

## **13<sup>th</sup> International Architecture Exhibition 13. Mostra Internazionale di Architettura**



### **General information Informazioni generali**

#### **Vernissage Vernice**

August 27<sup>th</sup> / 28<sup>th</sup> 2012  
27 / 28 agosto 2012

#### **Official Opening Inaugurazione**

August 29<sup>th</sup> 2012  
29 agosto 2012

#### **Opening time from August 29<sup>th</sup> to November 25<sup>th</sup> 2012 Apertura al pubblico dal 29 agosto al 25 novembre 2012**

Giardini and Arsenale closed on Monday  
(excluded Monday September 3<sup>rd</sup> and November 19<sup>th</sup> 2012)  
Giardini e Arsenale chiusi il lunedì  
(esclusi lunedì 3 settembre e 19 novembre 2012)

# 13<sup>th</sup> International Architecture Exhibition



## Biography of the Artistic Director

### David Chipperfield

Sir David Chipperfield CBE, RA, RDI, RIBA  
British, born 1953, London

David Chipperfield studied at Kingston School of Art and the Architectural Association in London. After graduating he worked at the practices of Douglas Stephen, Richard Rogers, and Norman Foster. He has taught and lectured worldwide, including as Professor of Architecture at the Staatliche Akademie der Bildenden Kuenste, Stuttgart from 1995 to 2001; and as visiting professor at schools of architecture in Austria, Italy, Switzerland, the United Kingdom and the United States. David Chipperfield is currently Norman R. Foster Visiting Professor of Architectural Design at Yale University.

David Chipperfield Architects was established in 1984 and currently has more than 250 staff at its offices in London, Berlin, Milan and Shanghai. Among the practice's major recent works are the renewed Neues Museum in Berlin; the Anchorage Museum of History and Art, Alaska; the City of Justice in Barcelona; the Des Moines Public Library in Iowa; Ninetree Village, a residential district in Hangzhou, China; the new Museum Folkwang in Essen, Germany; the Kaufhaus Tyrol department store in Innsbruck and the Peek & Cloppenburg flagship store in Vienna; a laboratory building on the Novartis campus in Basel; and in 2011, the Turner Contemporary gallery in Margate and The Hepworth Wakefield, both in the United Kingdom. Ongoing current projects include a new

gallery for the Colección Jumex in Mexico City; the luxury five star Hotel Café Royal on London's Regent Street; the Perm Opera and Ballet Theatre in Russia; the Marrakech Gallery in Morocco; Elizabeth House, a major new office and residential development near Waterloo in London; the James Simon Gallery, a new entrance building to Berlin's Museum Island; a new wing for the Saint Louis Art Museum in the United States; the Ansaldi City of Cultures in Milan; and a new building for the Kunsthaus Zurich in Switzerland. From the beginning of his career, David Chipperfield has also been interested in the design and function of interior spaces, including shop interiors for Issey Miyake, Joseph, Dolce & Gabbana, and Valentino, as well as a range of furniture, lighting, and tableware. David Chipperfield's Tonale range of ceramics for Alessi received the Compasso d'Oro in 2011, and the Piana folding chair has recently been acquired for the permanent collection at MoMA.

The practice has won numerous international awards and citations for design excellence, including RIBA and AIA awards, the RIBA Stirling Prize in 2007, and the European Union Prize for Contemporary Architecture – Mies van der Rohe Award in 2011. In 1999 David Chipperfield was awarded the Heinrich Tessenow Gold Medal. He was made an Honorary Fellow of the American Institute of Architects and an Honorary Member of the Bund Deutscher Architekten in 2007 and he was awarded both the Wolf

Foundation Prize in the Arts and the Grand DAI Award (Verband Deutscher Architekten- und Ingenieurvereine) for Building Culture in 2010. He holds honorary doctorates from Kingston University (2009) and the University of Kent (2010).

In 2004 he was appointed Commander of the Order of the British Empire for services to architecture. He was appointed a Royal Designer for Industry in 2006, and elected to the Royal Academy in 2008. In 2009 David Chipperfield was awarded the Order of Merit of the Federal Republic of Germany – the highest tribute that can be paid to individuals for service to the nation – and in 2010 he was knighted for services to architecture in the UK and Germany. In 2011, he received the RIBA Royal Gold Medal for Architecture; given in recognition of a lifetime's work, the Royal Gold Medal is approved personally by Her Majesty the Queen.

## 13<sup>th</sup> International Architecture Exhibition



### Common Ground

The theme of the 13th International Architecture Exhibition will be 'Common Ground'.

I want this Biennale to celebrate a vital, interconnected architectural culture, and pose questions about the intellectual and physical territories that it shares. In the methods of selection of participants, my Biennale will encourage the collaboration and dialogue that I believe is at the heart of architecture, and the title will also serve as a metaphor for architecture's field of activity.

I am interested in the things that architects share in common, from the conditions of the practice of architecture to the influences, collaborations, histories and affinities that frame and contextualise our work. I want to take the opportunity of the Biennale to reinforce our understanding of architectural culture, and to emphasise the philosophical and practical continuities that define it.

The title 'Common Ground' also has a strong connotation of the ground between buildings, the spaces of the city. I want projects in the Biennale to look seriously at the meanings of the spaces made by buildings: the political, social, and public realms of which architecture is a part. I do not want to lose the subject of architecture in a morass of sociological, psychological or artistic speculation, but to try to develop the understanding of the distinct contribution that architecture can make in defining the common ground of the city.

This theme is a deliberate act of resistance towards the image of architecture propagated in much of today's media of projects sprung fully formed from the minds of individual talents. I wish to promote the fact that architecture is internally connected, intellectually and practically, sharing common concerns, influences and intentions.

My method of selecting architects will reinforce the theme by making collaboration and dialogue fundamental to the Biennale. We will invite contributors to make a proposals for exhibits or installations but also ask them to propose others they want to collaborate with. In this way, the initial selection by the curatorial team is complemented by a further series of relationships initiated by selected architects.

The proposed dialogues will hopefully cross boundaries of age, style, geography and discipline. They also might identify the critical roles of other parts of architectural culture: the media, research institutions, schools, publishers, galleries, foundations and so on. The results, I hope, will use every available medium to tell stories about the common ground of the profession, and of the city.

My intention is to make neither an exclusive selection of projects on the basis of prejudice and taste, nor an uncritically inclusive exhibition. We wish

to give the participants an opportunity to explain work within the wider context of architectural practice, not only as a demonstration of their own talent, but also to unite us in defining our ambitions and responsibilities.



## 13<sup>th</sup> International Architecture Exhibition

### REGULATION OF NATIONAL PARTICIPATIONS

#### ART. 1 – Sections of the International Architecture Exhibition

La Biennale di Venezia, (hereinafter referred to as La Biennale), is the promoter and organizer of the 13th International Architecture Exhibition (hereinafter referred to as "Exhibition") which will be open to the public from **August 29th until November 25th 2012** (preview on August 27th ~ 28th 2012).

The Exhibition will be curated by David Chipperfield (hereinafter referred to as "Artistic Director") and will take place in the institutional venues of the Giardini della Biennale and the Arsenale, with extensions in other venues in the City of Venice.

The Artistic Director is responsible for the development and realization of the event, relying on the organization of La Biennale and the consultancy of internationally renowned experts. The Exhibition will be divided into:

- a. International Exhibition, curated by the Artistic Director;
- b. National Participations by the individual foreign Countries;
- c. Collateral Events selected and promoted by La Biennale.

#### ART. 2 – Ownership of the National Participation

Participating in the Exhibition will be those Countries officially invited by La Biennale to exhibit inside their own pavilions in the area of the Giardini di Castello. La Biennale reserves the right to ask the Countries that will not be using their own pavilion to participate in the Exhibition, to make it available.

Participation in the Exhibition will also be extended to those Countries (individually or independently gathered in aggregated form) without a pavilion that have officially applied to participate in the Biennale, and for which La Biennale has

confirmed the invitation. These Countries must find adequate exhibition spaces in different venues outside the Giardini di Castello and advise the Architecture Department of La Biennale as soon as possible to include their participation in the official programs and press releases by La Biennale.

The chosen exhibition venue must be noticed in advance by the participating Country and listed by its owner on the "virtual notice board" posted on La Biennale website, [www.labriennale.org/en/biennale/spaces/](http://www.labriennale.org/en/biennale/spaces/), by following the indicated procedure.

#### ART. 3 – Organization of the National Participations

The Government of the participating Country is responsible for the nomination of its own Commissioner, who will supervise the cultural project of the national contribution and will be responsible for the exhibition in the Country's own pavilion, in agreement with La Biennale and in compliance with the Exhibition's cultural and organizational standards. The Commissioner is entitled to appoint one or more assistant Commissioners. La Biennale must be officially notified of these appointments no later than **March 1st 2012**.

The Artistic Director of the 13th International Architecture Exhibition reserves the right to invite exhibitors who have already been selected for their national pavilions to participate in the International Exhibition as well, selecting the works at his own discretion and in agreement with the Commissioner of the Pavilion involved.

#### ART. 4 – Presentation of the projects

The participating Country with its own pavilion in the area of the Giardini di Castello must provide a copy of the exhibition project to the Architecture Department of La Biennale in order to

verify its compliance with Italian law in the matter of safety and public access, as indicated by the Technical and Logistic Services Unit of La Biennale in a specific detailed note. The Country will also be asked to fill out and return the Notification Form of the works on exhibit (which will be sent under separate cover) to the Architecture Department of La Biennale.

If the project includes the realization of installations in the pavilion's outdoor area inside the Giardini di Castello, the Commissioner must request authorization in advance from La Biennale (in agreement with the Artistic Director of the Exhibition) and subsequently from the City of Venice (from the department entitled: Settore Ambiente Sicurezza del Territorio - Servizio Suolo e Verde Pubblico), and submit adequate and comprehensive documentation of all the information and related artistic and technical details to the Architecture Department of La Biennale to be received no later than **April 10th 2012** and to the City Administration of Venice in order to complete the approval process within the scheduled deadlines.

The participating Country must autonomously proceed with all the necessary procedures to obtain any required authorization from the responsible local authorities.

Should the project include works to be located outside the Giardini area, on the water and/or occupying public spaces in Venice, the participating Country has the obligation and responsibility to present the necessary technical documentation, complete and detailed, required for the local authorities (City, Superintendent for the Architectural Heritage, Responsible Offices) to assess the feasibility of the project itself and to issue the necessary

authorizations.

In general, the participating Country will sustain all installation costs for its own exhibition, including the cost of transportation, customs procedures, storage of crates and materials, surveillance and guards, security of the exhibition venues, cleaning, insurance, waste collection and disposal and any additional cost that might be required for the proper realization of the exhibition.

All works submitted and shown during the Exhibition may not be withdrawn before the Exhibition closes and therefore no earlier than **November 25th 2012**.

#### ART. 5 – Promotion and publicity

La Biennale will promote and publicize the National Participations in its own institutional communication tools as follows:

- **materials supplied to the Italian and international press**, following the terms and deadlines established by La Biennale in its own communication plan for the Exhibition;
- **official catalogue of the 13th International Architecture Exhibition**, where there will be a section dedicated to National Participations with a fixed number of pages including texts and images for each National Participation as established by the general editorial plan of the Exhibition catalogue;
- **promotional publications** and of the 13th International Architecture Exhibition, that will contain the general information about each National Participation as established by the general editorial plan for the Exhibition;
- **web site** of La Biennale;
- **information Venice map** to be displayed in the exhibition venues of Giardini and Arsenale which will

highlight the venues of all National Participations.

Moreover, during the preview of the Exhibition, La Biennale will provide additional visibility to National Participations in a dedicated information space for short video previews display and printed promotional material distribution, where provided by the Participating Country.

In order to include National Participations in the general communication plan of the Exhibition, the responsible Commissioner must send the following **materials and information for press release** to the Press Office and to the Architecture Department of La Biennale:

- significant images of the works to be exhibited, meeting the required international press standards including complete captions and photographs credits as indicated by the Press Office of La Biennale;
- written description and explanation of the exhibition project for the purpose of promoting and publicizing the Event;
- promotional material to be distributed to the Italian and international press during the preview of the Exhibition and at the press conferences (not to be returned).

Those materials will have to be submitted according to the following deadlines:

- **March 25th 2012** for press conferences tour;
- **June 25th 2012** for vernissage press kit.

The participating country must get prior approval of its communication plan from the Press Office of La Biennale.

In order to include the National Participation in the Exhibition catalogue

and in the other publications on distribution (short guide, leaflet, etc.), the Commissioner will receive specific information forms from La Biennale to be signed by each exhibiting architect or by his/her representative under the responsibility of the Commissioner himself. The following material and information for the publication must be submitted to the Architecture Department of La Biennale and received no later than **May 14th 2012**:

- title and venue of the National Participation;
- names and qualifications of the Curator/s and exhibitors;
- photo portrait of each exhibitor;
- notification of the works on exhibit through the specific Notification Form;
- text with a description of the exhibition project;
- number of significant images of the works on exhibit, meeting the publication standards (minimum format 21x29, 300 dpi, tiff/jpg file) including full captions and photographs credits as indicated in the Catalogue Form that will be sent along with the official approval of the event.

Any sponsor, institution or public and/or private subject that have contributed in any capacity to the realization of the National Participation may, if explicitly requested by the organizers, be mentioned in the Exhibition catalogue in accordance with the guidelines established by La Biennale which in any case do not allow the publication of logos and/or corporate symbols. No sponsors of the National Participation may, under any circumstance, be presented or present themselves in independent public relations actions as sponsors of the 13th International Architecture Exhibition, since they are recognized only as sponsors or



supporters of the National Participation they have supported.

In general, copyright clearances must be obtained by the organizers for the free and unrestricted use of all images and texts provided; La Biennale may hence use such images and texts on all kinds of supports and media considered to be useful for communication and advertising, including web-based services. For this purpose La Biennale will send a Copyright Form which must be returned together with the provided materials. Such Copyright Form, granting clearance, must be signed by the owner of the rights of the work and/or the project (the architect himself or his heirs).

La Biennale cannot be held responsible for incorrect or incomplete data and information regarding the works and authors on materials which have been printed, published and/or distributed by La Biennale itself when the required documentation should result incomplete, not clearly legible or if it received after the established deadlines. No change in venue or running dates of the National Participations will be allowed if notified after the deadline of **May 14th 2012**.

La Biennale reserves the exclusive right, directly or through third parties, to film or photograph the works and installations inside the exhibition spaces of the 13th International Architecture Exhibition, for the realization of editorial products aimed to document and promote the Exhibition, including products for Italian and international commercial television networks, home video, DVD and Internet.

La Biennale also reserves the right to use the materials provided by the participating Country for the purposes of its own institutional communication plan (Exhibition catalogue and any other

related publication, including CD-ROMs, guidebooks, postcards, products or promotional materials distributed free of charge or for sale) with no obligation to pay any fee or compensation to the participants.

#### **ART. 6 – Documentation**

The participating Country can prepare, distribute and publicize, under its own responsibility and at its own expense, any other advertising material and specific publications regarding its exhibition projects.

For publications sent from abroad, the participating Countries, Institutions and Entities will be responsible for the payment of the entire cost of transportation and customs fees as well as of the duties for definitive import to Italy (for non-EU countries).

La Biennale reserves the right to acquire copies of all materials and any other material of interest received, for the purpose of adding it to the Archives of La Biennale ASAC (Archivio Storico delle Arti Contemporanee) to make them available for both institutional and study purposes.

The organizers of the National Participation must therefore submit 5 complimentary copies of all publications and printed materials they have produced for the ASAC and the Architecture Department.

#### **ART. 7 – Use of the logo**

La Biennale will send every participating Country and every Commissioner a reproduction of the specific logo for the National Participations. This logo must be used for promotional purposes only and in agreement with the Graphic Design and Advertising Office of La Biennale ([adv@labiennale.org](mailto:adv@labiennale.org)), which will contact the organizers in order to explain the procedure. The logo must be placed on all information and printed material following the guidelines established by

the Graphic Design and Advertising Office of La Biennale, to whom the material must be submitted for prior approval.

The use of the logo entitles the organizers to a discount on the fee for posting bills in Venice (on condition that no commercial logos or corporate symbols of sponsors appear on the posters) and to distribute promotional materials of the events at a dedicated information booth in the venues of the 13th International Architecture Exhibition.

The absence or incorrect use of the logo on promotional or advertising materials as well as the missing approval of such materials by the Graphic Design and Advertising Office of La Biennale will exclude the National Participation from the Exhibition's communication and publicity plan, and involve the cancellation of benefits including the discount on posting bills in Venice and the option to distribute these promotional materials at a dedicated information booth in the Exhibition venues.

#### **ART. 8 – Access to the Exhibition**

The Press Office of La Biennale is solely responsible for accreditation of the press for access to the exhibition venues of Giardini and Arsenale, and for issuing the press passes for admission. The media professionals who apply directly to the organizers of the National Participation must in any case be accredited by the Press Office of La Biennale, which has to be advised of their names, the names of the publications they work for, and all other necessary details for the direct contact between La Biennale and the media professionals. The organizers of the National Participation may apply to the Press Office of La Biennale for accreditation of their own press agents and information professionals, by



following the accreditation procedures that may be found on the website of La Biennale ([www.labbiennale.org](http://www.labbiennale.org)).

During the preview of the Exhibition (August 27th-28th 2012) the participating Countries will be allocated a number of invitations, in the quantity and at the conditions established by La Biennale, that they may distribute autonomously to their own commissioners, curators, exhibitors, and institutional guests.

#### **ART. 9 – Miscellaneous**

In case of controversy in the interpretation of the individual articles of these Regulations the original text written in Italian will be considered binding.

In case of dispute and for any matter not covered by these Regulations, the decision by La Biennale is final.

#### **ART. 10 – Communication**

All correspondence may be sent to:  
Fondazione La Biennale di Venezia  
Architecture and Visual Arts Department  
13th International Architecture Exhibition  
Ca' Giustinian  
San Marco, 1364/A  
30124 Venezia – Italy  
tel +39 041 5218720  
fax +39 041 5218704  
e-mail [countries@labbiennale.org](mailto:countries@labbiennale.org)

For further information please visit  
the web site of La Biennale:  
[www.labbiennale.org](http://www.labbiennale.org)



## BILL POSTING IN VENICE

General guidelines for countries wishing to affix their posters (complete with the specific Biennale logo, which will be sent to them) for the 13<sup>th</sup> International Architecture Exhibition.

Bill posting is carried out for a fee by the Bill Posting Office of Venice City Council, temporarily situated in Via Silvio Trentin, nr. 3 - 30171 Mestre (bus from Piazzale Roma nr. 7, second stop in via Miranese).

- The number of posters (100x70 cm., paper: max 130 g. per m<sup>2</sup>) is limited to a maximum of 100 for 10 or 15 days (which can be repeated) and always according to availability.
- Bill posting services must be booked via La Biennale's Publicity and Graphic Design Office giving at least 60 days' notice prior to the commencement date via e-mail: [adv@labiennale.org](mailto:adv@labiennale.org)
- The posters have to display, according to the Regulations, the Exhibition logo and they have to be approved by the Publicity and Graphic Design Office.

### · Price Guidelines:

nr.10 days bill posting  
100 posters  
€ 81,00 (with reduction)  
€ 483,00 (without reduction)

nr.15 days bill posting  
100 posters  
€ 105,00 (with reduction)  
€ 523,00 (without reduction)

Payment must be made only in Italy and only using postal slips (c/c no.19216308, payable to *Comune di Venezia, Servizio di Tesoreria, Imposta pubblicità e affissioni*).

Reductions are given only if the poster does not display sponsors' commercial logos (companies, businesses, persons who have contributed to the organisation, together with messages that promote the diffusion of their goods and/or services).

To obtain via e-mail the logo to use on all information packages created by the countries participating at the 13<sup>th</sup> International Architecture Exhibition, please contact the Publicity and Graphic Design Office at the following address: [adv@labiennale.org](mailto:adv@labiennale.org)  
tel. +39 0415218753  
fax +39 0415218837  
The Publicity and Graphic Design Office will approve the logo's use according to the fixed criteria.



## TAXES FOR IMPORTING PUBLICATIONS FROM ABROAD

### A) Publications distributed free of charge during the Exhibition

Upon application, one can acquire import tax exemption on these publications - as long as the shipping document and the invoice states clearly that the materials are solely for distribution free of charge.

### B) Publications sold during the Exhibition

No tax for materials from EC countries – formulary issue INTRA 2 bis  
Customs duty exemption for materials from EC associated countries (CIF value)

#### Books

VAT 4%

#### Publications (like photos and posters)

VAT 21%

#### Other publications (leaflets)

VAT 21%

### C) For materials from extra-European countries: CIF value

#### Documents:

the same as above (that is shipping document + invoice with the goods' value)

#### Costs:

- a) customs duty on the goods' value
- b) 21% VAT on the goods' value and on the customs duty
- c) 4% VAT on books

#### NOTE:

Of course, the cost of the forwarding agent in the country of origin is not calculated here.