

Shopping Plaza Competition in Students' Program Is Released!

International Shopping Plaza Concept Competition Is Officially Launched!

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 interested in this competition.

Topic: Commerce changes cities

Jury Chairman: Inaki Abalos

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

Theme: Commerce changes cities

The designs submitted for the International Shopping Mall Competition should display that the shopping plaza is a stage – a veritable vitrine – for public performance. 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 return to homepage and find the "Documents download" section for the design program PDF).

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 AS.Architecture-Studio

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 Center, Chief Editor of Urban Environment Design (UED) Magazine; Guest Professor of the School of Architecture, Tianjin University

PRIZES AND AWARDS

1st Prize (1 team)

Certificate and 50,000 RMB (approx.8,300 USD) (before tax);
2nd Prize (2 teams)
Certificate and 20,000 RMB (approx.3,200 USD) (before tax);
3rd Prize (3 teams)
Certificate and 10,000 RMB (approx. 1,700 USD) (before tax);
Honorable (several teams)
Certificate and 6-month free subscription of UED magazine;

Prize winners will have an opportunity to intern at prestigious architectural firms through the "Learning Design with Master Architects" program. 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

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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.

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