

# **Call**

# **Tegetthoffbrücke**

# **pilot project**

**Design elements for the re-design  
of the Tegetthoffbrücke**

---

Designmonat Graz 2015 is dedicated to the topic of design in public space. Following a call for programme for the Designmonat Graz 2015 in reference to this particular focus, Creative Industries Styria

announced a pilot project in cooperation with the city administration of Graz, which is to be presented, judged and implemented over the course of Designmonat Graz 2015.

---

*„One has to understand an un-place to turn it into a place.“*

Graz is a many-faceted city that is growing quickly. In addition to its tourist hotspots, the city also hides less popular squares, streets and places, barely noticed by people traversing the city. These so-called “unplaces” need to be upgraded.

Places are anchors “that we are on”. They generate identity and stories. In contrast, “un-places” are “loveless” places, empty urban spaces without temperament. It is not possible to energise them using normal human interaction. When exactly a place becomes a non-place or an un-place, is a question of perspective or of the conditions that have caused this development. Sometimes it is simply a question of time until such a place becomes “empty” and simply reduced to its function that it has to fulfil as a place. The place falls, as it were, into a state of depressive meaninglessness, forgotten.

Within the context of our focus on design in public space during Designmonat Graz 2015, we want to give one of these places, the Tegetthoffbrücke, meaning again and reenergise it as a place. This is an experiment that gives the creative community an opportunity to show what design can do. The bridge

will not only be a functional construction but will also be added to the riverbanks and river as a connective element. In a way, we want to re-programme the bridge and create an example of design intervention, one that is more than a cosmetic beautification and a surface facelift. The Tegetthoffbrücke will be transformed into a place again.

---

## Task

The design intervention aims to breathe life into the so-called “unplace”. The primary function of the bridge as part of public transportation and the importance of the bridge and river in dividing but also connecting the two halves of the city are not to be forgotten. What can design do to make this place more attractive and a better place to live? We are looking for ideas that will bring about a visual and functional optimisation of the bridge as a meeting place and that will make it possible to open up the bridge, which has long been the city’s social interface.

The task has purposefully been kept open in the first stage of the call for ideas, reflecting Hermann Hesse’s approach:

*“You have to try the impossible to achieve the possible”*

---

# Tegetthoffbrücke

This bridge between Belgiergasse and Andreas-Hofer-Platz is 64 meters wide and was built in 1975. The first bridge was built in 1883. It is used by vehicles, bikes and pedestrians and is currently lined by concrete troughs, which divide the road and the path.

---

## Submission criteria

### Content

The concepts submitted must be of high quality and of high relevance for Graz as a UNESCO City of Design. The content must fulfil the task and the actual implementability of the ideas is not to

be forgotten. The submissions should also include budget estimations.

### Formal

- All submissions must be laminated onto stiff cardboard. A1 format, across (height 594mm x width 841mm).
- The submission must have a pertinent and clear project description in the lower right section (A5).
- This must contain:
  - o Title
  - o Description (1000 characters)
  - o A 6-figure code consisting of 4 numbers and 2 letters, created by the designers
- The call is anonymous and, for this reason, the project description is not to contain names or logos.

- The 6-figure code must be written on a sealed envelope, containing the name and contact details of those submitting the design as well as a project description. It is to be submitted together with the cardboard.
- The submissions must be handed in at the office of Creative Industries Styria (Marienplatz 1, 1st floor) by 4pm on the 27th April.

**Important: CIS membership (at least free member) is a prerequisite for submission. You can find information about CIS membership at [www.cis.at/de/membership](http://www.cis.at/de/membership).**

---

## Who can take part?

Designers – (we recommend interdisciplinary teams) – from all disciplines are invited to submit concepts for a design intervention that reflects the “re-programming” described above. A jury of experts will view the submissions, which are to reflect high quality standards. All submissions are to be of high design quality and visualised in a comprehensible manner. In the second round, the five best submissions are further discussed in terms of concretion, design planning and realisation.

---

## The call is divided into two stages

### Stage 1 – Call for ideas

Participants hand in their ideas according to the formal submission criteria. Based on the appli-

---

cations available, the jury of experts chooses the submissions that are to move on to the next stage. All submitted projects will be exhibited at Designmonat Graz 2015.

### **Stage 2 – Briefing**

Selection of 5 submissions.  
The briefing takes place during Designmonat Graz. The purpose of this stage is to consolidate ideas and check whether it is possible for them to be implemented. After this, the implementation phase will begin, which is to be completed by the end of 2015. The jury reserves the right to realise between five and no projects. In the second stage of the call, costs and fees are relevant factors when deciding which project to implement.

---

## **Jury**

An independent and international jury of experts will check the submissions for content orientation and criteria fulfilment, making a choice on this basis. In addition, the jury will ensure that the selected projects meet the high quality requirements of a UNESCO City of Design.

## **Timeframe**

27th April 2015: Submission deadline  
The jury sitting takes place in the following week. All applicants will be informed of the outcome as soon as possible.

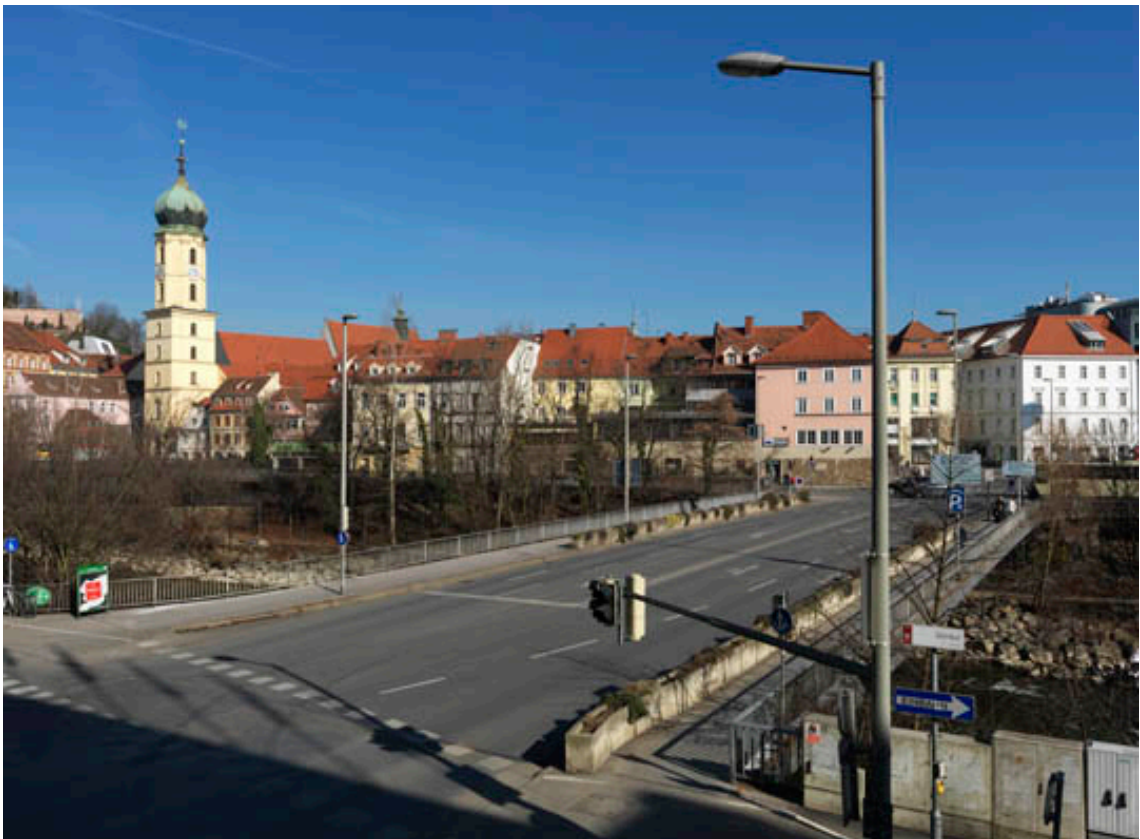
---

## **Contact**

Martina Pock  
Creative Industries Styria  
Marienplatz 1, 8020 Graz  
Tel: +43(0)31689059819  
martina.pock@cis.at



© Philipp Podesser



© Philipp Podesser



© Philipp Podesser



© Philipp Podesser