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Perla Harghitei

ARCHITECTURE COMPETITION

Rules and regulations

Partners:



UNIUNEA
ARHITECTORILOR
DIN ROMÂNIA



MAGYAR ÉPÍTÉSZ KAMARA
CHAMBER OF HUNGARIAN ARCHITECTS





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INTRODUCTION

Architectural competitions are based on concepts, on generative ideas, have a complex content and presents an interesting topic for both the guild of creative architects and the general public to whom architectural creation is addressed.

The theme, the concept from which we start in this adventure is to create a pearl for Perla, and the architecture competition being considered the right solution for designing the new office space for this nationally known brand – Perla Harghitei (Harghita’s Pearl).

The architecture competition reveals the guidelines, the concern for the fusion of old and new, the attention to the existing and the proposed, the complex combinations between ideas and technique of the creative architect.

The organization of the competition will take place both in Romania and in Hungary.

Green, sustainable architecture has become a basic, essential element in design and the ways of projects fitting into the overall effort to limit the effects of climate change and tackle environmental degradation has become an obligation of all designers. Although there are specific regulations at the European level and there is a basic legislation in Romania, respectively

Hungary, the integrated and used energy economy of constructions as well as the efforts to promote sustainable architecture remain the attribute of designers and belong to the involvement of the architect.

THE STRUCTURE OF THE COMPETITION

Pearl’s architectural competition is an invitation-based competition, this means that the first phase of the competition will be the registration of all architects and designers who would like to compete and based on the presentation of themselves and their accomplishments, the beneficiary along with the curator will select the competitors.

The competition will be structured in five phases, each phase will be detailed in the following chapters, the sixth step being the Gala where the winners shall receive the prizes along with an exhibition of the nominated projects.

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THE BENEFICIARY

The beneficiary has its headquarters in Harghita county, in the village Sâncraieni (Szentkirály), in the traditional region of sekler-land.

In the village of Sâncraieni in Harghita county, the activity of bottling mineral water began as early as 1952, and in 1974 the first high-capacity bottling factory was built, which is still the basis of the company today.

A thriving family business with traditional roots and values tends to grow and create an architectural jewel to represent the image of the company.

Old and new will come together in this design competition.

The beneficiary of the competition is Perla Harghitei, the company being registered in the Romanian Chamber of Commerce.

Perla Harghitei will designate a team of four to represent the company during the architectural competition. The representatives of the beneficiary can have the decisive vote along with the members of the jury when the winner projects are selected.

Also, the representatives of the beneficiary can require additional arguments from the members of the jury in order to establish the winners of the competition.



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THE CURATOR

The curator of the competition is arch. Kövér Orsolya Mária, architect in the Romanian Architects' Order and personal consultant of the beneficiary. The curator is involved in entire process of the competition, will contribute actively in all the organization of the competition, will organize and provide the communication between the members of the jury, the competitors and the beneficiary, also will advise the beneficiary in all steps of the competition. The curator cannot be part of the jury and has only administrative roles.

THE JURY

The jury is composed of personalities with recognized professional activity. The jury's decisions cannot be contested. The jury can reject any work that does not integrate into the terms and rules of the competition. All members of the jury participate (either online or in person) in the evaluation and judging work throughout the deliberation and evaluation period, until the evaluation process is completed and the winners are named.

They will elaborate a set of criteria according to which every member of the jury will mark the projects. For the winner projects the jury will prepare an evaluation based upon the above mentioned criteria list and which will be presented at the Gala.

Jury members will complete an availability and confidentiality statement prior to the commencement of judging procedures.



arch. Kövér Orsolya Mária



*arch. Ileana Tureanu,
president UAR and president of the jury*



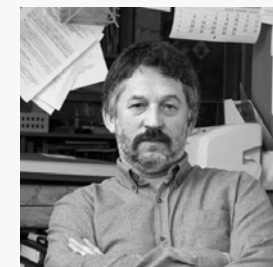
arch. Monica Sache



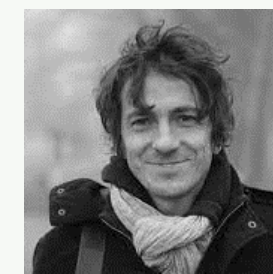
*arch. Albert Sándor,
Chief architect Miercurea-Ciuc*



arch. Șerban Țigănaș



arch. Bogos Ernő



arch. Szentirmai Tamás

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ELIGIBILITY

All architects from Romania and Hungary, graduates of architectural universities, regardless of their field of activity, architecture or restoration, can participate in the competition.

Architecture solution concepts will be developed based on the theme, data and documentation made available to the participants by the beneficiary.

Registering of participants in the Architecture Competition and submission of projects or publications are done under the terms of these Regulations and express implicit agreement with all of its provisions.

The participants accept, with the registration to the Architecture Competition, that the materials sent/submitted will be used by the organizers, curators and jury members for the competition activities, throughout its duration and 12 months after the end of the architecture competition, to be published in magazines of architecture or other specialized publications, as well as on social media platforms, respectively the website of the beneficiary company.

The curator, the members of the jury, the people who participated in the development of these regulations or competition materials/documents, do not have the right to participate in the competition, as a competitor.

Registration for the competition will be detailed in the competition phases description.

The participant must prove that they have in the composition of the company or in collaboration architects with experience in architectural or general design

of at least 5 years.

A brief presentation of the design firm will be submitted, which will contain a brief description of the architects/designers in the design team, as well as a brief presentation of 5 portfolio works of the firm, of which at least 3 works must be within the scope of the competition theme. The presented works can be from the category of architectural concept, works in an advanced stage of design or works already executed. Each work presented will also have a short text explaining the generative concept of the project.

Registration:

A registration form can be downloaded accessing the link: <https://cloud-data.perlaharghitei.ro/index.php/s/DkYst6DoLjgggZp>

The registration form will contain the following:

- Short description of the design team, architectural team
- Short description of the design firm/company
- Collaborators (if any)
- List with the significant portfolio works (of which max. 5 will be presented)

The short presentation of portfolio works will contain the following: name and location of the project or concept, the design team working on it, the most important ideas that are relevant for the conceptual part of the project, site plan, 3D perspectives, estimated hard costs of the building, urbanism details of the project.

THE PHASES OF THE COMPETITION

1 REGISTRATION

The registration of participants will be online, on the emails provided by the beneficiary and by completion of the following:

- an application form that will contain the competitor's identification data and general data that attests to the existence of the necessary key experts within the design team, respectively the experience requested by the beneficiary.

- Declaration of consent for the processing of personal data

These forms can be downloaded from the link: <https://cloud-data.perlaharghitei.ro/index.php/s/DkYst6DoLjgggZp>

At the same time, in addition to the registration form, a brief presentation of the participating design firm will be sent in the same email, in pdf format, the maximum size of the file not exceeding 25Mb.

The language used for the presentation of portfolio projects and filling in the application form is English.

The contest emails will be created only for this occasion, and will strictly have the role of managing the competition, having the following format:

- To receive the registration and portfolio presentation : concurs.solutii@perlaharghitei.ro *

(*) Access to this email address will be given to: representatives of Perla Harghitei, the curator.

- For jury members: first.name.name@perlaharghitei.ro *

(*) Access to this email address will have only: each member of the jury will only have access to their own email address.

- For the curator: orsolya.kover@perlaharghitei.ro *

(*) Access to this email address will have only the curator.

2 SELECTION OF COMPETITORS – PRELIMINARY PRESENTATION REVIEWS

Based on the submitted data and presentations, the companies that can participate in the contest will be chosen and will be notified by email.

3 ELABORATIONS OF THE CONCEPTS

The period for the development of the architecture concept will be 60 days starting with the notification of the participating companies by email. The deadline for submitting the concept presentation will be sent through the notification email. The delivery of the concept presentation will be done digitally, according to the technical specifications sent by the beneficiary in the participation notification email.

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THE PHASES OF THE COMPETITION

SUBMISSION REQUIREMENTS

To present the architectural solution or concept, the competitors will present the following written and drawn pieces:

- Description of the generating idea of the concept
- Argumentation of the compliance with the basic requirements of the beneficiary
- Technical and functional data of the building – brief description of functions, accesses, circulations, elements of sustainability, traditional elements, integration of the concept in the given context, essential elements for the user, possible innovative concepts.
- Estimated cost of the investment / hard costs per square meter.
- Drawings:
 - area plans,
 - location plan,
 - site plan,
 - schematic plans of each level of the building,
 - schematic sections of the concept
 - Schematic facades
- Architecture illustration – 3D simulations, perspectives

4 PRE-SELECTION OF THE NOMINATED PROJECTS

In the first phase of pre-selection the jury will select all the projects that meet the set of criteria from the Design Brief of the Competition. In the second phase the jury will select 10 project which will be the nominated projects of which the winners will be chosen from. The 10 nominated projects' design team will be notified by email of the selection. All 10 nominees will prepare the presentation materials for the final exhibition of the projects held during the Gala.

5 SELECTION OF THE WINNING PROJECTS

From the 10 nominated projects the jury along with the beneficiary's representatives will select the three winning projects.

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COPYRIGHTS

The concepts presented by the winners of the competition and handed over to the Beneficiary become the Beneficiary's property at the time of delivery. The winners of the contest exclusively assign all intellectual property patrimonial rights regarding the concept documentation handed over to the Beneficiary.

The winners of the competition agree and accept the fact that the Beneficiary can, based on this assignment, use the acquired rights in any way it deems appropriate, for an unlimited period and anywhere in the world.

The beneficiary has the right to full commercial exploitation of the works performed by the winners of the contest, through reproduction and public presentation, the right to decide if, in what way and when the works will be used or exploited, including consenting to their use by others (including by the designer who will be contracted by the Beneficiary), the right to fully or partially reproduce the works, in any form and by any means, as well as the right to authorize the full or partial reproduction by third parties, without the existence of a limitation.

TELL THE WORLD YOUR STORY!

The winner will give an interview and the winning works will be published in the magazine Architecture, a specialized magazine edited and published by the Union of Romanian Architects. At the same time, the members of the jury and the award ceremony will be presented in the article.

The winner shall give also an interview which will be broadcasted in various media channels.

Apart from the nominees, the members of the jury, the beneficiaries of the contest, public figures and renowned domestic specialists are invited. The event will be led by the curator.

The 10 nominated projects will be exhibited during the Awards Gala and to ensure a unified presentation, a maximum of three panels containing the graphic materials and texts related to the project will be prepared and sent to the beneficiary. The information regarding the panel layouts will be sent to the nominees at the time they are notified of the nomination.

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PRIZES & GALA

The first place will receive the grand prize of **10,000 euros** and the opportunity to sign the contract for the development of the office building project through all design phases, the second place will receive a prize of **5,000 euros** and the third place will receive a prize of **2,000 euros**.

The trophy will be made of recycled wood and it is meant to suggest the policy of Perla Harghitei about loving nature and taking care of everything that nurtures life.

All the 10 pre-selected projects will be invited to the Awards Gala that will take place in a location selected by the beneficiary and will be communicated to those selected, respectively to the general public at least 30 days before the date of the Awards Gala.

The Awards Gala will be organized in a festive setting, during which the selected works will be exhibited so that they can be viewed by the general public, and the event will also be broadcast through social media channels, respectively through the media.

COMPETITION DOCUMENTATION

The competitors will receive the Design Brief and also the annex documentations in order to have the necessary details and information to develop the concept.

The competition documentation will be the following:

1. Design Brief
2. Annex documentations:

1. Studied plot – maps and cadastral and topographic plans
2. General Urbanism Plan of Sanraieni village
3. Plans and facades of the existing office building
4. Exterior MEP network plan
5. Legislation regarding the restrictions of the railways – only in RO
6. Design guide for buildings in flood - danger area – only in RO
7. Map of flood- danger areas
8. Near zero energy building design guide –only in RO
9. Methodology of calculation for energy efficiency in buildings – only in RO
10. Photos of the site
11. Design guide of traditional architecture elements in sekler region – only in RO, but with many visual elements and sketches.

Rules for the presentation of exhibition panels:

1. Exhibition panels must be made of 5 mm mousse-cardboard. Panels made of other materials are not allowed.
 2. The format will be 70 x 100 cm, portrait layout
 3. A maximum of 3 panels are allowed
 4. The presentation of the projects is done in English. Additional materials cannot be taught.
- No differences in content are allowed between the material taught in digital form at stage 3 and that taught in printed form at stage 6.

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COMPETITION SCHEDULES AND DEADLINES

The schedule of the competition is the following:

	START – the Design brief and the Competition regulations are sent to the architects in Romania and Hungary – 08.03.2024. – 22.03.2024.
	REGISTRATION OF CANDIDATES – 22.03.2024. – 19.04.2024.
	NOTIFICATION OF THE SELECTED CANDIDATES – 20.04.2024. – 02.05.2024.
	THE COMPETITION – 03.05.2024. – 02.08.2024.
	Q & A SESSIONS – 03.05.2024. – 17.05.2024.
	THE EVALUATION OF THE CONCEPTS BY THE JURY – 15.08.2024. – 16.09.2024.
	THE GALA AND THE ANNOUNCEMENT OF THE WINNER – 19.09.2024. - 22.09.2024

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CRITERIAS OF THE JURY

The present provision concerning the set of criteria is intended strictly for the members of the jury, respectively the beneficiary and his representatives.

The set of criteria presented below are the basic ones, not being exhaustive, each member of the jury can present other criteria to complete them during the judging sessions.

- The inclusion in the urban indicators
- Compliance with Restrictions
- Is the proposal at the scale of the location?
- Does the proposal respect the scale of the locality, of the traditional fabric?
- Does it contain elements of the traditional architecture of the area?
- Is the concept at human scale?
- Is the man, the user the main actor in the scenography of the concept?
- Does the building have elements of sustainability?
- Is it green?
- Does it contain specific nZEB elements?
- Functionality of the proposal – compliance with the requested functions
- Does it comply with the essential elements of fire safety and safety in use?
- Originality of the presented idea/ideas
- Concept feasibility – cost/efficiency

Each criteria is scored with a grade between 1 and 10 and an arithmetic average is calculated from the resulting sum. If the jury members wish to introduce additional criteria, these will be discussed during the judging sessions and will be entered in the criteria table of all jury members, if accepted.

FINAL DISPOSITIONS

The jury will meet only online, the only moment when every jury member, the beneficiary and all 10 nominees should be present live is the Gala.

The Annex documentations folder has several items which are only in Romanian as it is a vast material. The contestants from other countries can use Eurocodes for the technical specifications regarding the function of office buildings or they can address any technical or other kind of questions toward the curator on the email address orsolya.kover@perlaharghitei.ro in the period reserved for the Q&A sessions.

The prizes shall be paid in euro for the winners who are not Romanian citizens and in Romanian lei to those who are Romanian citizens, calculated according to the Romanian National Bank's exchange rate of the day of the Gala. The value of the prizes represents *gross income*.

The tax owed by non-residents is calculated, withheld, declared and paid to the state budget by the organizer of the contest, i.e. by Perla Harghitei SA.

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PARTNERS

Our partners in this wonderful quest are:

Uniunea Arhitecților din România – Architects' Union of Romania



Magyar Építész Kamara – Chamber of Hungarian Architects

