A VENETIAN WALL IN TERRAZZA

AUGUST 2022

Wall art proposal inspired by Venetian roots
Aperol was founded in 1919. The product was originally produced by the Barbieri company (with Luigi and Silvio Barbieri) based in Padua, a small town near Venice.

Since after the 1st World War, Aperol becomes famous among young people all over Italy, but it is after the 2nd World War that Aperol Spritz becomes the symbol of the Italian aperitif, also thanks to the TV commercials.

During 2003 Aperol becomes part of Campari Group and is finally known internationally.

Discover more about Aperol story Our Story – Aperol
Aperol spontaneously connects people on every social occasion, thanks to its ultimate signature drink: Aperol Spritz.

Its ritual connects a crossroad of different cultures through its universal language of Joy.
APEROL KEY PILLARS

SHARING JOY

TOGETHERNESS

LIGHTHEARTEDNESS

EFFORTLESS CHARME
CONTAGIOUS
JOY OF LIFE

There are universal languages which put people in sync.

Like Aperol, which spontaneously connects people multiplying their joy.
Aperol Spritz ritual is rooted in the culture and tradition of the city of Venice.

In the Venetian bàcarì the Aperol Spritz ritual as we know it today was born.

Paired with cicchetì, the Aperol Spritz consumption becomes the occasion of sharing lighthearted moments with old and new friends.

The ritual, and the togetherness it represents, gains a straordinary success and soon reaches the whole world.
Right in the heart of Venice on Campo Santo Stefano, the Terrazza Aperol world is an exciting balance of Venetian roots and global attitude, inclusive and sharable joy of life, interactive, surprising, dynamic and engaging, for a true Italian Aperitivo social ritual – a perfect place to live and enjoy the true Aperol mood and DNA!

Campari Group looks into global roll-out of Terrazza Aperol to spread the joy by building more flagship stores around the world.
Terrazza Aperol vision is to create a unique place to live overlapping experiences all day long enjoying its different spaces.

Terrazza Aperol’s concept and consumer experience are designed to be Modular and fully Scalable. Meaning that the concept is developed in a way that can be adopted to any size of location, with any layout, Permanent or Temporary and still be consistent with the original idea and experience.

The interior design concept of TA has been developed by Studio Vudafieri Saverino Partners.
VENICE LEGACY – MATERIALS USED IN TA

The materials as well as the design of the venue were inspired by Venice’s roots:

• pavement made of restored “Briccole” wood
• handmade chandeliers customized by Venetian glass masters
• walls decorated with traditional Venetian “stucco” and glass mosaic tiles
• an original slatted ceiling has been restored in the venue
Please find more layout details at A Venetian Wall in Terrazza
The subject of the competition is to receive a creative proposal in form of a graphic project that will be implemented on the indicated wall.

Since the wall is visible from the outside, the graphic proposal will have a significant visual impact.

Please Note that the entire current structure, including the mirror, will be removed and the wall will be adapted to the selected proposal. The lighting will also be adjusted in accordance with the selected proposal.
The room will host the social dining concept, creating an experience by gathering a group of friends or strangers around one table, like at a private home.

In an atmosphere that is just like "being at home". In social dining, the dining table is more than ever used as a way of getting people to socialize.

The dimensions of the wall are:

W 159 cm, H 220 cm

Please find more layout details at A Venetian Wall in Terrazza
PROJECT OBJECTIVES

• Create a globally recognizable and Instagrammable visual project.
• Bring an identity to the room in line with Aperol tone of voice and in line with Venice legacy.
• Enhance the social room hospitality concept, contribute to the creation of a cozy and warm atmosphere.
PROPOSAL
REQUIREMENTS & EVALUATION CRITERIA

• Conformity to the brand’s core values
• Inspired by Venetian roots
• Instagrammable
• Tone of voice to be inline with interior design of Terrazza Aperol
• Originality, recognizability, and effectiveness
• Feasibility of realization both technically and economically
• Replicable and Scalable, considering the future global roll outs of TA flagships around the world. Meaning that the proposal should have the capacity to be adopted to any size of location, with different wall proportion and still be consistent with the original idea.
Jury, Prize & Deadline

• Jury
A jury will be chosen to assess the competition, and it will be made up of:
  • 2 members of the Accademia di Belle Arti;
  • 3 members of the Campari Group;
  • 1 external judge (Architect)

• Prize
The contest offers the following prizes:
  • First Place: 7,000€
  • Second Place: 2,000€
  • Third Place: 1,000€

• Deadline
The graphic proposals in PDF must be submitted by October 3rd, 2022, at the latest at the following website A Venetian Wall in Terrazza
DELIVERY FEATURES

In order to assess the proposals, students must submit their work including the following information and following the required criteria:

- **Format**: File in PDF maximum 10MB & provide an example of the project in horizontal format.
- **Scale**: 1/5.
- **Proposal description**: Students should explain the approach undertaken behind their proposal.
- **Materials description**: Students should provide technical details regarding the chosen materials.
- **Image quality**: Explicit the image quality in the proposal.

**IMPORTANT NOTE:**

The winning candidate is required to provide the executive details of his/her proposal (scale 1/5) within 2 weeks time after announcement of the results, and fully collaborate with TA team for realisation of the proposal.
 CONTACTS

Please find content rules and more details at the following link: A Venetian Wall in Terrazza

Accademia contact references for contest support:
• Prof. Stefano Marotta stefano.marotta@accademiavenezia.it
• Prof. Gaetano Mainenti gaetano.mainenti@accademiavenezia.it

Please for technical support refer to info@avenetianwallinterrazza.it

Participants are also welcome to visit Terrazza Aperol in person to take a closer look at the wall inside our social room! Find us here: Terrazza Aperol
SEE YOU THERE!

Enjoy Aperol responsibly