

**International
Architecture
Biennale
Rotterdam
iabr.nl**

**OPEN CALL
Design visual identity
for the International
Architecture Biennale
Rotterdam**

Context and objective of the call

The International Architecture Biennale Rotterdam is a think-and-do-tank and biennial platform for architecture, urban design, and landscape architecture. The International Architecture Biennale Rotterdam enables ongoing design research into the significant societal and environmental issues of our time and creates a public platform that serves as free space for experimental explorations, systemic analysis and the design of change. Under the current new leadership, the IABR is looking for a novel visual identity to encourage innovation for a world that signals a new dynamic and reflects IABR as a catalyst for debate and a trailblazer of previously unimagined possibilities to serve a rich mix of people and cultures.

As a contemporary organization, it is crucial that the identity, whether designed with a logo, symbol, or combination, reflects our mission and is easy to understand. The new identity will work as a coherent design system including distinctive colors, typographic standards, and a unique 'look and feel' or style of visual expression. It is foreseen that design concepts will explore ideas visualizing both the organization's full name and the acronym 'IABR.'

Change through Connectivity and Imagination

The International Architecture Biennale Rotterdam contributes actively and concretely to the changes needed for a sustainable, climate resilient and fair future for people and the planet. It does so by connecting designers and social partners on an interdisciplinary and (inter)national level around urgent spatial issues and convincingly presenting promising approaches and concrete solutions. The visionary and communicative power, the investigative and experimental approach, and the knowledge and experience of the design disciplines play a central role in this.

Website iabr.nl

Instagram [@iabr_rotterdam](https://www.instagram.com/iabr_rotterdam)

Twitter [@iabr](https://twitter.com/iabr)

Linkedin [International Architecture Biennale Rotterdam](https://www.linkedin.com/company/iabr-rotterdam)

Timeline

Send in your portfolio before 20 December 2021

Talks first weeks of January 2022

Selection of shortlist mid January 2022

Presentation proposal begin/mid February 2022

International Architecture Biennale Rotterdam

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info@iabr.nl

www.iabr.nl

Process description

The open call is organized in two phases:

Phase 1

If you are interested, we invite you to submit examples of your work by sending a portfolio with a maximum of 24 horizontal pages, representing a maximum of five projects. The character of the projects presented should have substantial similarities with the Biennale's project requirements. Please submit your work as pdf-presentation, sheet size A4 or A3 (landscape).

After this general call, the jury will select three entries for a second, remunerated phase. All selected and non-selected participants will be notified personally by email.

Phase 2

The three participants selected for the second, remunerated phase are asked to submit one design proposal with examples of how the design will look & feel when implemented (global visual identity, logotype and some example applications of the design, for instance on social media (Instagram, Twitter, LinkedIn), printed media (business card, letterhead), digital media (newsletter template, website look & feel of the landing page and up to three different key pages). For this second phase a fee will be offered to all three parties.

Jury

The applications will be reviewed by a jury comprised of Elma van Boxel (architect ZUS), Remco van Bladel (graphic designer), Roosje Klap (designer of previous edition), Saskia van Stein (director IABR), and Vivian Ammerlaan (office manager IABR).

Selection Criteria

The visual identity selection was based on the following criteria:

Quality - Innovation - Uniqueness - Creativity - Practicability

Working language is English and/or Dutch

Evaluation process and transparency

To ensure professionalism and transparency, we will publish the names of the winner, the shortlisted candidates and a protocol of the jury sessions.

Presentation Structure

page 1: Candidate/Studio/Office name/ website

page 2: Brief motivation (100-200 words)

page 3: Short participant biography (100-200 words)

page 4: Short CV: publications, awards, exhibitions, teaching, lectures, etc.

page 5: Project 1–Caption slide with the name of the client, project title, project description and requirements (80 words maximum), year.

page 6: Project 1–Image slide (Insert maximum three images per slide) Add extra image slides as required (maximum 5 per project)

page 7 and further: Projects 2 and 3, repeating the above structure

Please send examples of your work to portfolio@iabr.nl with the subject 'IABR-visual identity', before the 20th of December, 2021.