INTRODUCTION

CTRL+SPACE is an online platform that creates and promotes Architectural Competitions. In the daily practice of Architecture, competitions are an important part of the formative experience. When applied to concrete needs, by the mediation of context and content, they demonstrate the added value that architectural discussion can bring to the solution of issues of the community. We provide a launching platform for a community of architects that have interest in making a contribution in their specialty field, keep creatively active and give more visibility to their professional practice. We intend to create an ideas exchange platform and bring into light emerging talents. We aim to promote discussion of contemporary architectonic and urban topics applied to a specific need and context among professionals who are motivated to the valorization of Architecture.

OBJECTIVE

This is a single stage Ideas Competition with the aim of identifying the best proposal of a Museum devoted to the Digital Arts in the centre of Madrid, Spain. This Competition is open to all students and professionals of areas related to Architecture. Multidisciplinary teams are encouraged. We invite you to create innovative solutions to tackle the challenges presented. The winning design will demonstrate a high degree of expression and creativity in fulfilling the program requirements, in accordance with the specific design guidelines here presented.

This is an Ideas Competition, therefore all submitted projects should be for concept design. All proposals will be reviewed by an international five-member jury. The awarding shall be made in accordance to the conceptual merit of the works presented.
Digital Art is the branch of Contemporary Art that aggregates the works that have been developed by electronic means, in which computers are involved in the production or display of the artistic piece. It can take many manifestations: image, sound, animation, videogame, mobile app, algorithm, 3d printing, performance or gallery installation.

The Austin Museum of Digital Art [Austin, Texas] defines Digital Art as that which uses digital technology either as final artistic piece, as part of the process of development or that references digital technology in its thematic. By condition it is an ever evolving artistic manifestation; changes in technology and software have a direct effect on the exploration of the possibilities for new art and media. Artists and designers have been working with analogue computers and mechanical devices since the 1950’s. Some early practitioners deliberately avoided recognizable content in order to concentrate on pure visual form. They considered the computer an autonomous machine that would enable them to carry out visual experiments in an objective manner.

When the first personal computers, compact and more affordable, entered the market and the household by the end of the 1970’s, inkjet printers developed to become the cheapest method of printing in colour, which improved the solution of the output of the visual work. In the 1980’s, digital technologies branched into everyday life, computer graphics and special effects began to be used in cinema as well as in television shows. Combined with the popularity of video and computer games, computing technology began to have a big presence. As this new medium entered popular culture, the type of art being produced changed, much of the new work of this period demonstrated a clear ‘computer aesthetic’, seemingly more computer-generated in its appearance.

In recent years, the computer is clearly accepted as an important tool, artists have since explored the ever improving computing technology for use as a creative tool with its improving possibilities. Aspects such as connectivity, interactivity or non-linearity often play a key part in contemporary digital or new media art.
The site chosen to develop this exercise is placed in the central part of Madrid, in one of its more vibrant neighborhoods, Lavapies. The site chosen for this exercise was until recently occupied with a commercial and residential function, presently demolished. This plot has all the conditions to host a whole new set of activities. On an urban point of view, this situation brings into question the inherent value of these urban voids, plots devoid of function but not of meaning or importance in the urban fabric.

Socially, the proliferation of informal citizen initiatives in the city of Madrid, with its engaged and dynamic intervenients, also introduce the issue of how an equipment of this sort can promote social participation, creativity and sharing of ideas in the surrounding community. Self-managed cultural and urban projects like Esta Es Una Plaza, Campo de Cebada or La Tabacalera have shown how public participation can propose new models of creating and dealing with cultural facilities. The location in vicinity with a wide array of museums and cultural Equipments enforses the relevance of a cultural function to this site.

**SITE**

- **TOTAL AREA:** 636 sqm
- **GOOGLE MAPS:** 40.407910, -3.700705
- **GEOGRAPHICAL COORDINATES:** 40°24’28.5”N 3°42’02.5”W
The aim of this competition is to create a museum devoted to the contemporary arts, in particular those that explore the more recent technologies as an integrated medium of work.

In a way that pushes architectural design and ideas forward, the issue raised is how the characteristics of Digital Art might be transposed into space, in a way that potentiates a better understanding of the exposed work.

This brings also into the debate the social aspect of a museum, what is its role in the society, in the neighborhood, how will this building relate with its context and dignify the urban landscape.

The employment of sustainable design and resource-efficient strategies throughout the proposal is greatly encouraged.

It is also questioned the effect of technology on the functioning of the museum but also on the design of exhibitions, the public access to culture, how the Museum for the XXI Century Art will arise.
**Reception Hall - 250 sqm**
Here is placed the public access, an area with services for the visitor such as Reception Desk, Library, Gift Shop, Lockers and Cloakroom. This acts as a transitional space between the exterior and the interior of the building.

**Exhibition Rooms - 700 sqm**
This is the area ranked higher in the hierarchy of the project, it is composed by:
- 3 Multifunctional rooms that host temporary exhibits devoted to Digital Art, in its different forms and manifestations.
- 1 Multifunctional room that will host a Permanent Exhibition of the museum collection.
These rooms can be placed in the levels in the building. A flexible disposition of paths and rooms is suggested.

**Lecture Theatre - 200 sqm**
A room for public presentations, conferences, film projections, press coverage and small scale musical events. With a capacity for 80 seated spectators, it should be equipped with vestibule, storage and projection room.

**Classrooms - 100 sqm**
Two classrooms are intended for artistic workshops, music classes, rehearsals, etc. The capacity is of 20 seated people in each classroom. These rooms are versatile in furnishing, being adapted to the needs of each class and are aided by a storage room.

**Educational Service - 60 sqm**
A space devoted to children in direct relation with the museum activities.
This can be a space to leave the children while the parents visit the exhibition or conferences, with proper care and educational activities. Different age brackets should be able to be accommodated with individual or group activities.

**Cafeteria / Restaurant - 250 sqm**
With a 100 people capacity, this will work as a restaurant open to the general public. This section is equipped with Preparation Kitchen, cleaning facilities and delivery entrance or elevator. According to the placement in the building this section can have different functioning hours of the remaining Museum Administration - 120 sqm
This is an area of limited access to the general public. It is composed of Reception with waiting space, Meeting room, Administration Office, Open Space Office for curatorial, management and communication departments, small Archive, Restoration room and a Personal room.

**Sanitary facilities / Toilets - 100 sqm**
All throughout the building, the needs of the public should be assured, in clear complement of the areas of bigger affluence: Reception Hall, Conference Room, Classrooms and Restaurant / Cafeteria. In addition to gender-seperated toilets, it is mandatory to consider the needs of disabled visitors.

**Vertical Circulation - 160 sqm**
All the floors proposed should be serviced by staircases and elevators, insuring a perfect fluidity of public. Considering the people with special needs. An isolated route for staff / personnel is preferable, whenever possible.

**Utilities, Storage and Cleaning facilities - 60 sqm**
In each level, compartments should be considered for the capacity of maintenance.

**Parking - 500 sqm**
Only one level of underground parking is permitted, with a capacity of 15-25 automobiles. This is considered only to be of service to the Administration, Museum Staff and special visitors. Here should also be considered a Loading Dock for the Exhibition Rooms and Restaurant.

To this proposed program each participant is free to add elements that will improve the aesthetic and functional quality of the overall project.

There are no height restrictions, but the overall volume must be harmonious with its surrounding. Structurally, no engineering calculation is to be provided, but structural elements should be represented in order to provide some degree of realism and feasibility to the project.

Open air spaces such as balconies, terraces or other are not taken into account in the total area. According to the needs of each individual project, a variation of up to 20% is admitted in the areas of the compartments presented, being fixed the maximum Total Area at 2500 sqm.
Registration and submission are handled completely through the Ctrl+Space website and email. All elements related to the competition should be submitted in digital format. The language of the competition is English. All relevant text should be written in this language.

The entrant individual or team should choose a Registration Code for which to be identified, composed of two Latin alphabet letters and four digits, ex. “XX1234”. This code will be mentioned in all the file names submitted in the process.

The process is composed of three elements:

1. JPEG file – 3500 pixels width x 2600 pixels height
   This is a Layout Board in horizontal format with all the information that the contestant sees fit to adequately communicate their proposal: plans, sections, 3d visualizations, diagrams or descriptions. The image must be tagged in the upper right corner with the Registration Code, in a way that is clear and readable to the judging committee. Apart from the entrant number and project name, no other form of identification is allowed. This file should be named after the registration code, ex. “XX1234.jpeg”

2. Booklet A4 (maximum 10 pages)
   A written project description that adds more detail and depth to the solution. In this booklet should be present all the information that the contestant sees fit to adequately communicate their proposal. This file should be named after the registration code, ex. “XX1234.pdf”

3. Entry Form
   – Filled out with the Team Information

   This element will not reach the Jury, it will be used to match the entries with the results of the Jury’s final deliberation. This file should be presented in .pdf format and be named after the registration code, ex. “EntryForm_XX1234.pdf”

These elements should have a combined total of 20Mb size limit and sent to the email info@ctrl-space.net with the subject “Project Submission – XX1234”, in which “XX1234” is the Registration Code, as stated.

In order to obtain a fair evaluation, anonymity is required. In any of the submitted documents the names or pseudonyms of contestants are not allowed, with exception of the Entry Form. The anonymity of the participants is guaranteed by the electronic system for project submission and evaluation.

These are mandatory requirements under which the submission is incomplete.

Entries that are received after 23:59 of October 5th will not be accepted.

After submission and verification of all the files, the contestant will receive a confirmation email. By submitting a proposal, the contestants approve of the terms and conditions of this competition.
**COMPETITION TIMELINE**

- Jul. 15th – Launch of the Competition
- Sep. 24th – Final date for Enquiries
- Oct. 5th – Final date for project submission (until 23:59 GMT)
- Oct. 6th – Oct. 20th – Jury evaluation
- Oct. 27th – WINNERS ANNOUNCEMENT

**REGISTRATION**

- Jul. 15th – Jul. 24th – FREE REGISTRATION
- Jul. 25th – Aug. 24th – First Stage Registration - 30€*
- Aug. 25th – Sep. 24th – Second Stage Registration - 50€*
- Sep. 25th – Oct. 5th – Final Stage Registration - 80€*
- Oct. 5th – Final date for project submission

Registration and payment is made through the competition website. All dates referred have as limit 23:59 GMT. Upon validation, a confirmation e-mail will be sent to the registered e-mail with the documentation pack - CAD plan, site photographs, maps, aerial images.

*VAT (23%) not included

**PRIZES**

A total fund of 5000€ in prize money will be awarded to winning entries and awards of merit, distributed in the following way:

- **First Prize**: 3500€ || **Second Prize**: 1000€ || **Third Prize**: 500€

5 Awards of Merit, with no monetary prize

To all the awarded proposals, online promotion will be made through specialized websites and blogs.

The prizes include bank commissions, taxes and/or paypal commissions.
A wide range of knowledge in Architecture, Urbanism, Art and Curatorship was taken in account in order to present a group of people with authority in evaluating such subjects. The Jury is composed by an international group of architects whose experience and professional path proves their profound knowledge and ability in Architectural Design:

Alex Bulygin, Arch. - London, UK
Alex worked with AL_A for over six years and recently has been nominated to the associate position. He oversees the competition group and advanced 3d modelling development across the office and has been involved in various projects of all scales with an expertise in bespoke detailing digital fabrication. His activity has been developed in Germany, with Kramm & Strigel in New York with Asymptote Architects and UNK project in Moscow.
Bulygin studied at the Moscow Architectural Institute and Instituto Europeo di Design, in Milan and has a strong understanding of aesthetics art and materiality. His background in arts and multidisciplinary approach is reflected in projects at all scales, from complex building schemes to sculptural artworks.

Ana Neiva, Arch. - Porto, Portugal
Ana Neiva, graduated Architect by FAUP in Porto, Portugal. Professionally, has collaborated with Arch. Luis Pedro Silva and later with Carlos Guimarães and Luis Soares Carneiro at CG-LSC Arquitectos. Paralelly, as an autonomous architect, work has been developed in the northern part of Portugal. It is frequently punctuated with inter-disciplinary activities: the management of Matosinhos String Quartet, or the organization of exhibitions such as Luis Bravo Pereira’s photography exhibition “Invisible Landscapes”.
Academically, an extensive research is being developed in the field of Architecture Curatorial Practices in Portugal. Presently, Ana Neiva is an Invited Assistant in the subject History of Ancient and Medieval Architecture, in FAUP.

Antoine Cardon, Arch. - Paris, France
Antoine Cardon has graduated Architecture in the Ecole Nationale Superieure d’Architecture of Nancy, France. International collaborations include the bishan Institute of Technology in China, in a urbanism project for the city of Tian Men collaborating architect with Shigeru Ban in Paris collaborating architect with B/A Arquitectura in Rio de Janeiro and more recently with Adam Yedid Architects in Paris. Works in related areas include the position of Creative Director at Althrn Agency. Since 2010 he is a founding partner in the Paris-based office AEROSTUDIO Architects.

Emanuele Svetli, Arch. - Arezzo, Italy
Emanuele Svetli attended the Faculty of Architecture in Florence where he completed his training under the leadership of the late Maestro Roberto Sequeri. From the beginning of his interior design work, Emanuele’s eclectic approach has broken through many barriers of planning discipline, blending naturalness and traditional design with modern style and the current trends of fashion and design. The studio takes a bold approach in the planning of commercial spaces with particular interest in hotel interiors and focuses on making uncomplicated theme delivery to structures that require sensitive treatment. While developing iconic schemes, practical usage consideration is given priority.

Gustavo Romanillos, Arch. - Madrid, Spain
Gustavo Romanillos is an architect interested in the application of new information technologies in the spatial analysis of urban dynamics and social behavior. He graduated from the ETSAU Madrid completed a MS in Geographic Information Technologies of the UCM and now he is combining both professional and academic lives, researching and teaching at the UPF, UCM, the BarW alf School (IULII) and is now joining the Architectural Association School of Architecture in London.

**EVALUATION CRITERIA**

Apart from the personal evaluation criteria of each member of the jury, some other factors of qualification will be as follows:

- Innovation and relevance of the proposal
- Aesthetic quality of the overall project
- Clarity and comprehensibility of the design.
- Functionality, interpretation and application of the proposed program
- Technical quality of the project and feasibility in its construction

The jury’s decision shall be final and irrevocable.

“Any contact with any members of the jury is discouraged. All authors of projects that are proven to have tried to influence the decision of any member of the jury will be rightfully disqualified.”
**TERMS AND CONDITIONS**

The entrant, individual or team, agrees to abide by the rules of the competition as determined by the Organizer. The organizing committee of the competition reserves the right to reject a proposal if it does not comply with the submission requirements.

This Competition is open to all students and professionals of areas related to Architecture. Multidisciplinary teams are encouraged. Work by individuals or teams are accepted to a limit of four people per team.

The intellectual property rights shall remain the property of the entrant; any disputes that might arise are of their sole responsibility.

By submitting an entry, the individual or team associated with the work authorizes the competition organizer for promotion and use in future promotional activities.

This competition will be decided in an open, anonymous process in a single stage by a jury, whose deliberation is final and irrevocable.

The Competition Organizer reserves the right to cancel the competition in the cases when fewer than 5 projects have been submitted or all submitted projects fail to comply with the announced terms and conditions. Upon cancellation of the competition all participants shall be notified within 3 days from the decision to cancel and properly refunded of their subscription fees.

For this competition are not eligible all people or businesses who have been involved in its organization. This includes all representatives or employees of the Competition Organizer; jury members or any person with a close relation to the jury members; any other individual that might influence directly the deliberation of the jury members.

The payment of the monetary prizes will be made up to 30 days after public announcement.

The Competition is governed by the present program; all issues that are not clearly stated will be taken up to the Jury Committee that will be empowered to decide.

By promoting His Ideas Competition Ctrl+Space - Architectural Competitions does not claim in any way rights or ownership over the plot. This is private property, under which we chose to place this investigation for the purpose of ideas discussion. The organizers do not intend to realize the winning entry.

**FREQUENTLY ASKED QUESTIONS**

Registered participants in the competition may address their questions to the Competition Organizer until 23:59 hours on September 24th 2014 to:

info@ctrl-space.net

All questions should be written in English, and will be answered privately by email and/or publicly in the FAQ section of the website.

It is highly recommendable to regularly consult this section of the website. It may provide additional information, updated information or clarification to the present competition brief.