

International Plaza Concept Design Competition for Professionals

For Immediate Release

COMPETITION THEME: Commerce Changes Cities

JURY CHAIRMAN: Daniel Libeskind

REGISTRATION DEADLINE: March 10, 2016

SUBMISSION DEADLINE: March 10, 2016

BACKGROUND

At the beginning of the 21st century it is necessary to address contemporary social needs, desires and emerging economic potentials in order to create a new generation of shopping centers and leisure facilities. Architecture is no longer considered a footnote, but a fundamental means of engaging and extending the experience of the visitor towards new dynamic leisure horizons.

In this way, the entire shopping mall becomes a stage—a veritable vitrine—for public performance. By configuring both external and internal spaces in an innovative and efficient manner, retail complexes can provide synthetic entertainment for a wider public audience. It is a place of celebration, enjoyment and consumption where people can enjoy a variety of atmospheres and activities from shopping to dining, swimming, and living all within a lively social environment. The sustainability and long range success of a new facility depend upon the creation of public spaces which in their functionality and architectural character provide a new identity by integrating the dimensions of commerce, culture with leisure as well as giving them a spatial organization that is able to represent the values of a given society.

2015 International Plaza Design Concept Competition is the first competition themed around “commercial plaza”. It is organized by Architecture and Culture Society of China and Wanda Commercial Planning & Research Institute and co-organized by China Building Centre (CBC) and College of Architecture and Urban Planning, Tongji University, and presided over by the

most eminent architects in the world. The jury consists of leading architects, deans and directors from top architecture schools. The competition invites students and practitioners alike to envision a new generation of shopping plaza and in a larger sense, a new way of living.

REQUIEMENTS

JURY CHAIRMAN: Daniel Libeskind

COMPETITION TOPIC: Nexus of Experience and Interaction

The 21st Century City is poised for a total transformation of the "shopping mall", and consequently of the entire idea of public interaction, desire and commerce.

Such a radical transformation requires correlatively the transformation of physical space, represented by the so called "shopping mall". I have put the words "shopping mall" in quotes because we have already seen the blurring and erasure of old categories which separated shopping from leisure, entertainment, and public festivities. This separation is a consequence, not only of technology, but of human perception which is opening up new frontiers. New forms of anticipation and fulfillment arrive at the fore.

The aim of this competition is to produce a holistic, physical space that contains all of the possibilities for shopping, entertainment, leisure and being, in any form that can communicate practical, pragmatic and economically achievable solutions. These solutions must be implemented and built in a sustainable, innovative spirit.

(Please go to "Download" section for the design program).

ORGANIZATIONS

Organizers:

Architecture and Culture Society of China

Wanda Commercial Planning & Research Institute

Co- Organizers:

China Building Centre (CBC)

College of Architecture and Urban Planning, Tongji University
Tongji Architectural Design (Group) Co.,Ltd.

International Supporters:

Conseil National De L'Ordre Des Architectes (CNOA)
Department of Architecture, Harvard Graduate School of Design

Supporting Organization:

HYHW ARCHITECTS AND PLANNERS, Beijing

JURY

Jury Chairman:

Daniel Libeskind, Founder and Principal Architect of Studio Libeskind

Jury Members:

Benedetta Tagliabue, Founding Member of Enric Miralles - Benedetta Tagliabue (EMBT)

David Mallot, Principal of KPF; Chairman of CTBUH (Council on Tall Buildings and Urban Habitat)

Lai Jianyan, Vice President and Chief Architect of Wanda Commercial Property

Zhu Xiaodi, Chairman and Chief Architect of Beijing Institute of Architectural Design

Special Consultant:

Anthony LaMolinara, Well-known Director, Writer, Novelist, Painter and Sculptor; Winner of the Best Effects Director of the 77th Oscar Award

PRIZES AND AWARDS

1st Prize (1 team)

Certificate and 100,000 CNY (approx.15,000 USD) (before tax);

2nd Prize (2 teams)

Certificate and 50,000 CNY (approx.8,300 USD) (before tax);

3rd Prize (3 teams)

Certificate and 30,000 CNY (approx.5,000 USD)(before tax);

Honorable Mentions (several teams)

Certificate and 6-month free subscription of UED magazine

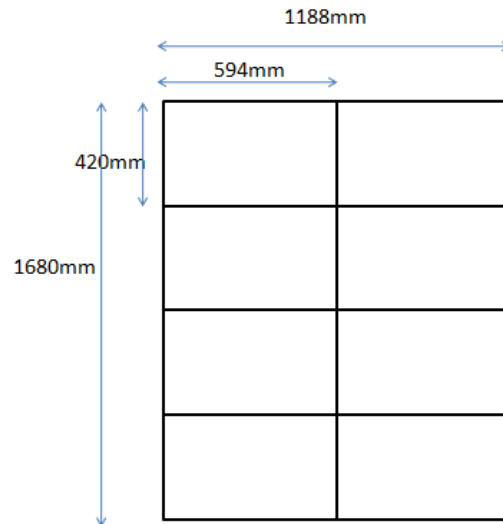
Winners will have opportunities to participate in the follow-up project design; all the winners are invited to the award ceremony and a parallel round table meeting with the organizers. All the award-winning works will be exhibited in the subsequent tour and other related activities as well as being published by UED media.

PROCEDURES

1. This is an open competition for all architecture professionals around the globe. Teams could be formed, which, beyond architects and planners, can include philosophers, artists, economists, etc.
2. Only the team leader will be contacted when necessary.
3. Log on <http://mallconcept.uedmagazine.net/>, click “Login/Register” to fill out the registration form and submit online; please go to <http://www.wanda-gh.com/> to check more information.

The registration concludes on March 10, 2016. No registration fee is required.

4. Please submit the digital version of drawings and related documents to mall_concept@163.com before the submission deadline. **The form of entry could be drawings, models, films, books, installations, choreographies... It is completely open to all participants.**
 - a) Panel specification (if you choose submit drawings): Eight A2 boards in horizontal (landscape) display (or remain the overall size and free internal layout), will be produced for final presentation. They will include texts, explanation, diagrams, drawings, visualizations and all additional information. An A3 booklet containing all design information and design drawing (including the drawings on the panel) is required as well.



b) Entries could also be submitted as MP3, MP4, MOV or PDF format documents. Please compress all the supplementary files into one zip/rar package and upload to Wettransfer. The link will be included in the email and the TXT design documentation. Please make sure the compressed files are within 1GB.

5. With the assistance of the committee, the jury will meet and decide the winners.
6. The committee will announce the winners in April 2016.
7. Inquiries related to the competition will be responded to via e-mail:
mall_concept@163.com .

8. Schedule:

Registration Deadline: March10, 2016

Submission Deadline: March10, 2016

Jury Convenes: March 2016

Results Announced: April 2016

SUBMISSION

1. Please submit the digital entry to mall_concept@163.com. Please include “competition” in the e-mail subject line.
2. Language: English

3. Scale and dimensions must be in metric units.
4. Documents: Recognizable scanned copy of passport should be attached in the e-mail. Participants themselves are responsible for the authenticity of the documents.
5. A TXT document must be attached in the e-mails of the submission, which include participants' name, registration number, e-mail address, mobile phone number, the full name of participants' company, title and brief introduction of the submitted work.

REGULATIONS

1. Participants must agree with and follow the competition requirements and regulations. The organizing committee reserves its right of final interpretation.
2. Entries that include words or pictures indicating participants' names and schools in drawings will be disqualified from the competition.
3. All entries are accepted with the explicit free right of publication, reproduction, and promotional use by competition organizers and sponsors without need for further approvals. Names of the authors will be specified in the publication.
4. Entries that have been submitted to other competitions, published on other public occasions or found to be similar to other works in terms of design ideas will be disqualified from the competition.
5. Any participant that contacts jurors about the competition during the entirety of the competition process will be disqualified from the competition.

CONTACT

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