1. INTRODUCTION

Camelot. The legendary castle of King Arthur. The very word reeks of magic.

It’s where, in the midst of the Dark Ages, Arthur and his Knights of the Round Table fought to save Britain from hostile barbarian armies.

It’s where, when all hope was lost, when three of Britain’s four major cities had already been sacked, Arthur and his knights stood their ground and restored hope to a broken nation.

It’s where, when a country of vulnerable people “needed a hero,” they got one.

Camelot reminds us of all the spine-tingling legends we heard as children: the triumphs of battle, the transcendence of the Holy Grail, the powers of Merlin, the might of Excalibur, the heartache and betrayal of Arthur’s beloved Guinevere falling into the arms of his close and trusted friend, Sir Lancelot.

But one question still rages about this greatest of all legends, one issue that is hotly debated by the world’s top scholars and historians to this day: did Arthur, and his kingdom of Camelot, ever even exist…?

That’s where ArchMedium comes in.

With resources and technology at an all time high, scholars and historians are able to debate this question now more than ever. But the resources are scattered. Frail books are holed up in distant monasteries. Relics are homed deep within the ruins of faraway abbeys. There’s even a round table with the names of Arthur’s knights hanging in the Great Hall of Winchester Castle.

It is time to build a research and entertainment center where all the great texts, the great paintings, the great poems, films, plays, relics, and documentaries about Arthur, and about all the other great works from medieval literature, can be viewed together as one living, breathing salute; where historians can continue their work, where families can bring their children, where everyone enchanted by the stories of Arthur and his knights, or by the stories of Beowulf, or The Canterbury Tales, or Tristan and Isolt, or any of the countless other literary masterpieces from the Middle Ages, can come together and celebrate these legends…

It is time to build Camelot.

And what better place to build this new research and entertainment center than on the very same spot where the castle of Camelot once stood?

2. THE CHALLENGE

For this competition, you are being asked to build a top-of-the-line research and amusement center in South Cadbury, England, on the very same spot that once was home to Camelot.

This center will be both an exciting tourist attraction and the most functional medieval literature research facility in the world. Although the legend of King Arthur is at the forefront of the Camelot Center, the museum will also be home to thousands of other books and antiques that preserve and celebrate all the great literature from Medieval Europe.

South Cadbury is like most towns in rural England. It is filled with hardworking farmers and merchants, stony gates and ruins, muddy knolls, and even the occasional pub here and there for locals to kick their feet up in. It is a quiet, humble town that just happens to be the birthplace of a legend.

On the outskirts of the town, there is a plain-
looking hill with a flattened peak; this, according to legend, is where the mystical castle of Camelot once stood.

The Camelot Center will need to be equipped to house books and other antiquities that may be over a thousand years old. It will be part research center, part museum, and part family fun center. It will have to incorporate the researchers’ needs to do their work, while also operating as an exciting, interactive museum where families and their children can spend their vacations.

With South Cadbury being less than an hour’s drive from Bristol, and less than a two and a half hours’ drive from both London and Cardiff, there will be plenty of opportunity to draw in tourists; since Bristol is extremely close, the Camelot Center will even become the perfect “day trip” destination, a place where families can spend a single day, enjoying their lunch and the excitement of the center while still being able to get back home (or to their big city hotel) before dark.

The Camelot Center building will be an iconic image that future generations will forever tie to the legend of King Arthur. Will the building be an homage to the history of Camelot, or will it be something completely modern?

Those are decisions for you to make.

Camelot is yours. Now go and build it.

2.1 The site

As mentioned before, there’s a plain-looking hill with a flattened peak on the outskirts of South Cadbury. According to historians, this is where the castle of Camelot once stood.

This spot was an ideal location to defend. Although the actual castle is gone now, there are still parts of its perimeter wall that remain visible. The hill’s peak is a very steep climb from most of its sides and has just one access point from the town’s main road. The top of the hill also offers a relatively flat site to build on. There are amazing, 360 degree views in every direction, something the occupants of the castle used in the past to view and thwart attacking armies.

Today, the defensive component of the hill is obviously not as important as it used to be. However, the site and its views is still magical. The top of this hill is the site chosen to locate the Camelot Center and it’s where you’ll have to place your building.

The top of the hill is a rather large site that in the past not only held the main castle but also many secondary buildings such as barns and stables. The Camelot Center won’t be as large, so it’s your job to decide how much land the project should use and where to place it within the area given to work with.

2.2 Spaces

**Research Center**

- Hall/recepción 40m²
- Book archive 250m²
- Catalogation lab 30m²
- Restoration lab 60m²
- Administration 3un of 20m²
- Reading room 150m²
- Copy and reproduction rooms 3un of 10m²
- Restroom 20m²

**Visitors Center**

- Hall/Waiting area 120m²
- Cafeteria/Restaurant 110m²
- Shop/Book store 90m²
- “South Cadbury” Museum room 300m²
- “The Legend” Museum room 700m²
- “Camelot today” Museum room 200m²
- Restrooms 2un of 20m²

Total (aprox.) 2200m²

Total m² to build are 2200m² (+/-10%).

*Since this is an ideas competition the areas proposed in this document should be considered as an orientation. Participants are free to suggest new areas, combine them, etc. if they can justify that by doing so they are creating a better project.*
3. Organization Criteria

3.1 Eligibility

This competition is public and open to all undergraduate students as well as those, graduate, masters, and PhD students who obtained their undergraduate degree less than 3 years ago.

In order to be eligible, all members of the team must meet at least one of the criteria mentioned above on the day the competition begins. The members of the team must be able to provide documentation to prove their student status if required to.

Teams can be formed by just one member or up to six (6). Members of a team don’t necessarily have to be students at the same university or live in the same country.

It is not necessary that all members of a team are architecture specialists. Having a photographer, artist, philosopher, etc. on a team can help to see the project in a new way, thus enriching the final result. However, it is recommended that at least one member of the team has some experience in architecture.

Under no circumstances will members of the jury, members of the organization, or persons with a direct personal or professional relationship with members of the jury or the organization be allowed to participate in this competition.

3.2 Prizes

1st Prize

- 3,000€
- Publication in Wettbewerbe-Aktuell and Archiworld magazines.
- 1 year of subscription to a magazine of your choice: FRAME/MARK/LEPHANT, Domus, Architectural Review, Architectural Record, Arquitectura Viva, Arquine, Detail, Future architectures.
- 6 issues subscription to Arquitectura Viva magazine.
- Presentation at the London Roca Gallery.
- Exhibition at the Architecture University of Barcelona (ETSAB).
- Reviews in several architecture webs and blogs.

2nd Prize

- 1,500€
- Publication in Wettbewerbe-Aktuell and Archiworld magazines.
- 1 year of subscription to a magazine of your choice: FRAME/MARK/LEPHANT, Domus, Architectural Review, Architectural Record, Arquitectura Viva, Arquine, Detail, Future architectures.
- Presentation at the London Roca Gallery.
- Exhibition at the Architecture School of Barcelona (ETSAB)
- Reviews in several architecture webs and blogs.

3rd Prize

- 500€
- Publication in Wettbewerbe-Aktuell and Archiworld magazines.
- 1 year of subscription to a magazine of your choice: FRAME/MARK/LEPHANT, Domus, Architectural Review, Architectural Record, Arquitectura Viva, Arquine, Detail, Future architectures.
- Presentation at the London Roca Gallery.
- Exhibition at the Architecture School of Barcelona (ETSAB)
- Reviews in several architecture webs and blogs.

10 Honorable Mentions

- Presentation at the London Roca Gallery.
- Exhibition at the Architecture School of Barcelona (ETSAB)
- Considered for their publication in Wettbewerbe-Aktuell and Archiworld magazines.
- Reviews in several architecture webs and blogs.

*Depending on which country you live and pay taxes in, the cash prizes might be subject to some withholding to comply with the corresponding legal regulations.

Publications

ARCHmedium is in constant contact with some of the major architecture magazines and publishers around the world. For each competition, we agree
to publish with the magazines that best match the theme of the particular contest. Depending on the final result, other publications might be interested in publishing the content as well.

We also keep very close contact with the most visited architecture blogs and websites on the internet, where the content of the competition will be reviewed. It’s hard to estimate how many websites will publish the competition since many of them find inspiration for their content in magazines or other blogs of reference.

**Exhibitions**

We will hold a free, public exhibition at the Architecture School of Barcelona (ETSAB). The exhibition might become a touring exhibition depending on the interest that other universities and cultural centers show for it.

### 3.3 Jury

The jury will be formed by the following members:

- Presidente del jurado:
  - Jury’s President: Carl Turner
  - Architect: Joe Morris
  - Architect: Marjan Colletti
  - Architect: Assemble Studio

Each member of the jury will vote the projects according to how well they did on their area of expertise, always remembering that each part of the project needs to be in relation with the rest.

*All members of the jury have expressed their willingness to take part in the voting process of this competition. However, their participation is subject to their professional commitments.*

### 3.4 Calendar

- **Dec 17th 2012**: Special Entry period starts
- **Feb 17th 2013**: Special Entry period ends
- **Feb 18th 2013**: Early Entry period starts
- **Mar 17th 2013**: Early Entry period ends
- **Mar 18th 2013**: Regular Entry period starts
- **Apr 15th 2013**: Regular Entry period ends
- **Apr 30th 2013**: Submission deadline
- **May 10-20th 2013**: Jury meeting
- **May 29th 2013**: Winners announced

### 3.5 Registrations

The entry periods will be divided as follows:

- **Special**: Dic 17th – Feb 17th, 50€ + TAX*
- **Early**: Feb 18th – Mar 17th, 75€ + TAX*
- **Regular**: Mar 18th – Apr 15th, 100€ + TAX*

*21% TAX must be applied to these prices (Special 60,50€, Early 90,75€, Regular 121€)

The registration fee is per team, regardless of how many members are on the team.

If a team wants to submit more than one proposal to the competition they will have to register each proposal separately and pay an additional fee for each proposal they wish to submit.

For a project to be accepted the team must be properly registered to the competition.

All registrations will be done through the ARCHmedium website (www.ARCHmedium.com), where you will be asked to choose between several payment options.

After completing the registration form, the first member of the team (who will act as the team’s spokesman), will receive an e-mail (please check your junk folder too) with instructions on how to complete the registration if further steps are necessary. In the same e-mail you will also find the username and password that will give you access to the ARCHmedium intranet where you will be able to check the status of your registration, change your team name, change your member names, etc.

### 3.6 Payments*

**All payments made through Bank Transfer or Western Union must be identified with the registration code of the team they belong to so that we can relate them correctly. If we receive a payment that is not properly identified we won’t be able to relate it to your team and your participation**
will not be confirmed until you provide a proof of payment.

Accepted payment methods:

Pay-Pal, Debit or Credit cards.

It is the fastest, easiest, and most secure way to pay online. Your registration will be received instantly. We do not charge any service fees when you use Pay-Pal, debit cards, or credit cards.

Bank Deposit

You must make a deposit of the stipulated amount (according to your registration period) to the account below. **

Bank: Caixa Catalunya
Account holder: ARCHmedium
# Account: 2013 0405 94 0203925775
Concept: Registration Code (three letters)
IBAN: ES7420130405940203925775
SWIFT: CESCESBBXXX

Western Union.

You must send a money order of the stipulated amount (according to your registration period) to the beneficiary below. After sending the money order, please send your name, country, and transaction ID by e-mail to gaston@ARCHmedium.com. Any transaction fees that Western Union or the intermediary you are using might charge must be paid by the sender.

Beneficiary: Gastón Saboulard
Address: Duran i Bas 1, 3º1ºA. 08002 Barcelona. SPAIN

<sup>*</sup> Once the payments are received and the registration is confirmed the fees won’t be refunded or transferred to other competitions under any circumstance.

<sup>**</sup> The date that must be considered to identify which registration period you belong to is the date that ARCHmedium will receive the deposit and not the day that it is sent. Any bank fees that this operation might generate must be paid by the sender.

3.7 FAQ

During the competition, all participants are permitted to ask questions which help them better understand the project description and/or any other aspect of the competition.

Any questions that are not resolved in this document or in the FAQ section on our website must be made through the ARCHmedium’s Facebook page. This ensures that all participants have access to the same amount of information.

All the necessary documentation to develop the project, such as pictures of the site, videos, AutoCad drawings, etc. will be available at the ARCHmedium website so that anyone can download them before or after joining the competition. They may access and download the materials as many times as they need to.

Participants are free to use all this material in the context of this competition. They are also allowed to create their own graphic documents or to find new ones from other sources.

3.8 Documentation

All the necessary documentation to develop the project, such as pictures of the site, videos, AutoCad drawings, etc. will be available at the ARCHmedium website so that anyone can download them before or after joining the competition. They may access and download the materials as many times as they need to.

Participants are free to use all this material in the context of this competition. They are also allowed to create their own graphic documents or to find new ones from other sources.

Each team will submit only one din-A1 size (841 x 594 mm), panel (portrait or landscape) with their proposal.

This panel must be identified with the registration code of the team and the registration code ONLY; any panel including team names or personal names will be disqualified without refund.

Each team is responsible for choosing which information they include in their panel so that the jury may gain the clearest understanding of their project. However it’s recommended to include at least the following information:

- Concept of the project
- Main floor layout drawings.
- Full and partial cuts.
- Some kind of 3D view.

The representation technique is completely free (2D drawings, pictures of models, sketches, renders, collages, etc.). The jury will not only evaluate the quality of the project but also the clarity and quality of the presentation.

We do not recommend including large amounts of text on the panel. The project should be explanatory enough through the graphic material. However, certain notes might be acceptable. These notes must be written in English or Spanish ONLY—any text written in a different language will not be taken into account and may lead to a team’s disqualification.

Submissions must be done through the ARCHmedium’s intranet only, before the date indicated on the competition calendar. You must log
in with your username and password and follow the upload process. No submissions will be accepted by e-mail or any other medium. The submission page will be automatically closed after the submission date and time are reached, not allowing any modifications or aggregations after that, so please, try to upload your project 24 hours in advance so that you have time to solve any issues that might come up along the way (they always do!).

The panel must be no other size than Din-A1 and be in no other format than JPG. The maximum weight of the file is 8MB.

We recommend to layout the poster with a 72dpi resolution, although you might use a higher resolution as long as the file weight doesn't exceed the established limit.

3.10 Evaluation Criteria

The projects will be evaluated as follows:

- **Presentation:** Ability to clearly express the main ideas of the project and quality of the presentation.
- **Integration with the Environment:** Ability to relate, either by integration or contrast, with the surroundings.
- **Architectural Design:** Ability to design a project that will have a character of its own while still being functional.

*The jury reserves the right to award any proposal that fails at any of the parameters mentioned in these rules, as long as it justifies the breach of the rule in favor of the architectural design of the proposal.*

3.11 Voting System

The voting system to choose the winning projects is as follows:

1. ARCHmedium team, following the jury’s instructions, will make an initial selection of 50 projects in response to the above criteria.
2. ARCHmedium will provide members of the jury both the pre-selected projects and all others in digital format so that they can privately review and include, if they consider it necessary, any of the non-selected projects in the initial list of 50 projects.
3. At the meeting, the jurors will discuss all the pre-selected projects (ARCHmedium’s selected 50 projects plus the projects added by the jury) to decide the winner, second and third prize and honorable mentions.

3.12 Intellectual Property

All the material submitted to the competition will become part of ARCHmedium’s files. ARCHmedium will have full rights to publish and promote this material, always making proper mention of their authors. For any other purposes the authors of the projects will keep full rights over their design.

By submitting a proposal you are giving ARCHmedium the right to use the received material in both printed and on-line publications. ARCHmedium will also have the right to modify any of the mentioned material at its will in order to better adapt it to the different formats and layouts that different publications might have.

3.13 Additional Notes

- ARCHmedium reserves the right to make any changes to this document (dates, deadlines, requirements, etc.) as long as the changes benefit a majority of the competition participants. Any modifications will be announced on the ARCHmedium’s Facebook page. It is each team’s responsibility to check the ARCHmedium’s Facebook page on a regular basis to follow and incorporate all changes.
- The project of this competition is a fictitious job and will not be built. The provided documentation has been modified to better meet the goals of this competition and, as a result, the provided documents do not fully correspond with reality.
- This project is only an exercise, and therefore it will not necessarily follow any existing building or urban planning regulations.
- No one has hired or contacted ARCHmedium in order to organize this competition. The idea and program of this competition have been fully developed by ARCHmedium to serve solely as an academic exercise.
- ARCHmedium has no relation to the owners of the site where this exercise is proposed.
to be and therefore cannot guarantee that participants will have any access to the property.

3.14 Thanks

ARCHmedium wants to thank the collaborators that have contributed to the organization of this competition. We would also like to thank the jury members, without whom this project would not have been possible.