



## Introduction

Gastronomy is without a doubt one of the largest economic activities in the world. We can find gastronomy anywhere we go, regardless of the geography, culture or race. It's been present since immemorial times, and for obvious reasons it will remain even when other macro economical activities start to fade.

The cooking world has become more and more sophisticated and the new techniques and styles have taken the culinary standards to a whole new level. With the appearance of new restaurants like the Bulli by Ferran Adria among others, a new concept of cooking has been born, where investigation and research have become key to understand the present and future of gastronomy.

On the top of all this we find the new paradigm of tourism; Travel is no longer an activity open to a few, it has become an almost daily activity for many. The mass tourism has forced the industry to generate new specialized activities to satisfy the needs of all travelers. Visiting China alone is no longer enough, now we must take the Silk Road to discover the wonders of the country. Visiting Russia is now obsolete if we don't take the famous Orient Express train. And who visits Spain without going on a wine tasting experience?

The food industry has been without a doubt one of the greatest beneficiaries from this specialization, turning the whole tasting experience into something more than just food and eating. Specialized guides such as the "Guía Michelin" have a global influence and a very loyal clientele. The announcement of the "best" restaurants of the year is followed like the Oscars ceremony and restaurants run by renowned chefs usually have waiting lists that go well over 12 months.

We could say that historically French food has almost been part of the French national patrimony, and that Paris was and still is one of the world's greatest capitals when it comes to gastronomy. French food is known around the globe as one of the most exquisite, and their chefs as the artists of flavors.

However, in order to satisfy these new kind of specialized customers it's no longer enough to have the best product, you also need to sell it well. Paris has become very aware of that fact, and they know that in order to maintain their status as the best cooks in the world they need to keep renewing themselves to stay ahead of the increasing number of competitors.

## Proposal

From ArchMedium we will like to propose the creation of a new restaurant concept that we have called “Market Lab”. The Paris Market Lab is a complex where kitchen is taken to a new level; not only in the way that dishes are prepared but also in the way the clients interact with it. The Market Lab acts as restaurant and cooking school at once, and it wants to be nothing less than one of the best in the world in both categories.

The world’s top chefs will be invited to lead one of the several cuisines of the complex over a limited period of time that might go from 2 to 12 months. During their stay these chefs will become mentors of a team of aspiring chefs, transmitting their knowledge to them, from the very basics of selecting raw materials out of the market to the smallest details of how every dish should be presented. During the day the Market Lab will work as a cooking school, becoming a five star restaurant during the night that will serve experimental recipes elaborated by the master chefs and their students.

The Market Lab will not accept reservations, nor will it count with a pre-established menu. The way to enjoy it will be as simple as getting there while free spots still last and wait to be served with a surprising, always changing, degustation menu.

Thanks to the continuous experimentation that will take place in the kitchens, as well as the rotating chefs system, the Market Lab will become a whole new experience every night, no matter how many night in a row you choose to go. Also because of its mixed use as a school and restaurant, as well as because of its “no reservations accepted” policy the Market Lab will be something that everyone will be able to enjoy at reasonable prices way below of what regular luxury restaurants use to charge.

## The Site

The site is strategically located a few steps away from the Sain-Germain market at the heart of Paris, forcing the new design to integrate and dialogue with all the history and the urban planning that surrounds it.

At the site we can currently find an isolated typical Parisian building with no major historical heritage that was partially burned a few months ago.

**The contest rules wont determinate how this existing building should be treated. Participants are free to decide if they prefer to demolish the existing building and create a new project from scratch or if on the other hand they prefer to keep the existing building, either completely or partially, and work on top of the preexistences.**



## Program

The Paris Market Lab will need to accommodate different uses that will be determined by the needs of the kitchens and teaching areas.

Since the schedules of the school and restaurant will be complementary, meaning one will be open only when the other one is closed, the spaces should be flexible enough to accommodate both activities in the same shared areas. The kitchens for instance, will be used as teaching spaces during the day and as the restaurant kitchens at night.

The new building will have an approximate area of 3310 square meters divided into no more than 6 floors. The rules of this contest specifically set the maximum height of the building to be no more than the ground level plus 5 other stories. 1 basement level might also be built without exceeding the maximum area established.

<b>Hall/recepcion</b>	100 m2
<b>Auditorium</b>	300 m2
<b>Restaurants</b>	
Salon A	650 m2
Salon B	650 m2
Salon C	650 m2
<b>Bar/Bar mirador</b>	350 m2
<b>Kitchens (Together or separated)</b>	180 m2
<b>Class rooms</b>	
3 Rooms	3 x 50 m2
<b>Store</b>	150 m2
<b>Admisistration</b>	50 m2
<b>Rest Rooms</b>	4 x 20 m2

## General and Organization Criteria

### Call and Eligibility

The call is public and is open to all of the undergraduate architectural students as well as related careers: Engineering, Urbanism, Design, etc. that can prove by the means of an official document (registration receipt, student id., etc.) their condition as a student at the moment the inscription process is opened, as well as postgraduate students who have a degree that is no more than 3 years old (this way we consider it to be a continuing student).

Participation can be individual or in groups, with a maximum of 6 contestants per group.

Teams can be integrated by multidisciplinary members (artists, philosophers, photographers, etc). It is not strictly necessary, but recommended to have at least one member in the group that is related to architecture. Groups of different nationalities as well as different universities are permitted.

The price of the registration is per team, disregarding the number of members each team has. If a team or participant wants to participate twice for the same contest, the person/team must complete the registration two times (or as many times they want to participate), paying the registration fee all the times.

The participation of any jury member, member of the organization, or any person that has a professional relationship with any of the previously mentioned will not be admitted under any circumstance.

## Premios

### 1st Prize

- 2500€
- Project Publicaton on Architecture magazines (“WA”, “SUMA+”, “TC Cuadernos” y “Future arquitecturas”)
- 1 year subscription to the ON Diseño architecture magazine.
- Exhibitions at the UPC /ETSAB (Architecture School of Barcelona) and UBA(Buenos Aires)
- Publication on serveral Blogs and websites.

### 2nd Prize

- 1000€
- Project Publicaton on Architecture magazines (“WA” “SUMA+”, “TC Cuadernos” y “Future arquitecturas”)
- 1 year subscription to the ON Diseño architecture magazine.
- Exhibitions at the UPC /ETSAB (Architecture School of Barcelona) and UBA(Buenos Aires)
- Publication on serveral Blogs and websites.

### 3rd Prize

- 500€
- Project Publicaton on Architecture magazines (“WA” “SUMA+”, “TC Cuadernos” y “Future arquitecturas”)
- 1 year subscription to the ON Diseño architecture magazine.
- Exhibitions at the UPC /ETSAB (Architecture School of Barcelona) and UBA(Buenos Aires)
- Publication on serveral Blogs and websites.

## 10 Honorable Mentions

- Project Publication on Architecture magazines (“WA” “SUMA+”, “TC Cuadernos” y “Future arquitecturas”)
- Exhibitions at the UPC /ETSAB (Architecture School of Barcelona) and UBA(Buenos Aires)
- Publication on several Blogs and websites.

\*Depending on the country were the winners legally contribute their taxes the cash prizes might be subject to retentions or tax payments depending on each county regulation.

## Publication

ArchMedium maintains relationships with some magazines and editorial houses in the world of architecture at an international level. For each contest we partner with a different publication depending on the competition theme and dates, that agrees to publish the awarded projects. Depending on the end result, other publications might be interested in publishing the content. In this occasion, the WA, SUMMA+, TC Cuadernos and Future Arquitectas magazines will publish the Mallorca contest. Any other publications might add to them at any given moment.

We are also in permanent contact with some of the most visited architectural Blogs and Websites, where the work of the finalists will be also posted. The exact number of websites that will publish the works is hard to calculate, since many of them take their content from published magazines or other referential Blogs. Magazines, at the same time, take a lot of their content from specialized Blogs.

## Exhibitions

An exhibition will take place at the Architecture University of Barcelona (UPC/ETSAB) that will be free and open to all publics. Other exhibitions at other locations might also be confirmed during the progress of the competition depending on the interest that other universities or cultural centers can show in hosting them.

## Jury

The jury will be made up of:

- President of the jury: **Gustavo Gili**
- Urban Planning: **Estanislau Roca**
- Architect: **Josep Bohigas**
- Specialist (Cooker): **Gontzal Bilbao**
- Invited Architect from Paris: **Alejandro Lapunzina**

Each member of the jury will vote the projects according to how well they did on their area of expertise, always remembering that each part of the project needs to be in relation with the rest.

\*All members in the jury have accepted to be present in the voting process in which the winners will be awarded. Never the less, their participation is conditioned to their own professional agenda with their own projects and offices.

## Calendar

Sep 15th 2011	Registration period begins Special registration period begins Questions period is open
Nov 13th 2011	Special registration period ends
Nov 14th 2011	Early registration period begins
Dec 18th 2011	Early registration period ends
Dec 19th 2011	Late registration period begins
Jan 15 <sup>th</sup> 2012	Late registration period ends
Jan 31st 2012	Deadline to present proposals
Feb 13 <sup>th</sup> to 19 <sup>th</sup> 2012	Jury meeting
Feb 27 <sup>th</sup> 2012	Winners are announced in the ArchMedium website

## Registration

The registration period is between September 15th 2011 and January 15th 2012 and will be divided in the following way:

Special registration period	Sep 15th – Nov 13th	50€
Early registration period	Nov 14th – Dec 18th	75€
Late registration period	Dec 19th – Jan 15th	100€

## Registration

For a proposal to be accepted, the team must be correctly registered in the “Rethinking Mallorca’s Seafront” 2011 contest. All registrations must be done through ArchMedium’s website, where different types of payment alternatives are offered.

When the registration form is filled, the teams will receive an email (if it doesn’t arrive, check your Junk Mail Folder) with instruction to complete the payment and a username and password that will allow teams to access ArchMedium’s intranet.

In this platform, users will be able to check the status of their registration (registration and payment) and make modifications (like add or modify the number of members of a team, etc.). Like we will explain further on, the team proposal will be presented through this platform too.

## Payment

Payments, disregarding the method, must include the team's registration code so that they can be correctly related and associated. Any payment that doesn't include the registration code won't be able to be associated; consequently, the participation of the team won't be confirmed.

There are three payment methods accepted:

- Pay-Pal or Credit Card. It is the fastest, easiest and securest way to pay on-line. Your registration will be received instantly. There are no commissions for using the service.
- Bank Transfer. An income to the following account must be received with the cost of the correspondent registration period. The registration dates are prevailed by the date the funds are received not emitted. The correspondent value of each registration period must be the one shown on the extract account of ArchMedium, being the participant responsible for any bank fees or expenses.

**Entity:** Caixa Catalunya

**Account Holder:** ArchMedium

**Account Number:** 2013 0405 94 0203925775

**Concept:** Registration Code

**IBAN:** ES74 20130405940203925775

**SWIFT:** CESCESBBXXX

- **Western Union.** If using WU you must send a money transfer at any WU office and send us an email ([inscripciones@archmedium.com](mailto:inscripciones@archmedium.com)) with the confirmation number of the operation, full name of the person sending the transfer and country from where the operation is being ordered. **The registration date refers to the date the email with the confirmation number is received.** The correspondent value of each registration period must be the one on the participant pays in the Western Union offices. The participant must take care of any fee or expenses.

**Beneficiary:** Gastón Saboulard

**Address:** C/Duran I Bas 1, 3ª1ªA. 08002 Barcelona, SPAIN

Once registration is formalized ArchMedium will not refund any inscription under any circumstance.

## FAQ

Since the day the contest begins and until 3 days before the submission deadline participants are welcome to ask any question that can help to better understand the project and its objectives, as well as any question related to the functionality of the contest.

Questions that are not solved in the FAQ section of our website should be made through the ArchMedium FaceBook page, which can be accessed from the top right menu of any page of our website.



## Documentation

All the documentation needed for the completion of the projects, such as pictures, AutoCAD drawings, topography maps, etc. will be available for download at the contest website so that any participant or interested parties can have access to it. Participants are also welcome to use any other document they create or have access to through their own resources.

## Presentation

Each team must submit their Project on 1 din-A1 horizontal panel. This panel must be identifiable with the **inscription code** that ArchMedium submits to all registered participants by email. Any panel that does not show this code will be automatically excluded from the voting process.

Participants are given total freedom to decide what information they want to include in the panel. The information included in the panel should be the one that better explains the project. By giving this freedom we try to help participants explain their project the best way they can think of given the limited presentation space. Although any information can be included in the panel including the following is strongly recommended:

- Concept justification and explanation.
- Representative floor plans.
- Representative section.
- Perspectives.

The representation technique is free (2D drawings, pictures from models, hand drawings, renders, photo collage, etc.) and the jury will assess both the originality of the presentation, as well as the clarity and quality achieved when expressing the main ideas of the project.

Including a lot of text is not recommendable, as the project should be understandable through graphic material. Although some notes can be acceptable. Any note or other kind of text must be written **English or Spanish**. Any text written in a different language will be ignored.

Note that this is an ideas contest, so there is no need to follow any urban planning normative that might exist at the given site.

Proposals must be submitted through the ArchMedium intranet before the deadline indicated on the calendar. After the deadline date the uploading process will be **automatically closed** and no more proposals will be admitted.

The **din-A1 panel** (72 dpi) must be in **JPG format** with the inscription code as the name of the file. The document must not weight more than **6MB**.

We recommend using a resolution of 72dpi, however participants might change this setting as long as the final file doesn't exceed the maximum size.



## Evaluation Criteria

The projects will be evaluated based on the following criteria (among others):

- **Presentation.** Clearly express the main ideas of the project and quality of the presentation.
- **Integration with the environment:** Ability to relate to the urban and historical environment.
- **Architectura Desing:** Ability to design in a way that the project will become a landmark of the city without conflicting with it.

\*The jury reserves the right to award any proposal that fails at any of the parameters mentioned in these rules, as long as it justifies the breach of the rule in favor of the architectural design of the proposal.

## Voting process

The voting process will take place in three phases:

1. ArchMedium team, following the jury's instructions, will make an initial selection of 50 projects in response to the above criteria.
2. ArchMedium will provide members of the jury both the pre-selected projects and all others in digital format so that they can privately review and include, if they consider it necessary, any of the non-selected projects in the initial list of 50 projects.
3. At the meeting, the jurors will discuss all the pre-selected projects (The ArchMedium's selected 50 projects plus the projects added by the jury) to decide the winner, second and third prize and honorable mentions.

## Ownership and Intellectual Property

All the material submitted to the contest will become part of ArchMedium's files. ArchMedium will therefore keep all rights to publish this material in order to promote the competition. For any other purpose the creators of the project will keep full rights over their design.

By submitting a proposal, ArchMedium will be authorized to use the material for the publication of the project in both printed and digital editions, always referring to its author/s.

ArchMedium keeps the right to modify any information in its files in order to better adapt it to any book or magazine format.

## Other points

- ArchMedium reserves the right to make any changes to the contest (dates, deadlines, requirements, etc.) as long as these benefit the majority of the participants and the competition. All participants will be informed by e-mail (to the address provided at the time of registration) in case of any modification.

- The proposed Project for this competition is fictitious and will not be constructed. The provided material to the participant may have been by ArchMedium, so drawings, pictures, etc. can therefore not correspond with reality.
- The proposed Project is fictitious and therefore it will not necessarily follow building or urban planning regulations.
- ArchMedium has no relation with the ownership of the site where the Project is proposed.

### Sponsors and Collaborators

ArchMedium wants to thank the collaborators of all companies and organizations that have contributed to the organization of this competition in some way. We will also like to thank all the jury members, without whom this project would have not been possible.



UNIVERSITAT POLITÈCNICA  
DE CATALUNYA



Escola Tècnica Superior  
d'Arquitectura de Barcelona

TC  
cuadernos

**on**  
diseño

*summa*<sup>+</sup>

**future** 未来  
A R Q U I T E C T U R A S

WikiArquitectura  
.com

**Wa wettbewerbe aktuell**