

MATIMEX

MATIMEX  
INTERNATIONAL  
ARCHITECTURE  
PRIZE

7th EDITION

RULES FOR 2021 PIAM CONTEST

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### PURPOSE OF THE CONTEST

The motto of the contest **Matimex International Architecture Prize** in its seventh edition is «**Therapeutical architecture. Design for health**».

The most immediate environment, be it architectural, urban or natural, has a direct impact on the health of the population. To explain the relevance of this statement, it is necessary to understand that health depends on the circumstances that surround people: socio-economic and educational factors, housing conditions, health services, existence of green spaces; all of them make up the social determinants of health.

Health is not only the absence of disease, we must have a broader and more positive vision of the factors that contribute to its increase.

Considering these two premises: that health is determined by social circumstances and that can be gained in addition to losing it, we can open a reflection on two complementary lines of work.

#### Architecture to regain health

Sanitary architecture focuses on the creation of buildings for the recovery of health. Spaces where the design should counteract feelings such as fear, loneliness and pain. The use of light, color, natural ventilation or internal circulation and even the search for locations that allow views of nature make architecture a means of alleviating suffering.

The architect or the designer has the power, and therefore the responsibility, to transform potentially hostile environments into friendly spaces, often using a domestic scale, reproducing home as a safe environment.

#### Architecture to increase health

In Latin, *Curare*, means to care, heal; public health must affect above all in the first meaning of the term: caring to protect and prevent. It's essential that citizens can choose options for healthy nearby environments, and that urban interventions try to alleviate avoidable social inequalities.

Cities designed for pedestrians that reduce the effects of noise and air pollution, green and sports areas adapted to the human scale and their functional needs, warm and stress-free urban environments, safe pedestrian paths or centers of interaction and social cohesion.

In short, urban and architectural design as an instrument to generate healthy environments capable of preventing diseases and increasing levels of public health.

We aim at projecting a space or recovering an existing one, whose design is included within one or several of the typologies indicated below, or whose idea revolves around the main theme of the competition «**Therapeutical architecture. Design for health**».

The following list is provided as an example of some ideas on some of the typologies framed within this competition motto:

**Architecture to regain health**

- Hospitals and clinics
- Primary care centers
- Dental clinics
- Speciality centers
- Physiotherapy or functional recovery clinics
- Medicalized senior centers
- Alternative therapy centers

**Architecture to increase health**

- Parks
- Sport centers
- Recovery of marginal spaces for social uses
- Citizen or social centers
- Neighborhood centers
- Wellness centers / spas

**CHARACTERISTICS OF THE PROJECT**

**LOCATION**

The motto of the contest does not refer to a specific site or context. Each contestant or team will choose the environment where their project is to be located.

The project must set a relationship with the environment, whether it be real or fictitious, in which it is implemented. This relationship must be explained, graphically or documentarily, considering both the motto and the intention of the proposal.

**SCOPE**

There are no limitations or restrictions on the size of the project. Starting from the typology chosen by the participant related to the competition theme: «Therapeutical architecture. Design for health», The scope of the project will be set according to the particular characteristics of the project and the environment chosen.

## CONTEST TYPE

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

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

Submissions must either feature **plans for an indoor or outdoor space, an overall view of a building, or focus on a specific space belonging to a larger whole**. The project must be submitted including a theoretical and graphic reflection explaining the analytic / creative process leading to the final solution.

**Iris Ceramica Group** materials must be included in the project design, becoming an integral, consistent part of the project. Moreover, **using large formats** from some of the collections listed below will also be positively valued:

- Fiandre Maximum [www.granitifiandre.com/gres-porcelanico/maximum](http://www.granitifiandre.com/gres-porcelanico/maximum)
- Iris Hillite [www.irisceramica.com/large-panels](http://www.irisceramica.com/large-panels)
- FMG Maxfine [www.irisfmg.com/gres-porcelanico/maxfine](http://www.irisfmg.com/gres-porcelanico/maxfine)
- Ariostea Ultra. [www.ariostea-high-tech.com/ultra](http://www.ariostea-high-tech.com/ultra)
- Porcelaingres Great [www.porcelaingres.com/collezioni.php?effect=great](http://www.porcelaingres.com/collezioni.php?effect=great)
- Eiffelgres MM Folios. [www.eiffelgres.com/collections/mm\\_folios/](http://www.eiffelgres.com/collections/mm_folios/)

Appropriate use of products featuring the **ACTIVE Clean Air & Antibacterial Ceramic** finish will be positively valued. For more information, please visit: [www.active-ceramic.com](http://www.active-ceramic.com)

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

**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.

The contest is officially supported by **Iris Ceramica Group**.

## CONTEST ORGANIZER

This contest is organized 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](mailto:premiosmatimex@matimex.es) | web site: [www.premiosmatimex.com](http://www.premiosmatimex.com)

## CATEGORY

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.

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 jury or people who normally work with them or for them, nor to family members – up to the second degree – of any member of the jury. Failure to comply with any of these conditions will result in disqualification of the contestant or group.

## TERMS

START OF REGISTRATION AND SUBMISSION PERIOD:	<b>February 26, 2021.</b>
CONSULTATION PERIOD:	<b>February 26, 2021/ May 10, 2021.</b>
CLOSE OF REGISTRATION AND SUBMISSION OF PROPOSALS:	<b>May 10, 2021 (1,00 pm CET).</b>
NOTIFICATION TO WINNERS:	<b>June 15, 2021</b>
PUBLICATION OF THE WINNERS:	<b>June 17, 2021.</b>
AWARD CEREMONY:	<b>Date to be determined.</b>

## 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.com](http://www.premiosmatimex.com)

The time for registration and submission of entries starts on **February 26, 2021** and expires on **May 10, 2021 at 1 pm CET.**

Contestants may access, consult, and download all the documents Matimex considers to be of interest to them for participation in the contest at [www.premiosmatimex.com](http://www.premiosmatimex.com)

By registering, contestants officially accept these rules and agree to unconditionally accept the jury' 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 communications regarding this contest may be sent by email to: [premiosmatimex@matimex.es](mailto:premiosmatimex@matimex.es), between **February 26, 2021** and **May 10, 2021 at 1 pm CET**.

## DOCUMENTS TO BE SUBMITTED BY CONTESTANTS

The following documents must be submitted -digitally formatted- in two parts: Graphic Documents and Written Documents.

- Graphic Documents:

A **single illustration** must be presented, ready for printing, in **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.

The following files will be uploaded, 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.com](http://www.premiosmatimex.com) in **.jpg format** with **150 ppp resolution**.

- Written Documents.

a) **Name 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 used.

c) **Information sheet on the materials** used, 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.com](http://www.premiosmatimex.com) 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 Jury will assess the proposals online, displaying them on a computer screen.

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

**Matimex** will see to it that the members of the jury can access the submissions, and will ensure that they remain anonymous at all times.

Submissions presented after the deadline will not be considered whatsoever.

Within its policy of participation and social responsibility, **Matimex S.A.** will make an economic contribution to the non-profit association «**Amigos de Nyumbani**» for each of the projects submitted to the PIAM 2021 prize. The total amount will be delivered during the 2021 awards ceremony (date to be determined).

## ANONYMITY

**Matimex** will see to it 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 Jury 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 all 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 Jury be informed of the contestants' names.

## JURY

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

The list of members of the jury includes the following personalities:

1. **Manuel Alberdi Causse.** Industrial Engineer. Project Manager. Property department at Bupa (Sanitas)
2. **Alberto Jorge Camacho y Jaime López Valdés.** Architects. Founding partners of Chile 15.
3. **Albert de Pineda.** Architect. Founder of Pinearq.
4. **Juan-Luis Grafulla.** Director and General Manager at Matimex.
5. **Dottoressa Federica Minozzi.** CEO at Iris Ceramica Group
6. **Francisco Ortega Montoliu.** Architect. General Manager at Enero Arquitectura.
7. **Javier Zamorano Serrano.** Architect. Founder of VIAIV Global Retail Architects.



Some of the tasks of the jury include:

- Expressing a motivated opinion regarding the acceptability of projects submitted.
- Analyzing the proposals submitted and assessing them on the basis of the established criteria.
- Supervising and strictly ensuring that all documents are examined anonymously.
- 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.

The jury will proceed to analyze all files submitted by contestants in digital form. In the event of discrepancies or a tie vote, all the jury will meet in order to agree on a consensual 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 between June 15 and June 17, 2021, and the choice of prize-winners will be publicly announced on June 17, 2021.

The jury's decision will be unconditional and definitive.

#### ASSESSMENT CRITERIA.

The jury will observe the following assessment criteria:

- Creativity of the general project concept and consistency of project criteria.
- Quality in the design of the space chosen.
- Originality and adaptation in use of Iris Ceramica Group materials, particularly large formats from some of the following collections:
  - Fiandre Maximum
  - Iris Hilite
  - FMG Maxfine
  - Ariostea Ultra
  - Porcelaingres Great
  - Eiffelgres MM Folios

**Appropriate use** of products featuring the **ACTIVE Clean Air & Antibacterial Ceramic** finish will be positively valued.

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

The jury's 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 appearing on the illustration so that the submission cannot be kept anonymous.
- Failure to present graphic and written documentation as specified in these Contest Rules.
- Failure to use Iris Ceramica Group materials indicated as mandatory in the project submitted.

## PRIZES

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

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

1st Honorable mention. €500 (Net five hundred euros)

2nd Honorable mention. €500 (Net five hundred euros)

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 a date to be determined (if possible).

## PERSONAL DATA PROCESSING AND INTELLECTUAL PROPERTY RIGHTS

The personal data gathered 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 organizers may not be held liable for postponement or cancellation of the contest due to unforeseen circumstances, of 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 organizing an exhibition open to the public on its MAE premises featuring submissions selected by the jury.

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 organized around the event.

#### **DISSEMINATION AND PROMOTION OF THE CONTEST**

Contestants grant **Matimex S.A.** only the right to use their submissions to publicize the contest and its results, as for instance by publishing and exhibiting the projects submitted.

#### **ACCEPTANCE OF CONDITIONS**

Participation in the contest constitutes knowledge, consent to and full acceptance of these rules and unconditional acceptance of the jury's final decision.