



# 28TH PLADUR® BUILDING SOLUTIONS COMPETITION

*“ESCAPE TO FICTION”*

## BACKGROUND

PLADUR GYPSUM S.A., pioneering company in the Iberian Peninsula in the manufacture of gypsum board ceiling and wall building systems, announces the call for its annual Pladur® Building Solutions competition for the twenty-eighth consecutive year.

## COMPETITION RULES

### ORGANISING ENTITY

The company PLADUR GYPSUM S.A., manufacturer of Pladur® systems, calls on all Architecture students interested in taking part in this 28<sup>th</sup> edition who comply with the following Rules of this Pladur® Architectural Solutions Competition.

### PURPOSE OF THE COMPETITION

The purpose of the competition is based on the use of Pladur® building systems, promoting synergies between the company and the University, thus seeking collaboration with all institutions with close ties to architecture, in order to foster and promote its practice, team work, and to make new architectural values known.

### PARTICIPANTS AND REGISTRATION

The competition is open to **all students officially enrolled** in the academic year 2017-2018, in the **3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> years and Final Project or Qualifying University Master’s Degree** at any Higher Technical School and Faculty of Architecture in Spain and Portugal registered in this edition.

An **essential prerequisite** for submitting works to the competition is the student’s prior registration in “INSCRIPCIONES” (REGISTRATIONS) on the competition microsite [www.escapealaficcion.com](http://www.escapealaficcion.com) or from the “Arquitectos/Concursos y Premios” (Architects/Competitions & Prizes) tab on the Pladur® website ([www.pladur.com](http://www.pladur.com)).

When registering, **each participant** will be assigned a code that will have to be enclosed when submitting the works. Projects may be submitted individually or as a team, with a **maximum of**

**3 representatives per team** (in which case it will be necessary to provide the codes of participation of all the members making up the team).

#### **AWARD CATEGORIES AND MONEY PRIZES**

Each University will award a **Local First Prize of €400, an Honourable Mention and a Local BIM Prize**. The Local First Prize and the Honourable Mention may also be eligible for the Local BIM Prize.

The winners of the **Local First Prize of each University** will compete for the following award categories:

- **Best Architectural Solution Prize, €6,000**
- **Installation Prize, €3,000**

The winners of the **Local First Prize of each University** will compete for the **Pladur® BIM Special Mention, €1,000**.

The project winning the Best Architectural Solution Prize category will not be eligible for the Installation Prize.

All registrants **will receive a BIM Basic course valued at €100**. When registering for the competition, the student will receive a confirmation email along with the link to the free BIM course.

In addition, on Prize Award Day **an official 'BIM Specialist' course valued at €1,170.25 will be drawn among all finalists**.

#### **EVALUATION CRITERIA**

- Originality of the proposal as well as its design, functionality and architectural quality.
- Projects must incorporate Pladur® Building Systems.
- Special consideration will be given to the use of solutions that contribute to energy efficiency.
- Proper resolution of the proposed programme.
- Feasibility of the project implementation.

In the Installation Prize, special consideration will be given to the proposal implementation feasibility, as well as its level of definition.

To be eligible for the BIM prizes, in addition to the rest of the documentation, it will be necessary to submit a BIM model of the project in IFC format, using Pladur® BIM objects.

Special consideration will be given to the best use of BIM Pladur® objects in the development of the architectural proposal under BIM methodology.

## PANELS

The **Local Prize Panel** will comprise at least:

- The School Director or person duly appointed by the latter.
- A professor and/or local architect not related in any way with the coordination of the competition at the university.
- An expert BIM architect or professor.
- Two PLADUR GYPSUM S.A. representatives of whom the person responsible for the competition will not have a voting right.
- The coordinator/s of the competition at each University (without voting right).

The Panel's decision will be final, being able to declare this phase partially or totally unawarded. Each School will be able to publish the local prizes and honourable mentions on social networks once the national panels have been held.

The **Best Architectural Solution Prize Panel** will comprise:

- A representative from the Higher Council of Architects Associations of Spain.
- A representative from the Architects Association of Portugal.
- Three architects with proven professional experience.
- Two representatives from PLADUR GYPSUM S.A., one of whom shall act as Secretary, without voting right.
- Two representatives from the Universities that will act as advisors, both without voting rights.
- A representative of the students winning the last (or, failing this, another) edition of the Best Architectural Solution Prize.

PLADUR GYPSUM S.A. reserves the right to include a representative from the official body or another type of specialist in the proposed topic on the panel, with voting right.

The **Installation Prize Panel** will comprise:

- Six representatives from Pladur® installation companies, with voting rights.
- A representative from PLADUR GYPSUM S.A. who will act as Secretary, with voting right.

The **BIM Objects Special Mention Panel** will comprise:

- Two architects experts in BIM methodology.
- An expert in BIM Object digitization strategies.
- Support for BIM project analysis, without voting right.

- A representative from PLADUR GYPSUM S.A. who will act as Secretary, with voting right.

It will be possible to view the members making up each Panel beforehand on the competition website.

## PROJECT DESCRIPTION

**For this 28th edition of the competition, the challenge posed by Pladur® is to “Design a cultural and leisure space in Granada”, at Azucarera de San Isidro (San Isidro sugar factory).**

San Isidro is an early 20th-century industrial architectural site, comprising a series of gable-roofed buildings, which have been extended and reformed over the years to increase production and performance. The building complex environment has an enormous architectural and landscape value that has remained unchanged to this day, just as it was when the factory closed in the early 1980s.

The San Isidro industrial complex is a magnificent example of architectural heritage, a model of unquestionable interest and one of the most important and significant sugar factory industrial heritage sites in Andalusia. It was declared a “Bien de Interés Cultural” (Cultural Heritage Site) in 2015 and registered in the Andalusian Historical Heritage General Catalogue as a Site of Industrial Interest.

This proposal seeks to showcase, through its recovery, an abandoned historic industrial site, giving it a recreational, cultural and experimental use, opening the site to the public so they may discover its history, as well as put their physical and intellectual skills to the test in an inclusive manner.

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Rather than creating a solution to integrate Bobadilla district into the city, the possibility of adapting the accesses and modifying the entrance to the building is considered, but the purpose of the competition does not seek any urban development.

## PROGRAMME AND CONDITIONS

The site in question is Fábrica Azucarera de San Isidro (San Isidro Sugar Factory) in Granada, located at Antigua Carretera de Málaga s/n. The architectural complex consists of a series of buildings, chimneys and pavilions that used to contain the different installations required for the extraction of sugar and its by-products. Although it currently stands on a single cadastral parcel, it originally consisted of two different factory premises that were joined in 1929.

The Pladur® Competition proposal is to invite students to make an architectural reflection capable of revitalising this Industrial Heritage Site, through the implementation of a contemporary programme in its spaces. To achieve this, the organisation of an ESCAPE/SPACE/GAME has been proposed, so its recreational utility and that of exchange of group experiences will create in the architectural field the development of space capabilities of a pre-existence that incite innovative social interaction.

The programme to be developed will include:

- A reception area (approximately 100 m<sup>2</sup>) and a waiting area (approximately 50 m<sup>2</sup>).
- A recreational space where the visitor can choose from 6 different theme areas (2 per floor) consisting of visually open labyrinths. The visitor will be able to choose the difficulty level and will have to solve all the puzzles, passing the tests (approximately 1,500 m<sup>2</sup>).  
The idea is to play with different levels creating physical connections using ladders, climbing walls, stairs and lifts.
- A café bar with a kitchen area, open to the public.
- A restaurant for 50 diners, from where the recreational area can be seen.
- Public toilets and changing rooms. Visitors and in-house staff.
- Virtual reality experimentation centre and new forms of training and amusement (approximately 200 m<sup>2</sup>)
- Offices (management and administration, in total 4 people).
- Store (approximately 50 m<sup>2</sup>).

The programme permits flexibility and design while maintaining the structure, the existing floor structure and respecting the architectural configuration. The recreational area must be a permeable space in a way that it makes it possible to enjoy the inner sugar factory space and have visual contact with other teams.

The programme will be developed within the area shown on the plan that will be published on the Pladur website (3,400 m<sup>2</sup> over 3 levels).

The aim is to achieve an implementation using all the technical, practical and plastic possibilities of Pladur® Systems for roofs, claddings, special solutions and interior partitions, with particular emphasis on energy efficiency solutions. Special consideration will be given to the correct resolution of unions between Pladur® Systems and other possible building systems present in the building.

As we are dealing with a “BIC” Cultural Heritage Site, the proposed solution must respect the building and also be reversible.

Note: the building is private property, closed and in a state of neglect, so visiting it is not recommended.

## **SUPPORTING MATERIAL**

PLADUR GYPSUM S.A. will provide all type of information for participants on its website [www.pladur.com](http://www.pladur.com) and the microsite especially created for the competition [www.escapealaficcion.com](http://www.escapealaficcion.com). In addition, information will be available through our social networks or by email [concurso@pladur.com](mailto:concurso@pladur.com) for any doubts you may have.

## **SUBMISSION REQUIREMENTS**

- Preliminary draft proposal, with floor/s, elevations and sections clearly defining the project.

- Energy rating of the resulting proposal after implementation (recommended, but not mandatory).
- Building details required for a full understanding of the proposal, as well as computer graphics or images (no scale models will be accepted).
- Technical specifications, report and brief budgetary summary by chapters, which must be incorporated in the plans.
- To be eligible for the Pladur® BIM Special Mention, it will be necessary to submit, in addition to the rest of the documentation, an IFC model of the project using Pladur® BIM objects.

Each University will be free to choose the format of presentation for submitting works to the **local panel**.

### PROJECT SUBMISSION

The local finalist projects (Local Prize, Honourable Mention and BIM of each University) will be uploaded to the platform designed by PLADUR GYPSUM S.A., **the deadline being 27th April 2018. After that date, no more works will be accepted.**

The date and place of submission of works at each School and the judging by the local panel will be freely chosen by each one, always taking into account the deadline set by PLADUR GYPSUM S.A.

Each University's work submission dates will be posted on the competition website once the Universities have informed the competition organisers.

### PRIZE AWARD CEREMONY

All prizes will be awarded at a ceremony to be held on the date and at the place that will be duly announced (usually during the first weeks of June). The winners of the "Local First Prize" (not the Honourable Mention) and the three best local BIM prizes (according to the BIM panel decision) will be invited to this ceremony, as well as the local coordinators and panels.

At this awards ceremony, students will be able to present the winning project through a brief public presentation. In addition, a representative of the winners of the previous edition, provided they do not participate in this edition, will be invited and will be responsible for awarding the prize to the new winners, thus creating a link between one edition and the other.

### SUBMISSION RULES

- Projects will be submitted exclusively in an ELECTRONIC way through an online form that will be uploaded on the website [www.escapealaficcion.com](http://www.escapealaficcion.com). A single file will be submitted (up to 4 project pages) PDF size A2 with a minimum resolution of 150 pixels

per inch). It is important to **respect the A2 format**, because on the presentation day **Pladur® will print and present them in this format.**

- The project plans must NOT include **the participants' name, code or University**. Voting is anonymous. These details will be completed when submitting the project digitally.
- Each plan (maximum of 4), **which will be numbered**, must clearly indicate the project title in the top right-hand corner.
- A brief curriculum vitae in Word format and an ID card size photo of each team member.

## LEGAL NOTICE

- PLADUR GYPSUM S.A. will be able to declare null and, therefore, disqualified from the competition, any work that does not include all the required details, including the registration code or which fails to comply with any of the technical evaluation criteria set forth.
- Works not selected may be collected at each of the Schools at the place and in the way determined by each one after the award decision, public announcement and notification of the winners.
- Works that, at any stage of the competition, have been awarded a prize, will become the property of PLADUR GYPSUM S.A.
- PLADUR GYPSUM S.A. will ask all the winners, by email, for the details required to make the corresponding payment. The date of requesting these details will be after the prize award ceremony and will have a deadline of which the winners will be duly notified. Once the details submission term has expired, payment of the prizes will be made by bank transfer, with the exception of those who fail to provide these details in a timely manner.
- In the event of being a winner in any of the categories mentioned above and failing to receive the corresponding prize within the indicated terms, the latter may be claimed at [concurso@pladur.com](mailto:concurso@pladur.com). The right to claim the prize will expire in December of the year in which the prizes are awarded.
- Without prejudice to the recognition of their authorship of the works and their corresponding rights as such, winners authorise PLADUR GYPSUM S.A. to publish and disseminate by any means, jointly or individually, the winning works, transferring to PLADUR GYPSUM S.A. all the Intellectual Property rights which may arise to use the publications, without any territorial or temporary limitations, the transferring parties not being able to claim any compensation whatsoever, neither monetary nor of any other nature.
- PLADUR GYPSUM S.A., for its commercial and promotional activity, will create a database for the personal data and documentation received, regarding which the

interested parties may exercise their rights of access, rectification, cancellation or opposition according to the legislation in force, by calling the toll-free telephone number 900812717.

- All attendees at the prize-giving ceremony, media representatives, panel members or the responsible parties of the participating Faculties or Schools, accept and authorise PLADUR GYPSUM S.A. to publish and disseminate, for purely promotional and advertising purposes, the images and photographs that are generated at the ceremony, the transferring parties not being able to claim any compensation whatsoever, neither monetary nor of any other nature.