
  -immediate assignment of CODE and possibility to upload the project.

- Bank deposit
  The transfer must be payable to the following account:
  Bank: Unicredit Account
  holder: associazione archiSTART
  Reason: LHT_Team Leader Name
  IBAN: IT15G0200816012000102644995
  SWIFT: UNCRITM1TRN
  -the registration is not immediate.

* Once the registration is confirmed and the payment received, the application fee can’t be paid back.
** archiSTART for the registration will refer to the date of the reception of the deposit, not to the date it has been made.

3.2 FAQ
The participants, during all the steps of the competition, can refer to a dedicated section of the website (http://www.archistart.it/) and the Facebook page in order to ask all types of questions and to clear out every kind of doubt related to the competition.

3.3 ATTACHMENTS
In the “Download” section of the website www.archistart.it you can find the attachments (images, videos, Dwg files) to help you in your project activity.

The content can be downloaded before or after the application.
The participants can also use contents from external sources for their projects.

3.4 PRESENTATION
the project must be presented with one table in DIN-A1 (horizontal) format. This must report the registration code of the team received from the team leader in the private area myarchistart.

In case the name of the team or its members, or any explicit reference appear, allowing to associate the project to the team, the proposal will be disqualified.

The team will be fully responsible for the contents and ways of representing the project and it can adopt every graphic instrument to explain its ideas in the best way.

Anyway we suggest to include at least:
- Main maps
- Sections (partial or total)
- 3D Views

Not only the idea and quality of the project will be considered important, but also, the cleanness and representation skills, so as to express the content at the best.

Short captions are also allowed but only in Italian or English, other languages will not be taken in consideration.

If you want to deliver the project before the deadline of the competition, you can only send it by your personal profile on myarchiSTART.

The design must be exclusively in Jpeg format and DIN-A1 size, with a maximum weight of 6 Mb. A 72 DPI resolution is suggested, but also bigger resolutions are allowed (provided that the file doesn’t exceed 6 Mb).
3.5 EVALUATION CRITERIA

The winning projects will be selected according to the following methods:

1. **Delivery to the jury**: all the projects will be delivered to the jury, that will judge the works basing on the criteria of the competition.

2. **Selection**: the jury will choose the winners of the 3 prizes and the honorable mentions.

The jury will evaluate the projects considering the following criteria:

- **Representation**: clearness of ideas and graphic quality (1-20 points)
- **Integration with the context**: assimilation to the human and historical environment (1-20 points)
- **Architectural composition**: quality of the project and formal composition (1-30 points)
- **Connection with the competition**: ability to fulfill the requirements of the competition (1-20 points)
- **Feasibility**: sustainability of the proposal from the environmental and feasible point of view (1-30 points)

3.6 INTELLECTUAL PROPERTY

All the contents of the competition will be saved in the ArchiSTART database. ArchiSTART will have the full authority to publish and promote the material, always indicating the author, who will remain the owner of the idea of the project.

By participating to the competition you allow ArchiSTART to publish and diffuse the received material, and to modify it for adaptations to publication formats.

3.7 NOTE

- ArchiSTART can modify the contents of this document provided that the majority of participants can benefit from it. Possible changes will be communicated in time, therefore it is highly recommended to constantly check the site and Facebook page.

- The amount of the prize is 3,000 Euro. The prize is assigned by the Jury that has the possibility to decide for an ex aequo prize, in this case the prize will be divided in equal parts.

- The association, in accordance with the Town of Leverano, has the faculty to announce a SOCIAL competition, once the official competition is completed, in which the winning works will be chosen by voting on our official Facebook page.

- For everything that is not contained here, please refer to: Terms and Conditions and Privacy Law