

# International Shopping Plaza Concept Design Competition for Students

## For Immediate Release

**COMPETITION THEME:** Commerce Changes Cities

**JURY CHAIRMAN:** Inaki Abalos

**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.

## **REQUIREMENTS**

**JURY CHAIRMAN (Students): Inaki Abalos**

**COMPETITION TOPIC: Commerce Changes Cities**

The submission for the competition should display that the shopping plaza is a stage—a veritable vitrine—for public performance. The design program that is nowadays characteristic serves in this competition exclusively as a guide to show students the state of the art. The purpose of the competition is to go beyond it, to find innovative ideas able to confront the new ways of shopping and provide spaces where all can recognize themselves and socialize freely. A site, representing its regional culture, can be chosen freely by the participants. Explain briefly in all cases the reason and the market you will be confronted with. (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

**Supporting Universities:**

School of Architecture, Tsinghua University; School of Architecture, Tianjin University; School of Architecture, Southeast University; College of Architecture and Urban Planning, Xi'an University of Architecture and Technology; Faculty of Architecture and Urban Planning, Chongqing University; School of Architecture, Harbin Institute of Technology; School of Architecture and Art, Dalian University of Technology; School of Architecture, Hunan University; Beijing University of Civil Engineering and Architecture; School of Architecture and Art, Hebei University of Technology; School of Architecture and Art, Southwest Jiaotong University; College of Architecture and Urban Planning, Beijing University of Technology; School of Architecture and Art, Beijing Jiaotong University; College of Architecture and Urban Planning, Kunming University of Science and Technology; School of Architecture and Art, North China University of Technology; Gold Mantis School of Architecture, Suzhou University.

**JURY**

**Jury Chairman:**

**Inaki Abalos**

Founding member of Abalos Sentkiewicz, chair of Department of Architecture, Harvard University

**Jury Members:**

**René-Henri Arnaud**, Associate of the Architecture-Studio (AS)

**Will Hosikian**, Principal of Woods Bagot

**Li Zhenyu**, Dean of the College of Architecture and Urban Planning, Tongji University

**Peng Lixiao**, Chairman of China Building Centre (CBC), Chief Editor of Urban Environment Design (UED) Magazine; Guest Professor at the School of Architecture, Tianjin University

## **PRIZES AND AWARDS**

**1st Prize** (1 team)

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

**2nd Prize** (2 teams)

Certificate and 20,000 CNY (approx.3,200 USD) (before tax);

**3rd Prize** (3 teams)

Certificate and 10,000 CNY (approx. 1,700 USD) (before tax);

**Honorable Mentions** (several teams)

Certificate and 6-month free subscription of UED magazine;

Prize winners will get the chance to intern at prestigious architectural firms. All the award-winning works will be exhibited in the subsequent tour and other related activities and be published by UED media.

## **PROCEDURES**

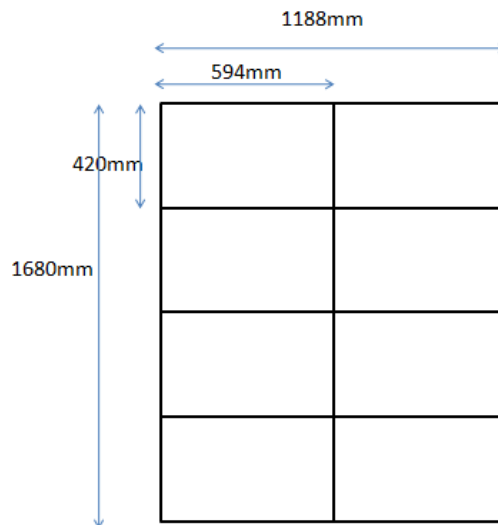
1. This is an open competition for all architecture students around the globe. Full-time on-campus architecture students from accredited institutions (including graduate students and PhD candidates) can participate as an individual or on a team of no more than four people and advisors of no more than two.
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; please log on <http://www.wanda-gh.com/> to check more information. The registration concludes on March10, 2016. It is free to register.
4. Please submit the digital entry to [mall\\_concept@163.com](mailto:mall_concept@163.com) before the submission deadline. The organizing committee accepts no printed version.
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](mailto: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](mailto:mall_concept@163.com). Please include “competition” in the e-mail subject line. Entries will be printed and laid out by the committee.
2. Language: English
3. Documents: Recognizable scanned copy of passport and student card should be attached in the e-mail. Students themselves are responsible for the authenticity of the documents
4. Entry Requirements
  - a. Eight A2 boards in horizontal (landscape) display will be produced for the final presentation. They will include texts, explanation, diagrams, drawings, visualizations and all additional information. Document outside the board will not be presented. Visualizations including collages, simple 3D drawings, Photoshop composites, work model photographs or handmade drawings are all acceptable but not realistic

professional renderings.



b. Content: Site-plan that can fully express the design intention; plans, elevations and sections; perspective drawing, illustration and a design description (to be integrated in the pictures and drawings). There is no limitation on proportion.

c. 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, name and contact information of the advisor (if any), the full name of the school and department, 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**

Official Site (English): <http://mallconcept.uedmagazine.net>

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