



Consolato Generale d'Italia
Johannesburg



CALL FOR IDEAS FOR THE ENHANCEMENT OF A CONSULATE AREA TO BE DEDICATED TO ECONOMIC PROMOTION AND SOCIAL INTERACTION “RE-DESIGN ITALY IN JOBURG”

Art. 1 – Subject of the Call

With this call, the Consulate General announces the Call for Ideas “RE-DESIGN ITALY IN JOBURG” aimed at acquiring conceptual proposals that contribute to the architectural and functional redevelopment of the existing rear garden area of approximately 380 sqm, through the installation of structural, digital, and functional elements capable of enhancing and improving the promotional and recreational use of the space.

Art. 2 – Objectives

Participants are requested to submit a creative concept proposal that is realistically feasible in responding to the objectives set out in this call, without the need to specify detailed measurements, costs, or dimensions, as this is not a design competition.

The objectives of this call, to which each proposal must respond, consist in revitalizing the aforementioned garden area in terms of:

- A) Italian architectural identity, understood as a balance between aesthetics, innovation, functionality, quality of materials, and attention to detail;
- B) Exhibition structure that promotes the marketing and commercialization of Italian companies' products abroad;
- C) Space for social interaction and culture, strengthening the role of the Consulate General as a representative reference for Italian creativity in the South African context;
- D) Socio-environmental well-being, inspired by the principles of the circular economy, through the regeneration of spaces, objects, and relationships, and the enhancement of Italian know-how.

Art. 3 – Eligible Participants

Architects and Engineers (holding qualifications recognized in their respective countries and licensed to practice in South Africa) may participate individually or in groups of up to a maximum of three persons, designating a group leader responsible for the proposal (the application form must be completed by each group member).

Each proposal must comply architecturally with building, urban planning, and environmental regulations in force in Johannesburg, specifying the procedures required for possible implementation.

The maximum all-inclusive estimated value for the realization of the proposals under this call is set at EUR 100,000 (one hundred thousand).

Art. 4 – Requirements of the Concept Proposals

Each application must be submitted in a sealed package containing the Application Form and the Concept Proposal. The Concept Proposal must illustrate the creative intervention in discursive, graphic, and technical-economic form (including a summary cost estimate for potential implementation), must be original, and must be submitted ANONYMOUSLY, therefore without signatures or identifying marks.

The deadline for submission (delivery, not shipping – the protocol number will be decisive) of the concept proposals is set at 12:00 PM on 9 March 2026 (South African time), at the following address:

Consulate General of Italy, 37 First Avenue, Houghton Estate, 2198, Johannesburg.

In particular, the Concept Proposal must:

- provide a functional, safe layout compatible with the context of the Consulate General;
- prioritize the use of recyclable materials and low environmental impact solutions;
- demonstrate highly innovative design, in style and/or technique, capable of being considered iconic in response to the ambitions of Italian architecture;
- be inspired by the principles of Italian design in terms of quality, elegance, simplicity, and environmental-urban sustainability;
- be realistic and technically and economically feasible.

Art. 5 – Evaluation Criteria

The proposals will be evaluated at the sole discretion of the Consulate General, with the support of experts, according to the following criteria:

Criterion 1: Degree of Italian identity and innovative quality of the architectural design;

Criterion 2: Functional and environmental quality in promoting activities of promotion and social interaction;

Criterion 3: Feasibility and economic sustainability of the proposal within the established budget limit;

Criterion 4: Accuracy and quality of the submitted materials.

The Consulate General shall declare the winner at its sole and unquestionable discretion.

Art. 6 – Required Documents

By the stated deadline, participants must submit a PACKAGE labelled “**Call for Ideas RE-DESIGN ITALY IN JOBURG**”, containing:

- A) the **Application Form**, duly filled in and signed using the template attached to this call;

B) an ANONYMOUS and SEALED ENVELOPE, without any identifying marks of the author, containing the **Concept Proposal**, including: an illustrative report explaining the project's compliance with the stated objectives; graphic materials (plans, renderings, conceptual diagrams); a description of the materials and sustainable solutions proposed; an indicative cost estimate for turnkey implementation.

Art. 7 – Prize

A cash prize of EUR 2,000 (all-inclusive, gross of any applicable taxes) and a round-trip economy-class airline ticket to visit the Salone del Mobile in Milan (21–26 April 2026) will be awarded to the individual candidate or group leader who submits the best concept proposal, without creating any obligation for subsequent phases.

The Consulate General also reserves the right to:

- award special mentions to particularly meritorious projects;
- evaluate the potential full or partial implementation of the winning proposal, subject to available resources.

The Consulate General will rely on experts for the evaluation process and reserves the right to formalize a decision at the earliest possible date. No compensation is foreseen for the experts involved.

The Consulate General reserves the right not to award any prize if none of the projects reaches a sufficient evaluation level, or to cancel the entire procedure due to reassessment of public interest or causes beyond its control. In such cases, all submitted materials will be returned to the candidates.

Art. 8 – Intellectual Property

All concept proposals submitted to this competition become the property of the Consulate General (including images and graphic elements). None of the proposals, including the awarded one, generates any binding obligation, automatic entitlement, or priority for subsequent design phases.

By signing the attached Application Form, each candidate fully accepts the provisions of this call and agrees not to raise any claims against the Consulate General.

The Consulate General reserves the right to exhibit, publish, or authorize the publication, in whole or in part, of the submitted materials without any compensation due to the participants.

Art. 9 – Personal Data Processing Information

The processing of personal data for the purposes of this call shall be carried out in accordance with the principles of lawfulness, fairness, and transparency, in order to protect the rights and fundamental freedoms of natural persons.

To this end, the following information is provided:

1. The data controller is the Ministry of Foreign Affairs and International Cooperation of the Italian Republic (MAECI), which, in this specific case, acts through the present diplomatic/consular representation (contact details available on the mission's website).

2. For inquiries or complaints, the data subject may contact the Data Protection Officer (DPO) of the MAECI (Ministry of Foreign Affairs and International Cooperation, Piazzale della Farnesina 1, 00135 Rome, telephone: +39 06 36911 (switchboard), email: rpd@esteri.it, PEC: rpd@cert.esteri.it).
3. The personal data processed are used solely for the purposes of admission to the selection procedure and evaluation of applications.
4. The provision of the aforementioned data is mandatory by law. Any refusal may result in exclusion from participation in the selection process, conditional admission, or the inability to proceed for the purposes of the competition.
5. The processing of data, carried out by duly authorized personnel, shall be performed using both manual and automated methods.
6. The evaluation of applications shall be recorded in official minutes and published on the notice board and on the official website of the mission; the data of the winners shall be communicated to the entities provided for under Italian and local regulations.
7. If the data subject believes that their rights have been violated, they may lodge a complaint with the MAECI Data Protection Officer. Alternatively, they may contact the Italian Data Protection Authority (*Garante per la Protezione dei Dati Personalini*) (Piazza di Monte Citorio 121, 00186 Rome, telephone: +39 06 696771 (switchboard), email: garante@gpdp.it, PEC: protocollo@pec.gpdp.it).

Art. 10 – Final Provisions

Participation in the competition implies full acceptance of this call. In the event of disputes, the competent court shall be the Court of Rome.

Reference for site visits and requests for clarification:

Consulate General Secretariat – Dr. Silvia De Toni Email: johannesburg.segr@esteri.it

Johannesburg, 9 February 2026

Attachment: Application Form for the Call for Ideas

APPLICATION TO PARTICIPATE IN THE IDEAS COMPETITION "RE-DESIGN ITALY IN JOBURG"

The undersigned First Name _____ Last Name _____

Full residential address _____ Telephone _____

Member of the Group whose Representative is:

First Name _____ Last Name _____ E-mail address _____

DECLARATION

The undersigned declares:

1. to have carefully read and fully accepted, without reservation, the call for the ideas competition and the information notice on the processing of personal data pursuant to Regulation (EU) 2016/679;
2. to be the Author, individually or as a member of a Group, of the submitted Idea Proposal, which is original and does not infringe third-party rights, trademarks, patents or registrations, and to hold full and exclusive ownership of all related exploitation rights, indemnifying the Consulate General of Italy in Johannesburg from any third-party claims;
3. that the work has not been previously created, submitted, used or published, and that all related rights shall be acquired in the full and exclusive ownership of the Consulate of Italy in Johannesburg;
4. to acknowledge that remuneration shall be due only in the event that the Idea Proposal is declared the winner, exclusively through the award provided for in Article 7 of the call, with no further claims of any kind;
5. to accept that the Idea Proposal and all related rights, including fonts and any graphic, expressive, aesthetic or calligraphic elements, shall be acquired in full, exclusive, perpetual and unlimited ownership by the Consulate General of Italy in Johannesburg, which may freely modify and use them without limits of time or place;
6. to transfer, should the Proposal be declared the winner, its exclusive ownership to the Consulate General of Italy in Johannesburg, including all rights of economic use, reproduction, registration, filing and publication, by any means, including those not yet known.

REQUEST

to participate in the ideas competition indicated above

to participate jointly with the following subjects:

Last Name _____ First Name _____ Last Name _____ First Name _____

Declares to be the appointed representative of the Group and authorized to act on its behalf before the Consulate General.

Attachments:

1. Copy of identity document
2. Idea Proposal consisting of no. _____ documents

Place and date _____

Signature _____

CONSENT TO THE PROCESSING OF PERSONAL DATA (Pursuant to Articles 13 and 14 of Regulation (EU) 2016/679)

The undersigned _____ born in _____ on _____

resident in _____ Street _____ no. _____

Tel. _____ hereby **gives consent** to the processing of personal data pursuant to applicable law.

Place and date _____

Signature _____