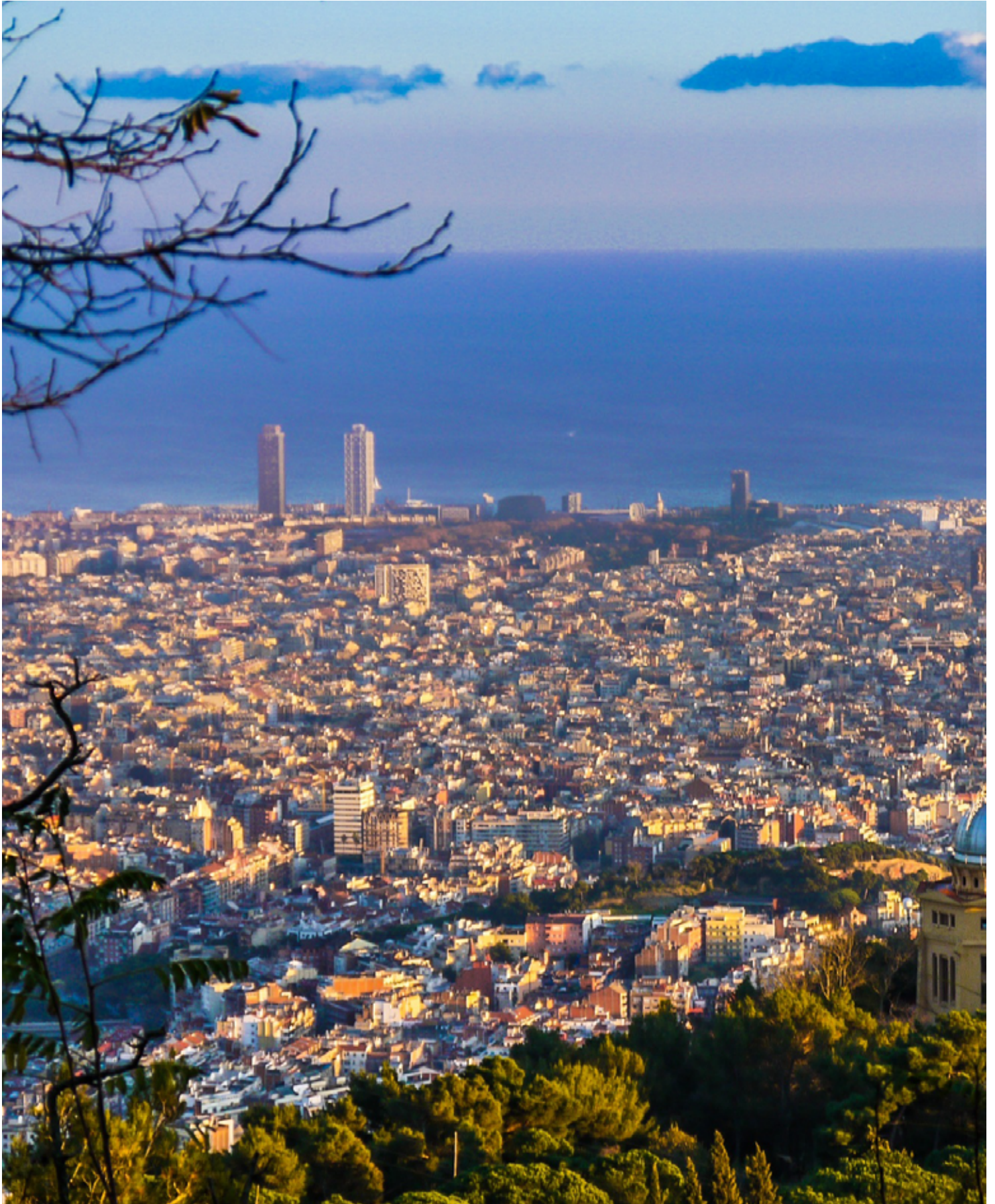


BARCELONA SOCIAL HOUSING



View of Barcelona

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COMPETITION

ARCHmedium

ARCHmedium is dedicated to the organization of architectural competitions for students and young architects since 2009. We created a digital platform of architecture academic competitions under the same conditions as the professional competitions, in which a prestigious jury handles the entire process of choosing the winners. We see architecture as a technical discipline that transcends borders. The knowledge of it allows students to put it in practice what they have learned according to the needs of the site, following the words of Patrick Geddes "Think Global, Act Local."

This is why ARCHmedium is established as a multicultural platform for the exchange of projects. A place where schools of architecture around the world are represented, establishing different approaches for each project.

Our goal is to deepen the learning process and encourage future architects to generate an exchange of ideas. Thus, they will have the opportunity to bring their proposals beyond the boundaries of their city and face different cultures, therefore enriching their knowledge as architects and people.

INTRODUCTION

INTRODUCTION

During the boom economic years in Spain the employment, opportunities and wishful thinking thrived. The banks would finance more than 100% of the home purchases and facilitated the purchase operations over the rental transactions. Starting in 2007, the real estate bubble exploded, the economy collapsed, 26% of the working population became unemployed and the price of housing fell dramatically. Because many people could not pay their mortgage, thousands were evicted and others were left with a debt far greater than the real value of the property.

Nowadays the worst part of the crises has passed. Unemployment has declined, banks are lending again and house prices are dangerously on the rise. Barcelona is going through a moment of housing emergency, suffering a second real estate crisis in less than 10 years. Housing prices and rents are out of control and are pushing young people and their neighbors out of the city.

The pleasant urban conditions of Barcelona have driven multiple immigrant investors to buy households in the city to speculate on its price: investment funds buy entire buildings and leave them empty to control housing prices. In the words of urbanist Raquel Rolnik, "the commodification of housing has made the price of housing in the city of Barcelona increase by 5.5% during 2016 and by 12.1% in the first quarter of 2017".

Moreover, tourism grows every year in the city surpassing the 10 million tourists in 2014. On one hand the business tourism with the Fira of Barcelona and the Mobile World Congress, Brandery or Construmat, among others. On the other hand the leisure touristic sector through the cruise ships and the great airflow. The pressure of tourism causes the flat rents for short term using online rental platforms, drastically reducing the residential rental offer and therefore increasing its price. Housing rental prices already exceed the 2007 pre-crisis real estate prices. The average monthly rent exceeds the minimum wage in 35 of the city's 75 neighborhoods, and 90% of evictions in the city are from families who cannot afford the rent. Currently Barcelona only has 1.5% of social rental housing, a figure far removed from the 50% in Vienna, or 30% in cities such as Berlin or Paris.

As of this problem the union of tenants emerges in Barcelona <Tenance Unions>, a critical initiative to try to stop the expulsion of neighbors from the neighborhoods of Barcelona. With actions in the street to claim housing as a right and not a commodity, the organization proposes to extend the term of contracts and set mechanisms to limit prices.

How can we create new spaces of coexistence for the population where living is a right and not a luxury?

PROPOSAL

PROPOSAL

The Barcelona model has been for many years a synonym for exemplary treatment of public spaces. The streets, sidewalks and plazas were designed of holistic form paying special attention to detail, using noble materials and ensuring the accessibility of all citizens. Barcelona is also a benchmark in the widespread use of public transport where 75% of daily mobility is carried out in sustainable ways and in 2015 about 658 million trips were made on public transport. Although the presence of the car is still very present, people walk a lot and use the bicycle as a means of transport. Given the current housing emergency, Barcelona faces a new challenge and wants to accompany these quality urban spaces with new ways of living. Conscious of this, Barcelona City Council wants to be a reference once again, this time in the treatment of public housing, and is implementing policies to increase the public housing stock in the city.

Sensitive to this problem, and aware that this competition can serve as a background on ideas about housing in Barcelona, from ARCHmedium we invite students and young architects to explore new typologies about social housing in a consolidated environment in the center of Barcelona. We propose the transformation of an office building from the early 20th century to experimental social rental housing. The existing building of 18,000m² will accommodate more than 160 homes and shops in the neighborhood.

The objective of the competition is to guarantee the social function of housing through rethinking the housing space. Proposals must explore new typologies and urban ways to respond to the program and improve the scope of intervention. The intervention must meet the highest environmental criteria, seeking a low energy consumption.

THE SITE

Barcelona is located on the Mediterranean coast, on a plain sloping between two river deltas: Llobregat and Besòs while the Collserola mountain range, parallel to the coastline, acts as a natural barrier to the northwest. The city has a maritime Mediterranean climate with an annual average of 16° where the winters are cool with an average of 9° in January and the summers are warm with an average of 24° in August.

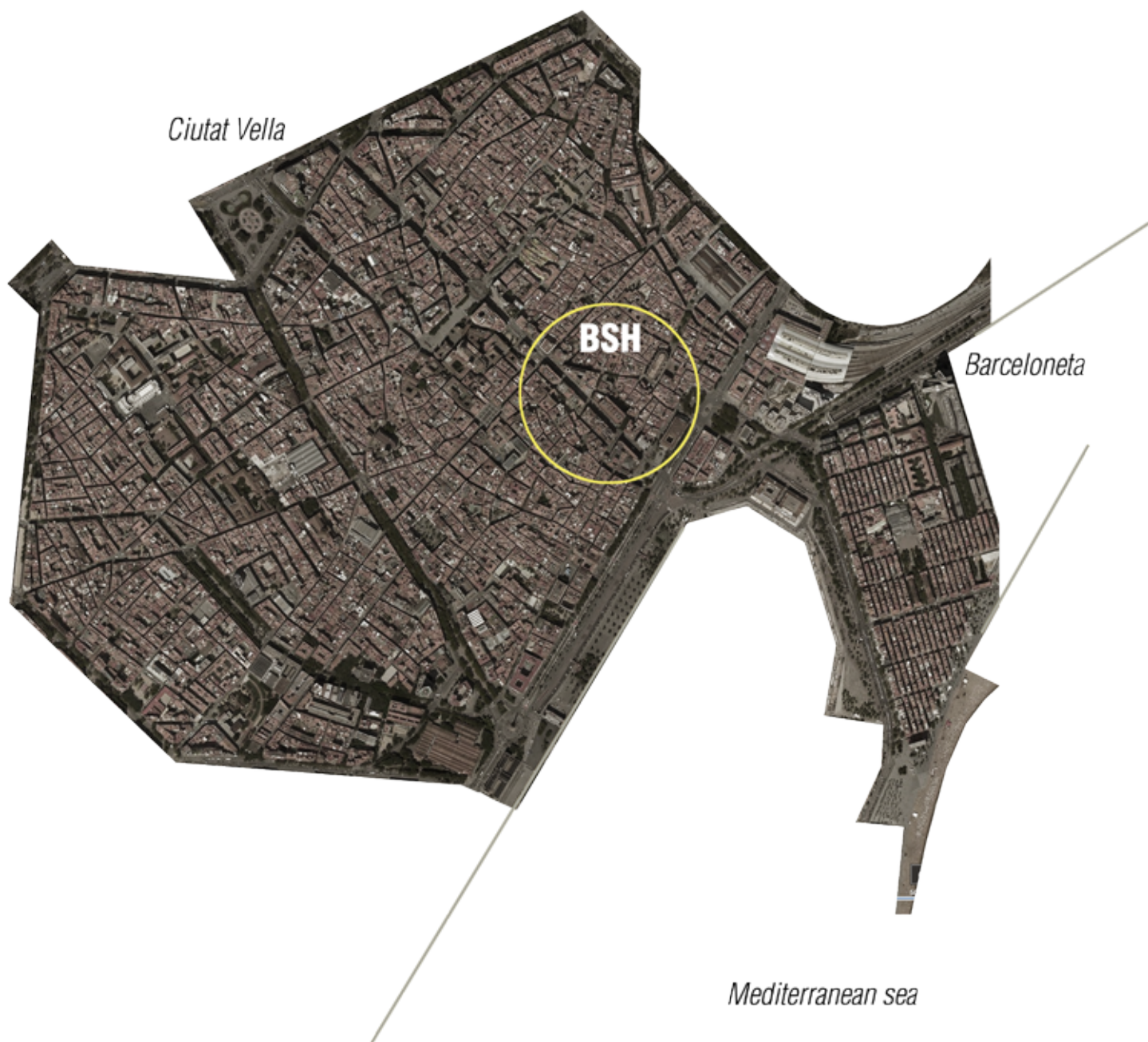
The city is one of the most important ports of the Mediterranean being a global city of cultural, commercial and tourist importance. A population of more than 1,600,000 people is estimated as one of the most compact and dense cities in the world with 16,000 people per km². Overall with the metropolitan area, Barcelona has 3.2 million people.

Barcelona was founded by the Romans in 218 BC. under the name of Barcino. The city was a military fortification with a <Forum> square in the center, right where today is the Catalan autonomous government and the City hall of Barcelona. After centuries of crisis and later industrialization, the city demolishes its walls in 1859 which allowed an urban plan of growth designed by Ildefonso Cerdà. Grid streets and chamfered corners are characteristic features of the city that work to this day.

The city has a rich architectural history. Examples are the Roman legacy, the gothic cathedral of Barcelona and the work of Antoni Gaudí among others. Headquarters of two Universal exhibitions in the years 1888 and 1929, this last one in which Mies Van der Rohe made the famous German pavilion. Thanks to the Olympic Games of 1992, the city invested in buildings, undergoing a radical transformation with buildings such as the Agbar Tower designed by Jean Nouvel or the MACBA museum designed by Richard Meier and in infrastructures such as sewers, highways and streets. Within the illustrious streets of Barcelona is the Via Laietana, which is 900 meters long, 80 meters wide and with 53,000 vehicles a day, it is one of the main arteries of the city.

In the place there was a set of buildings and narrow streets of old town that needed to be cleaned and, with the excuse of the progress, a new rectilinear route with monumental architectures was traced. In the course of this transformation, 300 buildings were demolished and about 10,000 people had to look for new housing. The street, which connects the city with the port, is slightly more than 100 years old and has always been a focus of important economic activity.

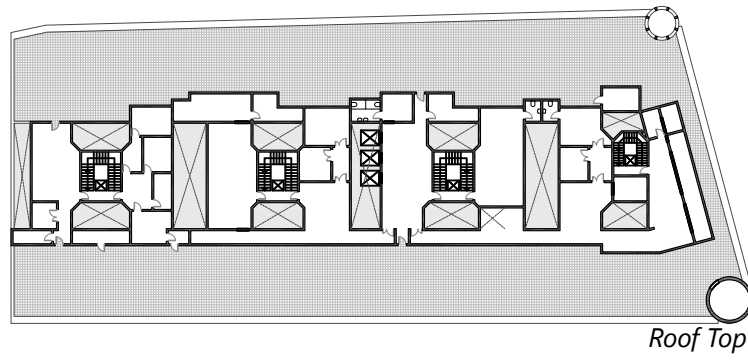
The building of Via Laietana 8-10 has an area of 18,000 square meters and an imposing aspect. Although it currently houses public delegations, it was built at the beginning of the 20th century for residential use. The metallic and regular structure gives diaphanous interiors with potential to accommodate housing. Today, 20 entities come together to request that the building, owned by the municipality, will house 160 public rental apartments. This will increase the public rental park by protecting the city's neighbors in the fight against gentrification.



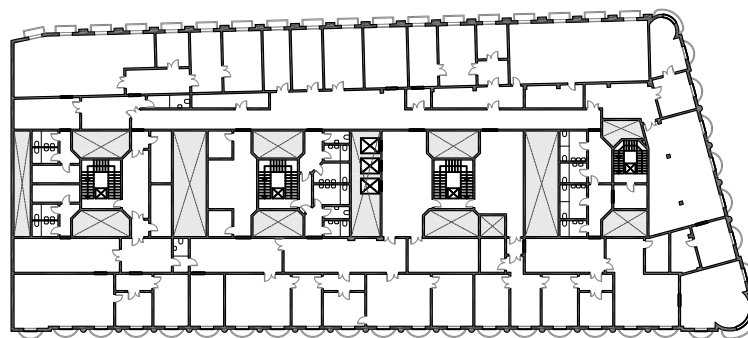
Ciutat Vella, Barcelona



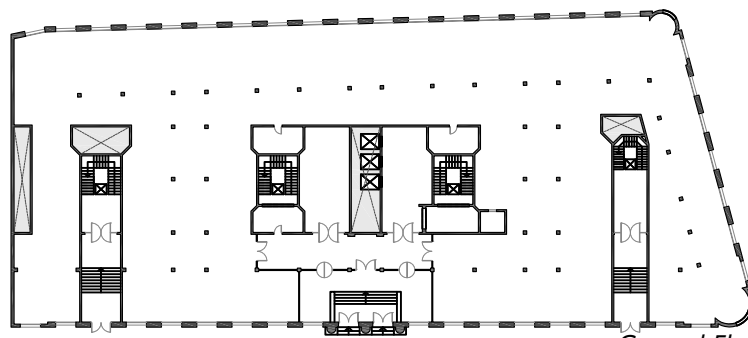
Building for Intervention - Via Laietana 8-10



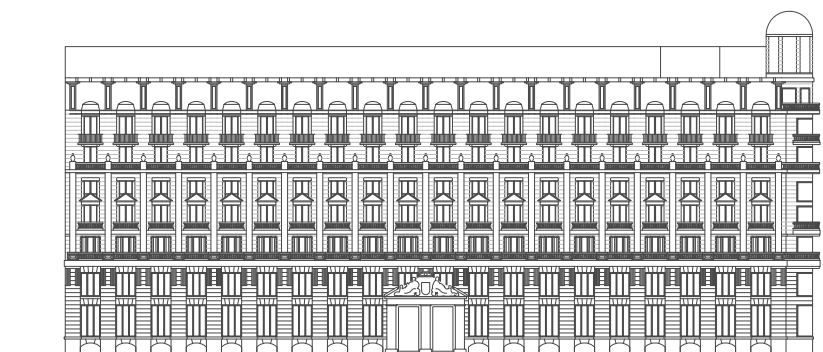
Roof Top



Typical Floor Plan



Ground Floor



facade

PROGRAM

We propose the transformation of an office building located in Via Laietana 8-10 to public rental housing. The building has a Ground Floor + 7 floors and a Roof Top Terrace. Without taking into consideration the interior patios and stairs, the building has 10.000m² to intervene.

The competition establishes the adaption of 1500 m² of commerce in the ground floor and 160 houses in the upper floors. The houses contemplate different sizes, users and typologies that will cover the whole of the building.

The building has 2 basement floors that will not be taken into account for the competition. The program of the Roof Top Terrace is left free for participants to propose what they think is adequate.

Rental Housing

QUANTITY	USAGE	AREA	TOTAL
60	Young couple	40 m ²	2400 m ²
10	Big family	120 m ²	1200 m ²
80	Small family	60 m ²	4800 m ²
10	Home office	120 m ²	1200 m ²
TOTAL			9600 m²

Small commerce

10	Commerce	150 m ²	1500 m ²
TOTAL			1500 m²

TOTAL AREA			11100 m²
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* Since this is an ideas competition, proposed areas in these rules must be taken as a guideline. It is a starting point for what could be a complete project and correctly dimensioned, without implying that participants can not suggest new areas not proposed in this document and delete or combine some of those mentioned above.

ORGANIZATION'S CRITERIA

ELEGIBILITY

Students Category

This category will accept architecture and related fields undergraduate students who can prove their student status on the day the competition launches with some official document (student ID or enrolment papers). Graduate, masters, and PhD students who are currently enrolled in some official course can also participate, but only if they obtained their undergraduate degree less than 3 years ago. The 3 year rule applies to graduate, masters and PhD students who are CURRENTLY ENROLLED only!

Young Architects

This category will accept young professional architects who graduated less than 10 years ago (according to their degree expedition date) can also join the competition and opt to win the "young graduates" prize which will be awarded separately from the student prizes. In both categories teams can be formed by just one member or up to six (6). Members of a team don't necessarily have to be students at the same university or live in the same country. It is not necessary that all members of a team are architecture specialists. Having a photographer, artist, philosopher, etc. on a team can help to see the project in a new way, thus enriching the final result. However, it is recommended that at least one member of the team has some experience in architecture. The teams may also be formed by both students and young architects. The registration fee is paid per team, regardless of how many members form it.

PRIZES

Winners Student Category

1° 2.000€ / 2° 1.000€ / 3° 500€

- Considered for publication in an architecture magazine.
- One-year subscription to an architecture magazine.
- Reviews in digital magazines and several architecture blogs.
- 1 year subscription to ARCHcase Premium

10 Honorable mentions

- Considered for publication in an architecture magazine.
- Reviews in digital magazines and several architecture blogs.
- 1 year subscription to ARCHcase Premium.

Winners Young Architects Category

1º 2.000€

- Considered for publication in an architecture magazine.
- One-year subscription to an architecture magazine.
- Reviews in digital magazines and several architecture blogs.
- 1 year subscription to ARCHcase Premium

3 Honorable mentions

- Considered for publication in an architecture magazine.
- Reviews in digital magazines and several architecture blogs.
- 1 year subscription to ARCHcase Premium.

JURY

MANUEL RUISANCHEZ

CARLES ENRICH

MAIO

DAVID BRAVO

NUA ARCHITECTURES

CALENDAR

AUG 7TH 2017	SPECIAL REGISTRATION STARTS
SEPT 24TH 2017	SPECIAL REGISTRATION ENDS
SEPT 25TH 2017	EARLY REGISTRATION STARTS
OCT 22TH 2017	EARLY REGISTRATION ENDS
OCT 23RD 2017	REGULAR REGISTRATION STARTS
NOV 19TH 2017	REGULAR REGISTRATION ENDS
DEC 4TH 2017	SUBMISSION DEADLINE
DEC 11-15TH 2017	JURY MEETING
JAN 15TH 2018	WINNERS ANNOUNCEMENT

REGISTRATION

Registration periods will be between August 7th, 2017 and November 19th, 2017 and will be divided as follows:

Special	Aug 7th - Sept 24th	60,50€*
Early	Sept 25th - Oct 22nd	90,75€*
Regular	Oct 23rd - Nov 19th	121,00€

*Registration prices include taxes.

For a project to be accepted the team must be properly registered to the competition. All registrations will be done through the ARCHmedium website, where you will be asked to choose between several payment options. After completing the registration form, each team will be assigned a registration code. It's important to keep this registration code in a safe place since it will allow your team to access the intranet where you'll have access to your registration status, payment tools, and the upload form to submit your project as we will explain in further sections of this document.

PAYMENT METHODS

All payments made through Bank Transfer must be identified with the registration code of the team they belong to so that we can relate them correctly. If we receive a payment that is not properly identified we won't be able to relate it to your team and your participation will not be confirmed until you provide a proof of payment.

Accepted payment methods:

Credit or Debit card

You may use any major credit or debit card (VISA, MasterCard, American Express, etc.). All payments will be handled by PayPal to ensure the highest security standards on the web (you do not need a Paypal account). ARCHmedium will never get direct access to your card details. Your registration will be confirmed automatically. We do not charge any extra fees for the use of this payment method.

Pay-Pal

It is the fastest, easiest, and most secure way to pay online. Your registration will be received instantly. We do not charge any service fees when you use Pay-Pal, debit cards, or credit cards.

Bank transfer

You must make a deposit of the stipulated amount (according to your registration period) to the account below. **

Bank:	BBVA
Account Holder:	ARCHmedium
Account number:	01824609940200734513
Concept:	Registration Code (XXX- Three letters)
IBAN:	ES7901824609940200734513
SWIFT:	BBVAESMMXXX

*Once the payments are received and the registration is confirmed the fees won't be refunded or transferred to other competitions under any circumstance.

**The date that will be considered to identify which registration period you belong to is the date that you submitted the payment. You must send a confirmation to evidence the date.

***Any bank fees that this operation might generate must be paid by the sender.

FAQ

During the competition, all participants are permitted to ask questions which help them better understand the project description and/or any other aspect of the competition. These questions may be asked via email at concursos@archmedium.com or via ARCHtopic's facebook page.

SUBMISSIONS

DOCUMENTATION

All the necessary documentation to develop the project, such as pictures of the site, videos, AutoCad drawings, etc. will be available at the ARCHmedium website so that anyone can download them before or after joining the competition. They may access and download the materials as many times as they need to. No additional information or working material will be provided to teams after registering. Participants are free to use all this material in the context of this competition. They are also allowed to create their own graphic documents or to find new ones from other sources.

PRESENTATION

Each team will submit only one din-A1 size (59,4, 84,1cm), landscape or portrait panel with their proposal. This panel must be identified with the registration code of the team and the registration code ONLY; any panel including team names or personal names might be disqualified without refund. Each team is responsible for choosing which information they include in their panel so that the jury may gain the clearest understanding of their project. The representation technique is completely free (2D drawings, pictures of models, sketches, renders, collages, etc.). The jury will not only evaluate the quality of the project but also the clarity and quality of the presentation. We do not recommend including large amounts of text on the panel. The project should be explanatory enough through the graphic material. However, certain notes might be acceptable. These notes must be written ONLY in English, any text written in a different language will not be taken into account and may lead to a team's disqualification.

SUBMISSION

Submissions must be done through the ARCHtopic's intranet only, before the date indicated on the competition calendar. You must log in with your username and password and follow the upload process. No submissions will be accepted by e-mail or any other medium. The submission page will be automatically closed after the submission date and time are reached, not allowing any modifications or aggregations after that, so please, try to upload your project 24 hours in advance so that you have time to solve any issues that might come up along the way (they always do!). The panel must be no other size than Din-A1 and be in no other format than JPG. The maximum weight of the file is 12MB.

EVALUATION CRITERIA

The jury will be in charge of establishing the key points that this project needed to address based on the site, brief, etc. and evaluate each project accordingly. As part of the design process we recommend that each team takes the necessary time to research the working site as well as other case study projects that might relate to the brief in hand to determinate what aspects of the project are the most unique and therefore need to be addressed and successfully solved to achieve a good result. Remember that this is an ideas competition, an opportunity for experiment and explore the limits of architecture. 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 SYSTEM

The voting system to choose the winning projects is as follows:

1. ARCHmedium team, following the jury's instructions, will make an initial selection of 50 projects in response to the above criteria.
2. The members of the jury will study both the pre-selected projects and all others privately and include, if they consider it necessary, any of the non-selected projects in the initial list of 50.
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.

LEGAL ASPECTS

INTELLECTUAL PROPERTY

The authors retain all rights to their proposals except for the purposes of promoting and publishing the competition.

By submitting your proposal to the competition the participant authorizes ARCHmedium to use the material received for publication of the project both in print and digital editions, always referring to his authors.

RULES ACCEPTANCE

The presentation of the proposals to the competition implies the acceptance of these rules and authorizing the broadcasting of selected works.

DATA PROTECTION

All information submitted via paper forms, electronic forms and/or e- mail will be treated in strict confidence in accordance with Law 15/1999, of December 13, Protection of Personal Data.

Participants presented to the selection and prizes will respond, in any case, to the veracity of the data provided. ARCHmedium reserves the right to exclude from the registered services to anyone that has provided false information, without prejudice to other actions stipulated by law.

OTHER NOTES

- ARCHmedium reserves the right to make any changes to this document (dates, deadlines, requirements, etc.) as long as the changes benefit a majority of the competition participants. Any modifications will be announced on the ARCHmedium's website and facebook page. It is each team's responsibility to check on a regular basis to follow and incorporate all changes.
- Under no circumstances will members of the jury, members of the organization, or persons with a direct personal or professional relationship with members of the jury or the organization be allowed to participate in this competition.
- The project of this competition is a fictitious job and will not be built. The provided documentation has been modified to better meet the goals of this competition and, as a result, the provided documents do not fully correspond with reality and do not necessarily follow any existing building or urban planning regulations.
- No one has hired or contacted ARCHmedium in order to organize this competition. The idea and program of this competition have been fully developed by ARCHmedium to serve solely as an academic exercise.
- ARCHmedium has no relation to the owners of the site where this exercise is proposed to be and therefore cannot guarantee that participants will have any access to the property.
- ARCHmedium is not held responsible for a breach of contract regarding the publications and subscriptions of the magazines.

SPONSORS



Competition sponsors

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