International Ideas Competition
for the Development of the National Archaeological Museum of Reggio Calabria in the cultural and territorial context of the city

Public Notice
CONTENTS

CALENDAR .................................................................................................................................................. 3

1. INTRODUCTION - GENERAL CONDITIONS OF THE COMPETITION ................................................................. 4
2. PROMOTING ADMINISTRATIONS ...................................................................................................................... 4
3. OPERATIONAL COORDINATION AND PRIMARY COMPETITION PROMOTER .................................................... 4
4. LOCATION OF COORDINATING OFFICE ......................................................................................................... 5
5. PURPOSE OF IDEAS COMPETITION ................................................................................................................ 5
6. CONTEXT, THEMES AND GOALS ....................................................................................................................... 5
7. ELIGIBILITY TO PARTICIPATE AND ADMISSION REQUIREMENTS ................................................................ 9
8. HOW TO REGISTER ON THE WEBSITE DEDICATED TO THE COMPETITION, WWW.99IDEAS.IT, AND AVAILABLE DOCUMENTATION ........................................................................................................ 10
9. PROPOSAL SUBMISSION TERMS AND CONDITIONS ..................................................................................... 11
10. PROPOSAL STRUCTURE .................................................................................................................................. 13
11. ANSWERS TO QUERIES .................................................................................................................................. 13
12. PROPOSAL ADMISSION AND SELECTION ...................................................................................................... 13
13. PRIZES .......................................................................................................................................................... 15
14. INTELLECTUAL PROPERTY RIGHTS .......................................................................................................... 15
15. GOVERNING LAW AND EXCLUSIVE FORUM ................................................................................................ 16
Public Notice - International Ideas Competition for the Development of the National Archaeological Museum of Reggio Calabria in the cultural and territorial context of the city

CALENDAR

Date of publication of the Public Notice 28 January 2013
Date of publication of the Public Notice 28 January 2013
Final deadline for clarification requests 12 March 2013
Final deadline for responses to clarification requests 21 March 2013
Deadline for submission of proposals 28 March 2013
Results of the Competition (*) 24 April 2013

(*) The date indicated may be postponed according to an announcement on the site www.99ideas.it, in the section devoted to this Competition
1. **INTRODUCTION - GENERAL CONDITIONS OF THE COMPETITION**

The decision to hold an international ideas competition derives from the common desire shared by Italy's Minister for Territorial Cohesion and the President of the Region of Calabria, with the participation of Italy's Ministry for Cultural Heritage and Activities. The above administrations, as indicated in CIPE Resolution No. 39 of 23 March 2012, intend to initiate open dialogue at a national and international level to solicit and collect proposals, suggestions and contributions aimed at developing the potential of the National Archaeological Museum of Reggio Calabria as a cultural hub of national and international relevance, the exploitation of which, along with that of the local area's other cultural and natural resources, may stimulate economic development prospects, dynamics and initiatives, including with respect to tourism.

The aim of the Ideas Competition is to mobilise the fullest and freest possible participation by citizens, professionals, academics, legal entities, unrecognised entities, and so forth, whether on an individual basis or in association, in order to identify feasible initiatives focusing on the National Archaeological Museum, conceived of as a collective heritage and resource to be leveraged with the potential to contribute to the development of the city and surrounding area.

2. **PROMOTING ADMINISTRATIONS**

Minister for Territorial Cohesion - Office of the President of the Council of Ministers

Ministry for Cultural Heritage and Activities - Calabria Regional Department

Region of Calabria

Municipality of Reggio Calabria

3. **OPERATIONAL COORDINATION AND PRIMARY COMPETITION PROMOTER**

Invitalia – Agenzia nazionale per l'attrazione degli investimenti e lo sviluppo d'impresa S.p.A.

Via Calabria 46 - 00187 Rome - Italy

Sole Project Manager: Attorney-at-law Giovanni Portaluri
Invitalia is identified as the primary competition promoter in its capacity as implementer of the 2007-2009 Operational Development Support Programmes: Improvement of Public Tendering and Advisoring for the Development of Feasibility Studies pursuant to CIPE Resolution No. 7 of 22 March 2006.

4. **LOCATION OF COORDINATING OFFICE**

Invitalia – Agenzia Nazionale per l’Attrazione degli Investimenti e lo Sviluppo d’impresa S.p.A.
Via Pietro Boccanelli, 30 - 00138 Rome – Italy

5. **PURPOSE OF IDEAS COMPETITION**

The purpose of the Competition is to solicit proposals for ideas concerning ways to develop the National Archaeological Museum of Reggio Calabria in the cultural and territorial context of the city. In particular, proposals are to seek to develop the potential of the Museum, Riace Bronzes and its other cultural resources in order to attract visitors with the aim of promoting the development of national and international demand for tourism, as well as of encouraging the undertaking of entrepreneurial initiatives in the tourism and culture sector directly or indirectly related to such development.

Proposals may involve tangible and/or intangible initiatives pertaining to the goals and themes outline in this Public Notice.

6. **CONTEXT, THEMES AND GOALS**

The reference to the context and its characteristics constitutes a fundamental prerequisite for assessing the degree to which proposals achieve the goals identified and illustrated below.

The following considerations are thus intended to emphasise some of the many aspects of the Reggio Calabria area with the aim of supporting the participants in drawing up proposals in harmony with the context in which they are to be implemented. On this subject, for a more complete (although still not exhaustive) overview of this context, refer to the study and analysis materials made available on the site [www.99ideas.it](http://www.99ideas.it) (although it would be appropriate, where possible, for participants to also take account of
the available studies, analyses, administrative documents and literature on the subject).

Among the elements that make up the area of cultural attraction's identity and socio-economic and urban-planning morphology, participants are asked to focus in particular on certain aspects that, when considered in conjunction with the Museum as an attraction, may be considered significant, although not exclusive, variables for the area's development from the standpoint of tourism and culture.

With this in mind, while competitors are to enjoy freedom to submit proposals regarding themes and subjects in addition to those contemplated herein, provided that they are consistent with the goals envisaged in this Public Notice, as set out in art. A5, the presentation of the following themes is intended to solicit ideas that meet the relative needs.

The city of Reggio Calabria's attractiveness as a destination for tourists shows signs of relative vitality. Over time, the chance discovery of the Riace Bronzes has corresponded to constant, yet weak, signs of an increase in visits.

In fact, the city has proudly succeeded in taking advantage of the Bronzes' image, although there is still a need to complete an effective and qualitatively appropriate system of cultural and tourism services. The relationship between the city and the sea has been a complex one, involving a tendency to fail to make the best use of the opportunities for economic advancement and cultural openness offered by the sea.

In terms of museum offerings, analyses indicate that there is a need to define a strategy - possibly a new strategy - in which the Museum and Riace Bronzes are regarded as possible components of an integrated array of offerings founded on recouping the image and attractiveness of the remaining ample portion of the tourism and cultural heritage. This strategy may drive the restructuring and consolidation of the entrepreneurial system linked to the tourism and culture industry, presently characterised by general weakness, extreme seasonality and quality inadequate to the standards of national and international demand.

In the context of the goal of growth of the economy, which may also benefit from the presence in the area of an independently dynamic and active "private social sector" (there is a large number of associations operational at the regional level), all initiatives aimed at reinforcing the sectors and segments of the entire cultural heritage offerings industry may be contemplated, with a view towards systemic and non-episodic improvement.

From an urban-planning, social and territorial standpoint, the Reggio Calabria area of cultural attraction is
therefore to be considered a "vast area" that may benefit from development of the synergy between the Museum, city and other attractions.

Lastly, in the interest of pursuing the goal of substantial innovation of the model for implementing an overall action plan for the area's development, the ideas stimulated by this public notice may regard and/or be accompanied by possible innovative proposals pertaining to the governance of the system, as well as the solutions that may be suggested in this regard, with respect to the role that the local public administration may play in managing the aforementioned initiatives.

Within this scenario, the Ideas Competition's objectives refer to three general themes.

The ideas submitted should not disregard these themes, although they are not intended to represent a constraint upon the breadth of the content of proposals, which may therefore also contemplate other aspects not considered herein, where deemed relevant.

The following themes are divided into general questions to which proposals may attempt to provide responses in the form of ideas that may be implemented for one or more of the needs and objectives indicated, according to the "What to do about X?" scheme.

**Theme 1. The Museum as attraction**

*Needs and objectives:*

- How may the number of visitors to the Museum and the length of their stay in the area be increased?
- How can the Museum's exhibits other than the Bronzes be put to best use?
- How might visitors' enjoyment of the Museum's artistic and cultural heritage be enhanced?

**Theme 2. Museum and local area**

*Needs and objectives:*

7
• How can a unified system be formed between the Museum, city and other attractions?
• Which initiatives ought to be undertaken for entrepreneurial promotion within the culture and tourism sector based on the exploitation of local resources and vocations?
• How may the relationship between citizens, the Museum and the city's cultural heritage be reinforced?
• How can the Museum be made into a hub and centre responsible for raising awareness of the city's tourism and culture offerings (information, promotion and logistical base)?
• How might the educational and identity-forming functions of the city's cultural heritage be integrated?

Theme 3. Governance and social cohesion

Needs and objectives:

• Which initiatives and implementation and management models may be used to improve the performance of the system of tourism and culture offerings, possibly also involving individuals, private social organisations and citizens?
7. ELIGIBILITY TO PARTICIPATE AND ADMISSION REQUIREMENTS

Eligibility to participate in the Ideas Competition extends to individuals, legal entities, associations and/or groups of individuals of Italian or foreign nationality, including, but not limited to, professionals, academics, individual citizens and associations of citizens.

Those interested, whether residing in Italy or abroad, may participate, separately or collectively, in groups, in which case a group leader must be identified.

For all intents and purposes of this Competition, a group of participants shall collectively enjoy the same rights as an individual participant.

All group members shall collectively be acknowledged as the authors of the proposal they submit, with equal standing and rights.

No party may present more than one proposal. Accordingly, no party may participate in the Competition in more than one group, or participate both separately and as the member of a group. Participation by a party in more than one group shall entail the disqualification from the competition of all groups including the party.

The following may not participate in the Competition:

- those who do not meet the requirements or possess the legal standing to enter into contracts with the public administration;
- members of the Evaluation Committee, their spouses and kin and relatives of up to the third degree;
- managers, administrators, directors and employees of the promoting administrations and Invitalia, including those under definite-term contracts, as well as advisors to such entities with long-term contracts;
- employers or those who have any relationship of employment or known long-term contracting arrangements with members of the Evaluation Committee;
- those who have participated in the organisation of this Ideas Competition, the drafting of this Public Notice, the preparation of the appended documents and the identification of the Competition's themes.
8. HOW TO REGISTER ON THE WEBSITE DEDICATED TO THE COMPETITION, WWW.99IDEAS.IT, AND AVAILABLE DOCUMENTATION

The Public Notice regarding this Competition has been published on the website www.99ideas.it.

Effective the registration start date, as presented in this Public Notice, all parties or groups of parties interested in participating in the Competition may consult the section of the website www.99ideas.it dedicated to this Public Notice and register in the restricted area of the site.

When a participant registers in the restricted area, the system will automatically generate an account password according to the site’s requirements.

All those who wish to participate in the competition must be registered in the restricted area.

The following are available from the restricted area:

- consultation documents concerning the context helpful in structuring proposals;
- FAQs (frequently asked questions), i.e. answers to requests for clarification submitted by participants in the Competition pursuant to art. 11 below;
- the forms to be used to submit proposals, in accordance with the instructions provided in art. 9 below. Such forms are an integral part of this Public Notice and consist of:
  
  A) Idea Submission Form;
  
  B) Presentation of Participants;
  
  C) Application to Participate in the Ideas Competition.

The foregoing documents may be consulted directly on, and downloaded from, the website.

In addition to the documents indicated above, participants will be required to submit some personal information, also specified in art. 9 below, directly online.

The languages of the Competition are Italian and English. Proposals may only be drafted in one of these two languages. This Public Notice, as well as written responses to any requests for clarification, shall be drafted in both languages.

Forms A), B) and C) have been prepared in Italian and English. All documentation regarding proposals submitted and any supporting graphical or numerical documents are required to adopt the decimal metric measurement system only.
9. **PROPOSAL SUBMISSION TERMS AND CONDITIONS**

**Submission conditions**

Visitors to the restricted area who intend to proceed with the submission of an idea are required to access the dedicated area of the site, where they will be able to:

- obtain an automatically generated *idea identification code* to be cited on the first page of all documents and forms submitted;
- submit personal information online;
- access an exclusive personal area to be used to submit their proposals in confidential form;
- complete the Application to Participate in the Ideas Competition and submit it, duly signed.

Proposals will be submitted by entering and loading the information using the exclusive personal area of the site by:

- the individual participant; or
- the exclusive personal area of the group leader, for groups of participants.

Each document may not exceed 30 megabytes in size and must be submitted in unprotected PDF format with the search feature enabled.

**Completing and uploading the forms**

The identification code and title of each idea are always to be stated on the first page of all documents and forms to be submitted.

The following should be noted regarding the forms to be used to participate in the Ideas Competition:

**Appendix A) Idea Submission Form:** this document illustrates specific techniques for drafting proposals. The document's table of contents, drawn up by the participant or group of participants, is to contain all sections prescribed in the Form and adhere to the maximum number of characters allowed for each section. The document may not exceed 30 megabytes in size and, once completed, is to be uploaded to the exclusive personal area of the participant or group leader, in unprotected PDF format with the search feature enabled. The Form also provides instructions concerning the maximum number of supporting documents and their characteristics.

**Appendix B) Presentation of Participants:** this document provides instructions for preparing a brief document presenting the participants or working group. The document may not exceed 30 megabytes in
size and is to be uploaded through the exclusive personal area of the participant or group leader, in unprotected PDF format with the search feature enabled.

Appendix C) Application to Participate in the Ideas Competition: the application to participate is to be downloaded from the restricted area of the site and:

- completed and signed by the individual participant; or
- completed by the group leader and signed by all participants, in the case of groups of participants.

The application, in PDF format, is to be uploaded to the exclusive personal area of the participant or group leader. Each application is to be accompanied by a copy of the signatory’s identity document. In the case of groups of applicants, it is to be accompanied by a copy of the identity documents of all signatories. All applications are to be in unprotected PDF format with the search feature enabled.

Final release of proposal and abstract

From the date of registration in the competition until the deadline for the submission of proposals, participants in the Ideas Competition may modify their proposals before marking them for final submission according to the instructions published in the specific section of the restricted area. From that moment on, participation in the competition is regarded as finalised, and proposals may no longer be subject to further modification, but only viewed.

Both during the preparation phase and after final submission, with the exception of the participant concerned (or the group leader, in cases of groups), other registered users with access to the restricted area will not have access to the individual proposal, but rather will be able to view the abstract.

In fact, participants in the Ideas Competition are required to submit an abstract describing their proposals, the maximum length of which is specified on the site, when they submit their proposals.

From the date of registration in the Competition until the deadline for submitting proposals, the abstracts submitted by participants will therefore be made available to all registered visitors to the restricted area, following a review of appropriateness by INVITALIA, at its sole discretion, as the primary competition promoter.

Beginning on the day after the deadline for the submission of proposals, the abstracts published in the restricted area will be made public and visible to all those who access the website www.99ideas.it. From that time, until the day before the date on which the results of the Competition are announced, as indicated in the calendar set out in the Public Notice, visitors to the website will be able to use a special application to express their appreciation of their favourite proposals on the basis of the abstracts.
Public Notice - International Ideas Competition for the Development of the National Archaeological Museum of Reggio Calabria in the cultural and territorial context of the city

**Terms**

Participants in the competition are required to submit their proposals through the exclusive personal area of the site www.99ideas.it by 11:59 AM (Italian time) on 28 March 2013. The Evaluation Committee will disregard any proposals received after the above final deadline, even if as a result of circumstances beyond the participant's control.

10. **PROPOSAL STRUCTURE**

Participants may present ideas regarding one or more of the themes set forth in this Public Notice.

Where deemed appropriate in order to enhance the strategy of an idea, participants may supplement their proposals - which must nonetheless refer to the themes set out in art. A6 - to include additional themes, even where not envisaged in this Public Notice, provided that they also illustrate their reasons for so doing.

11. **ANSWERS TO QUERIES**

On the website www.99ideas.it, a list of the queries submitted by participants and the answers to those queries by the Competition Authority (FAQs) will be published.

Queries may be submitted, by 12 March 2013, exclusively via e-mail to the address ideereggiocalabria@invitalia.it.

Answers to queries shall be published on the site by 21 March 2013.

12. **PROPOSAL ADMISSION AND SELECTION**

The proposals received shall be assessed by a specific Evaluation Committee consisting of five (5) members representing the promoting administrations.

Where it deems it appropriate to do so, the Committee may also draw on the support of high-profile outside experts.

**The Committee's decisions are not subject to appeal.**

In evaluating proposals, the Evaluation Committee shall have 100 points to assign on the basis of the proposals' ability to meet the criteria aimed at maximising the characteristics of originality, innovation and feasibility of the proposal submitted.

The Committee shall evaluate the proposals submitted, drawing its inspiration from five general criteria,
and may award a maximum score for each criterion. The evaluation criteria are to be interpreted according to the following specifications:

**ORIGINALITY:** The originality of the proposed idea and its content shall be evaluated in light of the idea's capacity to propose new, non-repetitive and/or not-yet-attempted solutions to the need for optimal exploitation and development of the city of Reggio Calabria and its resources.

*Maximum score: 25 points*

**CONSISTENCY:** The consistency of the idea submitted shall be evaluated in regard to the logical and functional connection between the objectives and proposed measures with regard to the themes specified in this Public Notice and/or any other themes proposed by the participant.

*Maximum score: 25 points*

**FEASIBILITY:** Feasibility of execution of the proposal shall be evaluated in light of the capacity of the idea and suggested solutions to be put into actual practice.

*Maximum score: 25 points*

**INNOVATION:** The level of innovation shall be evaluated in light of the idea's capacity to achieve visible, substantial development, with respect to the tradition of objectives, initiatives, measures and implementation practices in the area of exploitation and development of the specific territory of Reggio Calabria. Innovation refers to the content of the idea and its components and does not refer exclusively or preferentially to the technology with which it is to be implemented.

*Maximum score: 15 points*

**SYNERGY:** The synergy of a proposal shall be evaluated in light of the idea's capacity to achieve synergy with past and ongoing initiatives in the city of Reggio Calabria and/or the other proposals presented by abstracts.

*Maximum score: 10 points*

In the event of a tie, random lots shall be drawn.
13. **PRIZES**

The Evaluation Committee shall award the five (5) best proposals admitted. However, the Evaluation Committee may decide not to award all or part of the prizes if the documents submitted are not deemed satisfactory in view of the evaluation criteria.

In part on the basis of the votes cast by the community for the abstracts published on the website [www.99ideas.it](http://www.99ideas.it), the Committee shall propose the honourable mention of an additional five (5) of the admitted proposals.

The Evaluation Committee shall disregard proposals that have been divulged and made public, with the exception of the contents of their abstracts, before a final judgement has been expressed and officially formulated.

The results of the evaluation process, which the Committee is to complete by 24 April 2013, shall be presented during a public workshop, the date and location of which shall be published on the website [www.99ideas.it](http://www.99ideas.it). All results shall then be published on the website [www.99ideas.it](http://www.99ideas.it).

**All winning proposals shall be awarded a prize of €3,000 (three thousand/00 euro).**

The prizes shall be bestowed upon the winners during the award event, once it has been determined that the requirements stated in the application have been met.

The Committee fully reserves the right not to bestow any awards or honourable mentions.

14. **INTELLECTUAL PROPERTY RIGHTS**

The rights to economic use, including the right to reproduce or rework, in whole or in part, the proposals and associated documents, shall be transferred exclusively to the promoting administrations indicated in section 2 above, as limited to the goal of permitting them to implement the proposals in the context of the actions to be taken by those administrations - according to the methods and using the tools that they deem most appropriate in accordance with applicable legislation - for the development of the National Archaeological Museum of Reggio Calabria and, in the performance of their institutional functions, to develop and divulge the experience and results achieved in holding this Competition. The foregoing is in consideration of the fact that the primary promoting entity has requested and obtained from participants, by having them sign the Application to Participate in the Ideas Competition, in accordance with form C), their consent, without consideration, to the transfer of such rights by participants.

Participants shall retain the right to be acknowledged as the authors of their proposals.

All materials sent with proposals shall not be returned.
By signing the Application to Participate in the Ideas Competition, each participant assumes all liability that may ensue from and/or be associated with, directly or indirectly, the use in a proposal of technical or other solutions that infringe upon patent rights, intellectual property rights and industrial property rights of other parties generally.

By signing the Application to Participate in the Ideas Competition, each participant assumes an obligation to indemnify and hold harmless the primary promoting entity and/or promoting administrations against and from any legal action initiated against the primary promoting entity and/or promoting administrations by third parties claiming property rights to proposals or elements thereof, and further agrees to accept liability for all ensuing charges, including damages to third parties, as well as the judicial and legal expenses that may be incurred by the above entities.

15. **GOVERNING LAW AND EXCLUSIVE FORUM**

This Notice, as well as the entire procedure pertaining to this Competition, are governed by the laws of Italy. The Court of Rome shall have sole jurisdiction over any pertinent disputes.

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