

mind(21)factory

a factory of the future, where fabricating means the same as learning _vilém flusser

AN INTERNATIONAL IDEAS COMPETITION FOR STUDENTS AND GRADUATES OF ARCHITECTURE OF ALL EUROPEAN UNIVERSITIES

english version

*The translation of the call for tender into English
is a service provided by the commissioner and is solely intended to aid understanding.
No legal consequences can be drawn from the English translation.*

Commissioner

Institut für Wohnbau Technische Universität Graz Österreich
Fakultät für Architektur Technische Universität Bratislava Slowakei
mind(21)factory for Knowledge Engineering and Knowledge Design Stuttgart Deutschland

Authors

Dipl. Ing. Dr. Marlis Nograsek, TU Graz
Dr. Georg Flachbart, mind(21)factory Stuttgart

| | |
|---|-----------|
| 1. Detailed Information | 3 |
| 1.1. The purpose | 3 |
| 1.2. Type of procedure | 3 |
| 1.3. Commissioner of procedure | 3 |
| 1.4. Management of procedure | 4 |
| 1.5. Dates | 4 |
| 1.6. Participants | 4 |
| 1.7. Composition of Jury | 4 |
| 2. General guidelines | 5 |
| 2.1. Legal basis | 5 |
| 2.2. Eligibility | 5 |
| 2.3. Prizes and purchase | 5 |
| 2.4. Jury | 6 |
| 2.5. Procedure | 7 |
| 2.6. Labelling of documents | 8 |
| 2.7. Reasons for exclusion | 9 |
| 3. Special Guidelines | 10 |
| 3.1. Assessment criteria | 10 |
| 3.2. Programme of tasks and requirements | 10 |
| 3.3. Type and scope of service to be provided | 12 |
| 3.4. Platform for information and communication | 13 |

1. Detailed Information

1.1. The Purpose

A competition – within the context of a research project – for design ideas for a

mind(21)factory

a prototype of a factory of the future with two basic functions:

- the fabrication of prêt-à-porter knowledge out of the resource information and
- the fabrication of a new subjectivity for the 21th century, the age of the global net

“A decisive thing is that the factory of the future has to be a place where *homo faber* is going to become *homo sapiens sapiens* because he will have recognized the fact that fabricating means the same as learning, i.e., information acquisition, processing and distribution.” (Vilém Flusser)

An interuniversity project aimed at interconnecting different cultures by means of a virtual network of factories in Flusser’s meaning for the 21st century – the century of the immaterial. Parallel to that, new living and working forms and their (different) effects on architecture in the digital era should be examined.

1.2. Type of procedure:

Open one-stage and anonymous competition
Admitted area: Europe

1.3. Commissioner of procedure:

Institute of Housing
Technical University of Graz
Rechbauerstrasse 12, A–8010 Graz, Austria

Represented by :

Arch. Univ. Prof. Dipl. Ing. Dr. Hansjörg Tschom, Head of the Institute of Housing
Dipl. Ing. Dr. Marlis Nogrased, Lecturer
Arch. Dipl. Ing. Andrea Redi, ORTLOS architects, Lecturer
Arch. Dipl. Ing. Mark Blaschitz, SPLITTERWERK, Lecturer

In cooperation with:

Fakulty of Architecture
Technical University of Bratislava
Namestie slobody 19, SK–812 45 Bratislava, Slowakei

Represented by

Ing. arch .Nada Hraskova, PhD, Institute of History and Theory of Architecture
Doc. Ing. arch. Lubica Vitkova, PhD, Vicedean of the faculty,
Associate Professor in Urban Planning

mind(21)factory for Knowledge Engineering and Knowledge Design Stuttgart, Frankfurt/M,
Berlin
Urbanstr. 87a, D–70190 Stuttgart

Represented by:

Dr. Georg Flachbart, Philosopher, Author und Director, Mastermind of the project

1.4. Management of procedure

Institute of Housing
Technical University of Graz
Rechbauerstrasse 12, A-8010 Graz, Austria

Contact:
Dipl. Ing. Dr. Marlis Nograsedk

1.5. Dates

| | |
|--|---------------------------------------|
| Programm published | January 16, 2006 |
| Registration deadline Changing of this date will be announced | March 13, 2006 |
| Written inquiries to be submitted by | April 27, 2006 |
| mind(21)lecture on TU Graz and online www.wohnbau.tugraz.at | Mai 10, 2006 |
| Entry deadline | Septembre 21, 2006 |
| Jury Session | prospected on Octobre 18, 2006 |
| Awarding of prizes and publication of results | to be fixed yet |

1.6. Participants

see item 2.2.

1.7. Composition of Jury

| | |
|------------------------------|---|
| Jury Members inquired: | Kas Oosterhuis, ONL Rotterdam / NL |
| | Wolf De Prix, COOP HIMMELB(L)AU Wien / A |
| | Lars Spuybroek, NOX architects Rotterdam / NL |
| | Stuart A. Veech, VMA Wien / A |
| | Peter Weibel, ZKM Karlsruhe/ D |
| Nomination of the Organiser: | Georg Flachbart, mind(21)factory Stuttgart / D |
| | Lubica Vitkova, Institut für Städtebau TU Bratislava / SK |
| | Hansjörg Tschom, Institut für Wohnbau TU Graz / A |

The jury has the right to allow experts (if necessary) and persons responsible for organisational tasks to be present during the jury meetings.

2. General guidelines

2.1. Legal basis

2.1.1. The legal basis for the advisory procedure is the text of the call for tenders in the available version.

2.1.2. With the submission of the competition entry each participant accepts all conditions contained in the call for tenders.

2.1.3. Language upon the competition are German and English.

The translation of parts of the call for tender into English is a service provided by the commissioner and is solely intended to aid understanding. No legal consequences can be drawn from the English translation.

Entries are to be submitted in German or English.
(The explanatory report is to be given in German and English. See also item 3.3.3.)

2.2. Eligibility

2.2.1. Eligible for participation are:
Students and graduates of architecture of all European Universities, with the option to work in interdisciplinary teams (cooperations with persons in the field of arts, media, literature, sociologic, philosophy...)

2.2.2. Each person in the competition is allowed to participate once; a working community with architects, graduates, or students is classified as one person. Collaborators of participants, or specialists who have collaborated in the creation of the draft / design, may be named and will be named by the organiser in the event of publication.

2.2.3. Copyright

The project authors have intellectual property rights over the work submitted. The organiser has the right to publish the works, and is required to name the authors. The author also has the right of publication. All projects submitted, as well as all purchased projects or parts of these projects, become material property of the organiser.

2.3. Prizes and purchase

2.3.1. The total amount prospected is € 7.000,--

2.3.2. Depending on the decision of the jury

| | |
|------------------|------------|
| one 1st prize of | € 3.000,-- |
| one 2nd prize of | € 2.000,-- |
| one 3rd prize of | € 1.000,-- |
| and 2 rewards of | € 500,-- |

will be distributed.

According to the quality of the competition entries, the jury has the right to subdivide the prize money differently and will give clear reasons for doing so.

- 2.3.3. If, on opening the envelopes with the names of the project authors (form sheet of author/s) at the end of the assessment, it transpires that the author/s is/are not eligible for participation, the running-up project will take its place.

For this reason the jury will rank three projects as runners-up before opening the envelopes.

- 2.3.4. Prices and purchase are paid exclusively to participants notwithstanding any agreements between participants and third parties.
Against the submission of a corresponding invoice they will be paid to the account named.

Besides the prices listed under item 2.3.1. no reimbursements can be claimed.

2.4. Jury

The task of the jury consists of the evaluation of the competition entries submitted according to the criteria laid down in item 3.1. and the selection of the projects to award and the runners-up.

The jury reserves the right to outline recommendations for changes as required.

- 2.4.1. In all matters of discretion and technical questions, the decision of the jury will be independent, final and not open to appeal.
The jury must be objective and apply the rules of the advisory procedure; in this respect it bears responsibility vis-à-vis the organiser and the competition participants..

- 2.4.2. Close relatives, people living with participants or people biased for any other reason are not permitted to participate in the jury meetings.

2.5. Procedure

2.5.1. Distribution / Mailing of competition documents

The competition documents can be downloaded from www.wohnbau.tugraz.at or on request, they can be sent per mail or post to the participants

The distribution of the program will begin at

January 16, 2006

2.5.2. Written answer of questions

Written questions from the participants may be submitted per E-Mail or per post to the contact person of the commissioner **April 27, 2006**

Marlis Nograsek
Rechbauerstrasse 12
8010 Graz
Austria

Mail: nograsek@tugraz.at

Answers to questions will be sent out per mail to all participants and jury members until **Mai 17, 2006**

2.5.3 Info Event *mind(21)lecture*

On May 10, 2006 *mind(21)lecture* – a symposium with the ensuing workshop takes place at TU Graz. Lecturers from relevant professional fields such as e.g. philosophy, sociology, architecture, material research, media art, theory of complexity, religion and IT and computing sciences will be invited to discuss the topics related to *mind21* – the „mind of the nets“, a distributed mind – with students-participants in the competition.

This interdisciplinary event should give an overview of a paradigm shift within society that started in the 20th century with the media revolution and has been accelerated in the current digital era. Different effects of this paradigm shift on our environment – notably architecture – will be reflected during the event. What we expect as a result of it are impulses for creative and innovative architectural approaches to the new ways of life and work in so-called *mixed-reality environments* in the 21st century.

To enable all competition participants to take part in *mind(21)lecture*, it will be live broadcasted via the Internet under www.wohnbau.tugraz.at, and it will be possible to watch it there later, too. Moreover, the organizers will establish a communication platform on their website to make it possible for all participants to share their knowledge and exchange their experiences among each other and with the professionals involved as well during and beyond the project period of time. So the workshop – in unison with “mind21” – shall be continued in a virtual way.

2.5.4. Submission of competition entries

Entries may be sent by post, by courier or other carrier services, with postage being paid by the sender or directly by hand.

They must be posted no later than **September 21, 2006**
or submitted by hand on the same day no later than 2 pm.

The location for submission by hand is

Institute of Housing
Technical University of Graz
Mandellstrasse 15

Submission times are:

September 20, 10 am to 2 pm
September 21, 10 am to 2 pm

In the case of submission by hand, the person giving in the documents will be presented with a corresponding confirmation of receipt.

The location for submission by post is

**Institute of Housing
Technical University of Graz
Rechbauerstrasse 12
A-8010 Graz.**

The post mark or cancellation mark will be used as proof that entries sent by post, courier or other carrier have been submitted on time. The proof of posting certificate giving the code must immediately be forwarded to the party in charge of this competition.

Entries sent by post or other carriers are to received by **Oktober 2, 2006, 2 pm**

Entrants must allow sufficient time to ensure that their entries will be received by the party in charge on time and within this deadline. For entries sent by post or carrier services, the date on the post mark or on the enclosed documents giving the date and time of when the first attempt to deliver the parcel was made shall be regarded as proof that the entries have arrived on time. For organisational reasons, no late submissions can be accepted.

2.5.5. Preliminary assessment

After the preliminary assessment by a representative of the organiser, the jury will carry out the assessment procedure.

2.6. Labelling of documents

2.6.1. Each project submitted should be marked with a number consisting of 6 figures, which number should be written 1.0 cm high and 6.0 cm long at the top right of each sheet and each document. All individual items must also carry the title of the Competition and **a name for the project.**

No variations are admissible.

2.6.2. A list of all enclosures and a non-transparent, sealed envelope must be included, which should carry the same number on the outside and contain the attached sheet (form sheet of author/s) with name, address, phone and e-mailnumber as well as the account number.

2.6.3. The project must be submitted in a unit consisting of:
a roll of posters, all enclosures and a package with the model. Both must be submitted directly or sent in together double packed.
The roll and also the packaging of the documents must be labelled with the address sticker marked with the number according to item 2.6.1 and must not carry any other wording.

2.6.4. The project must be submitted in German or English (see also item 3.3.3.)

2.6.5. Customs duties

In the case of submissions from abroad, the commissioner will not accept entries for which customs duties have to be paid. In order to prevent disqualification, entrants should ensure that they obtain all the necessary information concerning customs formalities (payment of customs duties, customs declaration, value of the submitted documents, customs duties on insurance covers, etc.) from their local post offices or carrier services.

2.6.6. Liability:

For transport:

The organisers do not accept liability for any loss of, or damage sustained to, submitted entries during transport.

Should entrants wish to obtain transport insurance cover they must bear the costs themselves, as well as all costs for customs formalities necessitated by their choice of insurance.

In the course of the assessment procedure:

The organisers do not accept liability for the loss of - or any damage to - submitted entries.

2.7. Reasons for exclusion

2.7.1. Excluded from participation are:

all persons who assisted in the preparation of the competition documents; participants in the preliminary assessment or in the assessment procedure; persons working for a participant in the preliminary assessment or in the assessment procedure or office partners; family members or close relations of participants in the preliminary assessments or in the assessment procedure. Also to be excluded are: projects containing details from which the name of the entrant(s) can be inferred and which do not follow the rules of anonymity; entrants who attempt to influence a member of the jury in their decision as a juror. Should additional reasons for exclusion emerge in the course of the competition, they shall be considered as relevant and valid as those stipulated in the outset. Entrant(s) will also be excluded if the competition rules are infringed by any members of their team collaborating on the project.

2.7.2. If a project does not fulfill the prescriptions clearly stipulated in the call for tenders or is submitted incomplete, it can be excluded by the jury in a simple majority decision.

2.7.3. Conditions or reservations of a participant that differ from these guidelines are irrelevant and will lead to the exclusion of the project.

3. Special Guidelines

3.1. Assessment Criteria

Innovation – Originality of the concept

Designing the idea of the Heterarchitecture:

- Heterarchy versus hierarchy
- Communication between *real space* und *virtual space*
- Interaction (Synchronism) of functions
- Synergy of contradictions

Extensibility of the project: design in progress

Relationship to the location or the nowhere

3.2. Programme of Tasks and Requirements

3.2.1. Description of the Task

“Consider the following ON/OFF scenario: You enter a space and switch on, instead of the light, a data flow, which fills the space in a second with a “world” – yours or somebody else’s. And you are suddenly in Louvre, at a bazaar in Cairo, on board of a spaceship travelling to Mars, in a research lab, or simply at home – *chez vous*. Utopia? Absolutely not! For all you need is data – plus super-fast data transfer, plus super-fast computing power, plus the right architecture. And all is already in place – apart from the right architecture. ...”

(Excerpt from Georg Flachbart: mind21 – the Mind of the Nets, a lecture held on April 20, 2005, at the Institute for Housing, TU Graz; for the full paper go to www.wohnbau.tugraz.at/mind21)

3.2.1.1. Definition of the Prototype

mind(21)factory is a *mixed-reality environment* that does not prescribe any particular kinds of spatial experiences, but enables many of them at once. It is a production facility and a research lab, a shrine to consumerism, a communication hub, a theme park, an art gallery, an education centre. A universal interface between different cultures, between the old und the new, between the real and the virtual, between theory and practice, between man and technology, between leisure and working time, between politics and society. Or simply a homogenous place of productive nothing. For the resource digital information, which is here processed and in the form of prêt-à-porter-knowledge consumed, makes manifold metamorphoses possible even without additional specific space. In short: *mind(21)factory* is a multi-layered life park for young and old alike, simply for all who wish to learn a new subjectivity necessary for the competing ways of life in the Age of the Global Net – an age of difference, ambivalence and extreme openness.

That’s why the *mind(21)factory* has two basic functions:

- the fabrication (production) of prêt-à-porter-knowledge from the resource information and
- the fabrication (production) of a new subjectivity for the 21st century – the Age of the Global Net.

Prêt-à-porter-knowledge is a kind of knowledge that can immediately be consumed – just *prêt à porter* – and enables one to act in the event of a concrete action. The new subjectivity for the 21st century is a subjectivity that dissolves the boundaries between object and subject and, in doing so, dissolves itself. 1 and 0 at once.

Well, it is eventually your business to decide with which additional functions, besides the both basic functions, your *mind(21)factory* will be equipped. For: *mind(21)factory* is a heterarchitectonical multiverse which expands all over the space.

3.2.1.2. The Free Choice of Location (see also 3.2.2 The Aims)

In order to accelerate this expansion, *mind(21)factory* is, from the beginning on, not an island but an archipelago, an interconnected alliance of many *mind(21)factories* – we are many!, a distributed swarm. At first Europe-wide, later worldwide. A global enabling platform. The Internet of the third kind.

mind(21)factory is easily adaptable to the needs of different countries, regions, locations or sites. It can, however, be also conceived regardless of location – simply anywhere: underground, overground, or even in the skies, everywhere and nowhere at once. As a nimbus, a flying saucer, or as a submarine. (This approach, by the way, would save a lot of money for developing the envelope and leave more of it for developing and distribution of *mindware* – the most sought-after ware in the near future. Watch out, architects: philosophy as productive power! In the Global Net you can get rich even when dealing with Nothing, supposed it is productive, not merely reproductive.)

The project *mind(21)factory* too has its origins rooted in Nowhere, an underground one, in the closed gold mines in Kremnica, Slovakia, where it started on Mai 20, 2000, the year full of hope. (For more go to www.scei.org)

To make the idea of *mind(21)factory* more concrete, the mastermind of the project, together with the Faculty of Architecture, TU Bratislava, has developed a model equipped with all necessary functions and located in the decrepit Franciscan Monastery in the main place of Kremnica. You can find a detailed description of this model on www.wohnbau.tugraz.at/mind21 under *Kremnica*.

3.2.2 The Aims

Under the motto *Creating Responsible Globality* the project *mind(21)factory* pursues the following aims:

in general to explore innovative living and working forms for the European cultural landscape in the Age of the Global Net – the age of difference, ambivalence and extreme openness –, in which the following categorical imperative reigns: *Ceaseless innovation and change*.

in particular to develop a practice-oriented economic model solution enabling disadvantaged regions to integrate into the broader context of the global without excessive use of materiality and capital investments. This model solution should be flexible enough to be applicable all over the world. Keyword: the liberation of the local from the prison of geography by means of technology. To be sure, a quite romantic but worth striving for goal with the following tangible effects depending on the choice of location:

revitalization of disadvantaged areas, e.g. deserted industrial sites and landscapes, revitalization of a decrepit but historically valuable edifice, identity creation und upgrading of unspecified urban structures and also economical non prospering parts of Europe.

3.2.3. Some Specific Advice to Meet the Challenge

In technology, economy and politics, national wealth in the form of physical resources has been declining in value and importance. What in the near future will be decisive is a) "entrepreneurial intelligence" (Peter Drucker), enabling permanent innovation in economics and society, to give people the chance, to adapt the new developments and b) their access to powerful distributed *knowledge spaces* of information society of the 21st century, in which the virtual is seamlessly embedded in the physical. These mixed-reality environments will free the individual from jail of the given and, in doing so, open up all kinds of possibilities for expanding individual opportunity, transforming the structure of work, and creating the future in the Global Net. What people will learn here first and foremost is *l'Art d'agir* (Michel Foucault).

By implementing information technology infrastructure for open, distributed and heterogeneous high-performance application environments in the near future – keyword: next-generation computing (Grid und Autonomic Computing, Ubiquitous und Quantum Computing) –, and by embedding the virtual in architectural spaces new living and working environments can be created enabling higher-order acting of the individuals – acting locally and globally at once. The result is a perfect architectural *mélange* of the material and the immaterial – keyword: displacement, i.e. the uncoupling spatial experience and geo-architectural structure – a *mixed-reality environment*, enabling competing ways of life in a "transnational identity landscape" (Ulrich Beck) of the Global Net and, in doing so, propelling the creation of a *Responsible Globality*. Unconventional synergies between private and public players, between *high-tech* and *high-mind*, between tradition and innovation, between science and entertainment, between working and living space, between different cultures and ways of life should be applied when realizing the aims mentioned above, in short: 0 and 1 at once.

The key intention of the competition *mind(21)factory* is to reimagine and reconstruct our environment that is influenced more and more by connections rather than boundaries. The organizers do not expect designs to be driven solely by fantasy but rather designs showing both fantasy and applicable proposals on the way to a *heterarchitecture* of the future, conceived as a quantum object, thus obeying the rules of quantum mechanics ((1 and 0, OFF and ON at once) rather than classical physics. An architecture as an enabling platform that does not prescribe any particular kinds of spatial experiences, but enables them all. An architecture of freedom, as it were, where spatial perception and architectural structure have been uncoupled. Welcome to the Multiverse! ... that does not exist yet.

3.3. Type and Scope of Service to be provided:

Submission of projects, worked out in the 21st century - or during this competition yet - and fit to the prototype of the *mind(21)factory* on digital data medium (max. 1 CD or 1 DVD with files in PC-formats) and hardcopy form.

3.3.1. Media Präsentation

In one of the PC-Formats: ppt, pps, avi, swf, wmv, html.
Specification will be announced yet.

3.3.2. Posters as hardcopy:

maximum 2 sheets in DIN A1 panel format.
Per sheet a reduction on A4 in colour is to be enclosed, also a digital version (pdf or jpg) from this reduction.

3.3.3. Explanatory report

The explication of the conceptual idea and the conversion to the design in German or English should be submitted in DIN A 4 (**max. 2 pages**) and digital in PC-format (doc or rtf oder pdf).

A short version of this report has to be in English.

The cover of the explanatory report must contain the reference number, title of competition and the name of the project.

3.3.4. Fotos of a model - as the case may be - on poster and digital.

3.4. Platform for information- and communication

www.wohnbau.tugraz.at

On the webside of the Institute of Housing informations and inputs from the commissioner of procedure will appear ongoing.

The participants also have the possibility to give articles to this platform and to discuss with the project developers and experts of different relevant fields.

The date of the opening of the discussion will be announced yet.

3.4.1. Links to the subject mind21:

www.scei.org

www.mind21.com

www.latentutopias.at

www.medienphilosophie.net

3.4.2. Literature / Media

Georg Flachbart, Peter Weibel (eds), *Disappearing Architecture: From Real to Virtual to Quantum*, Birkhäuser, Basel 2005, ISBN 3-7643-7275-3.

(This book, which coins the term of Heterarchitecture, was conceived and produced for the competition mind(21)factory. With contributions by prominent theorists, experts in computer sciences, media artists and architects as e.g. William J. Mitchell, David Deutsch, Peter Zoller, Jeffrey Shaw, Kas Oosterhuis, Hani Rashid, Elizabeth Diller, to name just a few of them.)

Vilém Flusser, *Vom Stand der Dinge. Eine kleine Philosophie des Design*, Steidl, Göttingen 1993, S. 68–75. ISBN 3-88243-249-7.

Milos Forman, *One Flew Over the Cuckoo's Nest* (Film of 1975), DVD, Süddeutsche Zeitung | Cinemathek, 2005, ISBN 3-86615-023-7.

Additions to this list under the increasing homepage of the competition www.wohnbau.tugraz.at/mind21 ongoing.

VERFASSERBLATT

Form Sheet of Author/s

number of the project consisting of 6 figures

For the competition *mind(21)factory*

Name of the project.....

VERFASSER / Authors

| Names | Addresses | Telefonnummers | E-Mailaddresses |
|-------|-----------|----------------|-----------------|
|-------|-----------|----------------|-----------------|

| | | | |
|-------|-------|-------|-------|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

adding if necessary

University.....

Bankconnection and number of account of the authorised person:

.....
.....

Other authors of other disciplines: names, addresses und field of working or research

.....
.....
.....
.....
.....