

Shopping Plaza Competition in Professional Program Is Released!

With the release of competition program, International Shopping Plaza Concept Competition is officially launched. Please pay close attention to UED magazine website, weibo, wechat and competition website <http://mallconcept.uedmagazine.net> to get more details. This competition is free registration to all the architects, students and others who are interest in this competition.

Topic: Commerce changes cities

Jury Chairman: Daniel Libeskind

Registration Deadline: March 10, 2016

Submission Deadline: March 10, 2016

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BACKGROUND

At the beginning of the 21st century it is necessary to address contemporary social needs, desires and an 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 Concept Competition is the first competition with the theme of “commercial plaza”, sponsored by Wanda Group, co-sponsored by China Building Centre and College of Architecture and Urban Planning Tongji University. The chairman of the jury is the world renowned architect. The jury members consist of leading architects, deans and directors from top

architecture schools. It aims to develop a shopping plaza of new generation commerce and to think about the new lifestyle of human beings.

PROGRAM

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 competition website and find the "Documents download" section for the design program PDF).

JURY

Jury Chairman:

Daniel Libeskind

Founder and principal architect of Studio Libeskind

Jury Members:

Benedetta Tagliabue

Founding member of Enric Miralles - Benedetta Tagliabue

David Mallot

Principal of KPF; chairman of CTBUH (Council on Tall Buildings and Urban Habitat)

Lai Jianyan

Vice President of Wanda Commercial Property

Zhu Xiaodi

Chairman and chief architect of Beijing Institute of Architectural Design

Special Consultant:

Anthony LaMolinara

Famous director, writer, novelist, painter and sculptor; the best effects director of the 77th Oscar Award

PRIZES AND AWARDS**1st Prize (1team)**

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

2nd Prize (2 teams)

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

3rd Prize (3 teams)

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

Honorables (several teams)

Certificate and 6-month free subscription of UED magazine;

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

Please go to <http://mallconcept.uedmagazine.net> to get more competition information. Your design will be reviewed by the distinguished architects; Your minds will become the milestone of future commerce!

COMPETITION INFORMATION

Topic: Nexus of Experience and Interaction

Jury Chairman: Daniel Libeskind

Registration Deadline: March 10, 2016 Submission Deadline: March 10, 2016

Review: March 2016

Results Issue: April 2016

ORGANIZATIONS**Hosting Organizations:**

Architecture and Culture Society of China

Wanda Commercial Planning & Research Institute

Co-hosting Organizations:

China Building Centre

College of Architecture and Urban Planning Tongji University

Tongji Architectural Design (Group) Co.,Ltd.

International Supporter:

Conseil National de l'Ordre des Architectes

School of Architecture, Harvard University

Supporting Organizations:

HYHW ARCHITECTS AND PLANNERS, Beijing

CONTACT

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More information, please log on:

<http://www.wanda-gh.com/>

Wanda Commercial Planning & Research Institute;

<http://www.tongji-caup.org/>

College of Architecture and Urban Planning Tongji University.