LINA

Learning, Interacting and Networking in Architecture

European Architecture Platform

International Visual Identity Design Competition

Ljubljana, April 2022

LINA, European Architecture Platform

International Visual Identity Design Competition

The Faculty of Architecture of the University of Ljubljana (FA) together with the Brumen Foundation invites you to create a new visual identity for the European architecture platform LINA, which is supported by the Creative Europe Programme of the EU.

We invite all graphic designers and design studios to propose their solution for the overall visual identity of the new European architectural platform LINA. We are particularly keen to receive proposals from designers with experience in working with architecture practices, environmental, urban development and spatial design projects.

LINA is an acronym that stands for **Learning, Interacting and Networking in Architecture**. On the other hand, it also plays on the name of Lina Bo Bardi, a great woman architect whose values are still relevant today.

THE CLIENT: FACULTY OF ARCHITECTURE OF THE UNIVERSITY OF LJUBLJANA

LINA platform is coordinated by the Faculty of Architecture of the University of Ljubljana in Slovenia which is considered one of the best Central European architectural schools. Its level of quality is evidenced by numerous successful students and graduates who are achieving enviable results in Slovenia and abroad, and also by the quality teaching staff who effectively cover the majority of the contemporary aspects of architectural creation.

THE PROJECT: LINA

LINA platform is an ecosystem of European and Mediterranean cultural players and emerging practitioners and thinkers in architecture. LINA will connect them to high profile institutions, biennials, triennials, festivals, museums, galleries and publishing houses as well as universities and research centers, who will perform specific roles within the European Architecture Program. The platform includes 2 biennials, 2 triennials, 4 festivals, 3 museums, 2 galleries, 2 foundations, 2 cross disciplinary networks, 2 publishers and 6 universities, from 23 countries.

The objectives of the platform:

1. **Mobilize the architectural sector for clean, circular and sustainable projects** and products to support the New European Bauhaus and shift from new construction to adaptive reuse, renovation and strengthening of initiatives for a more sustainable construction.

2. **Create opportunities for greater visibility and circulation of emerging professionals** in the field of architecture. The platform will support the development of ideas and new works and their presentation at the high profile European institutions in the field of architecture.
3. **Link the architectural sector's efforts to tackle climate and environmental-related challenges** in a geographically widespread European program for emerging professionals in the field of architecture, organised by a consortium of high profile institutions in the field of architecture.
4. **Get insight into current challenges and needs of professions in the field of architecture**, architects,architectural theorists, landscape architects, urban planners, designers, researchers and others in their early careers, to ensure efficient, equal and transparent access to support for everyone.
5. **Improve mutual support of players within the architectural sector through cooperation of institutions of various profiles** to take advantage of the synergy between heritage, education, applied research and creation in the field of architecture.
6. **Increase access to, engagement and participation in architectural events and activities organized by LINA** with a hybrid program of live field activities, online broadcasting and a wide range of targeted digitized content.
7. **Engage and involve audiences in the program of the platform. Through open calls, active co-creation of events, public evaluations, and discussion tools on social media**, we will tap into people's understanding of the modern world and their everyday experience of architecture.
8. **Exemplify the socio-economic contribution and role of architecture** and how it can assist in European policy making for ecological transition through practical work and collecting of accurate and useful data on participants, activities and results.

THE LINA VISUAL IDENTITY

Establishing a strong and distinctive visual identity is key to achieving the results of the LINA platform. The Faculty of Architecture is tasked with establishing the online and offline branding and communication infrastructure (official platform website, social media channels, newsletter account, flyers, posters, document templates, etc.). In collaboration with the member organizations, the Faculty of Architecture is working on the communication strategy and will coordinate the platform's joint communication activities to achieve common outcomes.

The LINA visual identity needs to reflect the professional alliance, determined to challenge the way architecture is practiced today and how we build our living environment. The LINA platform's positioning will outline its differentiation from other architecture networks, as a future oriented platform that delivers propositions by emerging professionals to address the ecological transition in Europe and in the world.

The creators of the selected visual identity proposal will have the opportunity to be awarded a contract for the implementation of the main elements of the visual identity, the website and other digital elements, as well as the design of the identity for the LINA Annual Conference. The

project will run from 2022 to 2025, during which time the selected designers will be able to work with the client, the Faculty of Architecture, and the 28 member organizations of the LINA platform: to negotiate the procurement of the materials needed for the communication and dissemination activities planned during this period. (Check **NOTES** chapter in the footer for the full scope of the collaboration)

MANDATORY CONTENT OF THE PROPOSAL

The proposal for the overall visual identity must be presented on a maximum of five A3 landscape sheets. The proposal for the visual identity must contain at least the following elements:

1. **LINA logotype concept design.** 3 drawings of the logotype; one colour version and one black and white version, 1 drawing of the logotype used on a presentation, 1 drawing of the logotype with the EU flag-logo.

2. **LINA website concept design.** Landing page (1 drawing), project page (1 drawing), calendar page (1 drawing). You can choose to present bright or dark mode, or both.

3. **LINA social media profiles.** Mobile and desktop. Facebook cover page, Instagram cover page and Twitter cover page.

4. **LINA reports template.** Format A4. Typical pages. Cover page, Chapter title page, typical page with text and graphics.

5. **LINA visual identity concept explanation:**
   a. Design concept (400-500 words max)
   b. Sustainability approach (400 - 500 words max)

6. **Contact information.** Team members. Contact person. E-mail. Mobile phone.

COMPETITION JURY

Mina Arko. An independent Creative Director and a Certified Brand Consultant, based in Ljubljana, Slovenia but frequently works with clients from across the globe.

Anne-Sophie de Vargas. Principal Product Designer at Vista and partner at dpr-barcelona, member of LINA, specialising in web design, visual identity and editorial design in the fields of architecture, design and education.

Aljaž Vindiš. Designer and technologist, working as an independent product consultant to companies in the field of data products, infographics, data visualization, cartography and spatial orientation.

Jian Li. Creative Director at Essen international in Stockholm. He is a graphic designer with a special flair for typography, developing and managing brands for ambitious companies.

Matevž Čelik. Architect, researcher and cultural producer, developing new cultural models in architecture and design. Head of LINA at the Faculty of Architecture, University of Ljubljana.

JURYING PROCEDURE AND PRIZES

Selected applicants will be invited to an interview with the competition jury. The interviews will take place during the week of **30 May to 3 June 2022**. Based on the interviews and design proposals, the jury will select the proposals for the awards. The jury will announce the results on **8 June 2022**.

The jury will award three prizes and the following prizes:

1st prize	4.000,00 €	✳
2nd prize	2.000,00 €	
3rd prize	1.000,00 €	

✳ The winning designer or team will be invited to sign an agreement to implement the visual identity elements between 2022 and 2025. (Check **NOTES** chapter in the footer for the full scope of the collaboration)

ADDRESS FOR QUESTIONS

If you have any further questions about the competition, please send them to coord@lina.community

ADDRESS FOR SUBMITTING A PROPOSAL

Proposals must be sent in a single, merged pdf document to coord@lina.community

NOTES

Full scope of the collaboration with the winning team

Activity	Description	Elements
Website	The website will be dynamic and will change 3 times throughout the year. 1. **Phase:** At the beginning, the website will operate in "open call" mode. 2. **Phase:** After applications are submitted, it will switch to "catalog of architectural ideas" mode. 3. **Phase:** After the launch of the European Architecture Program, the website will switch to "calendar of events" mode.	Homepage, Catalogue of ideas, Event calendar, Blog, Contact pages Profiles of member institutions, Personal profiles of applicants
Newsletter	Short, regular newsletters will be an important tool for disseminating information about the activities of the platform. They will include notices on the ongoing activities of the platform, the open call, results, the annual conference and events of the European architectural program. The newsletter can be subscribed to on the website. Newsletters will be sent to the subscribers through Mailchimp.	E-mail newsletter
Social Media	The platform will run its own social media profiles (Facebook, Twitter, LinkedIn and YouTube). The accounts will broadcast news about activities and emerging professionals. Social media will be an important way for the platform to connect with LINA target groups, especially young people. To gain audiences, members and partners will coordinate activities on all of their profiles.	Facebook account Twitter account Instagram account LinkedIn account Youtube account
Video covers	The LINA platform will produce short promotional videos to increase its visibility and to increase the visibility of participating emerging architects and other professionals. The videos will be shot by a professional video production team. Through video production, we would explain the purpose of the platform and present the participating emerging architects and project professionals.	Video spots

THE LINA WEBSITE

The LINA website will be designed to offer useful and usable content to online audiences. The key building blocks of the website will be the ideas of emerging creators, projects of members and a magazine for sharing experiences and reflections.

Typical page 1 - Landing page
Landing page should include the logotype and the name LINA Community, as well as the logotype of University of Ljubljana - Faculty of Architecture and Co-founded by the Creative Europe Programme of the European Union. We have three main users of the website: members of the LINA community, participants (Open Call participants, authors of the projects, researchers, etc.) and random visitors.
- **Members:** Members of the LINA community will mainly navigate the website through the buttons 'Sign up' and 'Log in'.
- **Participants:** The Participants' user group needs to have buttons such as '2022 Programme', About LINA and Members visible and readily available. Landing page should include the latest two posts, where 1 post contains the main information about the submission deadline about activities such as Open Call is clearly visible.
- **Press and Media:** We should take into consideration the press as well as the future members of the LINA community, who need to access the 'Press kit' button and 'In the media' button.
- **Random Visitors:** Random visitors need to access the 'Search' button, as well as the buttons with main information about the project: 'Team' button, 'How it works' button, 'Contact' button and 'Newsletter' button.
- All of the user groups will use the social media buttons such as Facebook, Twitter and Instagram as well as the 'Dark mode' and 'Bright mode' buttons.

Typical page 2 - Selected project page
The selected project page should contain a headline with the title of the project and a short tagline with the 'Read more' button and only 1 or 2 images. Include a line with fictional location of the project and fictional institution(s) or author(s). We wish to limit the data transfer of the website, therefore design a Selected project page with limited imagery. Images can be rasterized, pixelated, monochromatic, decolored or originals but keep in mind that the greater the amount of colour variation in an image, the larger the file and that using images with reduced colour variation such as monochrome images is a way to lessen the website's energy consumption. You can feature other projects with headlines rather than with imagery - however you can propose an alternative. The user journey should be simplified and for those who are interested can use the 'Download the whole project' with the longer explanation and more images. If the project contains a video, it should be displayed with the 'Play' button.

Typical page 3 - About page
About page should contain a longer text (300 words) with an explanation about the LINA project, its goals and its community as well as the text with LINA's sustainability audit. The audit will be a short text with approximately 200 words. The audit should explain the goals behind the simplified and low impact website - in this scheme you can include your sustainability approach text instead of the Lorem Ipsum,however you should submit your text in a separate doc as well.

Sustainable website design

Technical requirements: one of the main objectives of LINA is to mobilise the architectural sector for clean, circular and sustainable projects and products, with the aim of reducing energy consumption and CO2 emissions. We want to put this mission into practice in all the activities we carry out in the framework of the project. We therefore want to design a website that is as energy-efficient as possible. Accordingly, we recommend that the LINA interface uses system fonts (Aharoni, Arial, Courier New, Lucida Sans Unicode, Microsoft Sans Serif, Segoe UI Mono, Tahoma, Times New Roman) to avoid unnecessary HTTP requests. The LINA website should also be available in dark mode and should follow the operating system colour scheme by default, in order to reduce screen brightness and power consumption - especially in mobile use, where OLED displays with dark interfaces consume less power (both modes will be programmed at a later stage, so for a successful submission of your proposal - both dark and light modes are optional). General colour guidelines are that black is the most efficient colour for OLED displays as the pixels themselves are off, while white is the most energy consuming. Colour is also important as blue pixels consume 25% more energy than green or red. When designing the colour scheme of your visual identity, bear in mind that darker colours generally consume less energy, but you can create a healthy balance of colours with your proposal. The design of the LINA website should be clear and as small as possible to avoid loading unwanted content. It is mandatory that the website (and all graphic material) complies with the AA standard. For more information on how to design a more sustainable website, you can visit Low Tech Magazine's website and Formafantasma or check out the book Sustainable Web Design by Tom Greenwood.

Members Of The Lina Platform

Architectuul	architectuul.com	✳
Atelier LUMA Arles	www.atelier-luma.org	
Architekturos Fondas Vilnius	www.archfondas.lt	✳
Barleti University Tirana	umb.edu.al	
BETA Timișoara Architecture Biennial	www.betacity.eu	✳
BINA Društvo arhitekata Beograda	www.bina.rs	✳
Copenhagen Architecture Festival	www.copenhagenarchitecturefestival.com	✳
Dani arhitekture Sarajevo	www.daniarhitekture.ba	✳
Design Academy Eindhoven	www.designacademy.nl	
dpr-barcelona	www.dpr-barcelona.com	✳
Društvo arhitekata Istre	dai-sai.hr	✳
Eesti Arhitektuurimuuseum Tallinn	www.arhitektuurimuuseum.ee	✳
ETSAM UPM Madrid	etsamadrid.aq.upm.es	
Fakulteta za arhitekturo Univerze v Ljubljani	www.fa.uni-lj.si	
FAAD Notre Dame University-Louaize	www.ndu.edu.lb	
Fondazione MAXXI Roma	www.fondazionemaxxi.it	✳
Forecast Berlin	forecast-platform.com	✳
Fundacio Mies van den Rohe Barcelona	miesbcn.com	✳
HDA Haus der Architektur Graz	www.hda-graz.at	✳
Irish Architecture Foundation	architecturefoundation.ie	
Kosovo Architecture Foundation	kosovoarchitecture.com	✳
Oslo Architecture Triennale	oslotriennale.no	✳
S AM Schweizerisches Architekturmuseum	www.sam-basel.org	✳
Tbilisi Architecture Biennale	biennial.ge	✳
TU Wien Gebäudelehre und Entwerfen	gbl.tuwien.ac.at	
Theatrum Mundi Paris	theatrum-mundi.org	✳
Trienal de Arquitectura de Lisboa	www.trienaldelisboa.com	✳
VI PER Gallery Praha	vipergallery.org	✳

✳ Organisations previously involved the Future Architecture platform futurearchitectureplatform.org