

BroomeJenkins take prize at the Biennale della Montagne ‘Alpi 365’

In July 2007 Unioncamere Piemonte and Regione Piemonte, of Italy announced an international design competition for street furniture and installations for outdoor spaces in Piedmont’s hill and mountains. Open to a range of design professionals (aged under forty), the designs had to use ‘artisan methods’ in their construction.

The Piemonte region being close to the Alps, is both hilly and mountainous. “We wanted to design something that would be used solely to help appreciate these stunning Piemonte Vistas”, says Julian Evans – Senior Designer.

Our idea was to construct a series of small viewing platforms that could be erected at strategic places around the region to ‘frame’ a particular and outstanding view. These platforms could form part of a trail supported by other forms of tourist information.



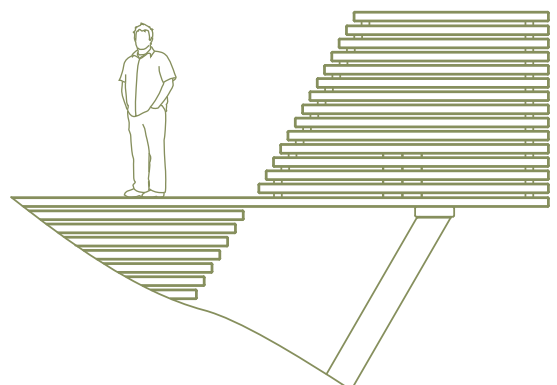
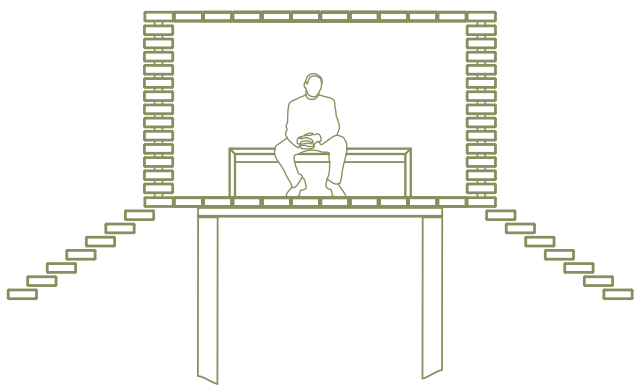
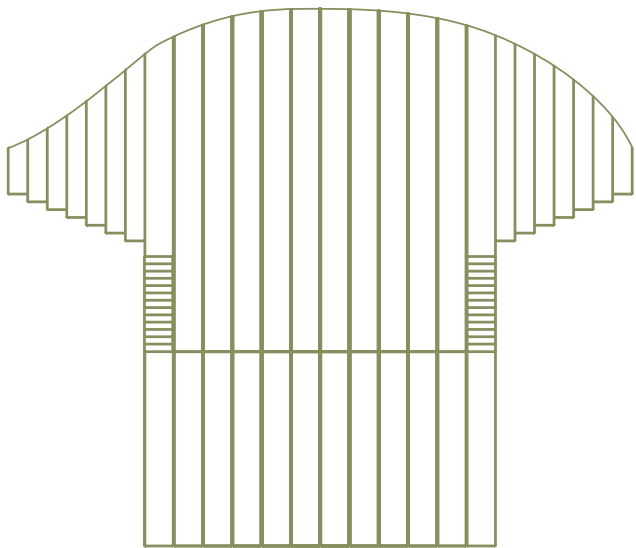
The platform design was inspired by the linear patterns created in the vineyards of Piemonte, and the front elevation of the platform has the same proportions as a standard 16 x 9 photograph – thereby creating the perfect picture.

The simple contemporary timber construction is not only sympathetic to the surroundings, but is easy to build using local artisans - a key aspect of the brief.

On the 4th of October 2007, at the Biennale delle Montagne “Alpi 365”, Unioncamere Piemonte and Piemonte Region announced the winners of “The Heights of Design”, international competition.

Thirty two works were submitted from all over the world (Italy, France, Austria, Finland, Spain, United Kingdom, Romania, Ukraine, Canada, United States, Argentina, Japan and Singapore) and were examined by a jury of International design experts.

The judging panel including curator - Alberto Donini and chaired by Marie-Laure Jousset – Conservateur, Centre Pompidou, selected three projects for their originality, feasibility, coherence and scale - BroomeJenkins’ design was chosen as one of these winners.



Frame the view - ‘vista perfetta’



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