HAMBURG
HYBRID HOUSING
COMPETITION

COMPETITION BRIEF
INTRODUCTION

CTRL+SPACE is an online platform that creates and promotes Architectural Competitions.

In the daily practice of Architecture, competitions play an important part on 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 for a Mixed-use Building in the centre of Hamburg, Germany.

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 Jury. The awarding shall be made in accordance to the conceptual merit of the works submitted to the Competition.
FREIE UND HANSESTADT HAMBURG

Hamburg is the second biggest city in Germany, in the margins of River Elbe and home to a population of almost 2 million people. Its Metropolitan Region presently reaches the 5 million people mark. Traditionally an independent city-state, this status only changed in 1871 with the Unification of Germany. It prides in being the ‘Gateway to the World’, the proximity to the North Sea and the Baltic trading routes has brought commercial prosperity to a city that was always been strongly devoted to business. The city’s harbor is the central hub for trade with Eastern and Northern Europe.

In recent years Hamburg is experiencing unprecedented growth, in particular with the HafenCity Project, currently the largest development project in Europe: a commercial, residential and business district built directly in the river Elbe. When finished, by 2020, this whole project will have expanded by 40% the city’s downtown area. An ambitious development for the city, with special relevance in quality architecture sets the background for this Competition.

The purpose of this Ideas Competition is to present concepts that could make concrete improvements to the urban setting at the neighborhood scale to the chosen Intervention Site. Mainly devoted to a Residential program, this is also an opportunity to generate models for wider application, answering to a growing generalized shortage of homes in the city centre felt in cities like London, New York, Tokyo and many others.

Underlining this assignment a series of questions can here be raised: How can more density be brought to the city centre as a positive asset to the urban environment? How can a Residential building answer the needs of its inhabitants, of socialization and intimacy as well as benefit the surrounding community in an innovative way? How can a wide array of functions be fruitfully integrated in the design and functionality of the building? How can this project be a reflection of an open, social, active and communicative society?
The site for this International Competition is located in St. Pauli District. Traditionally residential, since mid-19th century St. Pauli has been the home of pilots, port workers and their families but is gradually becoming one of the most expensive districts of Hamburg. Historically the poorest district in the city, it has recently experienced strong changes in population, commerce and subsequently, architecture. The gentrification that has happened in the last decades has seen a great reduction of immigrant population, a strong displacement of low-income population, a diminishment of traditional small commerce and enforced its nightlife entertainment character, with its theatres, bars, nightclubs and its distinctive Red Light district. It is a dynamic district, active day and night, that has concentrated most of Hamburg’s nightlife.

The Intervention Site faces Spielbudenplatz, literally, Games Booths Square which has been an entertainment square since its origin. In 1795 were first established the first wooden shacks where the Puppet Theater, acrobats and equestrian shows would offer performances. These would give the square its name. Subsequently in its history, the wooden buildings would be replaced by more solid buildings but the entertainment character remained. To this day, a series of public activities and events are here hosted all year round: from the weekly market to the public viewing of the “Football World Cup” and the “Eurovision Song Contest”; the “Sommergarten”, a beer and gastronomy event with live music performances; as well as all the FC St. Pauli celebrations. The surrounding built environment has also, over the years, experienced many changes: show palaces came and went; theatres, circus, cinemas and many other establishments were destroyed in World War II and rebuilt.

The plot for this Competition was until very recently occupied by the housing complex “Esso-Häuser”, project by Architects Herbert Großner and Hanns Stich. It consisted of two eight-storey buildings with 110 apartments, a two-storey commercial building with a hotel, retail stores, clubs facing Spielbudenplatz, and a petrol station. In 1958 the Esso-Häuser project was presented as a “Future project from Spielbudenplatz”. The then ultramodern structure was the solution for the “ugly wreckage plots” in St. Pauli. Now, after years of continuous dilapidation and eviction of tenants due to danger of collapse, the entire complex has been demolished, decision which was faced with many protest from the residents and the general community.
A hybrid is defined as “something of mixed origin or composition in which the positive characteristics of different elements are combined in a single being”. Applied this concept to Architecture, Hybrid Buildings - term coined by Joseph Fenton (1) in 1985 — are those which aggregate different types of functions of the city. They go beyond the Mixed-use building by being able to integrate public and private sphere in a single structure, with a great formal and programmatic versatility.

Being recent its specific study, tied in such a way with the needs of the urban fabric, it does not yet have any archetypes to which it should follow or obey. An important factor, which makes hybrid buildings all more relevant, is the ability to easily integrate future adjustments and settings. One of their principal aims is to facilitate a relation between the individual and the city, so, one common characteristic is their permeability, whether physical or conceptual with the surroundings, derived from, as mentioned, a strong relation to the urban framework.

This Competition integrates a Commercial program with a dense Residential program in an area of the city that functionally, sits in the cusp of the public scale and activities of the Spielbundplatz with the residential surrounding neighborhood. It has in mind the principles of creation of a compact city in detriment of a dispersed city, its integration of different uses rather than segregation. Within the Residential program, different typologies are addressed, from students housing, to multi familiar housing. The presence this type of program bears special requirements in terms of privacy, personal comfort as well as security. Fruitfully integrating the need of different types of public is part of the challenge.

This Residential Program considers the needs of users with different temporal patterns of residence: Families - more fixed permanence; Students - annual permanence; Hostel - Seasonal / Short duration permanence.

The crossing of distinct activities that respond to the requirements of residents and other users can bring about unexpected and diverse results. A special consideration is taken here to the phenomenon of single-person households, of how the necessities of this growing societal group can be effectively engaged. In Germany, statistics show that 39% of households are already occupied by single people, a change in family paradigm that will have future effects, in terms of economy and needs of space.

The sharing economy is also gaining a strong position in the daily life. Whether for economic or social reasons, people are more familiar to the sharing of vehicles, apartments when travelling, house appliances and other resources, in precedence over a concrete ownership.

All these issues, their subtleties and indeterminations are the elements that will guide and shape the discussion around this Competition. The winning entry should take into consideration the unique potential of the location, meet the demands of the complex Program and generate a lively, vibrant urban block.

The Residential Program should not exceed the Maximum Area of 15000m².

Several typologies of housing cells should be considered, as to help foster a vital community of residents. Deliberately, there are no area limitations for any element. The total areas, as with which elements will compose this sector are left to the discretion of the Participant Team. Other functional needs that the participant team detects as lacking in the program, future needs, social, functional and spatial necessities can also be taken into consideration to generate a distinct and more meaningful proposal.

COMMERCIAL

The presence of Commercial facilities, apart from responding to the concrete needs of the site, can also have a beneficial contribution in its overlapping and combination with the residential function. In the Commerce sector, functions that not only relate to the residents needs but also bring added value to the neighborhood, can be considered.

The Commercial Program can include a series of functions:
- Shopping – Bookstore / Design store / Art Gallery / Pharmacy / Souvenir shop / Hair Salons / Health food shop /
- Bicycle repair shop / Convenience store
- Offices – Small offices / collaborative working space
- Entertainment – Music clubs / Bars / Nightclubs

These can help activate the urban space and act as buffer between the different sectors of the building. There is no fixed area for any element. The total areas, as with which elements will compose this sector are left to the discretion of the Participant Team. Other functional needs that the participant team detects as lacking in the urban context shall also be accepted.

Backpacker’s Hostel – 500m²

The central location in the city requires the answer to the need of temporary accommodation. A midpoint between the Commercial and Residential function, the presence of this element reinforces the heterogeneous community spirit. Functionally, it should be comprised of 20 mixed-sex bedrooms for a total of 100 people. A communal space for Reception and Leisure is also included in this total Area. Toilet facilities should be present one in each floor and effective functional quantity.

The total of Commercial facilities, which includes the Backpackers Hostel, should not exceed the Maximum Area of 2000m².

The Exterior Public Space should account for 60% of the Ground Floor.

CIRCULATION

For both Commercial and Residential sectors of the building, the areas for interior circulation are not assigned, but should preferably not exceed 20% of the overall building. Exterior circulation is not accountable.

PARKING

Even though it is not the main focus of this exercise, parking facilities could be considered. Underground parking is restricted to one level and can be able to contain up to 200 vehicles. The vehicle Parking is an optional element that may bring value to the proposal.

SUSTAINABILITY

In a project with this dimension, sustainable approaches: waste management, energy production and consumption, could be taken into account. There are no height restrictions, but the overall proposal must be harmonious with its surrounding.

Structurally, no engineering calculation is to be presented, but structural elements should be represented in order to provide some degree of realism and feasibility to the project.

MAXIMUM TOTAL AREA: 17,000m²

Here are excluded all exterior areas and Underground Parking.

PROGRAM

The Program for this Hybrid Housing project is a suggestion of a set of different environments and typologies for a wide range of people (students, friends, professional profiles, families, elderly people, disabled people) that reflect on the contemporary housing demands. The challenge is to think not only in square meters of each cell, public spaces but also to express the relationship between housing cells, open spaces and the urban fabric. A successful design must factor in these conditions, as well as consider new configurations of the required program. Future needs, social, functional and spatial necessities can also be taken into consideration to generate a distinct and more meaningful proposal.

RESIDENTIAL

This competition aims for an experiment in different types of domestic space, exploring its programmatic potential and spatial richness. Here, are included people with different backgrounds and different permanence times in the city, permanent residents (families / elderly people) and semi-permanent (students).

Housing Cells Typologies:
- A Single-person studio: 50 units: 30 units, 40-50 m² each
- A Couple with two or more children: 30 units, 90-100 m² each
- A Couple with one child: 30 units, 70-80 m² each
- A Couple with no children: 30 units, 60-70 m² each
- An Elderly Couple: 30 units, 90-100 m² each
- A Single-person studio: 50 units, 40-50 m² each

Community Private Areas:
- Laundry Rooms / Fitness Room / Terraces / Rooftop terraces / Music Room / Youth Room / Resident Community Room / Communal rooms for students / Backpacker Parking / etc

The Exterior Public Space should account for 60% of the Ground Floor.
SUBMISSION REQUIREMENTS

Registration and Project 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.

REGISTRATION CODE:
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 - A1 size (150dpi)
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 permitted. This file should be named after the registration code, ex. "XX1234.jpeg"

1 Booklet A4 (max. 10 pages)
This document is intended to add 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: textual and graphically. Horizontal format preferable for readability. This file should be named after the registration code, ex. "XX1234.pdf"

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 submitted 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 the due date shall 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.
HAMBURG HYBRID HOUSING OPEN IDEAS COMPETITION

COMPETITION TIMELINE

Aug. 25th – Launch of the Competition
Nov. 27th – FINAL DATE FOR PROJECT SUBMISSION (until 23:59 GMT)
Nov. 28th – Dec. 10th – Jury Evaluation
Dec. 15th – WINNERS ANNOUNCEMENT

REGISTRATION

Aug. 25th – Sep. 24th – First Stage Registration - 40€*
Sep. 25th – Nov. 4th – Second Stage Registration - 60€*
Nov. 5th – Nov. 27th – Final Stage Registration - 90€*

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%) 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

The prizes include bank commissions, taxes and/or paypal commissions.

To all the awarded proposals, online promotion will be made through our Media Partners, a wide array of websites and blogs operating in the field of Architecture, Urbanism and Design.

REGISTER NOW
A wide range of knowledge in Architecture and Urbanism was taken in account in order to present a group of professionals with authority in evaluating the subjects and underlying problematic of the proposed competition. The jury is composed by an international group of architects, whose experience and professional path proves their profound knowledge and ability in Architectural Design.

Angel Muniz, Arch. - A Coruna, Spain
Angel Muniz graduated from the A Coruna High Technical School of Architecture. He has completed two years related to doctoral studies “Genesis, language and composition in Architecture” of the Department of Architectural Representation and Theory from the A Coruna High Technical School of Architecture.

Rafael Gonzalez del Castillo Sancho, Arch. - Madrid, Spain
Architect by the Universidad Politecnica of Madrid. Presently, Editor of the Architecture Magazine Designing The Future and also Director of Fast Wood Festival. He has worked in international design and architecture studios designing scenographies, stands, short movies and publications. All those fields gave him the Prize “Young Brightest Mind of Spain”. He has also presented talks about architecture in many Spanish Universities and about young entrepreneurship in Cultural and Social Centers. Thanks to his ambivalent work, he has been interviewed in spanish and international media such as Associated Press and the Washington Post being named a S.XXI Humanist.

M. Baris Yeğena, Arch. - Istanbul, Turkey
Graduated from Mimar Sinan University - Faculty of Architecture in 1994. Until 2009 has worked in Alpar Architectural Company and in 2011 YEĢENA Architectural Design and Consultancy was founded. Here are developed apart from competitions, projects that are open to renovation, and providing consultancy services. Together with Ozge Ozkul won the First Prize Award in ISTANBUL Community Market Competition hosted by Ctrl+Space.

Ozge Ozkul, Arch. - Istanbul, Turkey
Graduated from Trakya University Faculty of Architecture in 2009. Has developed personal activity in the private sector until 2012. Soon after integrated YEĢENA-Architects, where a deep joy arises from the development of projects with extraordinary discourse. Together with M. Baris Yeğena won the First Prize Award in ISTANBUL Community Market Competition, hosted by Ctrl+Space.

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 to use the work in future promotional activities, with due credits to the authorship.

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 property 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 this Ideas Competition Ctrl+Space – Architectural Competitions does not claim, in any way, rights or ownership over the plot where the competition takes place. 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 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.