



INTERNATIONAL COMPETITION “MARISA CERRUTI” FOR THE COMMUNICATION OF ARCHITECTURE

Call for Applications, updated 11th April 2025

The Bruno Zevi Foundation announces the **International Competition “Marisa Cerruti” for the Communication of Architecture**, aimed at the acquisition of an architectural communication project, named after Marisa Cerruti, a historic collaborator and editorial coordinator of the journal “*L’architettura – Cronache e storia*”, founded by Bruno Zevi in 1955. With her bequest, Marisa Cerruti intended to further the complex cultural experience and promotion of architecture spread by the journal, keeping its message and values current.

Art. 1 – Purpose of the Competition

The purpose of the Competition is the conception and realisation of a **modern communication tool for architecture**, capable of re-launching in an innovative and radical way the message and values of the journal “*L’architettura – cronache e storia*” in the current historical context. In fact, the journal was founded by Bruno Zevi in 1955 with the aim of merging “*the entire range of architectural interests – from political to artistic, from professional to historical ones – in order to weld contemporary experiences with tradition, integrating the awareness of current art with the study of the past conducted with a modern sensibility*” (Bruno Zevi, first editorial, 1955).

The project will aim to spread the relevance of the journal’s critical approach, in particular with regard to the following themes, which range from the more specific components of the discipline to broader cultural ones:

- Architecture, city, territory, planet understood as organisms, composed of different and interdependent (ecologically synergic) parts, as increasingly discovered by contemporary science;
- Overcoming the city/countryside dichotomy in the “*city territory*” and introducing the concept of “*urban landscape*” – from the title of a column published since 1955 – which became an essential point of reference in the Modena Manifesto of 1997, “*Paesaggistica e linguaggio grado zero dell’architettura*” [“*Landscaping and the zero degree language of architecture*”].
- Comparison between the arts, which began with the column “*Un artista giudica l’architettura*” [“*An artist judges architecture*”] and continued with the column “*Spazi/arte*” [“*Spaces/art*”];
- Attention to international architectural experiences with the column “*Rivista delle riviste*” [“*Journal of journals*”], which later became “*Sele-architettura*” [“*Sele-architecture*”].

Art. 2 – Timeframe

Opening of the call: 11 April 2025

Deadline for submitting questions: 30th June 2025

Deadline for submitting applications: 15th July 2025

Winner designation and publication: 30th September 2025



Art. 3 – Eligible Subjects

The Competition is open to citizens residing in Italy or abroad: individuals, groups (including Temporary Associations of Enterprise [ATI] of individuals), associations, public and private companies, institutions, possessing adequate skills and experience in the sector of innovative communication of multimedia and interdisciplinary contents.

Art. 4 – Characteristics of the Project and Remuneration

The project as a whole aims to reach young people in particular, guiding them in their professional choices and in communicating the complexity of architecture and landscape. Furthermore, taking into account the interest Bruno Zevi had throughout his life in the evolution of communication media – from the use of audio-visual tools to radio, from television to computer-aided design, up to the prophetic hypothesis (thirty years ahead of its time) of a "*university of the air*", i.e., online – the project must be innovative and, as such, it can propose the use of any technology and dissemination channel.

At the same time, the project must be concretely feasible and, to this end, the Bruno Zevi Foundation reserves the right to actively interact, both in the final and executive design phase and in the implementation and management phase. Particular attention will be paid to the evolution of the communication project/structure and its systematic updating (both on a technical and cultural level), so that it remains fully up-to-date throughout the duration of the contract. The operating system must be open-source.

The Bruno Zevi Foundation will provide an all-inclusive compensation of €30,000.00 (thirty thousand euros/00) plus VAT.

This amount will be paid progressively, as follows:

- 15% upon signing the contract;
- 25% at the end of the 1st year;
- 25% at the end of the 2nd year;
- 25% at the end of the 3rd year;
- 10% upon completion of the communication project, including all its devices and supports.

To this end, the proposal to be submitted to the Competition must contain a well-considered and binding technical-economic feasibility plan.

Art. 5 – Official Languages for the Presentation of Proposals

The languages admitted for the project are Italian and English. The explanatory reports of the project in Italian must be accompanied by an abstract in English, and vice versa. The abstract will be the introduction to the report (cf. art. 8, paragraph c), and it must not exceed 1,000 characters, spaces included.

Art. 6 – Outcome of the Competition

The outcome of the Competition consists in the assignment of the definitive and executive design, the implementation and three-year management of the winning project and its budget, with the official supervision of the Bruno Zevi Foundation in all phases of development of the initiative.



Art. 7 – Competition Jury

After the submission of the project proposals by the candidates, the Bruno Zevi Foundation will appoint a judging committee whose composition will be consistent with the type of themes underlying the Competition. The decisions of the Jury will be final and unquestionable.

Art. 8 – Documentation, Deadlines, Application Form, Required Documents

Participation in the Competition is free of charge. Candidates who intend to participate in the Competition must send the following documentation to the Bruno Zevi Foundation, by email to <info@fondazionebrunozevi.it> **by 11:59 PM on 15th July 2025**:

- a) Application form, downloadable from the website www.fondazionebrunozevi.it, section *Concorso Internazionale Marisa Cerruti*, file called “domanda”;
- b) Documentation of the applicant’s proven track record in the design, realisation and management of multimedia platforms and digital tools, in line with the characteristics required by the project;
- c) Explanatory report of the project which must not exceed ten A4 pages (2,000 characters per page, including spaces) including any images; explanatory reports of the project in Italian must be accompanied by an abstract in English, and vice versa. This abstract will be the introduction to the report, and it must not exceed 1,000 characters, including spaces;
- d) Technical-economic feasibility plan (no more than three pages) as a PDF file called “relazione”;
- e) A demonstrative prototype of the proposed instrument, capable of making its nature evident;
- f) Name(s) and details of the author(s) in a file called “autori”.

The above listed material must be sent specifying as subject: “Application for the Marisa Cerruti International Competition”.

Contest participants will be able to view all issues of the journal as hard copy at the Bruno Zevi Foundation, or in digital form on its website.

Art. 9 – Use of Submitted Material

The proposals sent for the Competition will be stored in the computer archive of the Bruno Zevi Foundation, unless otherwise requested by the authors.

Art. 10 – Questions/Queries

Any questions or requests for clarification must be sent via email to: info@fondazionebrunozevi.it, **by 30th June 2025**.

Email subject: “Questions for the Marisa Cerruti International Competition”.

Art. 11 – Awarding

The Jury will draw up an unquestionable ranking of the proposals, which will be made public on the website www.fondazionebrunozevi.it, **by 30th September 2025**. The first-placed candidate will be given the task of developing a definitive project from her/his



proposal within three months of the award. The task will be carried out in close collaboration with the Bruno Zevi Foundation.

Art. 12 – General Rules

Applications that do not comply with the specified procedures (Article 8) will not be considered. Participation implies full acceptance of these regulations.

The International Competition organizers reserve the right to modify the call if necessary.

Art. 13 – Liability

The International Competition “Marisa Cerruti” for the Communication of Architecture, together with Bruno Zevi Foundation, disclaims any liability for:

- Use of copyrighted or otherwise protected materials.
- Data or files sent but not received.

By submitting an application, candidates accept all terms and conditions outlined in these regulations and consent to the processing of personal data in accordance with applicable laws.

Applicants assume full responsibility for the submitted images and declare that the works comply with legal regulations, free of third-party rights violations.

Art. 14 – Law and Jurisdiction

This call and any subsequent relationship between the applicants and the International Competition are governed by Italian law. Any disputes arising from this call shall be submitted exclusively to the Court of Rome.

Rome, 11th April 2025

The President of the Bruno Zevi Foundation
Adachiara Zevi