



## The competition

**JTI Clean City Lab** is a competition involving the major European design Universities, and is now in its 3<sup>rd</sup> edition.

The competition is realized by Future Concept Lab for JTI, the international division of JT (Japan Tobacco), a world leader in the tobacco industry.

## The objectives

The aim of the JTI Clean City Lab is to propose tools for achieving a cleaner urban space, to stimulate correct behaviors among smokers. JTI's goal is to provide smokers with the possibility to act virtuously while respecting both the city and those who live in it. JTI proposes to city administrations simple and effective solutions that can help keep the urban space cleaner.

For this reason, the 2011 edition of the project was focused around the theme of the pocket ashtray, and that of 2012 was dedicated to public ashtrays.

**For 2013, the focus of the JTI Clean City Lab will be centered around the relationship between smokers and cities.**

The goal being that of finding shared solutions, vast and structured (smoking areas, dedicated areas, instruments of various kinds, etc..), capable of surpassing the simple concept of a smoking lounge or an urban ashtray.

## The process

The structure of the JTI Clean City 2013 Lab foresees:

- **Training and briefing** with the adult students (October-November 2012)
- **Work in progress** review (January 2013)
- Creation and delivery of **prototypes** of some selected works (March 2013)
- **Exhibition** at La Triennale di Milano during the International Design Week (9-14 April 2013).

## The jury

Entries will be judged by an **international jury of design experts** and professionals. In previous years jury members included: Patricia Urquiola (designer), Arturo Dell'Acqua Bellavitis (Director of the Fondazione La Triennale di Milano), Andrea Branzi (architect, designer and co-founder of Domus Academy), Cristina Morozzi (journalist and curator of international exhibitions), Porzia Bergamasco (design journalist and editor of the Palermo Design Week), Maria Luisa Galbiati (associate professor at Politecnico di Milano), Gilda Bojardi (Director of Interni magazine), Elio Fiorucci (fashion designer), Jozeph Forakis (designer and artist), Isao Hosoe (designer), Francesco Morace (President of Future Concept Lab) and PierCarlo Alessiani (Chairman and Managing Director of JT International Italia).

For 2013 the JTI Clean City Lab is held under the **patronage of the Municipality of Milan**, who will also be preside in the jury

## The prize

The winners will receive a cash prize:

First prize: 2.500 Euro

Second prize: 1.500 Euro

Third prize: 1.000 Euro

In addition, JTI is committed to supporting the winning projects in the process of industrialization and market deployment.

## The brief

Within the cities there are confined and organized spaces for people with special needs, but which are also a consequence of their way of life: parents, pet owners, cyclists, athletes etc.

The central theme is mutual respect: the city and its inhabitants need to be protected, the freedom of individuals must be safeguarded.

The rules are essential for cohabitation and city governments need to be more decisive in fostering relationships based on respect, to create places where we can practice our freedom, avoiding segregation and isolation.

In the cities of the future focus will not be the exclusion of minorities, but instead on the value represented by each single group

A city that offers advanced services enters into greater harmony with its inhabitants and guests. A city that allows greater freedom can overcome the simple method of banning and forbidding. The ideal city of the future must be a place of cohabitation in which each choice is not made to “punish”, but rather to ensure what is best for all, to promote a common respect between people who choose different lifestyles.

Within this horizon of evolved citizenship, the JTI Clean City Lab 2013 aims to identify areas in the city where currently the choice to smoke may have a greater impact on non-smokers: public transportation, subway exits, areas in front of stations, entrances to large office buildings, areas around cinemas and theaters, shopping malls, close to benches in shopping areas, pedestrian zones, etc.

These are the thresholds, the entrance areas, zones of passage and exchange, spaces in which the encounter between people is likely to become confrontational, the movements intersect or collide with break times, times when relax may be affected because of the behaviors of others.

For this reason it is necessary to observe how smokers are moving inside of urban areas, and from a sociological and anthropological point of view: which paradigms are they heading to? How is the act of smoking experienced today? How does it enter into relationship and/or in contrast to the others? How to implement tools that aid in the search for personal freedom? How to guarantee one's own autonomy? How to regulate the achievement of personal freedom and not make it traumatic?

**The objective** of the JTI Clean City Lab 2013 is therefore multifaceted:

- **identify** the central themes of the project by observing the behaviors of people and/in urban spaces;
- **imagine** innovative methods, oriented towards urban clean-up and virtuous behavior;
- **design** interventions in urban spaces (both of mobility and non-mobility) in which the choice to smoke can be experienced without polluting and without invading the space of non-smokers;
- **communicate** to the public by promoting correct behaviors

## The exhibition

The best projects (identified by the team from each school and the Future Concept Lab staff) will be on display in an exhibition at **La Triennale in Milan during the Design Week** (9-14 April 2013).

The selected projects will be realized through a model (1:1 scale or reduced), according to technical specs that will be clearly communicated following the launch of the JTI Clean City Lab. Each model must be accompanied by a short descriptive video (movie, slideshow or animation), according to specifications that will be provided following the competition's launch.

**Brief presentation: Monday 26st of november - h 3.00 pm, Aula Castiglioni, B9 building – Politecnico di Milano, Campus Bovisa**

**Further informations will be given on School of Design official website.**