1. INTRODUCTION

Basel is the third largest city in Switzerland. With approximately 175,000 inhabitants, it has become internationally known and earned its place amongst Europe’s great cities whilst remaining relatively cozy, quiet and small. It has the privilege of sitting on the border of three countries; Switzerland (to which it belongs), France and Germany and being the last navigable port on the Rhine.

Quite possibly, the first thing that comes to mind when we think about Switzerland is the precision of its watches, its controversial banking system or its chocolate. But Switzerland also possesses a great cultural and artistic heritage that shouldn’t be overlooked.

During the Middle Ages, Switzerland forged a great artistic tradition in the field of religious art - and it hung onto it for centuries. Then in the beginning of the 20th century there was a turnaround and Switzerland became the worldwide capital of design. Designers such as Josh Krlos, Théo Ballmer and Max Bill led an aesthetic movement that went on to have a huge influence in the graphic design (known as ‘International’ or ‘Swiss Style’) that we now see on a daily basis. Who doesn’t know the Bauhaus posters or hasn’t used, at least once, the Helvetica font?

But it wasn’t just graphic design. In painting, we find illustrious names such as Alberto Giacometti, Angelica Kaufmann and Paul Klee, and in architecture Mario Botta, Herzog & De Meuron, Bernard Tschumi, Peter Zumthor and Le Corbusier, just to name a few. These prodigious Swiss sons and daughters got us thinking that without Switzerland - its art and all its expressive forms – modernity, as we know it, probably wouldn’t exist.

The robust and stable Swiss financial system, together with this artistic richness, has bestowed the country with a great number of private art collections of incalculable value.

Over the years, many of these private collections have been opening up to the public. When counted together with the city’s public museums, Basel is the European city with the greatest density of museums, with over 36 exhibition spaces spread out over barely 3 square kilometres.

The city’s cultural offering is nothing short of incredible and logically it attracts a great number of tourists. That said, many of them feel a little lost and lack direction on where exactly to go to appease their artistic appetite.

2. THE CHALLENGE

The city is very aware of its cultural potential and has various tourist offices. That said, many visitors come to Basel to see it’s art alone and don’t want a traditional tourist service that will tell them where to sleep, where to eat and what to visit. The visitor that comes to Basel to view its art is culturally well educated and won’t be satisfied with just seeing the main collections. They are not your ‘typical’ tourist – they want to dig deeper and avoid clichés.

With this in mind, the directors of Basel’s museums and private collections have decided to get together and invest in the Basel Pavilion of Culture. The pavilion will act as information point for these ‘art tourists’, where they will be able to find out about what’s on offer and organise their visits accordingly. They will also be able to buy multiple passes to...
the venues amongst other services designed to streamline their experience.

Therefore the Basel Pavilion of Culture will not just be a mere information point, but an experience within itself. The space will allow be able to host cultural events such as receptions, talks and small exhibitions among others.

The Basel Pavilion of Culture will therefore be a tool that saves time, money, and makes the visitors’ trip more fulfilling. For the museums themselves, the pavilion means elevating the number of satisfied visitors (given that each one will be directed to the collection he/she is really interested in) and also a place of consolidation, not only within Basel itself, but also inside the global art world.

2.1 The site

The site chosen for the project is in the centre of the city and is surrounded by major museums and other points of interest such as the Barfüsserplatz, the cathedral and the Rhine's riverbank. Precisely it’s on Steinberg Strasse in front of the Theatre of Basel.

The chosen plot is small, but that doesn’t make it any less complex. It has access via the two streets that surround it, as well as an underground passage that runs underneath Steinberg Strasse. At the same time, various levels exist in the surrounding streets and in the platforms that give access to the theatre.

Access to the Theatre of Basel must be considered, as well as the Tinguely fountain and the sculpture by Richard Serra (amongst other things) in order to conform to the pre-established urban character.

2.2 Program

The pavilion’s principal function will be to orientate visitors to the city on a cultural level. In order to carry this out, we are proposing a flexible, single space of approximately 400 m2 that is capable of grouping the distinct needs of the program; from receiving guests to special events such as receptions, exhibitions, presentations etc.

Keeping in mind the reduced-scale dimensions of the pavilion and the range of proposed functions, part of the competition’s criteria will be to generate a program that is considered to be optimum in order to carry these out.

On top, the pavilion needs to integrate a nucleus of public toilets. These need to be accessible even the pavilion is closed.
3. Organization Criteria

3.1 Eligibility

This competition is public and open to all architecture and related fields undergraduate students that can prove their student status with some official document (student ID or enrolment papers).

Graduate, masters, and PhD students who are currently enrolled in some official course can also participate, but only if they obtained their undergraduate degree less than 3 years ago.

The 3 year rule applies to graduate, masters and PhD students who are currently enrolled only!

Participants are required to meet the eligibility criteria during at least one day of the competition calendar.

Young professional architects who graduated less than 7 years ago (according to their degree expedition date) can also join the competition and opt to win the “young graduates” prize which will be awarded separately from the student prizes.

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

<table>
<thead>
<tr>
<th>1º</th>
<th>2º</th>
<th>3º</th>
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</thead>
<tbody>
<tr>
<td>2.500€</td>
<td>1.000€</td>
<td>500€</td>
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</tbody>
</table>

+ Publication in architecture magazine WA.
+ MARK magazine will publish one awarded project of their choice.
+ Considered for publication in architecture magazines MARK and Oris.
+ 1 year subscription to MARK magazine.
+ 1 year subscription to Oris magazine.
+ 1 book of your choice from the DPR editorial.
+ Exhibition at the architecture school of Barcelona (ETSAB)
+ Reviews in several architecture webs and blogs.

10 Honorable Mentions

- Exhibition at the architecture school of Barcelona (ETSAB)
- Considered for publication in architecture magazines WA, MARK and Oris.
- Reviews in several architecture webs and blogs.

Young Graduates Prize

- 2.500€
- Publication in architecture magazine Oris.
- Considered for publication in architecture magazines WA, MARK.
- 1 year subscription to Detail magazine.
- Exhibition at the architecture school of Barcelona (ETSAB)
- Reviews in several architecture webs and blogs.

The Young Architects prize will be awarded separately from the student prizes. Students won’t opt to win this prize in the same way that young architects won’t opt to win student prizes. The projects submitted by these two groups will be judged separately.

*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 of 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

Exhibitions will be free and open to the general public. 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:

- Thomas Pulver (Grabert Pulver)
- Roger Boltshauser (Boltshauser Architekten)
- Piet Eckert (E2A)
- Armon Semadeni (Armon Semadeni)
- Stephan Meier (Darlington Meier)

*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

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>Jun 17th 2013</td>
<td>Special Entry period starts</td>
</tr>
<tr>
<td>Aug 18th 2013</td>
<td>Special Entry period ends</td>
</tr>
<tr>
<td>Aug 19th 2013</td>
<td>Early Entry period starts</td>
</tr>
<tr>
<td>Sep 15th 2013</td>
<td>Early Entry period ends</td>
</tr>
<tr>
<td>Sep 16th 2013</td>
<td>Regular Entry period starts</td>
</tr>
<tr>
<td>Oct 15th 2013</td>
<td>Regular Entry period ends</td>
</tr>
<tr>
<td>Oct 31st 2013</td>
<td>Submission deadline</td>
</tr>
<tr>
<td>Nov 11-22th 2013</td>
<td>Jury meeting</td>
</tr>
<tr>
<td>Nov 27th 2013</td>
<td>Winners announce</td>
</tr>
</tbody>
</table>

3.5 Registrations

The entry periods will be divided as follows:

- **Special** Jun 17th – Aug 18th 50€ + IVA*
- **Early** Aug 19th – Sep 15th 75€ + IVA*
- **Regular** Sep 16th – Oct 15th 100€ + IVA*

*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 each team will be assigned with a registration code. It’s important to keep this registration code in a safe place since it will allow your team to access the intranet were you’ll have access to your registration status, payment tools, and the upload form to submit your project as we will explain in further sections of this document.

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.

Beneficiary: Guillermo Carone
Address: Duran i Bas 1, 3º1ºA. 08002 Barcelona. SPAIN

After sending the money order, you must send an e-mail to guillermo@ARCHmedium.com including the following information.

- Sender's name.
- Sender's address and country.
- Team's name and registration code.
- MTCM code.

Any transaction fees that Western Union or the intermediary you are using might charge must be paid by the sender.

* Once the payments are received and the registration is confirmed the fees won’t be refunded or transferred to other competitions under any circumstance.
** 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 have access to the same amount of information.

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. No additional information or working material will be provided to teams after registering.

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.

3.9 Presentation

Each team will submit only one din-A1 size (59,4, 84,1cm), landscape or portrait panel 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 might 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.

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 ONLY—any text written in a different language will not be taken into account and may lead to a team's disqualification.

3.10 Submission

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 12MB.

### 3.11 Evaluation Criteria

The jury will be in charge of establishing the key points that this project needed to address based on the site, brief, etc. and evaluate each project accordingly.

As part of the design process we recommend that each team takes the necessary time to research the working site as well as other case study projects that might relate to the brief in hand to determine what aspects of the project are the most unique and therefore need to be addressed and successfully solved to achieve a good result.

Remember that this is an ideas competition, an opportunity for experiment and explore the limits of architecture. 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.

### 3.12 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. The members of the jury will study both the pre-selected projects and all others privately and include, if they consider it necessary, any of the non-selected projects in the initial list of 50.
3. At the meeting, the jurors will discuss all the pre-selected projects (The ARCHmedium’s selected 50 projects plus the projects added by the jury) to decide the winner, second and third prize and honorable mentions.

### 3.13 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 online 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.

### 3.14 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.