

An aerial, black and white photograph of a futuristic linear city, 'The Line', stretching across a vast desert landscape. The city is a long, narrow strip of buildings and infrastructure, with a central spine and multiple levels. The surrounding desert is characterized by rolling sand dunes and some sparse vegetation. The perspective is from a high angle, looking down the length of the city towards the horizon.

non→

RE-DRAW.07
THE LINE

DEADLINE
31st October 2024

INTRODUCTION

Throughout history, designers have employed drawings as a fundamental tool for the communication of ideas and visions. Drawings were used as a means of rendering abstract concepts and engaging the wide public in a primordial effort of giving shape to one's own thoughts. They were made to narrate concepts visually.

Within the context of the digital age, we find ourselves overwhelmed by the sheer amount of visual data, a phenomenon which has forced us into a new relationship with visual content also within the realm of architecture. Renowned buildings are often photographed and then shared as a passive portrait of what architecture can look like.

The #architecture counts more than 100,000,000 posts uploaded by a global population of avid users for whom the term itself can mean anything from the context of their best brunch spot to the latest spectacular architectural artefact. Today architects are being asked to create instagrammable moments, eye-catching details used by the client as free advertising. The result is a media-oriented image of architecture, often portrayed online by various users from the same perspective, following trending aesthetics and styles. Within representation, what once used to be a moment of creation tends to become today a passive exercise of pure repetition.

Reflecting upon this paradigm, we encourage representation as a proactive exercise. We aim to engage a community in rediscovering a given building, an architectural icon, proactively researching a new image, a new way to portray it. To reach this purpose, Non Architecture, in co-curation with KooZA/rch and with the support of prominent architecture platforms, organizes Re-Draw.

THE LINE is the seventh building selected for the Re-Draw competition.



ABOUT THE LINE

The Line, a highly ambitious urban development project in Saudi Arabia, promises to reshape city planning and architectural design. Part of the larger NEOM initiative, The Line aims to create a zero-carbon, ultra-modern urban environment spanning 170 kilometers. While its vision of sustainability, technology, and human-centric living is impressive, the project raises significant questions about its feasibility, environmental impact, and social implications.

The Line's design philosophy breaks from traditional city structures, opting for a linear city stretching in a straight line. This concept eliminates cars and promotes a high-density, walkable environment where essential services are within a five-minute

walk. However, this radical layout raises practical concerns. The narrow width of approximately 200 meters may limit urban diversity and create monotonous living conditions. Furthermore, integrating such a design into the broader landscape could disrupt local ecosystems and wildlife corridors.

Architecturally, The Line is seen as interconnected, vertically layered communities using advanced construction techniques and materials. While high-rise buildings with green technologies like photovoltaic panels, green roofs, and vertical gardens aim to minimize carbon footprints, the reliance on digital fabrication and modular construction methods presents potential pitfalls. These methods may reduce waste and allow for

adaptable designs, but they also require significant initial investment and technical expertise, which may not be readily available or sustainable in the long run.

The project's reliance on technology is both its strength and potential downfall. The integration of AI-driven systems for energy management, waste reduction, and transportation logistics sounds promising, but it assumes flawless technological execution and constant maintenance. The use of autonomous vehicles and high-speed rail systems to reduce private car ownership is ideal in theory but could face practical challenges, including high costs and technological malfunctions, which could disrupt the city's functionality.

While The Line claims to prioritize human well-being with extensive public spaces, parks, and recreational facilities, its isolated design could undermine

community integration and social cohesion. The concept of mixed-use buildings for residential, commercial, and cultural spaces sounds appealing, yet the lack of traditional urban sprawl might restrict organic community growth.

The Line represents an ambitious experiment in urban planning and architecture, but its feasibility and long-term sustainability remain uncertain. While it offers a glimpse into a possible future where cities are designed to harmonize with nature, driven by innovation and a commitment to sustainability, the project also serves as a cautionary tale. It highlights the need for a balanced approach that considers environmental, social, and practical realities. As architects, urban planners, and policymakers explore new urban landscapes, The Line's ambitious vision should inspire critical reflection.



COMPETITION BRIEF



RE-DRAW

The aim of the “Re-Draw” competition is to develop one drawing to ‘represent’ an iconic architecture piece. We encourage participants to creatively reinterpret and critically analyze the selected building, using diverse scales, techniques, and levels of abstraction to propose a new perspective.

We encourage creativity, criticality and innovation. The drawing can highlight functional aspects of the building, showing a deep understanding of one or more design aspects. It can focus on the aesthetic qualities, experimenting and mastering a drawing technique with hyper-realistic outcomes, or it can be an optical deformation, a caricatural interpretation, a distant abstraction of the built architecture.

The drawing can strengthen a conventional interpretation of architecture, or explore a new angle, a new point of view, intellectual and/or physical. The Line can be portrayed as a whole, a part, or a collage of disconnected moments. The entry is completely flexible and adaptable to the participant’s interpretation.

Find some inspiration on our website:

[Re-Draw.01: Casa da Música](#)

[Re-Draw.02: Guggenheim New York](#)

[Re-Draw.03: Fallingwater](#)

[Re-Draw.04: Centre Pompidou](#)

[Re-Draw.05: Nakagin Capsule Tower](#)

[Re-Draw.06: Villa Savoye](#)

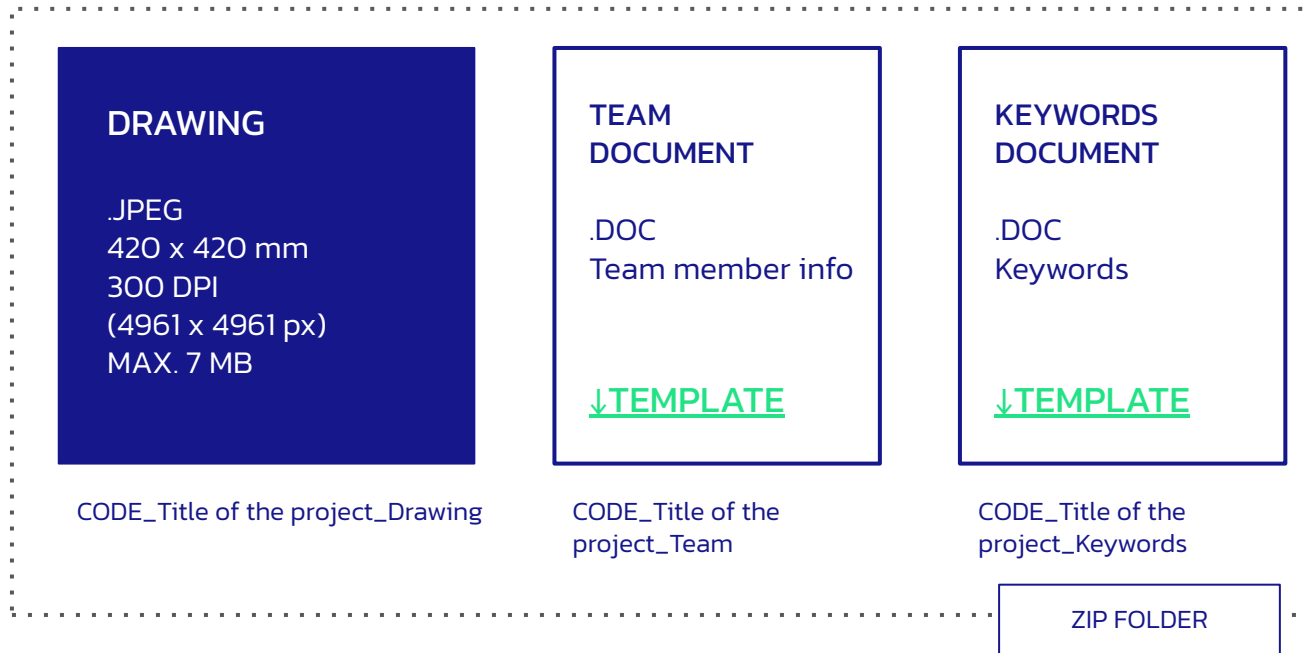


RULES



PRESENTATION REQUIREMENTS

Non Architecture is also unconventional in its submission requirements. The participants are asked to submit 1 ZIP folder, named with the registration code and the title of the project (CODE_Title), containing:



01. The drawing (.JPEG)

File name: "CODE_Title of the project_Drawing".

02. A team document in Word (.DOC), containing / the title and subtitle of the project (maximum of 10 words)

And the team's info in the following format:

/ Name + Surname of each team member (separated clearly),

/ Social Media handles (Instagram and LinkedIn, for us to tag you and give you credit)

/ Nationality (multiple options can be added),

/ Institution/company (company or university attended, to be included just in case you want it to be visible once your project is published).

There is no need to create a team name. One team should consist of 1-2 people.

File name: "CODE_Title of the project_Team"

USE THIS TEMPLATE

02. A Word document with keywords (.DOC), containing 5 keywords, to explain your project (#KeyWord).

/ a short project description (maximum of 200 words, must be written in English).

File name: "CODE_Title of the project_Keywords"

USE THIS TEMPLATE

The **CODE** refers to the **4 or 5-digit number** you receive during the registration process (same as the order number, in a format of #12345), it is going to serve as your **registration code for the competition**.

THE EVALUATION OF THE PROJECTS IS ANONYMOUS, so do not include your name, your registration code, or any other reference to you in the image. After being evaluated by the jury, the projects will be reconnected to their authors through the submission code.

Additional details on the team members and on the projects will be required during the submission procedure.

An example of naming the files correctly:

CODE: #56789

Title of the project: My Redraw

01. The Drawing:

56789_My Redraw_Drawing

02. Team Document:

56789_My Redraw_Team

03. Keywords Document:

56789_My Redraw_Keywords

Folder: 56789_My Redraw

Please, do not use the # in the file names.

/ You need to come up with your own project title and replace “My Redraw” in the example.

IMAGE REQUIREMENTS

/ Square format 420 x 420 mm, 300 dpi (4961 x 4961 px),

/ High Quality (for example, in Photoshop JPEG output quality: 8, or 80–85 in Gimp is recommended),

/ 7 MB maximum file size.

If the submitted image don't respect these criteria, may lead to the disqualification of the team.

PRESENTATION REQUIREMENTS

/ There is no need to entirely fill the image or to add a frame.

/ The image do not demand for any kind of specific technique of representation, as long as they respect the given guidelines. Be creative!

/ We highly recommend you to not add text to the image, please use the #KeyWords in the Word Document for further explanation. The projects should be explanatory enough through the graphic material, without the usage of flowing text.

/ The language of the submission is ENGLISH, any text written in a different language will not be taken into account during the evaluation.

/ It is compulsory to use the provided Word templates to create your Team and Keywords Documents. In case the Team and Keywords Documents are submitted in any other format than a Word file (.DOC), its content might be excluded from publishing.

/ In recognition of the evolving dynamics of design methodologies, we accept the submission of AI-generated images. However, we strongly encourage participants to infuse their unique creative vision into their submissions. The authenticity of personal creativity carries substantial weight in our evaluation process.

EVERY SUBMISSION THAT DOESN'T RESPECT THE PRESENTATION REQUIREMENTS, MIGHT GET DISQUALIFIED FROM THE COMPETITION.

PRIZE

WINNERS (1 PRIZE)

/ 1000 euros*

/ Publication in the book: RE-DRAW.07: The Line, and the Non Architecture website

/ Selected for the cover of the book RE-DRAW.07: The Line

/ Participate as a juror in the upcoming RE-DRAW competition

HONOURABLE MENTIONS (7 PRIZES)

/ Publication in the RE-DRAW.07: The Line book and the Non Architecture website

FINALISTS (UP TO 36 PRIZES)

SPECIAL PRIZE

The organization might establish additional special prizes and awards during the competition development and in the evaluation phase.

Winner, HMs, and Finalists, will be **published and awarded** with a badge on their non-a.com profiles. All participants submitting a project can request a certificate of participation at info@nonarchitecture.eu.

*Taxes will be deducted and retained by overall prize amount. The prize will be taxed as professional income or other sorts of income according to Italian law, with a range from 20 to 30% according to winners' country of residence.

Note: The appearance on the involved architectural platforms are subject to the agenda and availability of the external platforms involved.

CALENDAR

01-31 July.2024 (23.59 CET)

Special Registration Period

40€*

01-31 August.2024 (23.59 CET)

Early Registration Period

55€*

01-30 September.2024 (23.59 CET)

Regular Registration Period

70€*

01-31 October.2024 (23.59 CET)

Last Minute Registration Period

100€*

15-31 October.2024 (23.59 CET)

Submission Deadlines

25-29 November.2024

Winner announcement

*+22 VAT

Free Access for non-a subscribers

After completing the payment, you will receive a first email from Paypal which confirms the transaction. Non Architecture will later accept your payment and provide you with a registration code.

THE REGISTRATION CODE WILL BE THE FOUR OR FIVE DIGITS CODE INDICATED AS "ORDER NUMBER", which will be sent to you once your payment is accepted.

You can always find your order number in My Account page, under My Order.

After your Non Architecture confirmation is sent, you can't cancel your payment anymore and it is not possible to get a refund of the registration fee.

In case you have issues with payments, contact us at info@nonarchitecture.eu

By registering to the competition, you are stating that you and your team are accepting all the conditions stated in the competition brief and that you are familiar with the generic [Terms and Conditions of Competition](#) displayed on our website.

JURY

The jury will be composed by a pool of platforms and experts active on the theme of architectural representation.

The jury members are the following:

Francisco Rivera

Founder of Axonometric Madness

Francesco Decaro

Founder C_A_G_E_

Mariela Mezalira

Founder of Act of mapping

Emre Ozdemir and Ann Dinh

Winners of Re-Draw.06: Villa Savoye

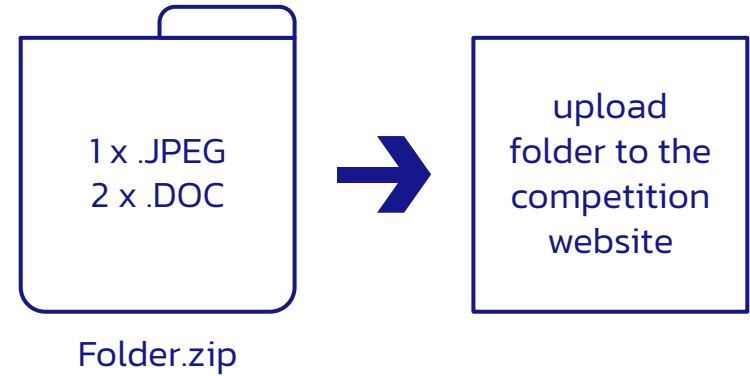
All jury members expressed their formal commitment in reviewing shortlisted projects and selecting winners according to the awarding criteria expressed in the brief.

SUBMISSION

Submissions must be done through the Non Architecture website (non-a.com), before the submission period ends, the deadline is indicated in the calendar. You will find the submission tab within the Competition Group. We recommend to create an account on non-a.com before the submissions open.

The submission group on non-a.com opens 2 weeks before the submission deadline. It is going to be placed on the Non Architecture website, on the corresponding competition page.

Simply follow the submission instructions and upload the project directly on the website.



No submissions will be accepted by e-mail or any other medium.

The submission page will be automatically closed after the submission date and time are reached, not allowing any modifications.

We suggest uploading your project 24 hours in advance to make sure that everything works out correctly. This way you have time to solve any issues that might come up along the submission process.

ELIGIBILITY

Non Architecture Competitions are open to all human beings, from every age and cultural background, working in groups or individually.

Teams can be formed by a maximum number of 2 people. The registration fee is paid per team, regardless of how many members form it. Personal information of all the team members can be uploaded during the submission procedure of the final drawing.

EVALUATION

The core values of the competitions are:

/ Effective communication of the design qualities through the drawing

/ Originality of the design

/ Relevance to the building function addressed by the competition

These values will lead the selection of the finalists' projects and they will be used by the jury as a guideline in their decision.

All jury members have agreed to assess the projects. Should any juror(s) fail to adhere to this agreement and not submit their evaluation on time, the Non Architecture team reserves the rights to select the winners and honourable mentions.

CONTACTS

For additional info please check the FAQ on our website: www.non-a.com/faq

Terms and conditions of competing: <https://www.non-a.com/terms-and-conditions/>

During the competition, all participants are permitted to ask questions which help them better understand the project description and/or any other aspect of the competition.

Any questions that are not resolved in this document must be made via email at info@nonarchitecture.eu – if you didn't register yet – or through our server on Discord – if you already registered to the competition.

You will find there a dedicated channel for the competition Q&A. Access to the Discord can be found in your [personal account page](#) after registration to the competition.

This ensures that all participants have access to the same amount of information. Questions via any other social media channel will not be addressed.

THE NON ARCHITECTURE TEAM AND ALL
THE COMPETITION PARTNERS WISH YOU
THE BEST LUCK, CONFIDENT THAT YOU
WILL APPROACH THE CONTEST
WITH ALL YOUR CREATIVITY AND
INNOVATIVE MIND.

CURATOR

non→

MEDIA PARTNERS

KooZA/rch
A Visionary Platform for Architectural Research

