



CHAPTER I

DEFINITION OF THE COMPETITION

1. Preamble

On the occasion of MADE expo Milano Architettura Design Edilizia, the trade event due to take place at the Milan Fairgrounds from 2 to 5 October 2013, Federlegno Arredo S.r.l. is promoting a competition to find the most to novel projects for residential cityscapes and urban society.

The focus of the 2013 competition is Scuola dell'infanzia (Kindergartens or Nursery schools). The competition is looking for architectural ideas relating to the many ways that children perceive and interpret the world around them through the multi-sensory experience of space and architecture.

The competition is open to Italians and non-Italians who are studying or have studied architecture, engineering and industrial design and who are eligible to compete.

Winners and honourable mentions will be put on display at MADE expo 2013.

The Competition Organisers will build a full-scale prototype of projects whose architectural originality, construction technique and economic value are of particular interest to the manufacturers.

2. Promoters

The competition is promoted by Federlegno Arredo S.r.l. for MADE Expo, in association with the Department of Architecture and Urban Studies of the Politecnico di Milano.

3. Theme and aims

Introduction. Preliminary remarks regarding kindergarten design.



The child's space (Their first environment)

Metropolitan Milan is being called upon to deal with increasingly accelerated globalisation, immigration and transience, which is producing a melting pot of cultures and lifestyles that require social services to review their traditional approaches.

More specifically, services catering to the needs of children and young adults have always represented a limit within welfare policies. Italy's budget for child services accounts for less than 0.2% of the country's GDP, whilst in Denmark, for example, it is about 1.7%.

It is a well known fact that employment levels among women reflect the degree of availability of child services, and that efforts to improve the situation generate positive impacts in many other areas of society.

However, the issue encompasses far more than the mere provision of social welfare.

There is also a need to meditate on the learning systems of future generations, because "attending kindergarten considerably enhances the likelihood of achieving good marks not only in primary school, but also in secondary school. The effects are even more positive for children from less well educated backgrounds" (Agnelli Foundation).