

International Open Call

Vera W. de Spinadel Award 2018

for a Design in harmony with mathematics

Vera's Mathematic World invites undergraduate and postgraduate students world-wide to discover and interpret new applications to design based on the proportions proposed in the Metallic Means Family developed by Dr. Vera W de Spinadel.

VMW'18 invites all those who understand that the application to design of the proportion system resulting from the Golden Mean, the Silver Mean, the Bronze Mean, the Copper Mean and / or the Nickel Mean helps to create shapes that increase the beauty and harmony of the product. The creations sought may belong to any discipline that is dedicated to design in an inclusive and comprehensive sense as understood by Dr. Spinadel. We use the word Design in its broadest sense, that is, a Design is a project resource that constitutes a basic element in interdisciplinary communication between human beings, be it architectural, graphic, visual or sound, as well as any other simple or combined interaction.

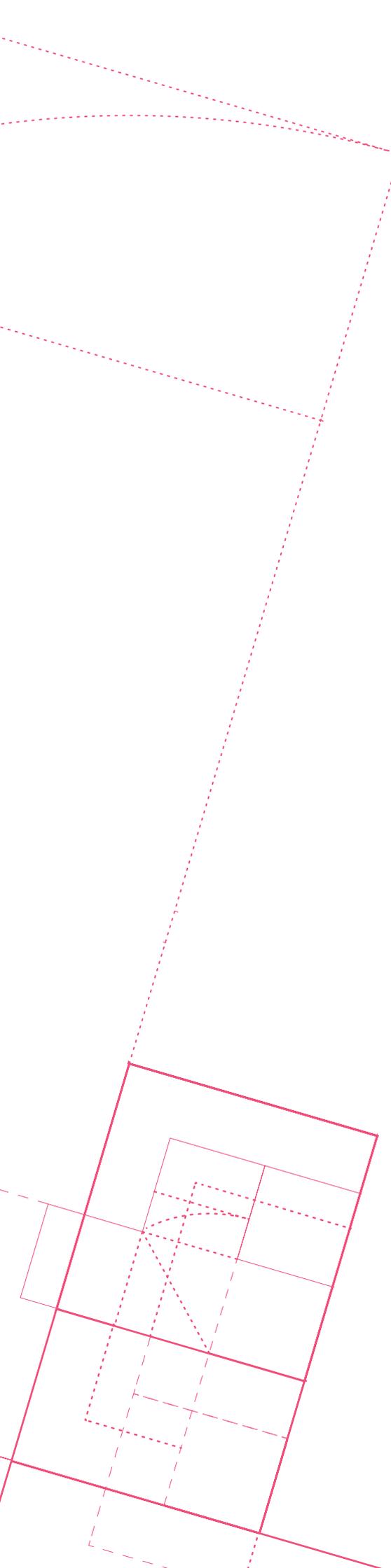
The Vera W. de Spinadel International Award will be given to the project that achieves the greatest creative innovation in its discipline and will allow the creative artist or designer who proposed it to entry an Internship in the [Global Studio of Zaha Hadid Architects in London](#) with all expenses covered by Vera's Mathematic World Movement.

With great pleasure we share with VMW '18 Friends the inspiring words of the [Architect Patrik Schumacher](#), who will generously open the doors of the Studio Zaha Hadid Architects and Zaha Hadid Design to the winner of this international event:

"The role of Mathematics within Architecture started since the inception of architecture in particular in the Renaissance and continues to be a cutting edge element to empower Architecture and Design."



Vera's Mathematic World '18



Open call: 6 May 2018
Mathematical questions: until 15 June 2018
Registration: until 22 August 2018
Project deadline: 22 August 2018
International jury: October 2018
Award ceremony: November 2018 and Exhibition Opening

Vera's Mathematic World is a project of the Initiative Dr. Vera Martha Winitzky de Spinadel's Legacy for the Youth, organized by BOA GmbH from Vienna, Austria.

A project sponsored by the Faculty of Architecture, Design and Urbanism of the University of Buenos Aires with the aim of spreading the knowledge gestated for more than 60 years by Dr. Vera W. de Spinadel in this House of High Studies.

The Event has the support of the ETSAB Escola Tècnica Superior d'Arquitectura de Barcelona, The Argentine University of Enterprise UADE, the Public Schools and Faculties of Architecture of South America ARQUISUR, the Network of Design Careers in Latin American Public Universities DiSUR, the Central Society of Architects, the San Martin Cultural Center and LALI The Latin American Landscape Initiative.

Objectives

Preannouncing this call, Dr. Spinadel wrote about the additive properties of metallic means:

"The members of the Metallic Means family (MMF) are the only positive quadratic irrational numbers that originate generalized secondary Fibonacci sequences (GSFS) (with additive properties), which are, simultaneously, geometric progressions.

This curious property of satisfying both arithmetic additive and geometric properties, bestow all the members of the MMF interesting characteristics to become basis of different systems of geometric proportions in Design".

From this affirmation, participants are invited to dive into experimental and innovative applications in all branches of Design without any restrictions. The only condition is to graphically and analytically demonstrate the development of the design based on the application of a chosen Metallic Means Proportion and to present a product of high quality design.

Categories

Given that the call is open to all branches of Applied Arts, from Architecture to Scenography and Digital Art through all the possibilities of Design, three categories will be defined according to the final recipient:

- Product for an individual understanding as such a customized design for the habits and demands of a Unique Being
- Product for a community interpreting a design that responds to the worldview of a Group with common interests
- Product for humanity proposing a design that is universally valid for all cultures on the planet Earth

Assessment criteria

All proposals that respond to the Bases and contain a mathematically valid development of the application of the Metallic Means Family will be evaluated according to the following broad and inclusive criteria:

- Innovative, creative concept in the approach to the resulting design
- Theoretical depth of the search for harmony applying the Metallic Means Proportions
- Soundness of the application of Metallic Means Proportions to the project developed
- Formal development of the proposal synthesized in a product design of free choice

Material to be submitted

The presentation will be done digitally according to the technical specifications defined for each category. The final poster A0 with a resolution of 300dpi will be upload in VMW Blog according to the layout, typography and mandatory formats provided by this open call.

Concept synopsis

Conceptual and aesthetic interpretation of the notion of Metallic Means Proportions in the search for harmony.

Maximum 250 words

Languages English and Spanish (optional)

3 Design schemes /Diagramm

Graphic foundations that account for the application of the Metallic Means Proportions to the design. Mathematical formulas are optional. Their graphic explanation is mandatory.

4 Images

Necessary images to fully understand the end product.

Eye-catcher

Global image that accounts for the focal point as well as the branding of the proposed design.

Unique Image

Jury

The International Jury in charge of evaluating the proposals presented for the Vera W. de Spinadel Award are 7 freethinking women who have worked out of the box throughout their careers, something that undeniably connects them with Dr. Vera de Spinadel's essential nature.

Martha Fajardo - Bogota, Colombia

Landscape designer, Activist
Cofounder of Grupo Verde
Initiator of LALI The Latin American Landscape Initiative

Mina Marefat – Washington, USA

Designer, Historian, Researcher, Lecturer
Design Research Director
Lecturer at Georgetown University

Paola A. Zellner Bassett - Blacksburg, USA

Architect, Researcher, Lecturer
International Archive of Women in Architecture (IAWA)
School of Architecture + Design, CAUS Virginia Tech College of
Architecture and Urban Studies

Mariana Renjifo – New York, USA

Architect
National University of Colombia – Pratt Institute
Associate architect at/in Grimshaw Architects

Gina Urazan Razzini – London, United Kingdom

Architect, Designer, Artist
National University of Colombia - University College London

Lisa Schmidt-Colinet – Vienna, Austria

Architect, Filmmaker, Lecturer
Cofounder Partner of schmidt-colinet • schmoeger
Lecturer & Deputy Director of the Institute for Art and
Architecture of the Academy of Fine Arts

M^a Auxiliadora Gálvez Pérez – Madrid, Spain

Architect, Artist, Lecturer
Lecturer at the EPS Faculty of Architecture San Pablo C.E.U-
Madrid
Director of Platform of Somatics for Architecture and Landscape
(PSAAP(L))

Exhibition

The new proposed paths in the application of the Metallic Means Family to the different designs will allow discovering new frontiers of harmony.

The notion of Sacred Geometry known from the Golden Section will be enriched by the development of new systems of proportions opening a wide range of questions and giving some answers to the searches promoted by this call.

The authors of the best works will have the opportunity to present their ideas at the Mathematic and Design VMW 2018 week within the framework of the November Electronic Festival of the San Martin Cultural Center in the City of Buenos Aires.

The 50 works selected by the International Jury will be presented in an analogical way in the prestigious Hall and the totality of the presentations will be announced digitally. A Catalog in both, Spanish and English, will accompany the Exhibition.

Scientific committee

The Mathematics Professors of the Faculty of Architecture, Design and Urbanism of the University of Buenos Aires will organize a digital colloquium in which doubts about the fundamental scientific knowledge of proportional systems will be clarified.

The Scientific Committee will pre-analyze the mathematical aspects of the presented proposals with regard to their correct mathematical application.

The Scientific Committee consists of the mathematics teachers who participated in Veras Mathematic World 2017. Namely:

Hernán Nóttoli

<https://verasmathematicworld.org/hernan-nottoli/>

Sergio A. Dopazo

<https://verasmathematicworld.org/sergio-dopazo/>

Jorge Blumenfarb

<https://verasmathematicworld.org/jorge-blumenfarb/>

Marita Iravedra

<https://verasmathematicworld.org/marita-iravedra/>

Graciela Colagreco

<https://verasmathematicworld.org/graciela-colagreco/>

Distribution

All submitted works will be displayed in the Journal of VMW Blog individually; one day, one creative.

Likewise the 50 best works will be locally and globally published in massive media channels of architecture and design.

The Vera W. de Spinadel 2018 Award has the support of the architecture section of the Clarín newspaper and the Architecture Magazine summa+.

Registration Fee

An individual contribution of US\$ 30 will allow all creatives to present their projects on the Vera's Mathematic World platform

The group founding will make possible the global dissemination of the innovative ideas of creatives and designers in various media channels, including the Exhibition that will be held at the November Electronic Festival in the San Martín Cultural Center in the City of Buenos Aires.

You will find the form for the payment on our website in AWARD'18: APPLY. You can pay the fee using PayPal, American Express, Visa, MasterCard or Discover. After your payment is completed, you will receive an E-Mail with a link for uploading your work.

Copyright

Submissions can be pre-existing or designed specifically for this opportunity, nevertheless, creatives must own the rights of the work submitted.

All creatives retain ownership of their work; however, by submitting they hereby grant VMW'18 a royalty-free license to use and publish their submission across different media channels.

All creatives and designers will be credited accordingly.

VMW'18 reserves the right to remove inappropriate submissions and/or submissions that do not fit the brief.