

# Open poster contest THE IDEAL NEIGHBORHOOD IS CREATED TOGETHER

Initiative of CAST (Centre for Architecture and Urbanism in Tilburg and region)

Wanted: Visual Visionaries

December 24th, 2020



Image: Lex Hildenbrant, Tom van Tuijn Urbanism and FAAM Architects

# Open poster contest “The ideal neighborhood is created together”

## Wanted: Visual Visionaries

### Context of the poster contest

What does “new energy” in neighborhoods look like? How would you depict the ideal neighborhood? What is the power of its residents? What would you want your neighborhood to look like?

Architecture and urbanism are concerned with designing and developing city and country towards livable environments with quality. Policy terms of urban development therein increasingly refer to an integrated neighborhood approach, opting for sustainable solutions. On a social, societal, economic and ecological level. How can the current energy transition, contribute to the improvement of neighborhoods. Large-scale renovations will take place throughout the Netherlands to get entire neighborhoods off the gas, by better insulating houses and to connect houses to new and sustainable energy sources. This major renovation is an opportunity to strengthen and improve the quality of life in existing neighborhoods. Much research has already been conducted on this topic: ([Panorama Lokaal](#); [Stad van de Toekomst](#); [Post Fossil City](#); [Neighbourhoods of Tomorrow](#), [Energie van Wie](#)). And initiatives have already been put into practice: ([PACT](#), [SMILE](#)).

### Why

CAST, Centre for Architecture and Urbanism in Tilburg and region, wants to better reach residents and entrepreneurs in the Tilburg region, address them and involve them in developments concerning sustainability and improving neighborhoods. CAST is organizing this open poster contest to give artists and designers a role in making these developments more accessible and tangible. Our belief is that the imagination of artists and designers will unleash positive energy in people.

### For who? Open call for visual artists

We are looking for visual talents with a fresh perspective on our environment to submit a design in the poster contest 'the ideal neighborhood is created together'. We call on **everyone** with a visual talent to participate. We are aiming to collect a diversity of creative perspectives. Are you an artist, designer, student in a creative field, professional in architecture and urban planning, or just a resident with a visual talent or a good idea? Then we are looking for you!




### What? Visualisation of: 'the ideal neighborhood is created together'.

- The design can be a surreal, fictional dream or future image, a realistic design, a collage of images, as well as an abstract design;
- We are looking for accessible, catchy, fresh and creative visualisations that inspire and appeal to the imagination;
- A visualization that arouses curiosity and encourages positive energy, sustainable involvement and action in developments of ones neighborhood;
- A design displayed in one A2 format, in pdf, digitally delivered;
- Any materials and resources you can think of are allowed to be used in the design; illustration, painting, photography, digital design etcetera.

### What's in it for you?

- Three winners will be selected and receive a prize of € 500 each for their design.
- The three winning posters will be distributed through an intensive campaign through the (online) channels of CAST and Marketing Tilburg. In addition, the posters will be displayed in the streets of Tilburg to inspire residents. This poster campaign will be the launch of our substantive program line City full of Energy (Stad vol Energie), which CAST will be actively working on and carrying out in 2021. Throughout 2021, CAST will organize various activities related to housing, sustainability, greening, intensification and neighborhood improvement. The poster campaign aims to lower the threshold for residents and entrepreneurs, to get involved in environmental and social issues. This requires awareness and open discussion. The posters will be a visual means to address all residents of neighborhoods and the general public.
- The opportunity to show your idealism as a visual artist or designer through your poster. To inspire Tilburg, Brabant and other areas to create our ideal neighborhoods together, with social and sustainable initiatives.

### Requirements:

- See substantive requirements on page 3: what? Visualisation of: "the ideal neighborhood is created together"
- Delivered in pdf, format: portrait 1\* A2 (420 [width] \* 594 [height] mm)
-  the CAST logo: position on poster bottom right 15 mm from the right and 15 mm from the bottom, logo measurements on poster: 8 cm width; to be downloaded via this [link](#), or on request.
- The following text "de ideale buurt maken we samen" (Dutch for: the ideal neighborhood is created together) should be legible on the poster.



- Delivery to [claudiaaarts@castonline.nl](mailto:claudiaaarts@castonline.nl) no later than January, 31st, 2021; provide your submission with the correct name and address details + telephone number, some background information about yourself (bio, website or LinkedIn in case you have this) and a concise (max 100 words) description of your design and submission.

**Jury:** an independant jury will select 3 winners from the submissions. the jury consists of:

- Ben Smit, Marketing Tilburg
- Carlijn Kingma, Cartographer of worlds of thought
- Lex Hildenbrant, Architect and visual artist
- Claudia Aarts – van der Harst, program coordinator at CAST
- One more member of the municipality of Tilburg is still to be confirmed

**Input and inspiration:** Participants are given much freedom. We do want to offer some inspiration (for more inspiration and background information, use the hyperlinks on the first page). We are sorry that most of this information is in Dutch and emphasize that this is solely for inspiration. Not being able to lay hold of all this information does not disadvantage your submission.

- [Inzendingen](#) Panorama Lokaal
- [Verslag](#) “wijk van de toekomst: Tilburg-Noord”
- [Wijkportret](#) Tilburg-Noord
- [Verslag](#) “nieuwe energie in de wijk”
- [Cahier](#) “verweven stad” by Ludo Hermans
- [BOUWSTOF podCAST](#) #4 en #5, via Spotify

**Questions:** [claudiaaarts@castonline.nl](mailto:claudiaaarts@castonline.nl) (under mention of: open poster contest)

