

**“POLLAIO UOVO AZZURRO” CONTEST**

On the occasion of the Parenti District Art & Design, the Lighea Onlus Foundation and Franco Parenti Theatre launch the Pollaio Uovo Azzurro (Blue Egg Poultry Pen) contest, a project open to creative designers over 18. The related open call will collect proposals for the design of a new generation poultry pen that will be built and installed in the outdoor spaces of the Franco Parenti Theatre and which will be hosting the Araucane hens for the production of their blue eggs.

The Lighea Foundation deals with the social reintegration of people with mental health problems. Once realized, this project will be part of the professional reintegration projects of the Foundation and will be run and managed by the Lighea patients themselves.

The final assessment of the projects will give particular importance to the originality of the project and its adherence to the philosophy of the Lighea Foundation, together with the architectural and aesthetic aspects, the functionality, sustainability and innovation of the proposals.

A jury composed of the President Andrée Ruth Shammah, Giulio Ballio, Jean Blanchaert, Michele De Lucchi, Filippo Parisi and Giampietro Savuto will judge the works and will decide the winner of the contest.

The winning project will be realized and installed within the theatre spaces and have the possibility to be sold and advertised on the websites of the Lighea Foundation and Uovo Azzurro.

### **What do we mean by blue egg (Uovo Azzurro)?**

The egg is a compact shape, similar to a sphere, strong and fragile at the same time: it does not break if compressed but it shatters down if dropped. The egg of the Araucana hen shares these characteristics with all its counterparts but distinguishes itself by the blue colour of its shell.

What a better image to symbolically represent the diversity of those suffering from mental illness? People who think, feel and suffer like everyone else but whose gaze casts different colours on life?

### **Art. 1 Terms Of Participation**

The contest is open to young architects, designers, holders of a diploma or degree, freelancers, students, enthusiasts of the sector, to all Italian or foreign citizens, individually or in partnership, who are over 18 years of age.

The projects must be brand new. Each competitor, both individually and in groups, can present only one project. In case of group participation the authorship of the project belongs to all the members.

The participants must follow the guidelines described in the following point (article 2).

To proceed with the subsequent eventual display and / or use of the winning poultry pen, the participants must send the relative disclaimer ([ANNEX A](#)).

By participating in the Pollaio uovo azzurro contest, the author of each project retains the authorship of the project and grants, free of charge, to the organizers the right of economic use of the same, within the promoted initiative.

Participation in the contest implies full acceptance of this regulation.

### **Art. 2 Guidelines for the development of the Pollaio uovo azzurro project**

The projects must combine with the purpose of the Lighea Foundation of promoting suitable activities for their patients.

It will therefore be necessary to highlight the Lighea philosophy and possibly recall the symbol of the blue egg (for more information on the Lighea Foundation, see [APPENDIX I](#)).

The poultry pen must be inspired by the principle of natural breeding and follow the Brambell's "five freedoms" contained in the Brambell Report dated 1965.

The poultry pen must have a size suitable for a maximum of 8/12 hens. The projects must include a modular composition to accommodate 2-3 hens at the beginning and be able to subsequently expand along with the increase in number of the hens.

Recyclable materials, ease of assembly and a shape / appearance such as to harmonize in different contexts like gardens and terraces, must be provided.

Anyone wishing to learn more about the Pollaio uovo azzurro contest is invited to participate in the presentation event that will be held at the Franco Parenti Theatre on Saturday 25 May (exact time to be defined).  
(for updates [www.parentidistrict.com](http://www.parentidistrict.com))

### **Art. 3 Jury composition**

The Jury, at its unquestionable and final judgment, will select no more than five worthy projects among which the winner will be chosen. These five projects will enjoy particular visibility during the final awards ceremony.

The Jury will be composed of:

- President: Andrée Ruth Shammah, theatre director and director of the Franco Parenti Theatre
- Giulio Ballio, engineer and university professor, former Rector of the Politecnico of Milan
- Jean Blanchaert, manager of art galleries and artistic consultant for the Parenti District Art & Design
- Michele De Lucchi, Italian designer, architect and professor
- Filippo Parisi, breeder and producer
- Giampietro Savuto, psychotherapist and President of the Lighea Foundation

### **Art. 4 Assessment criteria**

The projects' assessment criteria will be:

- reference to the philosophy of the Lighea Foundation
- originality and aesthetics
- feasibility and functionality
- low cost of implementation
- easy installation
- lighting system with dynamic light adapted to the needs of the hens and powered by solar panels \*
- Arrangement suitable for the insertion of additional modules as a shelter from predators in case of outdoor positioning
- ventilation specifications
- ease of maintenance and cleaning.

The architectural and aesthetic aspects together with the functionality will be essential elements for the final assessment of the projects.

The jury reserves the right not to proclaim any winner if it considers that there are no projects that properly represent the guidelines of the contest. The organizers reserve the right not to consider projects deemed offensive or inappropriate.

\* For the lighting system: Pollice illuminazione will provide support to the participants during the competition and will realize for free the lighting system of the winning project.



**Art. 5 Announcement of the winner**

The authors of the selected projects will be invited to participate in a final evening event to be held at the Franco Parenti Theatre at the end of September 2019 on a date to be defined. On this occasion the winning project will be announced.

The names of the authors of the finalist projects and of the winning project will all appear on the following websites:

[www.fondazioneilighea.it](http://www.fondazioneilighea.it)  
[www.uovoazzurro.com](http://www.uovoazzurro.com)  
[www.teatrofrancoparenti.com](http://www.teatrofrancoparenti.com)  
[www.parentidistrict.com](http://www.parentidistrict.com)

**Art. 6 Duration**

Opening of the contest: **21 March 2019** during the press conference of the Parenti District Art & Design.

Deadline for submitting the projects: **30 June 2019**

**Art. 7 Method of presentation of the projects and required documentation**

In order to be considered eligible, the projects must include the following contents:

- overall design of the project
- lighting project
- drawings and construction details
- list of construction materials necessary for the realization
- technical sheet with measurements, checking of static suitability and feasibility of realization
- general calculation for the costs of setting up a prototype in real size

Required documentation:

- Identity document (in case of a group, of each participant)
- Disclaimer - **ANNEX A** (in the case of a group, of each participant)
- Registration form - **ANNEX B** (in the case of a group, to be completed by each participant)

Delivery terms:

The projects can be delivered in one of the following ways: - By post in paper form including any relevant electronic support (usb stick or cd-rom). Addressee: CONTEST POLLAIO UOVO AZZURRO - Fondazione Lighea Onlus, Corso Garibaldi 18 - 20121 Milano

- Electronically to [progettopollaio@fondazioneilighea.it](mailto:progettopollaio@fondazioneilighea.it) indicating in the object CONTEST POLLAIO UOVO AZZURRO.

**Art. 8 Grounds for exclusion**

- Delivery of the documents after the deadline
- Incompleteness of the required papers
- Incompleteness of the required documentation
- Presentation of more than one project either individually or as a group member
- Failure to comply with the competition rules

**Art. 9 Copyright, property, rights and responsibilities**

The five authors of the finalist projects, including the winner, maintain the intellectual property of the project they have created, giving away for free, to Lighea and / or its eventual concessionaires or licensees, the economic utilization rights of their project, also for the realization of the poultry pen and its marketing within the Uovo Azzurro Project.

## **APPENDIX I**

### **THE LIGHEA ONLUS FOUNDATION**

The Lighea Onlus Foundation deals with the care and social reintegration of people with mental health problems and provides psychological assistance to patients and their families. The intervention model is the result of the experience gained over the years by dr. Giampietro Savuto psychologist and psychotherapist, together with his team.

The aim is to bring patients to an evolutionary path through a service that integrates psychotherapeutic, rehabilitative and pharmacological aspects.

As a non-profit organization, Fondazione Lighea coordinates its activities in:

- Three therapeutic communities
- A day centre
- a network of independent housing

The services are in agreement with the National Health Service. Lighea's clinical-rehabilitative activity is accompanied by research, training and cultural dissemination on rehabilitation models and contrast to stigmas.

### **THE "UOVO AZZURRO" PROJECT**

The average age of people suffering from mental disorders who get in contact with Lighea is getting lower over time, therefore the theme of work and the importance of finding a real, concrete and protected job is ever more crucial. A group work that allows all the patients to express their abilities and that also allows them to be more responsible and independent.

From this research comes the splendid surprise represented by the Araucana hen, a Chilean species which produces blue coloured eggs. The egg is a symbol of new life and harmony, it is both fragile and strong and being blue it is like all the other eggs but different at the same time! Hence the idea of a work project that includes the Araucana hen with its splendid blue eggs and that has as protagonists the Lighea's guests. The blue egg therefore becomes a symbol of the fragility, diversity and uniqueness of people suffering from mental illness but also of job opportunities for them.

The project involves the realization of two parallel paths:

Agriculture: Lighea's guests will have to work (feeding the hens and collecting their eggs, cleaning and more generally take care of them).

Creation of gifts and fancy good: creation of objects linked to the eggs and to what can be traced back to them (ornaments, doorstops, pendants, egg cups, etc.)

#### **CONTACTS**

##### **Fondazione Lighea Onlus**

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[www.fondazioneilighea.it](http://www.fondazioneilighea.it)

##### **UOVO AZZURRO**

Via Sant'Andrea, 19 - 20121 Milan

[segreteria@uovoazzurro.com](mailto:segreteria@uovoazzurro.com)



**ANNEX A**

**DISCLAIMER**

The undersigned \_\_\_\_\_, author of the project presented as part of the Pollaio uovo azzurro contest by Fondazione Lighea Onlus and Teatro Franco Parenti, as owner of the intellectual property of the aforementioned project, irrevocably and free of charge grants Fondazione Lighea Onlus and its eventual dealers or licensees, the rights to use their project. This also for the purpose of making poultry pens to be promoted within the Uovo Azzurro project of the Lighea Foundation.

Milan, \_\_\_\_\_

Signature \_\_\_\_\_

**ANNEX B**

**REGISTRATION FORM**

By completing this registration form, the undersigned accepts the rules of the Pollaio uovo azzurro contest

The data will be processed only within the Pollaio uovo azzurro contest and will not be disclosed to third parties

First name and surname \_\_\_\_\_

born in \_\_\_\_\_ on \_\_\_\_\_

Tax ID Code \_\_\_\_\_

Identity card \_\_\_\_\_

Address \_\_\_\_\_

City zip code \_\_\_\_\_

Email address \_\_\_\_\_

Phone number \_\_\_\_\_

Attached documentation:

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