

International Competition for
MOLEWA
Conditions of Competition (draft only)

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2 October 2014



Huayan Cultural Investment Company, Ltd.

Suite 908, International Finance Building

7 Finance Street, Beijing, CHINA



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2 October 2014

1. Project description

1.1. Project Background:

- 1) MOLEWA stands for Mount Lu Estate of World Architecture.
- 2) The MOLEWA project is initiated as an imaginative solution to a significant socioeconomic problem in China. Architecture normally responds to a distinct need of a client, and the architect has little freedom to alter the environment or client requirements. Using architecture as a creative element of an active solution to a socioeconomic problem is a unique aspect of this project.
- 3) The problem under focus is urban development in China. The migration of country population into super cities has created added stress to the already stretched urban resources, resulting in widely reported incidences of overcrowding, pollution and substandard living. A national “new urbanization” strategy calls for a fresh approach. Rather than an unchecked flow to the big cities, the strategy endeavors to evolve existing medium-sized population centers naturally into prosperous, sustainable, clean and rationally distributed “new cities”. To be viable, these cities must not only be functionally complete and efficient, but also beautiful and pleasant. In this regard, architectural considerations must be integrated a priori into a strategic solution of the urbanization problem.
- 4) MOLEWA is part of an ambitious project founded on the above notion and a pioneer in exploring not only how “new urbanization” can be achieved but also how it can realize adjunct values such as promoting cultural tourism and architectural innovation.

1.2. Project Contents

The “Flower Ocean/Huayan Township” is a project of new urbanization located in Ruichang, Jiangxi Province.

1) Flower Ocean (over 80ha):

The “Flower Ocean”, over 1200 mu of vacant land (1 mu = 667 square meters), is one of the world’s largest flower-themed park and will feature all-season displays of flowers on a massive scale, interpretative activity, natural habitats, and a “sanctuary” for China’s classical garden heritage.

2) Huayan Township (67ha) including MOLEWA (20ha):

North of the Flower Ocean, over 1000 mu of land, is the Huayan Township. MOLEWA, over 20 ha of land, is the central part of the Huayan Township and the subject of the present announcement.

3) MOLEWA International Competition:

Through an International Competition under the auspice of UIA, MOLEWA will commission 16 world-class signature buildings to form the heart of the Huayan Township, act as a permanent site to display different architectural styles and design approaches, and in so doing, shed light on a new path toward urbanization where sustainability of nature and diversity of culture are integrated with economic growth, and expressed through architecture.

4) Target buildings of the MOLEWA Competition

Of the eighteen (18) plots allocated to MOLEWA, sixteen (16) have been set aside as the subject of this competition, of which thirteen (13) will be open to professional competition worldwide and three (3) will be open to student competition. The student competition is restricted to Chinese nationals or teams led by Chinese nationals only.

5) The combination of a world-class tourist destination and world-class assembly of architecture is an innovation aimed to bring about a new style of development and to catalyze the emergence of creative designs. This offers an open design context which the contestant should take into account.

1.3. Project Objectives:

The MOLEWA project seeks to achieve tangible results in the following value points;

- 1) A practical way to new urbanization which focuses on the maximization of happiness and sustainability, and defines a new path of socioeconomic development
- 2) A permanent exhibition and celebration of world architecture as a tourist attraction
- 3) A conduit for architectural innovation, particularly in sustainable design
- 4) A platform for architectural students in China to propose daring and unconventional ideas and achieve worldwide exposure

1.4. Project Promoter: *Huayan Cultural Investment Company, Ltd.*,

Suite 908, International Finance Building, 7 Finance Street, Beijing, CHINA

1.5. Project Manager: *Creatversal International, Ltd.*,

1003 Fengrong International Building, 16 Taiping Qiao Street, Beijing, CHINA

The Project Manager works on behalf of and with full authorization from the Project Promoter to manage the entire process of the Competition.

1.6. Project Timeline

Major project timeline is as follows (See Section 11 for the detailed timeline);

- 1) MOLEWA design is expected to finish by June 30, 2015.
- 2) Construction will start early 2016.

2. Site description

2.1. Location and its environmental characteristics

1) The project is situated in a geographic context encompassing Mount Lu, Boyang Lake, and China's so-called "Fourth Pole of Economic Development". A visual explanation of this contextual information is helpful to the harmony and integration with the larger environment (Figure 1).

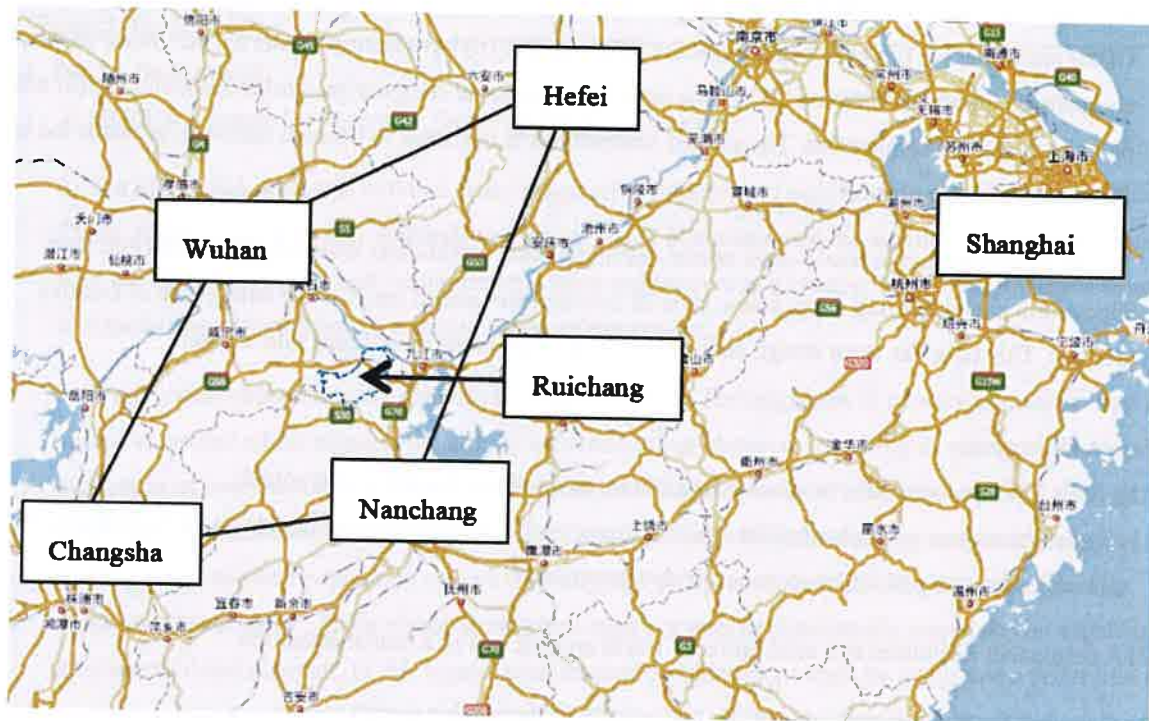


Figure 1. Relationship of Ruichang, the project site, to the four major cities of the "Fourth Pole" of the new Chinese economy. Further to the east is the Yangtze Delta economic zone led by Shanghai.

2) One of the holiest mountains in China, Mount Lu is revered by millions not only for its stunning beauty, but also for its cultural heritage. A UNESCO World Heritage Site, Mount Lu attracts more than 10 million visitors annually. The project site is approximately 40 km west of Mount Lu. In 2016, the new Mount Lu High-speed Train Station will be complete at about 2 km distance from the project site and expected to handle more than 3 million visitors to Mount Lu annually. MOLEWA and Flower Ocean, aside from benefits to the local residents, seek to inspire this visitor population to experience new leisure and cultural activities.

Mount Lu and its environs contain some of China's richest architectural treasures. The early missionaries from America and Europe constructed hundreds of 19th century-vintage villas. Roughly 250 km to the East is the Wu Yuan village, which is one of China's most well-preserved and architecturally distinguished sites of traditional rural dwellings.



Figure 2. Mount Lu and its architectural heritage.

3) The Poyang Lake, about 60 km to the southeast of the site, is China's largest freshwater lake and one of the world's largest bird habitats which welcomes millions of peregrines in the fall. The Lake has China's largest Wetland National Park and boasts an impressive bio-diversified ecosphere that is, however, threatened by some unscrupulous development.



Figure 3. Poyang Lake is home to China's largest wetland national park and supports a great variety of

birds.

2.2. Population reach of the project

1) Wuhan (at 200 km), Nanchang (at 140 km) and Jiujiang (at 36 km) are the major cities near the site, with populations of 12 , 8 and 7 million, respectively.

2) The city of Ruichang, where the project is located, enjoys the remarkable geographic advantage by its centrality in the “Fourth Pole” comprised of Wuhan, Changsha, Nanchang and Hefei (see Figure 1). With a population over 100 million, the Fourth Pole is seen as China’s new economic engine as its export-driven economy shifts inland.

3) The above factors supported the decision to initiate a project aimed to promote new urbanization through cultural tourism in Ruichang and should be taken into account by the contestant during the design process.

2.3. The City of Ruichang

1) The city of Ruichang in northern Jiangxi province, where the project is located, is a medium-sized city representative of the state of development of formerly rural regions in China. It has a population of 450,000 and an area of 1,440 square kilometer.

With a GDP of 11 billion CNY in 2012, Ruichang has a rather representative balance of workers in agriculture (60,000), manufacturing (97,000) and services (91,000).

Because of its location, population size, and state of overall socioeconomic development, the city is considered as an ideal place to experiment with an inspired model of new urbanization, a vision encapsulated in the project brief.

2) The general climate of Ruichang is subtropical, with well distinguished seasons, and soil condition which supports a great variety of growths. The annual rainfall is about 1200 mm, and March to July rainfall account for the more than half the annual amount. The coldest month is January, with an average temperature of 4.2 °C; the warmest month is August, with an average temperature of 31.1 °C. (All data are for 2013.)

The city topography is flat but surrounded by low mountain ranges. The city is situated on the south shore of the Yangtze River and is an important node of transport featuring several highways, railways, and a port.

The city is free from the threat of major natural disasters, with no earthquake or flooding of note recorded during the past half century.

2.4. Project Site: Datang New District

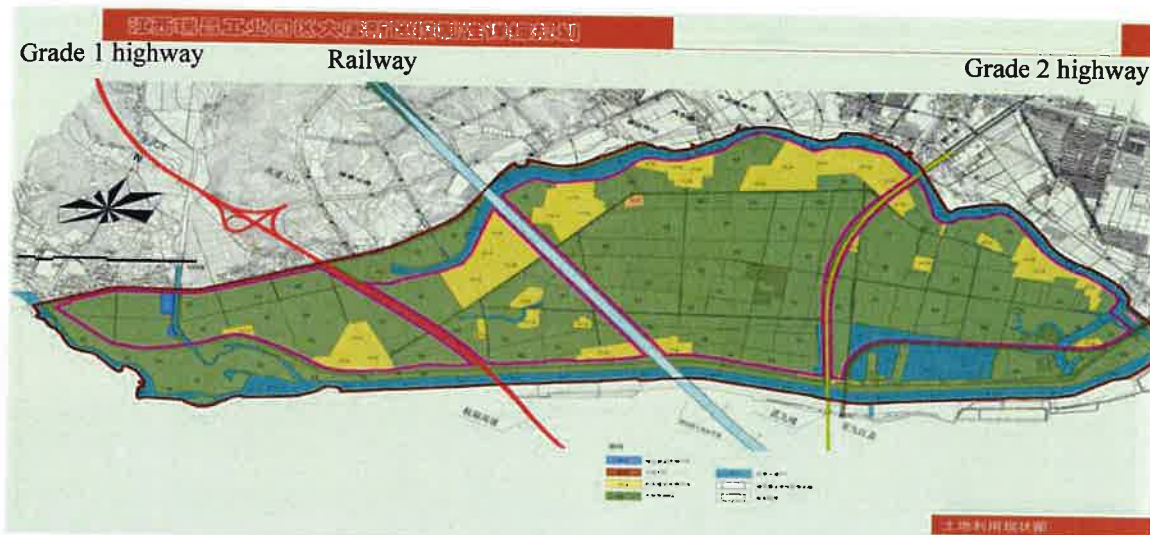


Figure 4. The old master plan for the Datang district. The “Flower Ocean /Huayan Township” project site is the portion east of the railway and its master plan has since been supplanted by the new design in Figure 5. This figure is used mainly to indicate the project size, road connections and relationship with the old city core (to the north).

- 1) The project site is part of the planned development called Datang New District, with a central geographic coordinate (29.6608° N, 115.6728° E). The old master plan for the Datang district is given in Figure 4.
- 2) As a consequence of the negotiation between the Project Investor and Local Government, the planned use and road connections within and around the project site have been modified, and the updated zoning provided in the master plan information contained in this brief.

2.5. Constraints of the Site

- 1) The site is approximately triangular in shape, bounded by the Jiujiang-Nanchang Railway on the west, the Outer River on the south and Inner River on the north.
- 2) The railway places a constraint on the master plan, as high-value commercial development must be at a distance from the tracks.
- 3) The two rivers have relatively low water table, and large-scale modification of the water system would be cost-inhibitive, as well as subject to national anti-flooding regulations regarding the Yangtze River.
- 4) The underground water level is high, making large-scale underground earthwork impractical.

3. Existing work and design approach

3.1. Flower Ocean Gardens

1) The detailed plan for the Flower Ocean Garden has been completed by *Chris Blandford Associates* and *Chetwood Architects*.



Figure 5. Artist's rendition of the "Flower Ocean • Huayan Township" project. The Flower Ocean Park situated in the south simulates the shape and structure of a tree leaf.

2) The project will be one of the world's largest flower theme parks on 80 ha of land, with a great number of interesting displays and innovative features. Figures 6 - 9 and captions thereof give the key information concerning the Park.

3) While a major tourist destination in its own right, the Flower Ocean Garden is also a conjoint of MOLEWA/Huayan Township, so that the visitor will receive a multi-layered experience through the enjoyment and celebration of flowers and world architecture.

4) The Flower Ocean Garden will be a paid tourist destination, whereas MOLEWA will be for free public viewing and access. A segregation strategy using canals will be implemented.



Figure 6. In the Flower Ocean Garden, flower display in mass is interspersed with interpretative and recreational activities on smaller scales, creating a multi-layered experience for the tourist.

3.2. Master Plan of MOLEWA

- 1) The Project Investor has commissioned a preliminary master plan for MOLEWA/Huayan Township. Figure 7 gives the plot shapes and sizes, as well as road and public realm layout. Generally speaking, MOLEWA consists of two parts. The northern part (plots 1 – 8) supports the commercial and cultural activities, whereas the southern part (plots 9 – 18) provides a pleasant and sustainable living environment for the local residents.
- 2) This master plan will serve as a blue print for the development of the new township, and a guide for the contestant to conceptualize his/her design and envision how it would fit with the overall township, as well as the Flower Ocean Garden.
- 3) The Architect responsible for the MOLEWA master plan, *Chetwoods Architects*, has been appointed as the Professional and Technical Advisor for the present project and will be available to answer questions from prospective designers.
- 4) A design parameter guide is attached as Annex A of this Conditions of Competition. A reasonable degree of flexibility is maintained as regards the master plan, since the winning designs from the competition will be reintegrated through a public realm design to achieve the maximum effect and harmony. Furthermore, wherever a conflict exists between the design parameter guide and this condition of competition, the latter shall prevail.

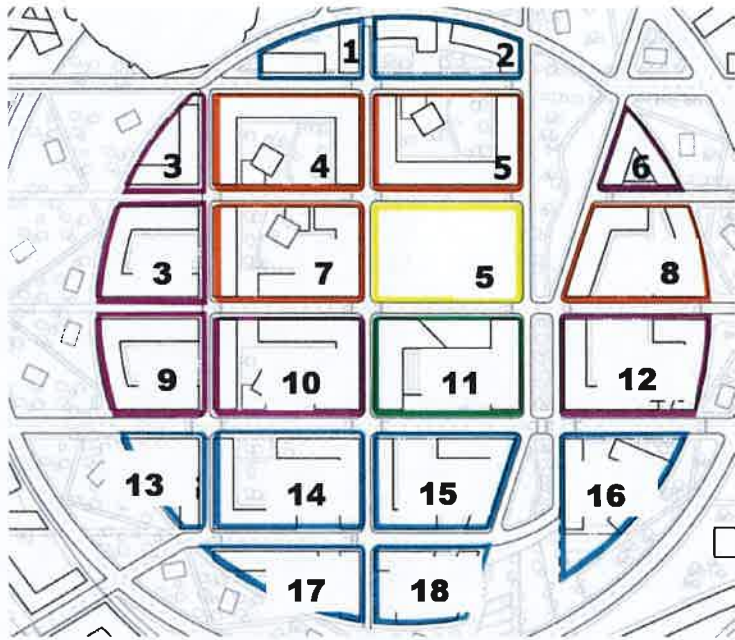


Figure 7. Plot details of the MOLEWA competition. The contestant must identify the plot his or her design is directed and the design must conform to the building type specified in the text.

3.3. Sustainable design

- 1) An exemplar of new urbanization, MOLEWA places great emphasis on sustainability.
- 2) In addition to building functions and visual appeal, the Project Promoter encourages the application of the latest sustainable design principles, including:
 - Low carbon transportation,
 - Renewable energy sources,
 - “Smart city” technologies, and
 - New building materials and/or techniques.
- 3) Considering, however, that the project intends to be a practical example for future urban development of medium-sized cities, cost-effectiveness of sustainable design must be demonstrated or demonstrable.

3.4. Cultural expression

- 1) With 18 discrete buildings and an open international competition, MOLEWA is an ideal platform for exhibiting and celebrating the many cultural traditions of world civilization.
- 2) A good design approach is for each contestant to establish a cultural theme and, through a personal yet international style, express this theme through the long-lasting beauty of a built form.
- 3) As a celebration of diversity, themes promoting positive messages such as peace, understanding, knowledge, creativity, environment, friendship, and adventure are all welcome.

3.5. Commercial considerations

- 1) MOLEWA should demonstrate to future promoters of similar projects that good design can result in good return.
- 2) “Beauty is valuable” has an economic dimension. The belief of the Promoter is that beauty is not only a psychological effect but also has commercial value. Therefore, a good design will take care to create not only visual impact through beauty but also commercial value by striking the proper balance between formal beauty and practical utility.
- 3) Therefore the contestant should not shy away from commercial consideration and in fact should emphasize the how the design might create commercial value through its form, functions, or mode of use.

3.6. Other considerations

- 1) Considering the adjacency of the world-class Flower Ocean Garden, the “flower theme” is a key design consideration for MOLEWA. Contestants are encouraged to find ways for creative realizations of the flower theme.
- 2) Possible ways of use of flowers include but are not limited to
 - a) Landscape
 - b) Internal decoration (permanent, seasonal, as needed, etc.)
 - c) External features
 - d) Exhibits and displays
 - e) Services (e.g., flower therapy, flower tea house)
 - f) Any similar creative use of flowers as a key feature to enhance the appeal and value of the designed building
- 3) The overall objective is to distinguish MOLEWA by the resplendency of flowers in individual buildings, as well as by the overall project environment. Through the natural affinity people have with flowers and the abundant supply of the same, the flower theme will give the project an extremely powerful and tangible Unique Sales Point.

4. The competition

4.1. Types of the competition

- 1) Professional Project Competition open to professional architects worldwide
- 2) Student Project Competition for students of Chinese nationality.

The student competition will be governed by the same review standard and selection criteria and adjudicated by the same juries. UIA jurisdiction applies only to the Professional Competition, since the student competition is a national competition. However, the student competition will also be conducted according to the UIA-UNESCO Guidelines.

4.2. Design categories

MOLEWA is conceived as the core of a new town. As such, it must feature a mix of uses to support a vibrant and sustainable lifestyle. The MOLEWA Competition is therefore divided into two main design categories:

- 1) Residential use
- 2) Commercial and Cultural use

4.3. Selection of the design category and the building lot

- 1) The MOLEWA Competition is unique for having multiple buildings (i.e. 13 for the Professional Competition and 3 for the Student Competition) to be designed and realized by the winners of the competition.
- 2) Upon registration, every contestant may choose one, or both of the project categories (See 4.2) to which he/she would like to submit his/her proposal(s) and shall declare this choice on the registration form.
- 3) Every contestant can submit, however, only one proposal per category, must identify the plot in Figure 7, and design according to the building type specified for the chosen plot (see section 3.2).
- 4) The contestants should take care to note that the plots are divided into “Student” plots and “Professional” plots. This boundary cannot be crossed; namely, a professional contestant must not propose designs for a student plot, and vice versa. Failure to respect this rule will result in the immediate disqualification of the design proposal.
- 5) The promoter has an interest in achieving balance among submissions registered for all competition plots. It is noted that for each plot a winning design will be chosen; over-subscription to a plot would decrease the probability of winning for that plot, whereas the reverse would be true of an under-subscribed plot.
- 6) Upon registration, the potential contestant is asked to identify the plots he/she is interested in. The Promoter will update the plot interests from potential contestants periodically. The contestant may consult this information to aid his/her design decision.

4.4. Stages of the competition

- 1) The MOLEWA competition is a one-stage project competition, as defined by the “UIA Guide for International Competitions in Architecture and Town Planning – UNESCO Regulations” (see URL link to PDF of UIA-UNESCO Guidelines).
- 2) The Promoter will refine and revise, if necessary, the project master plan, based in part from the inputs of the MOLEWA professional project competition. After this task is complete, the Promoter shall contact and retain the winning design of the competition upon contract between the Promoter and every winner.

4.5. Eligibility of the contestants

1) Professional Project Competition:

- Professional Architect, registered to or recognized by the relevant organization of the state(s) and/or country of his/her business
- In the case of a group submission, the lead architect should be identified and conform to the above requirement.

2) Student Project Competition:

- Open only to students of Chinese nationality
- In the case of a group submission, the lead student should be identified and conform to the above requirement.
- All contestants must have active student status recognized by the Architectural Society of China (ASC) through its Institute of Accredited Schools of Architecture.
- The target building category and lots will be indicated according to the master plan/design parameter guide (Annex 1), and a student contestant can choose only one building lot and identify this at the registration.
- The student winners shall be associated with a local professional architect for the execution of their design proposals.

4.6. Anonymity of the contestants

1) The identity of any contestant in the competition shall be kept anonymous throughout the adjudication process according to the UIA Guidelines.

2) Each contestant will choose an identification code upon registration, which will be explicitly indicated on every piece of submitted materials.

3) This ID code will be masked by the Promoter with a serial number of submission prior to the jury meeting.

4) Such anonymity will be strictly enforced in the electronic procedure.

5. Roles and responsibilities of the stakeholders

5.1. Promoter:

The Huayan Group as the project promoter assumes the following roles and responsibilities in the project;

- 1) Project definition
- 2) Establishment of review and selection standard
- 3) Selection of the jury
- 4) Appointment of the Professional and Technical Advisor
- 5) Responsibility of the fees, awards, and honoraria relevant to the competition

6) Implementation of the project

5.2. Professional and Technical Advisor:

Chetwoods Architects, 12-13 Clerkenwell Green, London EC1R 0QJ, has been appointed Professional and Technical Advisor by the Promoter. In this role, *Chetwoods Architects* will perform the following tasks:

- 1) Formation of a technical committee to assist the jury in the adjudication
- 2) Display and dissemination of supporting information
- 3) Design parameter guide
- 4) Liaison and answering of questions from prospective contestants
- 5) Public relations management
- 6) Integration and accommodation of the winning designs by updating the original master plan

5.3. International Union of Architects (UIA)

The International Union of Architects (UIA) endorses and supports the competition as organized in conformity with the UNESCO-UIA regulations for international competitions in architecture and town planning and will:

- 1) Advise the Promoter on how to best achieve the project objectives
- 2) Recommend possible jury candidates
- 3) Announce the competition on the UIA websites, Facebook, newsletters, professional and international media, and information outlets of the UIA member sections and partner organizations
- 4) Advise the Technical Committee, acting under the supervision of the Promoter, on the organization of jury meetings in order to ensure their effective management
- 5) Assure that the competition conforms to the UNESCO/UIA Guidelines
- 6) Announce the results of the competition through the UIA outlets and give due publicity and professional exposure to the winning design

5.4. Jury

The international jury adjudicating the professional competition is appointed by the Promoter with input from UIA and other professional sources, and will:

- 1) Evaluate the projects based on the criteria established in the programme.
- 2) Make the final selection of winners

The same jury will preside over the student competition. As regards the competition process, the decision by the jury regarding the winning designs is final and binding. The Promoter will not respond to any dispute or challenge to the decisions taken by the jury.

5.5. Contestants

The contestant is the source of creative ideas and will participate in the competition in good faith and with a professional attitude, in strict adherence to the conditions of the competition.

6. Mandatory requirements of submissions

6.1. Language

- 1) All the proposed materials responding to this announcement shall be exclusively in English.
- 2) This condition is to enable the jury to assess the design with the greatest possible clarity, insight and uniformity.

6.2. Required elements

The contestant is asked to use a standard form available at the submission website (www.creativersal.com/uia) to submit the design proposal. All entries on the form must be duly filled in. A submission shall be constituted of the following three (3) PARTS;

1) PART I:

- Personal information of the contestant, including name, sex, nationality, education, address, telephone number, email address and information attesting to the eligibility of the contestant (i.e, proof of professional association affiliation or student registration).
- The professional contestant has the option to briefly describe his/her representative works executed to date.
- This part is for the Promoter's use only, following the termination of the competition.
- Aside from ascertaining contestant eligibility, this part has no bearing whatsoever on the result of the competition.
- If an employee, the participant is assumed not to be bound by any corporate confidentiality, copyright and other intellectual property clauses and should include the agreement of his/her employer to participate in the competition.
- This information is to be placed in a separate electronic file carrying the ID code chosen by the contestant. It will not be opened until the final decision has been made by the jury and anonymity lifted.
- A lawyer or notary will open the ID files of the winners at the end of the final adjudication process.

2) PART II:

The contestant is asked to provide a brief narrative (less than 2,000 words), which will

- Identify the building category and lot, for which the submission has been designated.
- Describe his/her understanding of the design problem,
- Outline the philosophy of the design approach he/she is undertaking,
- Summarize the functions and modes of use of the building
- Anticipate critical issues or special needs that may impact the construction phase.

The contestant shall, at all times, refrain from comments or references that may reveal his/her identity. In referring to works of his/her own design, the "third person" form should be used. Overt or covert statements that the jury determines to reveal the identity of the contestant may result in the disqualification of the design from the competition.

3) PART III:

In this part, the contestant is asked to give the preliminary technical ideas and information, describing or demonstrating with drawings, sketches, tables, and/or computer-generated graphics including:

- The external perspective drawings of the building
- The main internal perspective drawings (e.g. entrance hall, stairs, main functional rooms, etc.)
- Layout plan: Scale 1/500
- Floor plans of each floor and appendage: Scale 1/200
- Sectional drawings of the whole building (both cross and longitudinal sections): Scale 1/200
- Key technologies (including the sustainability features)
- Cultural message intended in the design and its association with features

6.3. Page Limit

In order to encourage clarity and emphasis, a strict length limit is imposed as follows.

- 1) The number of English words (including captions to technical drawings) should be around 2,500.
- 2) The total number of technical panels accompanying the submission must not exceed 8, and should be vertical of size DIN A0 (841mm x 1,189mm).
- 3) Materials in excess of the above limits will be set aside by the Technical Advisor and eliminated by the jury if it so decides.

6.4. Multiple submissions

- 1) A contestant can submit only one design to a competition category (e.g., residential). If so wished, however, submission to more than one category is allowed.
- 2) In the case of multiple submissions at the time of registration, the contestant must indicate all of his/her designs to the competition.

6.5. Fee of participation

There is no participation fee charged to the contestant for both Professional and Student Competitions.

6.6. Declaration:

- 1) Each contestant will complete the submission by signing a pro-forma declaration, which states: "I, (name of contestant), affirm that the design submitted to the MOLEWA competition was prepared through my personal labor or the labor of the team which I represent.
- 2) All information presented hereinabove was acquired by means that are legal and ethical.
- 3) The submission of this design is an explicit indication of concurrence with all terms and conditions governing the competition, including the selection decision taken by the jury."

7. Competition Categories and Specifications

There are two categories in the competition: Commercial and Cultural (Plots 1-8 in Figure 7) and Residential (Plots 9-18 in Figure 7). Note that for each category there is a further division of Professional Plots and Student Plots. A separate jury group will judge each category.

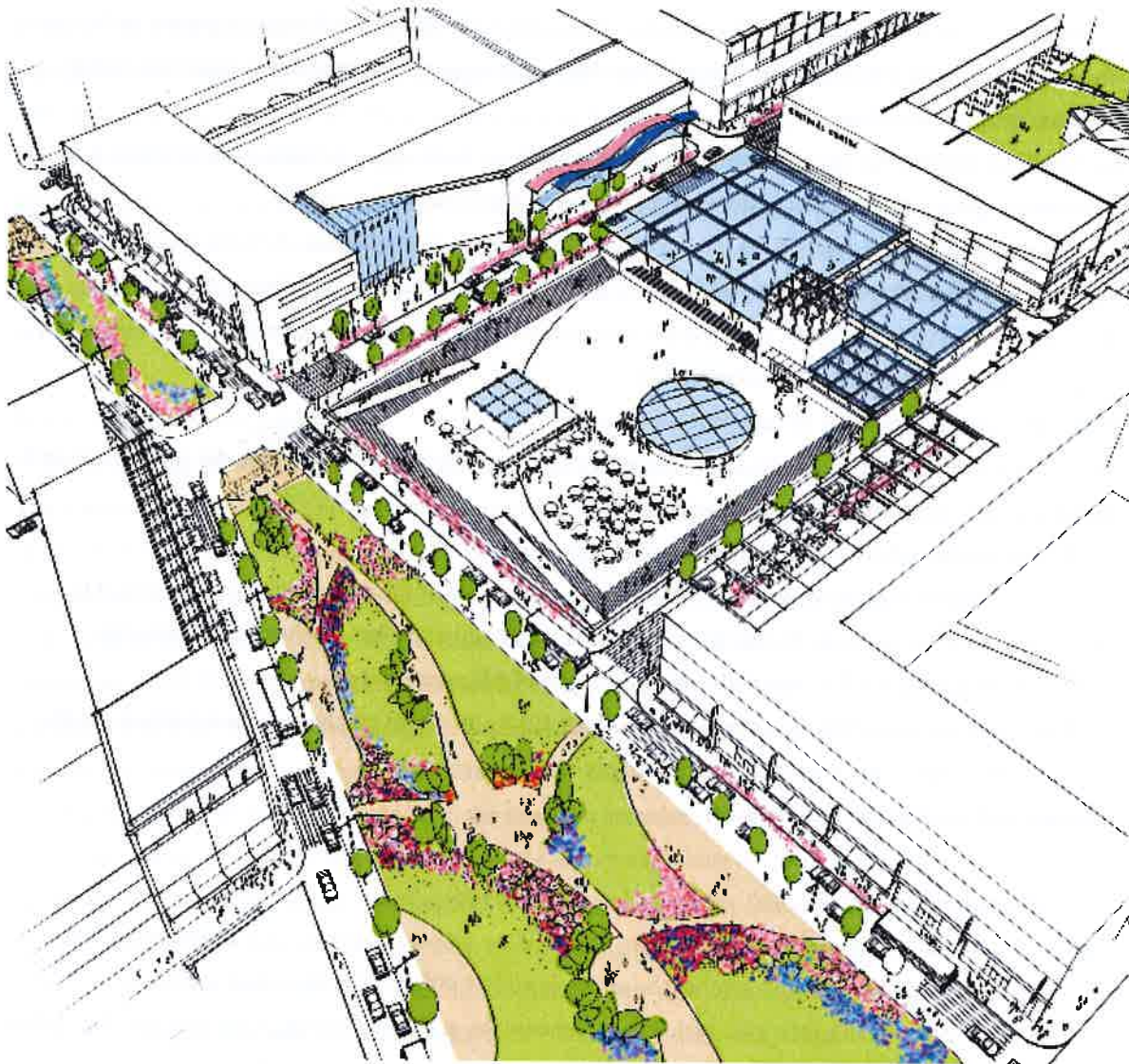


Figure 8. Perspective drawing of a possible effect of the Commercial and Cultural District of MOLEWA.

7.1. Commercial and Cultural Category.

1) Buildings in this category are intended to complement the existing infrastructure and facilities in the city of Ruichang. Extensive research by the Promoter indicates that the following local needs which can be best met through MOLEWA: A town square, a medium-sized hotel, a kindergarten, a shopping complex, a high-end shopping street, a gourmet complex, and a place of worship and spirituality.

2) The total built areas for this category will be approximately 80,000 m², of which ~70,000 m² will be the subject of this competition.

- 3) None of the buildings in this category shall be taller than 30 m. The total built area for each building will be given individually in the Plot Description
- 4) There shall be no design feature which could become a safety or fire hazard or threaten the structural integrity of the building. Features which impede access to the premise should also be avoided.
- 5) Considering that Ruichang is a medium-to-small city and that the tourist volume fluctuates widely based on seasons or national holidays, commercial design must take into account of the tourist pattern and unique features of the destination (e.g., the Flower Ocean theme may inspire notions of hotels and retail outlets focusing on the flower theme).
- 6) Where appropriate, the idea of “complex” and/or “multi-use facilities” is encouraged. For instance, a gourmet complex would make it easier to rent and operate the facility.
- 7) The contestant should describe the landscape scheme and indicate connections with the roads and other infrastructure, including any special needs for support from the municipal authorities.
- 8) This guideline will specify the approximate built area for each building. The contestant may vary $\pm 15\%$ from the recommended figure in his/her design.
- 9) A south-facing orientation strategy is recommended.
- 10) Parking is on ground surface or above-ground garage and to be incorporated in the design; underground parking is not allowed due to the high water table.
- 11) Plots 3 and 8 are EXCLUDED from this competition.
- 12) Plot 3 is allocated as a “Museum Street” district. Each winner of this competition will be invited to design a villa, which will bear his/her name and act as a museum of his/her architectural vision and aspiration. This aspect will be handled outside the scope of this competition.
- 13) Plot 8 will accommodate the Town Square of MOLEWA. Its design will be commissioned outside the scope of this competition, after the winning designs have been selected.
- 14) Plot specifications are as follows.

PLOT 1. Kindergarten

This plot is the subject of Professional Competition. The building set out for this plot is a kindergarten. The size of this plot is 4,126 m². The total built area will be approximately 4,000 m². The contestant is advised to consider the range of children’s activities, both indoor and outdoor, and special needs of the children (e.g., safety and pattern of play) in the design process. The facility will accommodate up to 400 staff and children and may include facilities to host in-house or external activities (e.g., auditorium and gym).

PLOT 2. Floral Hotel

This plot is the subject of Professional Competition. The building set out for this plot is a middle-prize range hotel (three star equivalent). The size of this plot is 7,055 m². The total built area of this building is approximately 12,000 m². The clientele of this hotel is primarily visitors to MOLEWA and the Flower Ocean Park. The total room number shall be between 200 and 300. Considering that many visitors and local residents may take advantage of the MOLEWA and Flower Ocean to hold weddings and other family events, the contestant should pay special attention to the reception utility of the hotel, with the largest event able to host 500

people. Clever use of the flower theme in the overall design of the hotel will be looked upon favorably.

PLOT 3. Museum District

Excluded from this competition.

PLOT 4. Gourmet Complex

This plot is the subject of Professional Competition. The building set out for this plot is a Gourmet Complex. The size of the plot is 10,456 m². The total built area of the Gourmet District is approximately 10,000 m². The clientele for the gourmet district is about 70% visitors and 30% local. The peak design capacity is 30,000 meals per day. Types of service include full-service restaurants, brasseries/cafes, coffee shops, teahouses, bars and pubs, ice-cream parlors, etc. A minimum of 50 establishments is required. Dining arrangement could include both indoor and outdoor (terrace and balcony) variety, and creative use of the Flower Theme will be looked upon favorably.

PLOT 5. SHOPPING COMPLEX

1) This plot is the subject of Professional Competition. The building set out for this plot is a Shopping Complex. The size of the plot is 20,912 m² and divided into the north and south subplots of equal size. The total built area of the Shopping Complex is approximately 30,000 m². The shopping complex is a centerpiece of MOLEWA. Huayan Group, the Project Investor, has signed agreements with several provincial governments to promote a new model of commerce in cities such as Ruichang. As China's export-driven economy shifts inland, a consortium of OEM manufacturers has formed an alliance with Huayan to provide less developed inland provinces with high-quality merchandise with proper branding and direct market channels, The Shopping Complex is to host stores and shops of the alliance committed to offering goods and services superior to what is extant in China's developing cities. As well, the shopping complex will serve as a depository of e-commerce deliveries, as a solution of the last-mile problem of e-commerce which is affecting the country population. Per agreement with the governments, the Shopping Complex must have the following mandatory features:

- Two regular movie auditoriums, each with a seating capacity of approximately 200;
- One large movie auditorium dedicated to film re-runs, with a seating capacity up to 500;
- A public library with a holding capacity of 100,000 books and magazines
- A physical exercise facility able to accommodate up to 200 users simultaneously

2) The contestant has the freedom to design shop spaces, public spaces, indoor rest places and displays, food concessions, etc. The total number of shops will not be less than 200. Retail storage needs are to be accommodated within the design; bulk warehouse needs need not be considered.

3) Taking into account of the Gourmet Complex described in Plot 4, food services in the Shopping Complex should be kept simple and straightforward, featuring primarily fast food and casual snacks/beverages.

4) Because of the division of Plot 5 by the east-west center street, the Shopping Complex will likely consist of two buildings. In order to facilitate the flow of traffic, the two building shall be connected with appropriate overpasses.

PLOT 6. Huayan Temple

This plot is the subject of Student Competition. The building set out for the competition is the Huayan Temple. The size of the plot is 4,126 m². The total built area of the temple is approximately 3,000 m². Mount Lu was the place of birth of the Pure Land School of Buddhism. Closely related to Zen, this school has had a profound influence on the spiritual life of the Chinese people. The goal of the competition is to follow the tradition and teachings of Pure Land and inject it with modern vibes through a new architectural form. In addition to a place of worship, the building will also be used for meditation and spiritual discussions. It is important that an air of solemnness, elegance, and tranquility prevail throughout the project.

PLOT 7. Shopping Street

This plot is the subject of Professional Competition. The building set out is a shopping street. The size of the plot is 10,456 m². The total built area is approximately 10,000 m². Unlike the Shopping Complex in Plot 5, which focuses on volume sales of average-priced daily-use items, the Shopping Street caters to specialized and high-end retail. Examples include handmade craft, artworks, flower souvenirs, imported fashion products, etc. It could also serve as office space for limited businesses (e.g., real estate agencies, flower therapy parlors, etc.) If the Shopping Complex can be broadly said to be quintessential American, the Shopping Street is to exude a more European atmosphere.

PLOT 8. Town Square

Excluded from this competition.

7.2. RESIDENTIAL CATEGORY

1) MOLEWA is designed to be a living community, not merely a museum piece. Thus the southern half of the project is dedicated to erecting modern, sustainable and artistically interesting dwellings. A total of 120,000 m² is allocated for this purpose. The overall objective is to create a residential space conducive to a happy and healthy lifestyle.

2) General considerations and requirements of the Residential Category are as follows:

- The design should take maximum advantage of seasonal solar pattern and viewing pattern to the Flower Ocean Garden to create the best south-facing arrangement for the units.
- The massing and height arrangement should be such that the buildings decrease in overall height in the southward direction, so that the residents can enjoy the best views of the Flower Garden.
- There shall be no design feature which could become a safety or fire hazard or threaten the structural integrity of the building.
- Diversity in forms, features and technologies is encouraged, with a view to a town center that is visually appealing, user-friendly and energy-efficient.
- For Apartments, there shall be only three- and four-bedroom units; the following weight in unit area is to be adhered to: 3-bedroom, 90-100 m², 50%; 3-bedroom, 100 – 110 m², 30% ; 4-bedroom, 110-120 m², 20%.

- For the Townhouses, there is no strict unit area restriction.
- There shall be no underground parking, due to regulatory restrictions. Parking need for the residential buildings should be addressed either by ground-floor garage or surface parking lot. The parking space ratio is 1 per 60 – 80 m² built area.
- Considering the flow of tourists, the design should incorporate a reasonable and best discreet segregation strategy to maintain privacy of the residences.
- The architect should describe the landscape scheme and indicate connections with the roads and other infrastructure, including any special needs for support from the municipal authorities.

Purpose and specific requirements of the plots are as follows.

PLOT 9. Apartment

This plot is the subject of Student Competition. The size of the plot is 7,681 m². The building set out for the plot is an apartment complex. The apartment unit area distribution given in the general requirements is to be observed.

PLOTS 10 – 12. Apartments

These plots are the subjects of Professional Competition. The sizes of the plots are 10,456, 10,456, and 10,535 m², respectively. The total built areas are 18,000 m² for each plot. The apartment unit area distribution given in the general requirements is to be observed. A special consideration is that these three blocks border the MOLEWA commercial and cultural district. A proper dialogue with the business sector of the town, as well as viewing geometry into the Flower Garden, should be taken into account.

PLOT 13. Apartment

This plot is the subject of Student Competition. The building set out for the competition is an Apartment. The size of the plot is 4,189 m². The total built area is 8,000 m². The apartment unit area distribution given in the general requirements is to be observed.

PLOTS 14-15 Apartments

These plots are the subjects of Professional Competition. The buildings set out for the competition are apartments. The sizes of the plots are 10,456 m² for both. The total built area is 15,000 m². The apartment unit area distribution given in the general requirements is to be observed.

PLOTS 16 – 18 Townhouses

These plots are the subjects of Professional Competition. The buildings set out for the competition are townhouses. The sizes of the plots are 12,165, 5,873, and 5,878 m², respectively. The total built areas are 9,000, 4,000, and 4,000 m², respectively. There is no strict constraint on the townhouse unit size, although a balanced approach to artistry, habitability, and commercial viability should be maintained.

8. Selection criteria

The selection decision will be made through a comprehensive assessment of the submitted designs. The followings are the major aspects of the evaluation set for the jury and the weight given to each consideration is indicated in the parentheses.

8.1. Originality (25%)

- 1) Originality refers to ideas and concepts that are different or a unique or refreshing application of existing ideas and concepts to the problem at hand.
- 2) Originality is not “difference for difference’s sake” but must engender positive value in the opinion of the jury.

8.2. Quality (25%)

- 1) Professional quality is reflected in the way the contestant articulates, organizes, compares and illustrates the submitted design.
- 2) A high quality of work enables the jury to clearly grasp the intention of the design, understand the context in which the design is set, visualize the likely built form, and appreciate the architectural excellence of the contestant.

8.3. Cultural expression (20%)

- 1) As a tourist destination, MOLEWA is intended to create a lasting impression on the visitors.
- 2) Through emotional resonance with the subject, the forms and structures of MOLEWA buildings will be projections of culture which will attract not only attention but also interpretation and discussion.

8.4. Sustainability (20%)

- 1) Sustainable design is a key to buildings that are energy efficient, harmonious with nature, and resonant with the human desire for a better world.
- 2) The competition will reward designs which cleverly integrate sustainable features to enhance the form and functionality of the building.

8.5. Reasonable economical consideration (10%)

- 1) Since the project is located in a medium-sized developing city and intended for replication in similar settings, economy of construction is an important factor affecting the viability of the concept.
- 2) The jury will examine whether the proposals are elaborated in this regard.

9. Jury

Members of the MOLEWA completion jury are composed of as follows.

9.1. Number of jury groups is two (2).

- 1) Jury group for the residential category
- 2) Jury group for the commercial and cultural category

9.2. Composition of each jury group

- 1) Number of jury members is five (5), of which
 - at least three (3) must be professional architects
 - at least three (3) must be active and reside outside China
 - one (1) must be representative of and nominated by UIA
- 2) Number of deputy jury members is one (1).
 - the deputy jury member representative of and nominated by UIA

3) Role of deputy jury members

Deputies must attend all jury meetings, without having the right to vote, in order to replace a member in the event of illness or unavoidable absence which may occur during adjudication. The deputy will then officially replace the absent member until the end of the adjudication. (UIA/UNESCO Guide Article 36)

9.3. Jury appointment

- 1) Jury is appointed by the Promoter upon the recommendation of UIA and/or other professional bodies.
- 2) The Promoter shall cover the expense (including the honorarium) of the jury during the adjudication process, as per UIA/UNESCO Guidelines Article 47.

9.4. Appointed members of the MOLEWA competition jury

1) Residential category

- Jury-1: Name, title, and nationality
- Jury-2:
- Jury-3:
- Jury-4:
- Jury-5 (UIA representative):
- Deputy Jury (UIA representative):

2) Commercial and cultural category

- Jury-1: Name, title, and nationality
- Jury-2:
- Jury-3:
- Jury-4:
- Jury-5 (UIA representative):
- Deputy Jury (UIA representative):

10. Competition process

10.1. Registration

- 1) Every registrant is asked to use a standard form available at the submission website (www.creativersal.com/uia) to register. All entries on the form must be duly filled in. (See 6.2)
- 2) At the registration, every contestant may choose one or both competition categories (See 4.2) to which he/she would like to submit his/her proposal(s) and shall declare the choice(s) of plot in the registration form.
- 3) Every contestant can submit, however, only one proposal per category

10.2. Design preparation and submission

- 1) The contestant shall download the submission form and supporting information from the website (www.creativersal.com/uia/forms).
- 2) The conditions of completion and auxiliary instructions should be carefully consulted before the contestant starts the design process.
- 3) The entries must be sent on paper by post. They can arrive up to 14 days after the deadline provided that they are postmarked pre-deadline. A bilingual address label can be downloaded and printed from the Promoter's website and pasted on the submission envelope.
- 4) In order to minimize handling errors, as well as to give the contestant an opportunity to demonstrate the quality of his/her work, the contestant shall print all submission documents, drawings, and tables, according to the requirement in section 6.3. The printed materials should be of such a quality that the jury can view them easily in an exhibition hall setting. The Jury must evaluate entries on paper in person.
- 5) The contestant must also enclose with the postal package a CD/DVD/Flash drive which contains all the design documents, drawings, and tables in electronic form.
- 6) The contestant is asked to send an email to the Professional and Technical Advisor at the address: ****, to indicate the date and method in which his/her work was sent.
- 7) A message confirming the receipt of design will be sent once the Professional and Technical Advisor has received the submission.

10.3. Questions and answers

- 1) Every contestant may, after his/her registration, send electronically his/her questions about the MOLEWA competition to the Professional and Technical Advisor, who will in turn send back the relevant answers. (As for the relevant deadline, see 11.5.)
- 2) FAQ of professionals and students will be handled separately.
- 3) Representative Questions/Answers will be shown in a FAQ section on the website, which will be maintained throughout the competition process and augmented as more relevant questions are answered.
- 4) Every contestant is encouraged to consult the FAQ before dispatching questions to the Professional and Technical Advisor.

10.4. Conformity checks

1) The Technical Committee supervised by the Professional and Technical Advisor will verify that each submitted design conform to the conditions of competition and contact the contestant for any missing information.

2) The Technical Committee has no right to reject any design but will, however, alert the jury of designs that are not wholly conformant.

-There must be NO contact with contestants whose identity will be in a sealed envelope/special file that will be opened only after the jury has made its final selection.

- The winners will be informed by a notary or other person of confidence in no way associated with the jury.

10.5. Selection procedure

1) All eligible designs will be displayed and reviewed by the jury according to category.

2) Each proposal will be given by a preliminary score by all jury members, based on the assessment criteria specified in Section 8 of this Conditions of Competition.

3) All scores are tallied according to category; up to 5 highest scoring proposals for each plot are selected as shortlist for further review and consideration.

4) The jury will perform a second-round review of the shortlisted proposals and come up with a ranked list for each plot. The top ranked proposal will be the winner of the competition for the plot in question.

5) The two juries will perform a joint third-round review of the professional competition winners for all 13 plots and determine the class of the award, subject to the definition and limitation in Section 12.

10.6. Announcement of the results

UIA, the Promoter and the Government of Ruichang will make a joint announcement of the winners. Press events may be organized to publicize the results of selection.

11. Timeline and deadlines

11.1. Public announcement of the Conditions of Competition and Annexes

15 November 2014

11.2. Deadline for registration

15 December 2014

11.3.-Deadline for Questions/Answers

15 January 2015

11.4. Deadline for submission of designs

27 February 2015

11.5. Notification of competition results to the contestants personally

31 May 2015

11.6. Announcement of winners on the UIA website and general media

15 June 2015

11.7. Awards ceremony

July 2015 (exact date to be determined).

12. Awards

12.1. Award classes and values

1) There are thirteen (13) separate awards to be granted to the professional competition winners according to the categories as follows;

-Eight (8) awards in the residential category

-Five (5) in the Commercial and Cultural Category.

2) There are three (3) student awards, of which two (2) are in the residential category and one (1) are in the commercial and cultural category.

* 3) In principle, one award will be given to each plot in the competition; the class of the award is determined by the jury (see below).

4) The award will be ranked in the following three classes;

-The first prize: to be given to a design that is outstanding in all regards and potentially revolutionary at least in an important area of architecture.

-The second prize: to be given to a design that is outstanding the overall solution of the problems.

-The third prize: to be given to a design that is excellent in the overall solution of the problems.

5) The jury has the exclusive right to interpret the definition of classes above and recommend the ranking of an award.

6) The above notwithstanding, the number of the first prize shall be only one (1), the second prize shall not exceed two (2), with the rest being third prize, for the entire Professional Competition.

7) The jury has the exclusive right to select a certain number of designs that merit Honorable Mention to each target building.

8) Each award consists of the following

-The first prize: a certificate of commendation, a gold medal and a US\$160,000 cash prize

-The second prize: a certificate of commendation, a silver medal and a US\$80,000 cash prize

-The third prize: a certificate of commendation, a bronze medal and a US\$40,000 cash prize

-Honorable Mention: a certificate of commendation only

9) A student award will consist of a certificate of commendation and a 10,000US\$ cash prize.

12.2. Condition of award

1) Every gold medal winner is entitled to be commissioned by the Promoter to design the target building on a contract basis. He/she will be replaced by the silver medal winner if he/she cannot conduct this assignment

for some reason or other.

2) Every commissioned winner from abroad shall be obliged to associate with a local architect as according to the UIA Code of Ethics as well as regulatory and licensing considerations in China. (See 13.3)

12.3. Payment of award

1) The Project Promoter will deposit directly the award money in an account designated by the winner. Before this payment is made, the awardee shall sign a legal document attesting that all legal and tax obligations are properly handled and freeing the Project Promoter from any legal or tax liabilities.

2) In cases where the country of residence of the winner requires that the tax part of the award money be deducted and paid directly to the tax authority in question, the awardee shall agree that this tax payment be made according to the law.

13. Other conditions

13.1. Copyright

The copyright of a design rests absolutely with the proposing architect or proposing team.

(See UIA/UNESCO Guide Article 29-32)

13.2. Right of use

1) The Promoter has the right to make one use of the winning design in the MOLEWA project.

2) Further use of the design is subject to negotiation between the Promoter and the copyright holder.

3) The Promoter has the right to display the design and its author in publicity events and published materials and to identify its origin through the MOLEWA competition.

4) UIA has also the right to publish the winning designs and their authors on its website and newsletter.

13.3. Winner's participation in later stages of the project implementation

Because of regulatory and licensing considerations, it is necessary for the winners not registered by the Chinese authority to appoint and associate with a Chinese firm to carry out the execution of design, the land survey, engineering plan and construction of a winning design.

13.4. Appeals

The Promoter does not respond to challenges or appeals to the selection decisions taken by the jury.

Participants in the competition who allege procedural irregularities during the competition may take the issue directly up with the International Competition Commission of UIA, which will launch a due investigation of the allegation, with full cooperation from the Promoter.