

April 3rd, 2017

## COMPETITION BRIEF – GENERAL INFORMATION

### 2017 TILE AWARD

*International Newcomer Award for architects and interior designers under the age of 38*

For the fourth time, the **Tile Award** newcomer competition by AGROB BUCHTAL in collaboration with AIT-Dialog calls upon architects and interior designers under the age of 38 to design new, unconventional and sensational interiors with ceramic tiles. The competition looks for creative and advanced ideas, which illustrate the varied design possibilities the material has to offer.

**Designs can be submitted by June 16th, 2017.**

### TASK, PROCEDURE AND AIM

The task of the competition is the (re)design of an interior by using tiles. The competition is not about the design of a new tile but about showing how tiles can be incorporated in a design in an innovative and creative way. Three categories are available. Participants are allowed to work on several categories. According to this, each participant can submit maximum three projects. The aim is to implement the best ideas and represent them with a photo shoot for an elaborate architectural publication.

The competition is split into two phases. Phase I: A renowned expert jury selects the nine best ideas from all entries.

### JURY MEMBERS

Brendan MacFarlane (Jakob + MacFarlane, FR-Paris)  
Johan Oscarson (Elding Oscarson, SE-Stockholm)  
Michael Stoz (Partner AG, DE-Offenburg)  
Christian Waldner (AllesWirdGut Architektur ZT GmbH, AT-Wien / DE-München).

Phase 2: the nine winners are invited to a workshop in Iceland. There they are given the opportunity to present their results and further develop their ideas together with experts from AGROB BUCHTAL. In the course of the workshop, floor plans and isometric drawings are developed for the designs. The implementation framework and the budget are specified beforehand, and the projects can be refined in terms of an eventual feasibility.

The workshop is followed by a second jury session, during which the most creative results are determined. These works are implemented on a scale of 1:1 and documented in a professional photo shooting.

In what way tiles are used is up to the designer.

The starting point of the design is the selection of a fictional or real location which is directly connected to the designer's living/working environment. This place can be designed from scratch or redesigned; furthermore, a room in the context of this location can be developed. The size of the room to be designed is 10 – max. 100 sq m.

The design is presented in the form of drawings, renderings, photo montages, floor plans etc.

### TOPIC AND CATEGORIES

#### **Colour and patterns in architecture**

Patterns in architecture look back upon an eventful history. In Germany, they were long regarded as superfluous decoration and dismissed as a passing fad to justify the aesthetic of absolute reduction, whereas, for example,

1/4

Islamic architecture is characterised by a rich design vocabulary of abstract geometric patterns. Indisputable is, however, the special effect of colours and patterns on human beings: they generate different moods, create special atmospheres and can also evoke emotions and bring back memories. In architecture, these means can be used to specifically arouse associations by adding targeted highlights, emphasising single areas with colour and patterns or powerfully design complete rooms.

#### CATEGORY MOBILE/TRANSIT

- Railway stations
- Airports
- Motorway services

At the present time, mobility has become a matter of fact. As much as we appreciate mobility, it often involves stress and rush. If used skilfully here, colours and patterns can have a calming or decelerating effect.

#### CATEGORY HELP/CARE

- Idea
- Kindergartens
- Medical surgeries
- Hospitals
- Nursing facilities
- Retirement homes

Colours and patterns are able to positively influence people's health. The conscious integration of these means of design in buildings belonging to the Help/Care category is therefore all the more important.

#### CATEGORY SHOP/SHOW

- Idea
- Stores
- Showrooms
- Trade fair stands
- Theatres
- Museums

To arouse people's attention the design of stores, showrooms or trade fair stands tends to be rather expressive. Here, the integration of colours and patterns plays a decisive role, can be courageously and freely interpreted and can break with existing expectations.

#### ASSESSMENT CRITERIA

- Idea
- Concept
- Innovation
- Design quality
- Composition
- Feasibility

#### DATES

**Registration deadline: May 19th, 2017**

The date of the postmark or the email is determinative. Submission by email (max. 20 MB) or by mail (compact disk).

**Submission deadline: June 16th, 2017**

**1st jury session: Juli 7th, 2017**

Selection of the workshop participants

**Workshop with the winners. September 3rd-8th 2017**

Nine winners of the first phase are invited to a five-day workshop in Iceland

**2nd jury session: October 20th, 2017**

Selection of the project to be implemented

**Followed by construction and photo shooting of the winning designs**

#### CONDITIONS OF PARTICIPATION

Architects and interior designers under the age of 38, who have at least two years professional experience, can enter the competition. In addition a proof of a realized project (image) is required.

Unfortunately, architecture and interior design students are excluded from this competition.

#### REQUIRED DOCUMENTS

Every participants may submit a maximum of two sheets (Format: 297 x 420 mm, PDF, max. 2 pages) per design including a project description of 1/2 page (Format: 210 x 297 mm, PDF and DOC/TXT, max. 1 page, check template). Every participant is allowed to submit one project per category.

The design is presented in the form of drawings, renderings, photo montages, floor plans etc.

Please submit the digital data of your designs and the project description by mail on a disk or by email.

#### **By mail:**

Gesellschaft für Knowhow-Transfer in Architektur und Bauwesen mbH  
"2017 Tile Award "  
Bei den Mühren 70  
20457 Hamburg

#### **By email not exceeding 20 MB:**

tile-award@ait-online.de

## **COPYRIGHT**

### **1 Intellectual Property**

The participants fully maintain the intellectual property rights of their work (i.e. their design).

### **2 Publication rights**

The participants exclusively grant the organisers the free right to publish the designs (works) and the photo and film material produced in the second workshop phase for public relations and marketing purposes. The organisers make an effort to name the originator (participant) in the publication as far as possible.

### **3 Agreement**

If the organisers intend the further use and utilisation of one or several designs (works) from the second phase (workshop), the organisers will reach an agreement with the respective participant regarding the use and utilisation rights. The organisers will inform the participant in writing about this intention within 6 months after the end of the competition. The participants of the second phase (workshop) bind themselves to refrain from offering their designs (works) to a third party for use and utilisation within 12 months after the end of the competition. After the end of this period, the participant is, after a corresponding written note to the organisers, free to offer his design (work).

### **4 Obligation of secrecy**

Every participant is obliged to keep all information, data, own designs, designs by other participants, work and interim results, documents, ideas, objectives, which he obtains directly or indirectly in the course of the competition secret and refrain from making them available to third parties. The obligation of secrecy does not apply to information that is generally known or become generally known without violating this obligation. This obligation of secrecy remains in force after the end of the competition.

### **5 Miscellaneous**

When submitting the design, the participant accepts the general information and conditions of participation. Any recourse to courts of law is excluded for the "2014 Tile Award" competition.

### **6 Organisers**

AGROB BUCHTAL GmbH, Buchtal 1, 92521 Schwarzenfeld

Gesellschaft für Know-How-Transfer in Architektur und Bauwesen mbH, Fasanenweg 18, 70771 Leinfelden-Echterdingen

AIT-Dialog | Gesellschaft für Knowhow-Transfer in Architektur und Bauwesen mbH

Bei den Mühren 70

20457 Hamburg

Fon: +49 (0)40 70 70 898-13

Fax: +49 (0)40 70 70 898-20

E-Mail: [tile-award@ait-online.de](mailto:tile-award@ait-online.de)

[www.tile-award.com](http://www.tile-award.com)

[www.agrob-buchtal.de](http://www.agrob-buchtal.de)

[www.ait-online.de](http://www.ait-online.de)