

ВЕРИ
PAVILION
INTERNATIONAL CONTEST

Devnya Cement
Italcementi Group
Varna Design Forum

COMPETITION PROGRAMME

INTERNATIONAL CONTEST FOR CONCEPTUAL DESIGN
OF TRADING PAVILION, TO BE SITUATED
IN THE SEASIDE PARK OF THE CITY OF VARNA

CONTENTS

- 1. ABOUT THE CONTEST 4**
 - Introduction
 - Organizers
 - Aims of the contest
 - Conditions to participate
 - Awards
 - Language
 - Schedule

- 2. ABOUT THE DESIGN 8**
 - Environmental context
 - Design object
 - Main structural material
 - Functional requirements
 - Equipment
 - Aesthetic and design
 - Production technology
 - Special requirements

- 3. SUBMISSION AND ASSESSMENT 13**
 - Format of presentation and content
 - Submission
 - Assessment and Jury
 - Closing of the contest

- 4. MISCELLANEOUS 16**
 - Copyright
 - Additional conditions and force majeure
 - Questions and answers
 - Appendix

1. ABOUT THE CONTEST

Introduction

Organizers

Aims of the contest

Conditions to participate

Awards

Language

Schedule

Introduction

Devnya Cement AD, a member of Italcementi Group, and Varna Design Forum invite all students and young professionals of architecture and design to participate in the international contest for conceptual design of a small trading pavilion, to be situated in the Seaside Park in the city of Varna. The contest will be held according to this programme.

The aim of the contest is to enrich the urban design of Varna through the realization of a contemporary and inspiring concept for a trading pavilion constructed with the innovative materials of Italcementi Group.

The contest will finish with the announcement of a winner selected by a five-member Jury Panel. The winner will be awarded with monetary prize, visit to the “i.lab” research centre in Italy and realization of their project as a real-size prototype.

Organizers

Assignor of the contest is Devnya Cement AD, a member of Italcementi Group, and Varna Design Forum as organizer of the contest procedure. The contest is part of the initiative of Devnya Cement AD for the creating of modern urban environment in the city of Varna and presenting the citizens with products made with own resources and innovative materials.

Italcementi Group is a world leader in the manufacturing of innovative products intended for the building and design industries. The Group holds numerous patents for the production of cement, concrete and their associated products; it operates its own “i.lab” research centre based in Italy, and possesses extensive experience in working with world-renowned architects and designers for the construction of buildings and creation of designs of high aesthetic quality.

Varna Design Forum is a non-profit association working to public benefit, whose goal is to support significant causes related to the urban design and architecture in the city of Varna. Members of the Association are practicing designers, architects, university lecturers and students, journalists, lawyers and culture activists.

Aims of the contest

The aim of the “EFFIX PAVILION” International Contest is to stimulate the enrichment of the urban design in the Seaside Park of the city of Varna through the selection of a project that bears the universal values of the 21st century embodied in the “innovative material – innovative shape” relationship.

The specific goals of the contest include:

- To provide to the young architects, designers and students of architecture and design an opportunity for expression. Towards this aim, the contest does not pose a requirement for professional experience or holding of professional license;
- To promote the innovative products of Italcementi in acknowledgement of their contribution for the enrichment of the toolkit used for the creation of contemporary urban design;
- Global contribution to the creation of shapes intended for the urban environment.

The winning design will be realized as a real-size prototype and will be presented to the attention of the local government for approval and serial manufacturing.

Conditions to participate

This is an international, single-stage, anonymous and charge-free contest opened to all university students and young professionals up to 35 years old from all over the world, working in the field of architecture and design. No professional experience or license to practice the profession is required.

Participants can be either individuals or teams; however, team members must meet the requirement of age appropriateness.

The participants present their own conceptual designs that must conform to the assignment requirements. Neither participation fee, nor advance registration are needed. Participation is done through the sending of a project by the date specified in the schedule.

Jury members or individuals who are in employment or business relationship with the Organizers, the Technical Commission or the Jury members are not eligible for participation in the contest.

Awards

The Jury distinguishes three projects and awards one first and two second places as follows:

- First place: 3000 BGN, visit to the “i.lab” research centre in Bergamo, Italy, and realization of the project;
- Second place: 1000 BGN and visit to the “i.lab” research centre in Bergamo, Italy.

If the winner is a team consisting of several members, the members appoint one representative among themselves for the visit to “i.lab” in Italy.

Language

For the purpose of better understanding by the International Jury members, it is recommended the English language to be used for the project presentation, explanatory notes and board inscriptions. However, the projects can be presented entirely in the Bulgarian language. For participants’ convenience, the contest programme is available in both Bulgarian and English languages.

Schedule

15 May 2016	Announcement of the contest
15 July 2016	Deadline for placement of participants’ questions
04 August 2016, 20:00 h <i>Bulgarian time (GMT + 3)</i>	Deadline for project submission
05 – 07 August 2016	Meeting of the Technical Commission
08 – 10 August 2016	Assessment of the projects
15 August 2016	Announcement of the winner and opening of the exhibition

Adherence to the schedule is a mandatory condition for the participants. Projects received after 20:00 h Bulgarian time (GMT + 2) on 04 August 2016 shall not be considered for the contest, nor shall be included in the subsequent exhibitions.

The announced schedule can be amended only in the occurrence of force majeure events, in which case the participants shall be notified through the official website of the contest - <http://effixpavilion.com>

2. ABOUT THE DESIGN

Environmental context

Design object

Main structural material

Functional requirements

Equipment

Aesthetic and design

Production technology

Special requirements

Environmental context

The city of Varna is situated on the Black-sea coast in North-eastern Bulgaria. This is Bulgaria's second largest city of approximately 350 000 residents whose number doubles in the summer months, when the city becomes an attractive holiday centre. The Seaside Park of Varna, popularly known as the "Sea Garden", is one of the city's most prominent landmarks. The historical area of the Seaside Park is a landscaping artwork and has the statute of an immovable culture monument. The park was created in 1881 by the initiative of Mihail Koloni, the then-mayor of Varna, and was realized after the project of Czech landscape architect Anton Novak, renowned for his landscaping designs implemented in Vienna. The park quickly grew up in size and was enriched with rare and precious plants. Theme lanes were constructed, such as the waterfront promenade "Kapitan Georgi Georgiev," the "Bulgarian Enlighteners" lane, the "Olympic Sports" and the "Astronauts" lane, and were decorated with monuments and sculptures.

The Sea Garden hosts a number of landmark buildings such as The Aquarium (1906, archt. Dabko Dabkov), The Central Beach Baths (1921, Czech company Pitel Brauseweter), the open-air Summer Theatre (1957, archt. Zhecho Cholakov), the Nicolaus Copernicus Observatory with the Copernicus statue (1968, archt. Kamen Goranov, sculptor Lyubomir Dalchev), the Seaside Casino (1926, archt. Zhelyazko Bogdanov; 1959, archt. Panayot Minkov), The Dolphinarium (1984, archt. Simeon Saraliev) and other. There are numerous historical monuments, the largest of which are The Pantheon (sculptors Veselin Nachev and Hristo Boev) and the Frontier Guards Monument (archt. Evgeniy Dyakovich, sculptor Kiril Shivarov), as well as numerous busts and statues of prominent Bulgarians from the National Revival Period and other artwork. The Sea Garden hosts a variety of decorative sculptures, children's playgrounds and theme corners, the Zoo, panoramic-view spots furnished with benches and small trade pavilions for seasonal use.

The Sea Garden is of major importance for the formation of a distinctive and lasting image of the city of Varna in its citizens and visitors because of the Garden's immediate connection with both the city urban centre and the Black Sea. The Garden's main entrance is designed as an open square with a colonnade, providing a smooth link between the city's pedestrian area and the park lanes. The Sea Garden is visited in all seasons and is a favourite place for walks, socializing, entertainment, sports and recreation. The Garden is at its liveliest in the summer months, when it becomes the venue of major cultural events organized in the city. The Sea Garden's summer calendar includes a number of initiatives, such as: the Varna Summer Music Festival, the Folklore Festival, the Theatre Festival, "Love is Folly" Film Festival, the Fair of Arts and Handicrafts, shows of flowers and landscaping art, open-air fairs and exhibitions. The picturesque Summer Theatre opens its stage for dozens of concerts, drama performances and dance shows. This very stage set the beginning of the world's first International Ballet Competition in 1964. Owing to the Garden's versatility, the visitors' age covers all groups from infants to elderly people, the most numerous being the group of young children with parents and senior citizens. Quite naturally, the Garden has been dotted with trade pavilions offering a diversity of snacks, beverages, popcorn and ice-cream. In 2015, owing to a major reconstruction of the Garden's lanes and lawns, these pavilions were removed. Thus, the Garden was left without its kiosks that had been standing there for decades and which design had become obsolete with the passage of time.

The proximity of monuments from the cultural and historic heritage contributes to the attracting potential of the Garden. If we can speak about the presence of sustainable public taste, it has been certainly influenced by the varied picture of multiculturalism. A

significant component of this generalized taste and aesthetic expectations is a modern-day adequate concept for architecture, space and plasticity.

Design object

Object of the design is a small trade pavilion for the selling of popcorn, ice-cream, soft drinks, snacks and small non-food items, to be situated in the Seaside Park of Varna. The pavilion's basic trade function can be supplemented with seats for customers, sunshades, photovoltaic panels for the charging of mobile devices, branding and advertising areas.

For the purposes of flexibility, the "Effix" Pavilion has to be designed as a modular system capable to contain the necessary equipment, which can vary in size, depending on the variety of offered goods. It is expected that the individual module will be of small area so that it can function independently with small-size equipment (for the sale of popcorn) or as a part in a group of two or more modules, capable of containing larger-size equipment (ice-cream freezers). The dimensions of the equipment are specified in the Design chapter, Equipment division.

Main structural material

The innovative materials of Italcementi Group have been used by world-famous architects and designers in their work on major sites, with interior and exterior applications, from the bowtie to the facade.

By this contest, Italcementi Group offers to the participants an opportunity to experiment with their designs through the application of the Group's state-of-the-art **i.design Effix** material, or just Effix. From the website of the contest the participants can download brochures prepared by the Italcementi with technical information on i.design Effix and i.active BioDynamic, which is a material of the same family as Effix and has similar design characteristics.

Because of its combination of greater strength and high aesthetic quality, Effix allows for a new designing approach to concrete-made components. Effix is very suitable for the creating of free geometric shapes and allows for the introducing of beautiful designer solutions; at the same time it offers strength and toughness that are times higher than those of the standard concrete. The abilities of modern digitally-controlled CNC machines to produce complex formwork, in which this innovative product can be cast, provide full freedom for the creative imagination. The quest is for a creative approach in working with the material, effective end product and possibility to integrate the practical function.

Functional requirements

- To design a modular system of same-size or varying-size modules, with potential for modifications and joining together;
- To foresee sufficient functional area, capable of containing the necessary equipment for at least one of the outlined trade functions;
- To foresee a possibility for mobility and shifting to different spots in the park;
- To design a pavilion, which is fully or partially opened to its environment;
- It is recommended that the area of one module would not exceed 3 or 4 square meters.

Equipment

When designing the trade pavilion, the following variable equipment has to be taken into consideration:

- Horizontal ice-cream freezers of approximate dimensions width/length/height: 110/ 70-240-350/ 130 cm;
- Vertical beverage refrigerators of approximate dimensions width/length/height: 60/ 60/ 180 cm;
- Machine for boiled corn of approximate dimensions width/length/height: 50/ 100/ 70 cm;
- Machine for popcorn placed on countertop of approximate dimensions width/length/height: 55/ 45/ 75 cm;
- Machine for candyfloss Ø52cm placed on countertop of approximate dimensions width/length/height: 55/ 55/ 65 cm;
- Shop shelves and tables of varying sizes and configurations but not smaller than width/length/height: 60/ 60/ 70 cm;

Aesthetic and design

In an era when industrial/technological revolutions happen every decade, the public and professional expectations in respect of shapes are very high.

Apart from the functional qualities (pragmatic value), the pavilion should have high aesthetic value. The participants are expected to create an up-to-date and inspiring image in harmony with the Sea Garden's scenery and context. The Effix qualities can be used for the shaping of new aesthetic messages and outreaching to new designer horizons. The expectations are that the new trade pavilion will turn into a unique and recognizable symbol of Varna and its Seaside Park.

Production technology

The participants are free to present their designer concept for the pavilion and the intended use of the Effix material in the implementation. The pavilion has to be designed as a modular system where each module can be constructed from prefabricated self-bearing Effix components, or it can be a metal structure coated with Effix components.

The intention is the selected design to be realized in real size. For this purpose the design will be studied by a Technological Department nominated by the organizers, the objective being to study the possibilities for its manufacturing in the real practice. The concrete Effix components will be manufactured through casting in formwork shapes developed with the aid of state-of-the-art tools for modelling and manufacturing: computer numerical control (CNC) machines, 3- or 6 axis milling machines, KUKA robots, laser cutters and other. It is recommended that the Effix elements has a thickness in between 2cm and 12cm in order to provide the necessary strength and prevention of development of high temperatures in the mold during the curing process. Upon the lapse of the technological time need for the product to harden, the formwork is removed and the concrete components are then assembled or mounted according to an assembling scheme prescribed by the Technological Department.

Special requirements

- To foresee the main structural and technological specifics for the realization of the project. In their designs, the participants should keep in mind the contemporary manufacturing methods: producing of formwork through CNC machines, casting, formwork removal, transportation and assembling of the pavilion.
- The participants should take into consideration the local climatic specifics, namely: moderate continental climate with large temperature amplitudes, four seasons with mild winter and hot summer, high humidity owing to the proximity of the sea, and frequent winds.
- To provide plasticity of shape for casting shadows aimed at the achievement of unique image, also through artistic night-time lighting.

3. SUBMISSION AND ASSESSMENT

Format of presentation and content

Submission

Assessment and Jury

Closing of the contest

Format of presentation and content

The following materials have to be prepared:

- Board with the design proposal;
- Explanatory note;
- Visualization for the needs of future publications;
- Scanned declaration.

The project proposal is to be presented on a single board of dimensions 100 x 70 cm, horizontally oriented. In the upper right corner, at 2 cm from the edges, a six-digit code chosen by the participant/team is placed; the code shall be able to fit in a field of dimensions 2 cm along the short side and 8 cm along the long side. This code shall be entered also in the explanatory note and the declaration accompanying the project.

The following shall be submitted as a minimum:

- A case study (simulation) showing the modifications that can be done with the individual modules in the context of a Sea-Garden area chosen by the participant;
- Plan with schematic furnishing of one module and variation with two or more modules;
- Typical side views;
- Typical vertical section;
- 3D visualizations, sketches or other illustrating images.

The drawings shall contain the main dimensions and graphic or linear scale.

The board shall be prepared as a file in jpg or pdf format of minimum resolution 300 dpi and size not larger than 10 Mb. The explanatory note shall contain up to 1000 symbols and shall be prepared as a pdf or doc file of size not exceeding 1 Mb. The visualization shall be prepared as a jpg file not larger than 2 Mb and size of the short side: 1080 pixels. The declaration shall be filled-in, signed and scanned.

The project shall present the idea in its entirety. The means of expression, scale of drawings and the presentation techniques shall be by participant's choice.

Submission

Submission shall be in digital format and the project materials shall not display the authors' names, their photographs, initials or logos.

The project materials shall be accompanied with a scanned and signed declaration of consent, attached as an application to this programme. Projects unaccompanied with such declaration shall not be eligible for reviewing by the Jury.

Submission shall be via internet – the project materials and declaration of consent with the conditions of the contest shall be sent to the official email address info@effixpavilion.com by 20:00 h Bulgarian time (GMT + 3) on the 4th of August 2016.

Assessment and Jury

The submitted projects will be reviewed by a Technical Commission and assessed by an International Jury Panel.

The Technical Commission consists of three members from the Organizers who will assess the eligibility of the submitted projects according to the rules of this contest. Projects

that do not meet the main requirements of this contest and that are submitted after the deadline shall not be eligible for participation. The Technical Commission shall complete a record for the projects admitted for participation and shall forward the said projects to the Jury for assessment.

The International Jury consists of five members who will be officially announced on the contest webpage before the project submission deadline. The Jury will consist of a representative from Italcementi Group, a representative from Varna Design Forum and three external members. The Jury will select three projects, among which one will be classed on the first place and two will be classed on the second place.

The Jury will make its assessment based on the following criteria:

Functionality /30 points/:

- The project has observed the requirement for the main function;
- The project has observed the requirement to provide the necessary functional area for the equipment;
- The project has observed the requirement for mobility;

Aesthetic and design /40 points/:

- The project has observed the requirement to present a modern up-to-date image;
- The project has observed the requirement to create a unique and recognizable symbol of the city of Varna and the Seaside Park;
- The project has observed the requirement for harmony with the park environment and the existing context;
- The project has observed the requirement for plasticity and provides an opportunity for effective night-time lighting.

Possibility to be realized /30 points/:

- The project has observed the recommendations for area;
- The project has observed the requirement for modularity;
- The project has foreseen the main structural and technological specifics for the realization of the pavilion.

Closing of the contest

The contest shall be considered closed with the official announcement of the winning project by the Organizers on 15 August 2016. Upon the closing of the contest, the winner will be invited to participate in the realization of the project. The contest winner shall submit to the Organizers the drawing documentation and three-dimensional model of the pavilion in digital file format aimed for constructive and technological research, and adaptation if needed for the prototype realization.

4. MISCELLANEOUS

Copyright

Additional conditions and force majeure

Questions and answers

Appendix

Copyright

The participants in the contest acknowledge that their designs can be used in various exhibitions and events by organizers' estimation, including their display on websites, in social networks or other media and information channels. The Organizers will have the right to advertise their initiatives with the participating projects; however, the Organizers shall not hold copyright in such projects. The winning participant gives their consent to transfer their copyright to the Organizer or Organizer's representative, the purpose being to prepare a technical project for a prototype to be used in the manufacturing process and distribution of the pavilion; the winning participant further gives their explicit consent for the making of all necessary changes in the design that will facilitate its realization.

Additional conditions and force majeure

The Organizers reserve the right to cancel the contest in case that:

- Less than 5 projects have been submitted;
- Less than 5 of all submitted projects meet the contest requirements.

The organizers shall not be responsible for problems caused by third parties, which might give rise to issues concerning the holding of the contest.

If force majeure events occur or if circumstances so necessitate, the Organizers shall have the right to change the contest program or to cancel the contest without being liable for their actions.

In a situation of force majeure, change of contest programme or cancelation of the contest, the Organizers shall upload the official information on the website of the contest.

Questions and answers

The participants in the contest may direct their questions to info@effixpavilion.com until 15 July 2016.

The questions may be asked in either Bulgarian or English and the Organizers shall try to answer all questions in a timely manner.

The answers to the most frequently asked questions shall be uploaded on the official website of the contest: <http://effixpavilion.com>

The participants will be able to follow the news about the contest also on the Facebook page of the contest: facebook.com/effixpavilion

Appendices:

- Photo documentation: photographs from the Seaside Park in Varna;
- Satellite photographs from the participation area in Google Maps;
- Working dwg files of the participation area;
- Declaration of consent with the participation rules;
- Brochures by the manufacturer with the material characteristics of i.design EFFIX and i.active BIODYNAMIC