

Programme for Svizra27 ideas competition Summary

Verein Landesaussstellung Svizra27



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Note on competition language:

The competition will be held in German or French. For stage 1, entries can be made in the four national languages and in English. For stages 2 and 3, entries are only permitted in German or French. The presentations can be held in German or French.

The competition programme can be downloaded in the two national languages of German and French and as a summary in Italian, Romansh and English at www.simap.ch. If anything is unclear or contradictory, the German version is binding.

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For a more readable style, we have avoided the use of both male and female language forms at the same time. Any terms used to denote persons refer to all genders.

Prologue

The working world of the 21st century – transition and awakening

The working world is in a state of change. The transition from traditional to new forms of work is causing considerable upheavals and posing challenges for both the economy and society. We are clinging on to our work, both paid and voluntary, and almost everything depends on it: our identity and prosperity, the cohesion of our society, our education system and the entire way we lead our lives. If both the ways and conditions of working are changing, we also have to reinvent our lives, the welfare state, the vocational training system, the pension system and social partnerships. The Svizra27 National Exhibition is intended as a laboratory in which we jointly discover how we want to coexist and work and how Switzerland will create prosperity in the future.

This enormous transformation is still in its infancy and there is a great deal to do. Knowledge must be connected, new production techniques invented, a CO₂-neutral infrastructure installed and new ways of living and working developed, tested and put into practice. At the same time, conditions are becoming tougher: the dependence on global markets and powers is growing and competitive pressure is intensifying across all stages of the value chain; specialists are becoming scarce and the pension system overwhelmed due to demographic shifts; climate change requires us to consume less and reduce net emissions from production and transport to zero; and COVID-19 has highlighted how vulnerable our health is, even in supposedly safe workplaces.

These changes are not inevitable and they are not a zero-sum game. Many things are open and depend not only on what is technically feasible and economically necessary but also on how we want to structure our lives and societies.

Technically speaking, far more is possible than we can imagine. A key characteristic of new technologies is that they are cheap and extremely efficient – in other words, we are able to do more and more with less and less. Robots and artificial intelligence could soon relieve humans of all difficult, unpleasant and dangerous tasks. And with the help of 3D printers, every household might one day be able to produce everything it needs for life at home.

If machines create ever-increasing wealth and human labour becomes less and less important as a production factor, the question arises as to how the profits will be distributed. Who should I work for? Who controls the smart machines and digital assistants that are taking more and more work and decisions out of our hands? Who defines the rules of the game? Global corporations, SMEs, cooperatives, the state, a higher collective intelligence or anyone who can or wants to buy it – for the price of a smartphone?

What will people do if machines take over more and more of our work? What will be the goals and ambitions of a person who can lead a good life despite having to do very little work, or even none at all? Which tasks will we still be happy to put effort into if we do not have to? Will we still want to learn a profession if artificial superintelligence surpasses us in an ever-increasing number of fields? What does career and success mean if our intrinsic motivation is the only thing that still counts? How will we progress if we are free, largely flexible in our projects and no longer work for a single employer? Who will we identify or ally ourselves with if we work not in a hierarchy but as part of a network without a boss?

Where will we want to work if our job is no longer tied to a fixed location and our office, workshop or laboratory is everywhere and nowhere? How much physical proximity do we need, how close do we have to live together, how often do we have to meet to be able to collaborate successfully from afar? Which type of infrastructures are required if classic forms of work become a thing of the past and transportation from home to work becomes unnecessary?

What will connect and what will separate people in the working world of the future? Where will we collaborate if collaboration becomes more important than competition? How will the duties of the state, the education system and professional associations change if more and more people want to lead their lives in a way that is no longer dependent on gainful employment? Will they simply follow behind or will they think ahead?

If digitalisation makes us all equally efficient, people will become more significant as a success factor and creativity will become the decisive resource. In a world in which many different forms of living and working will become possible, motivation has to come from the inside, from the goals we set for ourselves as individuals and as a society.



Legend: excerpt from the film "Svizra27 in a nutshell".

1. Background

1.1. Origins and development of Svizra27

1.1.1. History

Roughly every 25 years, Switzerland organises a national exhibition, with the aim of offering a snapshot of prevailing culture, politics and the Swiss economy. The first national exhibition was held in Zurich in 1883 and explored the importance of school and education for economic growth as its central theme. The three subsequent exhibitions (1896 in Geneva, 1914 in Bern and 1939 in Zurich) were dominated by the Swiss Armed Forces and the nation's desire to underline its independence. The 1964 National Exhibition in Lausanne used the "Gulliver Project" to present a futuristic vision of Switzerland. A computer reported the latest results of a survey on major current affairs issues conducted among exhibition visitors in real time throughout the event. The sixth national exhibition was held in 2002. Expo.02 was spread over a total of five different locations either beside or on water – the "ar-teplages" – in Biel, Neuchâtel, Yverdon-les-Bains and Murten, as well as the mobile Arteplage in the canton of Jura. It focused on presenting Switzerland as an open nation with a concern for environmental integrity. The main theme of Expo.02 was water and Switzerland's commitment to securing peace abroad.

Here are the posters from the past national exhibitions:



1883 in Zurich



1896 in Geneva



1914 in Bern



1939 in Zurich



1964 in Lausanne



2002 in the Three
Lakes region

1.1.2. Motivation

Switzerland is a growing, open, diverse and multilingual country. It needs a periodic event to bring all the parts of its population together. This is what the National Exhibition aims to achieve. Svizra27 will focus on the theme of “People – Work – Solidarity”, enabling visitors to explore issues related to everyday working life and leisure activities but also our personal roles and those of society. The National Exhibition will represent Switzerland as a whole in both the national and international context of the world of work and leisure.

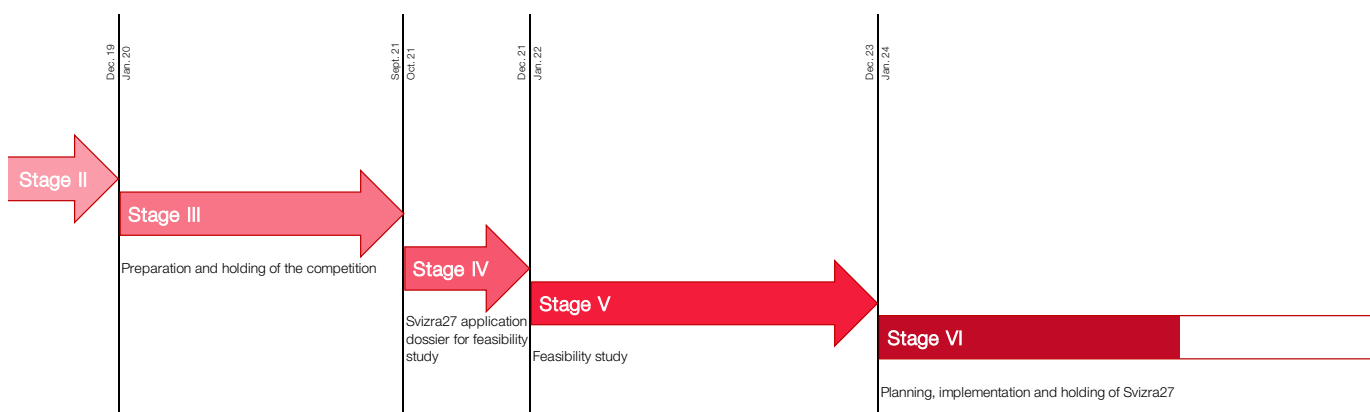
1.1.3. The name “Svizra27”

The Romansh word “Svizra” sets an example by honouring the smaller social, economic and cultural groups against the backdrop of the country as a whole. The use of the term “Expo” has been deliberately avoided as it is not sufficiently comprehensive for the exhibition’s thematic focus. “Switzerland” per se occupies centre stage.

1.2. Project schedule

The Association Verein Landesaussstellung Svizra27 is planning takes place within the framework of the master plan for 2017 to 2027, which is broken down into the following project stages (subject to change):

Stage I	Basic concept	Complete
Stage II	Funding and competition approach	Complete
Stage III	Preparation and competition	Jan. 2020 to Sept. 2021
Stage IV	Svizra27 application dossier for feasibility study	Oct. 2021 to Dec. 2021
Stage V	Feasibility study	2022/2023
Stage VI	Planning, implementation and holding of Svizra27	2024 to 2027



The call for project proposals by the Association Verein Landesaussstellung Svizra27 begins in June 2020. As part of a three-stage competition, the idea for Svizra27 will be selected in autumn 2021. In the next project phase, stage IV, an application dossier will be developed for the overall Svizra27 National Exhibition project on the basis of the selected idea. This will then be submitted to the Federal Council in December 2021 by a motion of the Conference of the Cantonal Governments (CdC). Our goal is that the Federal Council will then select the Svizra27 project for further processing and task the overall project management with conducting in-depth assessments within the context of a feasibility study (stage V of Svizra 27, from January 2022 to December 2023).

2. Task and goal of the ideas competition

2.1. Thematic requirements

The theme of Svizra27 is “People – Work – Solidarity”.

In modern societies, work is a strong organisational principle that has a widespread influence on life, from individual lifestyles through to social connections. It also has an impact on education, culture and national identity. This particularly applies to Switzerland, where the work ethic forms an integral part of the Swiss national identity. In the past, the quality of the work performed in Switzerland was the pride of the entire nation and this is still the case in the present day, albeit to a slightly lesser extent. “Swiss Made” still has an excellent reputation as a sign of quality at its best.

People primarily define themselves in terms of their work. It gives them a sense of value and helps to structure their day-to-day lives. The organisational principle of work even influences the lives of children: Switzerland prides itself on its educational system, which equips its younger citizens for integration into the employment market more successfully than the systems of many other nations. Work additionally acts as a foundation for social cohesion and solidarity within society, for example in the form of income tax applied to gainful employment or pension contributions from salaries. Another element of work that should be highlighted is voluntary work, in which individual commitments create added value for others. The development of the economy and work has also influenced the country’s landscape and settlement and helped to create its transport infrastructure.

In the coming years, digitalisation, demographic change, the greening of the economy, new forms of globalisation and other driving forces will all lead to major transformations that will have a substantial impact on the world of work and change all the aspects again – from culture and education to the landscape and mobility. The world of work is a complex system that reacts sensitively to disturbances. The coronavirus crisis and the lockdown imposed in response to it have made this apparent to everyone.

If the fundamental definition of work changes as a result of several transformation processes, life and coexistence will also take on a new form at the same time. This is what Svizra27 wants to explore: how do we live and work, how do we create and share values and how do we stick together while the “work” cog in the wheel of “people, work and solidarity” continues to turn at high speed?

Svizra27 wants to present this topic in a way that fascinates the people of Switzerland and inspires them to consider new perspectives, to partake in debate and to look for solutions. How do we want to work and live together in the future? To answer this question, we need ideas, visions and philosophies.

Svizra27 wants to be a laboratory. It wants to achieve an event that gives the Swiss a taste of the new dimensions, opportunities and, indeed, risks provided by the transformations mentioned above; an event that makes us restless with anticipation and brings issues to the forefront, ready to be explored.

Svizra27 wants to be a platform. The “world’s hardest-working nation” is proud of its accomplishments and keen to determine how prosperity and welfare will be achieved in the future.

Svizra27 wants to provide visitors with lasting memories of a shared generational experience. We want to make the people of Switzerland aware of the multifaceted dimensions involved in the transformation of work and those that will affect the way we live and coexist. By anchoring such thoughts in people's minds, we can help them to anticipate the future of the Swiss world of work.

2.2. Aim of the ideas competition / competition task

The aim of the competition is to define an idea that provides a rough concept for the content, spatial features and infrastructure of Svizra27. The team behind the chosen idea will appoint the Creative Director (details of this are provided in the German and French programmes for the ideas competition).

In the course of the ideas competition, the following questions have to be explored and answered in a manner appropriate for the different stages of the process:

- How should the theme of "People – Work – Solidarity" be characterised?
(Positioning, structure and dramatisation of the National Exhibition, goals, themes and intentions, formats, sustainability and character of the overall event)
- Where will Svizra27 be held (in Northwestern Switzerland)?
(Basic spatial concept, specific regions, choice of location according to importance and function)
- What potential for subsequent use will Svizra27 have?
(Goal: to utilise existing infrastructure and continue using new structures after Svizra27)
- What are the key logistical elements of Svizra27?
(Infrastructure, mobility and visitor flow, public transport, individual transport)



Legend: excerpt from the film "Svizra27 in a nutshell".

3. General conditions for and information on the process

3.1. General conditions

Svizra27 is a national exhibition for the Northwestern Switzerland region. The Svizra27 National Exhibition should be held within the perimeters of the five cantons of Aargau, Baselland, Basel-Stadt, Jura and Solothurn. Geographic inclusion of the border regions is not a priority but may be evaluated within the context of the overall idea.



Details of the general conditions (including in the areas of infrastructure and transport, sustainability, funding and budget) can be found in the German and French programmes for the ideas competition.

3.2. General provisions for the process

The organiser of the process is the Association Verein Landesausstellung Svizra27, which has its registered office in Aarau.

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CH-5001 Aarau

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An ideas competition will be conducted in three stages using an open source format. The open source format was chosen to ensure the transparency of the ideas during the competition. All concept ideas of entrants who were eliminated at the first stage will be available to participants in the second

stage, and the ideas dossiers and presentations submitted by the entrants eliminated at the second stage will be at the disposal of participants in the third stage in the form of videos. If competition participants adopt and use ideas, this must be indicated in a suitable way in the dossiers along with the name of the author. In the event that they fail to do this, participants may be excluded from the competition.

The call for proposals for stage 1 will be published at www.simap.ch and www.svizra27.ch on 22 June 2020. Participants in stage 1 can ask questions until 15 July 2020, and those questions will then be answered by 31 July 2020. The submission deadline for stage 1 is 2 October 2020. Further deadlines and details of the documents to be submitted at all stages of the competition can be found in the German and French programmes for the ideas competition.

The maximum sum awarded for prizes and compensation is CHF 290,000 including VAT.

The organiser intends to employ the designated person from the chosen team on an individual basis as the Creative Director for stages IV and V, and possibly also for stage VI (for more details, see the German and French programmes for the ideas competition). Subject to approval by the overall project management of Svizra27, the other authors of the chosen idea may also be enlisted for processing the follow-up order. The follow-up orders from stage IV onwards will be issued provided that the respective stage has been triggered and the funding is guaranteed.

The suitability and acceptance criteria used in assessing the entries to this ideas competition can be found in the German and French programmes for the competition.

The organiser and the participants have the right to publication with disclosure of names by mutual agreement. The organiser shall determine the time of publication. Until this time, the parties are obliged to maintain strict confidentiality.

3.3. Final provisions

3.3.1. Place of jurisdiction

Any disputes under private law will be resolved by the ordinary courts of law. The sole place of jurisdiction is Aarau.

3.3.2. Provisions on objections

By submitting a contribution at stage 1, participants accept all provisions of the competition programme and the answers to questions as binding. They also accept the decisions of the judging panel, including on matters of discretion.

3.4. Approval

The competition programme has been approved by the Association Verein Landesausstellung Svizra27 as the organiser and the judging panel, represented by the Judging Committee.

Aarau, 17 June 2020

Verein Landesausstellung Svizra27

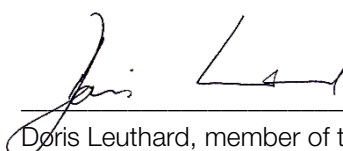


Kurt Schmid, President



Thierry Burkart, Vice-President

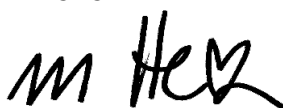
Judging Committee:



Doris Leuthard, member of the
Judging Committee



Pierre de Meuron, member of the
Judging Committee



Manuel Herz, member of the
Judging Committee