

MATIMEX

4TH MATIMEX
INTERNATIONAL
ARCHITECTURE PRIZE

4th EDITION

PIAM 2018 RULES

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RULES

PURPOSE OF THE CONTEST

The theme of the **Matimex International Architecture Prize**, offered for the fourth time this year, is **ComerciARQ. Contemporary Commercial Spaces**.

Architecture has always been linked with commerce, from the early market stalls set up in town squares, giving rise to the first bazaars, through to today's modern shopping malls.

Our continually evolving society becomes more and more demanding. Shopping is no longer a matter of simply purchasing a product; today's shoppers demand a total buying experience. This is why we need a global design that goes beyond the product itself and views it as one with the brand, the space and the sensations it evokes.

This new approach requires evolution of commercial spaces in response to consumers' new needs. New commercial spaces that respond to the demands of today's users.

The idea is to design a new space, or renovate an existing space, of one or more of the types listed below, or the idea of which is inspired by the contest theme: **"ComerciARQ. Contemporary Commercial Spaces"**.

Below is a list of examples to give potential contestants an idea of the kind of project that falls under the contest theme:

Places of commerce.

Retail spaces.

Wholesale spaces.

Temporary stores.

Places for the sale of food:

- . Markets, including specialty gastronomic markets and similar places, provided the primary focus is on sale rather than dining on the premises.

- . Supermarkets.

- . Renovation of traditional markets.

- . Hypermarkets.

Places for the sale of fashion or accessories.

- . Fashion shops or boutiques.

- . Fashion department stores.

. Shopping malls.

Places for the sale of specialty products:

. Sporting goods, electronics, books, stationery, jewellery, art, furniture, home decorating items, building materials, cosmetics, etc.

Shopping malls.

Retail parks.

(*) The contest theme does not include places where the primary focus is on providing a service. Projects for the providing of services will therefore not be taken into consideration: hair and beauty salons, restaurants, medical clinics, or any similar type of facility.

CONTEST TYPE

The **Matimex International Architecture Prize** is an international architecture competition for professionals and students who use **Iris Ceramica Group** materials to develop a project idea.

It is a private contest for ideas, with the participation of a panel of judges, through an open procedure in anonymous form, in a single stage.

Submissions must include **plans for an indoor or outdoor space, an overall view of a building, or focus on a specific space belonging to a larger complex**. The project must be submitted complete with theoretical and graphic reflection explaining the analytic / creative process that led to the final solution.

The project must make use of **Iris Ceramica Group** materials, which must be an integral, consistent part of the project; it is **obligatory to use large ceramic slabs** from some of the collections listed below:

- Fiandre Maximum.
- Iris Hilite.
- FMG Maxfine.
- Ariostea Ultra.
- Porcelaingres Just Great.
- Eiffelgres MM.

Appropriate use of products featuring the **ACTIVE Clean Air & Antibacterial Ceramic** finish will be considered an advantage.

The contest will be regulated by the provisions of these rules. All other aspects not explicitly addressed in these rules will be determined by **Matimex** and, where appropriate, by the judges.

Matimex's only commitment to the winners is to present them with the prizes identified in these contest rules. No subsequent contractual relationship will result between **Matimex** and the contest winners. The aim of the contest is solely to encourage reflection on the theme identified, and not to actually implement any of the projects.

This contest is supported by **Iris Ceramica Group**.

CONTEST ORGANISER

This contest is organised by **Matimex, S.A.** Any questions regarding the interpretation of these rules and the contest may be sent to the following email address at any time during the registration and project submission period, as specified in the section entitled “Contest Period” in this document.

e-mail: premiosmatimex@matimex.es
web site: www.premiosmatimex.es

CATEGORIES

Registration is open to:

1. Professionals:
 - a. Architects, architectural technicians, engineers, interior designers, designers,...
 - b. Multidisciplinary teams of: architects, architectural technicians, engineers, interior designers, designers,...

2. Students:
 - a. Students of design, interior design, engineering, architecture or architectural technology.
 - b. Multidisciplinary teams of students of design, interior design, engineering, architecture or architectural technology.

Entrants may submit their entries as **individuals** or groups of up to **5 people**. In the latter case, a list of group members and the name of a representative must be provided on the registration page.

The contest is not open to members of the panel of judges or people who normally work with them or for them, or to family members – up to the second degree – of any member of the panel of judges. Failure to comply with any of these conditions will result in disqualification of the contestant or group.

CONTEST PERIOD

START OF REGISTRATION AND SUBMISSION PERIOD:	January 29, 2018
CONSULTATION PERIOD:	January 29, 2018 / May 07, 2018
CLOSE OF REGISTRATION AND SUBMISSION OF PROPOSALS:	May 07, 2018
NOTIFICATION OF THE WINNERS:	June 04, 2018
PUBLICATION OF THE WINNERS:	June 05, 2018
AWARDS CEREMONY:	DATE TO BE DETERMINED

REGISTRATION AND ADMISSION OF CONTESTANTS

Registration for the Matimex International Architecture Prize is entirely free of charge and takes place by completing the registration process on the web site www.premiosmatimex.es.

The time period for registration and submission of entries is from **January 29, 2018** until midnight (European Central Time) on **May 07, 2018**.

On the web site www.premiosmatimex.es contestants may access, consult and download all the documents Matimex considers to be of interest to them for participation in the contest.

By registering, contestants officially accept these rules and agree to unconditionally accept the judges' final decision.

Each registration code entitles contestants to submit a single design proposal, either individually or as a group.

INFORMATION AND CONSULTATION

All questions or information regarding this contest may be sent by email to: premiosmatimex@matimex.es, between **January 29, 2018 and May 07, 2018**.

If questions and answers are considered to be of interest to all contestants, Matimex may publish a summary document containing all the clarification requested and supplied on the contest web site, where the public will be able to read it.

DOCUMENTS TO BE SUBMITTED BY CONTESTANTS

The following documents must be submitted in digital form, in two parts: Graphic Documents and Written Documents.

- Graphic Documents:

A **single illustration** must be presented, ready for printing, in the **vertical A0** format.

The illustration must permit a general understanding of the space studied, and contain a detailed explanation of the materials used. Functional studies, technical specifications, photographs, collages... and any other technique or form of graphic expression may be used to illustrate the proposal.

Upload the following files, following the instructions provided online:

Graphic Documents, with file name:

- Registration code_A0

The illustration must be completed with the Title and Registration Code in the upper righthand corner.

The file required for graphic documents must be uploaded to the same web page, www.premiosmatimex.es, in **.jpg format with a resolution of 150 ppp**.

- Written Documents.

- a) **Title** of the proposal, with a maximum length of **140 characters (including spaces)**.
- b) **Description** with a maximum length of **8400 characters (including spaces)**, in Spanish or English, illustrating:
 - A motivated analysis of the chosen project type.
 - A conceptual analysis of the project idea underlying the document.
 - An analysis of the environmental techniques employed.
- c) **Materials information sheet** with a maximum of **2800 characters (including spaces)** in Spanish or English, specifying how **Iris Ceramica Group** ceramic materials are used in the project.

Text should be written directly on the web page www.premiosmatimex.es when the project is submitted.

No further written or graphic documents may be submitted, beyond those requested.

No brand, logo or other element identifying the author of the project may be added. The author of the graphic submission will be identified by the title and registration number, which must appear in the upper righthand corner of the project.

The Judges will assess the proposals online, displaying them on a computer screen.

The deadline for project submission is specified in the “Contest Period” section of these rules.

Matimex will check that the Judges can access the submissions, and will ensure that they remain anonymous at all times.

Submissions presented after the deadline will not be considered.

ANONYMITY

Matimex will ensure that all submissions remain anonymous throughout all phases of the contest. Submissions will be presented with their title and registration code, which must appear on the cover page of written documents and in the upper righthand corner of illustrations, so that they can be examined by the Judges in anonymous form. No brands, logos, icons or signs permitting identification of the author may be applied to documents. Failure to comply with this condition will result in exclusion from the contest.

Matimex will classify the images on the basis of the registration code, keeping all additional information permitting connection of the author with the registration code confidential. Only after the decision is announced will the Judges be informed of the contestants’ names.

CONTEST JUDGES

The composition of the panel of judges is extremely important to **Matimex**, which has selected prominent figures from the world of architecture to assess the proposals submitted.

The panel of judges will include:

1. **Enric Batlle.** Architect, Head of the UPC – MBLandArch. Master’s Programme in Landscape Architecture - Founding partner of Batlle i Roig Arquitectura.
2. **Margarida Caldeira.** Architect. Board Director EMEA Chair, Broadway Malyan
3. **Lucia Ferrater.** Partner Architect, OAB
4. **Juan-Luis Grafulla.** Director and General Manager, Matimex.
5. **Diego Gronda.** Architect and designer. Founder of Studio Gronda
6. **Dott.ssa Federica Minozzi.** CEO, Iris Ceramica Group, Italy.
7. **Josep Piñot.** Industrial engineer. Head of Retail Development Services, CBRE

The judges' tasks include:

- Expressing a motivated opinion regarding the acceptability of projects submitted.
- Analysing the proposals submitted and assessing them on the basis of the established criteria.
- Supervising and strictly ensuring that the documents are examined in an anonymous form.
- Proposing a final decision: the decision determining the contest winner selected from among the proposals submitted must be motivated; the motivation must be reported in the document announcing the decision.

Judges will proceed to analyse all files submitted by contestants in digital form. In the event of discrepancies or a split vote, all the judges will meet in order to agree on a decision.

The decision and the reasons for selection of the winning projects will be publicly announced and the official documents will be kept on file.

The prize-winners will be notified on **June 04, 2018** and the choice of prize-winners will be publicly announced on **June 05, 2018**.

The judges' decision will be final and unchallengeable.

PRIZES

Prize for Students:

1st Prize. €1,000 (*Net one thousand euros*)

2nd Prize. €500 (*Net five hundred euros*)

Prize for Professionals:

1st Prize. €3,000 € (*Net three thousand euros*)

2nd Prize. €1,000 (*Net one thousand euros*)

1st Honourable mention. No cash prize.

2nd Honourable mention. No cash prize.

Prizes will be officially announced and presented in person to the contestant or group representative identified at the time of registration, at an awards ceremony to be held in the month of **June 2018** (*date to be determined*).

PERSONAL DATA PROCESSING AND INTELLECTUAL PROPERTY RIGHTS

The personal data collected during contest registration will be recorded in a database belonging to **Matimex S.A**, which will be the data controller and the data processor. Users' personal data will be used by the data controller in compliance with the principles of protection of privacy and the current legislation in effect in this regard.

Unless otherwise agreed with the authors' express consent, the proposals submitted may not be used for any purpose other than publication of the contest and its results.

The authors of the submissions will retain intellectual property rights to the projects submitted.

LIABILITY

The organisers may not be held liable for postponement or cancellation of the contest due to unforeseen circumstances, or for loss, damage, delay or misplacement of documents submitted.

Failure to comply with the terms and conditions identified in these contest rules will result in exclusion of the submission in question from the contest.

EXHIBITION OF SUBMISSIONS

Matimex shall have the option of organising an exhibition open to the public on its MAE premises featuring submissions selected by the judges.

All contestants will be notified if such an exhibition is held, whether or not their submissions are selected for inclusion in the exhibition.

A number of submissions may also be included in a publication, mentioning the name of their authors and with their authors' permission.

All illustrations submitted for the contest will be stored in **Matimex's** digital archives, and will become a part of the material included in any exhibition, show or publication which may be organised around the event.

ADVERTISING AND PROMOTION OF THE CONTEST

Contestants grant **Matimex S.A.** only the right to use their submissions to publicise the contest and its results, as for instance by publishing and exhibiting the projects submitted. Contestants who do not win prizes may remain anonymous provided they expressly request anonymity in the registration form.

ACCEPTANCE OF CONTEST CONDITIONS

Participation in the contest implies knowledge, consent to and full acceptance of these rules and unconditional acceptance of the judges' final decision.

DESCRIPTION OF THE PROJECT

PURPOSE OF THE CONTEST

The theme of the **Premio Internacional de Arquitectura Matimex** or Matimex International Architecture Prize, held for the fourth time this year, is **ComerciARQ. Contemporary Commercial Spaces**.

Architecture has always been linked with commerce, from the early market stalls set up in town squares, giving rise to the first bazaars, through to today's modern shopping malls.

Our continually evolving society becomes more and more demanding. Shopping is no longer a matter of simply purchasing a product; today's shoppers demand a total buying experience. This is why we need a global design that goes beyond the product itself and views it as one with the brand, the space and the sensations it evokes.

This new approach requires evolution of commercial spaces in response to consumers' new needs. New commercial spaces that respond to the demands of today's users.

The idea is to design a new space, or renovate an existing space, of one or more of the types listed below, or the idea of which is inspired by the contest theme: "**ComerciARQ. Contemporary Commercial Spaces**".

Below is a list of examples to give potential contestants an idea of the kind of project that falls under the contest theme:

Places of commerce.

Retail spaces.

Wholesale spaces.

Temporary stores.

Places for the sale of food:

- . Markets

- . Supermarkets.

- . Renovation of traditional markets.

- . Hypermarkets.

Places for the sale of fashion or accessories.

- . Fashion shops or boutiques.

- . Fashion department stores.

- . Shopping malls.

Places for the sale of specialty products, both large and small:

- . Sporting goods shops

- . Electronics shops

- . Bookshops

- . Jewellers

- . home decorating shops

- . building materials shops

Places for beauty and wellness:

- . Hair salons

- . Beauty salons and wellness centres.

Shopping malls.

LOCATION

This contest is not limited to any particular place or context; each contestant or team may freely choose the project location.

The project must establish a relationship with its surroundings, whether real or fictitious. This relationship must be clearly expressed in the graphic or written documentation, in the title and in the intentions of the project submitted.

CHARACTER OF THE PROJECT

There are no limits or restrictions on the size of the project. Depending on the type of project selected by the contestant in relation to the theme of the Architecture of Balance, the proportions of the project will be determined in response to the particular features of the project and its setting.

ASSESSMENT CRITERIA

The judges will adopt the following assessment criteria:

- Creativity of the general project concept and consistency of project criteria.
- Quality of the presentation of the space.
- Originality and adaptation in use of **Iris Ceramica Group** materials, particularly large ceramic slabs from some of the following collections:
 - [Fiandre Maximum](#)
 - [Iris Hilite](#)
 - [FMG Maxfine](#)
 - Ariostea Ultra ([Marmi](#), [Onici](#), [Metal](#), [Teknostone](#), [Pietre](#), [ICementi](#), [Resine](#), [Iridium](#))
 - Porcelaingres [Urban Great](#) y [Great Metals](#)
 - Eiffelgres MM ([MM_Folios](#), [MM_Alchemy](#), [MM_Layer](#), [MM_Corten](#))

Appropriate use of products featuring the **ACTIVE Clean Air & Antibacterial Ceramic** finish will be considered a positive quality.

- A precise, accurate Description explaining the concept behind the project and the appropriateness of the choice of sizes, colours and quantities of **Iris Ceramica Group** materials.

The judges' decision will be final and binding for the awarding of the prizes.

The following will be considered grounds for **exclusion of submissions**:

- The contestant's name or other identifying signs appear on the illustration so that the submission cannot be kept anonymous.
- Failure to present graphic and written documentation in the form specified in these Contest Rules.
- **Failure to use Iris Ceramica Group** materials in the project submitted.