



INTERNATIONAL GASTRONOMIC CENTER 2013

IGC Brussels

V ARQUIDEAS COMPETITION FOR STUDENTS - TERMS AND CONDITIONS

About arquideas...

arquideas is a community of students and young professionals working in the world of architecture and design whose main objective is to showcase the talent and creativity of its young members, thereby bridging the gap between the academic and professional spheres of architecture and design.

Through its competitions, arquideas seeks to encourage its community to participate in current architectural debates, generating a selection of quality proposals that can provide solutions to the different challenges set forth in the contests.

Not only are participants given the opportunity to present their proposals to society, they also become familiar with how competitions work, a format that is increasingly employed to award the most attractive professional commissions on an international level.

arquideas will exhibit the work presented in each competition on its website and publish the results in international architecture journals, as well as on specialized websites and blogs, in order to disseminate the best proposals and provide publicity for their creators.

By disseminating the proposals presented in each competition, arquideas provides participants with an opportunity to improve their CV by winning one of the prizes or honorary mentions awarded by the prestigious jury.

The competition...

As in many fields, it was the Ancient Greeks who laid the foundation for gastronomy as a science by creating the earliest collections of recipes and also by developing a gastronomic culture that later spread throughout the Mediterranean, becoming the basis for today's Western cuisine.

Hunting and fishing, as well as agriculture and raising livestock, favoured the emergence of gastronomy, which later gave rise to various cuisines, such as Roman, Byzantine, Arab, Venetian and French, among others.

Later, factors such as improved transport and the rise of tourism allowed regional cuisines to be reconsidered and encouraged a return to natural and simple approaches, a fact that was the starting point for *nouvelle cuisine*, which joins tradition and simplicity with new advances and a passion for innovation and experimentation.

This new concept of cuisine has led the science of gastronomy to study diverse cultural components, with food as the central focus. Today, this exchange of culture and knowledge has become a fundamental part of gastronomy.

Important personages related to the world of gastronomy and who share an innovative vision of cuisine, such as Ferrán Adrià, Juan María Arzak, Rene Redzepi, Heston Blumenthal, Michel Bras or Andoni Luis Aduriz, among others, have sought to exchange knowledge in order to enhance their own approaches, and have relied on research and innovation to achieve new gastronomic experiences.

Objective of the competition

The objective of the current *International Gastronomic Center* competition for architecture students is the creation of a space for cultural exchange through gastronomy.

As the great philosopher of science Michael Polanyi said, the free and honest exchange of ideas is the lifeblood of scientific research. In this spirit, the *International Gastronomic Center* (IGC) will be a space for chefs from all around the world to exchange knowledge and share their experience in order to promote gastronomic research and for their own personal and professional enrichment.

Coming to the IGC will be an intense personal and professional experience for the chefs, because during their four-month stay they will have the opportunity to live in the centre itself and become part of a genuine idea factory that includes spaces dedicated to gastronomic training and research, as well as others promoting creativity, which will facilitate the free exchange of knowledge and encourage experimentation.



Ferrán Adrià

Joxe Mari Aizega

José María de Churtichaga

Edgar González

Jon Muniategiandikoetxea Markiegi

Javier Ureña Carazo

The most influential chef of the past decade and an icon of innovation and creativity.

Defender of the gastronomy at European level and promoter of gastronomic sciences.

Architect, teacher, proponent of Design Thinking and defender of the creative process.

University professor and one of the most important Spanish language architecture bloggers.

Member of VAUMM, designers of the prize-winning Basque Culinary Center of San Sebastian.

Member of the arquideas community, representative of the participants on the jury.

In addition, because another objective of the IGC is to provide a great deal of gastronomic activity to the city, it is essential to maintain good relations with it by providing spaces open to the public, courses and conferences and numerous activities that will completely integrate it into the city's life.

The ultimate goal is for the experience of the centre to be transferred to society at large through the professional work of participating chefs when they return to their home countries.

Program of uses

Although the possible uses of the *International Gastronomic Center* are broad, they should always be focused on encouraging the exchange of knowledge, training and research.

The project proposed by participants in the competition can freely develop the areas indicated on the maps, eliminating the existing buildings that have been marked.

Proposals can define the uses and carrying capacities considered necessary, and accommodations can be considered for all the chefs or for just some of them.

The following are some suggested uses:

- Library / Media Library
- Administrative and services area
- Classrooms or training areas
- Kitchens
- Laboratories and research and innovation areas
- Multi-use rooms
- Conference rooms
- Press rooms
- Pantries
- Public restaurant

- Parking area
- Inspiration areas
- Open air spaces
- Urban vegetable gardens / small greenhouses
- Gardens
- Recreation areas
- Accommodations (20-35)
- Dining hall (private)
- Cafeteria

These possible uses can be modified or omitted to fit the needs of each participant's proposal.

Localización : Bruselas

The capital and largest city of Belgium is one of the most dynamic cities in the world, with an intense social and cultural life, in the broadest sense of the term: music, gastronomy, art, etc.

Well located and connected, Brussels is the seat of European institutions such as the European Council, the European Commission, the Council of the European Union and the European Parliament, as well as a highly multi-cultural city with residents of numerous nationalities and cultures. The architecture in Brussels is highly varied, ranging from the medieval buildings of the Grand Place to the modern and avant-garde buildings of the European Union.

Brussels is also one of the 10 cities most preferred by lovers of gastronomy, an aspect that is a big part of the city's social life. The importance of gastronomy for the city is reflected by its 17,300 restaurants, 63 of which are Michelin starred, making it the territory with the highest number of Michelin starred restaurants per capita in the world.

In the markets and restaurants, in the streets, parks and bistros, gastronomy is omnipresent in Brussels. Last year the *Bocuse D'or* championship was held in the city, along with other initiatives such as "Flanders for Foodies", designed to promote Flemish cuisine internationally, as well as other activities promoted through the city's year-long *Brusselicious* festival dedicated to gastronomy.

Site: Place Eugène Flagey, Ixelles, Brussels

The **Ixelles neighbourhood** is located southeast of the city's historic centre. It is physically divided in two parts by *Avenue Louise*, a monumental avenue which was commissioned in 1860 and inaugurated in 1866. Guided by the General Plan to Enlarge and Beautify the city of Brussels (1862), *Victor Besme* created various residential neighbourhoods around the avenue, although some of them were modified because their urbanization had begun earlier.



Victor Besme's General Plan, showing the path of Avenue Louise (1864).
Photo: Bruxelles-Capitale Region.



Plan by Eugène Dhuicque to urbanize Place Flagey that was not carried out (1912).
Photo: Bruxelles-Capitale Region.



Plan by Alphonse Boelens to urbanize Place Flagey that was not carried out (1922).
Photo: Bruxelles-Capitale Region.



Place Flagey during its transformation, showing the "Ancien Institut National de Radiffusion" under construction. Photo: Collection Dexia Banque.

The layout of the rest of the streets currently found in *Ixelles* was gradually planned over the last quarter of the 19th Century and the predominant architecture styles are eclecticism and neoclassicism, which were common during that period. These are bourgeoisie single-family terraced houses that normally have galleries or balconies as the main element in the composition of their facades. Later, at the start of the 20th Century, many homes were built following the precepts of Romanticism and others in a modernist style. The latter largely characterizes the architecture of Brussels. At the end of the 1920s homes were built in the Art Deco style.

During the 1930s, single-family dwellings had begun to be replaced by larger buildings, following the aesthetics of Modernism and Rationalism: sobriety, functionality, large windows and no ornamentation, among others aspects.

Over the following decades rationalist architecture predominated in *Ixelles* and the rest of the city, until the 1960s. From that period to today (a period of about 50 years), the aesthetics of *Ixelles* has not been notably altered; *Avenue Louise* has undergone the most architectural changes due to its importance, and today the avenue holds office buildings in the International style of the 1970s and 80s.

Place Eugène Flagey is a secondary centre for the city of Brussels. This area has a great deal of traffic both day and night and is the neurological centre of *Ixelles* and one of the most important leisure areas of the entire city.

From an historical and urbanism perspective, the plaza is the prolongation of the "Ixelles Ponds", an enormous open space that today provides a natural escape from the urban frenzy of the neighbourhood. Urbanizing this area has been proposed on occasion, but none of those plans were carried out. The "Ancien Institut National de Radiffusion" building, along with the "La Cambre d'Horta" school of architecture, marked the beginning of the aesthetic transformation of the plaza: the buildings that were built after followed their aesthetic lines, those of the Modern Movement.

This plaza has some gastronomic relevance because every Saturday and Sunday, and occasionally during the week, it holds a fruit and vegetable market. In addition, the surrounding area holds various supermarkets, fruit stores and a wide variety of theme restaurants.

Relevant elements located around Place Eugène Flagey

Grand Étang d'Ixelles: The *Ixelles* Ponds are two small lakes surrounded by vegetation that serve as an urban park physically connected to *Place Eugène Flagey*. This is an area of relaxation, inspiration and recreation located right at the neurological centre of an important neighbourhood. (img. B01)

Église Sainte-Croix : An Art Deco church built between 1940-42 by the architect *Van de Wiele*. It has the same name as other churches that were built successively on the same site starting in approximately the 14th Century. Its main entrance is on the plaza of the same name and it is located next to the “*Grand Étang d'Ixelles*”. (img.B02)

Group of buildings located on Chaussée de Vleurgat n° 2- 22, Place Eugène Flagey n° 16-17, Avenue du Général de Gaulle n° 2- 10: This group of buildings, built in 1884 in a neo-classical and eclectic style, is protected by the Architectural Heritage Inventory of Brussels. These properties border the northern tip of the *Ixelles* Ponds, and two of them have beer halls and restaurants located on *Place Eugène Flagey*.

“Ancien Institut National de Radiffusion” and the “La Cambre d’Horta” school of architecture: The most prominent building on the plaza was planned in 1933 by *Joseph Diongre*. Its Rationalist aesthetic served as a reference for the buildings that were later built in the surrounding area. The two institutions located in the building are separated by a barely noticeable party wall. The “*Café Belga*” is located on the corner between the *Ixelles* Ponds and the plaza. During the day this is a café-restaurant which opens up to the plaza when the weather permits so that clients can enjoy the surroundings, while at night it becomes a cocktail bar. (img.B03)

Place Eugène Flagey n° 11-13 and Place Eugène Flagey 29-33 (Bloc Malibran / Victory House): These two residential towers with shops on the ground floor located in *Place Eugène Flagey* are protected by the Architectural Heritage Inventory of Brussels for their Rationalist facades. The building located at numbers 11-13 was planned by *Yvan Blomme* in 1954 and the *Bloc Malibran* was conceived by the architect *Raymond Poppe* in 1938. (img. B04 y B05)

The most significant streets that reach Place Eugène Flagey

Chaussée d'Ixelles (from the north): This street directly connects the centre of the city with *Place Eugène Flagey*. It has many restaurants (more toward *Ixelles*) and stores (toward the centre).



Rubén Gómez Vara

Architect residing in Brussels and member of the arquideas community

“[...] the plaza, as an extension of the Ixelles Ponds, is a large open space that offers respite from the urban frenzy of Brussels. Leisure, gastronomy, recreation, reflection... are the main distinguishing characteristics of the area surrounding Place Eugène Flagey, making this the most suitable place for an International Gastronomic Center.”

Rue Malibran (from the northeast): Another street reaching the plaza containing many shops.

Rue Lesbroussart (from the west): This street has the greatest number of theme restaurants. It connects *Place Eugène Flagey* with *Avenue Louise* and also holds the tram line which goes to *Bruxelles Midi* station. The section of the street that continues after crossing *Louise* also has many shops and restaurants.

Rue de la Brasserie (from the east): *Rue de la Brasserie* holds the tram line that goes to *Merode* and *Montgomery*, two metro stops quite near *Schuman*, the neighbourhood of the European institutions.

Placement of the International Gastronomic Center (IGC)

Of all the blocks which lead directly to the plaza, the one chosen as the site of the project is the only one which has no protected properties. It has the great advantage of having 4 corners in a relatively small area, one of them separating the plaza and *Rue de la Brasserie*. From the perspective of urbanism, it serves as the backdrop for *Rue Lesbroussart*, the street with the greatest number of restaurants.

To the west of the plot there is an open triangular space that will be remodelled as part of the project's program. To the east there is an irregular party wall belonging to a building built between 2010 and 2011 that will be the background of the building that participants in the competition will plan.

The irregular alignment between the open triangular space, the plot of land to be planned and the rest of *Rue des Cygnes* is of particular interest for the IGC.

Proposals can be freely planned on the area marked for development, eliminating the existing buildings that are indicated. There are no set criteria for how the ground must be occupied or pre-established alignments; every team or participant is free to develop their concept as they wish.

Call

This competition is open to international undergraduate and graduate students of architecture, individually or in teams made up of a maximum of four members.

The call is also open to students studying other degrees related to architecture as part of multi-disciplinary teams; in such cases it is recommendable that the team's representative be a student of architecture.

Teams will pay a single registration fee, regardless of the number of team members.

Each participant can only present one proposal, whether as an individual or part of a team.

This competition is closed to any person who participated in the elaboration of the competition or who has dependent personal or professional ties to the organization.

Queries

During the period indicated in the competition calendar that has been included in these Terms and Conditions, questions about this competition can be sent to competitions@arquideas.net.

arquideas will respond to all of the questions posed during the established period and will publish answers to questions deemed to be of particular interest to all participants in order to improve the comprehension of the project and resolve doubts.

All the documentation needed to take part in the competition can be downloaded from the arquideas web site (www.arquideas.net) throughout the registration period.

Documents to be submitted

Each participating team will submit a single panel a din-A1 format in vertical disposition, where the ideas of the project take shape.

Each panel must have in the upper right corner the proposal identification code generated during the registration process. Any proposal that does not have a visible ID Code under the described conditions described shall be exempted from the selection process and annulled. (Example: IGC 0000)

The documentation included on the panel is free and always focused on the better understanding of the proposal by the Jury. It is recommended to present the following documentation given below as a minimum documentation for the understanding of the project:

- Representative plans and elevations
- Characteristic section
- Perspectives or digital images
- Small explanatory report

All texts on the proposal must be in English or Spanish.

All the information sent out of the single din A-1 panel will not be evaluated by the jury.

Two files of the proposal must be submitted:

- A *.PDF file in a vertical DIN-A1 format (594x841 mm.) with a maximum recommended size of about 5 Mb.
- A *.JPG version of the proposal to be viewed in the website with a maximum recommended size of about 5 Mb.

The proposals should be uploaded through the webpage (www.arquideas.net) before the deadline of the competition shown on these terms and conditions.

Jury

The jury of this contest will consist of the following members, whom you may consult their full CV in the website:

Ferran Adrià

Chef and owner of "El Bulli"

Joxe Mari Aizega

General Manager of the Basque Culinary Center

José María de Churtichaga

Associate Dean at the IE School of Architecture and Design
Co-founder of Churtichaga + Quadra-Salcedo Architects

Edgar González

Professor at the "Universidad Europea de Madrid"
Chief Editor of www.edgargonzalez.com

Jon Muniategiandikoetxea Markiegi

Architect (VAUMM)

Javier Ureña Carazo

Winner of the Landscape, Architecture & Wine arquideas competition

Criteria used to evaluate the proposals

The following aspects of the plans that are presented will be evaluated by a jury:

- The main concept of the plan
- The ability to clearly express the concept
- The quality of the architectural proposal
- The relationship between the IGC and the city
- The relationship between public and private space
- Solutions provided for the proposed uses
- Sustainability and energy usage.

Prizes

The following prizes will be awarded to proposals that best meet the purpose of the competition:

1st prize:

3.750 euros + Publication in *On Diseño* magazine (digital and paper edition) + Publication in *Future Arquitecturas* magazine (digital and paper edition) + Publication in *Yorokobu* magazine (digital and paper edition) + Publication in *Metalocus* magazine (digital edition) + Free subscription to *On Diseño* magazine (5 issues, paper edition) + Free subscription to *Future Arquitecturas* magazine (4 issues, paper edition) + Free subscription to *Yorokobu* magazine (11 issues, paper edition).

The winner or person that represents the winner team will take part of the Jury in the next academic competition.

2^o prize:

1.500 euros + Publication in *On Diseño* magazine (digital and paper edition) + Publication in *Future Arquitecturas* magazine (digital and paper edition) + Publication in *Yorokobu* magazine (digital and paper edition) + Publication in *Metalocus* magazine (digital edition) + Free subscription to *On Diseño* magazine (5 issues, paper edition) + Free subscription to *Future Arquitecturas* magazine (4 issues, paper edition) + Free subscription to *Yorokobu* magazine (11 issues, paper edition).

3rd prize:

625 euros + Publication in *On Diseño* magazine (digital and paper edition) + Publication in *Future Arquitecturas* magazine (digital and paper edition) + Publication in *Yorokobu* magazine (digital and paper edition) + Publication in *Metalocus* magazine (digital edition) + Free subscription to *On Diseño* magazine (5 issues, paper edition) + Free subscription to *Future Arquitecturas* magazine (4 issues, paper edition) + Free subscription to *Yorokobu* magazine (11 issues, paper edition).

Up to 5 honorable mentions will be given to the most interesting proposals in terms of architectural quality, and which have not received any of the first three prizes, and will be awarded with:

Publication in *Future Arquitecturas* magazine (paper edition) + Publication in *Metalocus* magazine (digital edition)

Arquideas special prize:

The arquideas special prize will be given, awarded with **500 euros**, to the proposal with more votes from *arquideas community* users, among winners, honorable mentions and the finalist projects.

An arquideas supporting document will be sent to all the proposals that have received any of the mentioned awards.

Taxes will be withheld on cash prizes in accordance with current regulations.

February						
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31						

April						
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July						
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Schedule

February 22, 2013	Special Registration Period opens Consultation period opens
April 5, 2013	Early registration deadline
April 6, 2013	Regular registration period open
May 24, 2013	Regular registration period deadline
May 24, 2013	Deadline for consultations
June 14, 2013	Deadline for submissions of proposals
July 15, 2013	Publication of the results of the Jury on the web Virtual exhibition

Registration

The registration period falls between February 22 and May 24, 2013.

Early registration (from February 22 to April 5, 2013):
50 € individual registration
75 € team registration (from 2 to 4 members)

Regular registration (from April 6 to May 24, 2013):
75 € individual registration
100 € team registration (from 2 to 4 members)

Registration fee payment

Registration will be done through the website and by one of the two ways described below.

- Pay-Pal: Pay-Pal account: payments@arquideas.net
The registration is performed automatically.
There are no extra fees for the use of this service
- Bank transfer: It is considered that a registration is done correctly and on time, so that the transfer is received before the registration end date specified in the schedule of these terms and conditions.

Any possible commission applied by the issuing bank shall be borne by the participant.

Beneficiary:	arquideas gestion de concursos sl
Bank:	Caja de Arquitectos
Account number:	3183 3800 3300 0082 8949
IBAN:	ES40 3183 3800 3300 0082 8949
BIC:	CASDESBB
Item:	ID code. (Provided during the registration process) <i>Example: IGC 0000</i>

It is very important to introduce the ID code in the payment reference in order of a correct trace between the bank transfer and the registered participant/team.

Exhibition and publication

All of the proposals presented by participants will be part of a virtual exhibition on our web site www.arquideas.net, with a special focus on the top three Prizes, the Honorary Mentions, the Finalists and the arquideas Special Prize.

A physical exhibition will be held of the best proposals, with the top three Prizes and the Honorary Mentions in a space dedicated to the winners and tied to one of the sponsors of the competition and/or a collaborating school of architecture.

The prize winning proposals will be disseminated, with some of the top three prizes and honorary mentions featured in the collaborating publication.

Property Rights

All of the documentation presented in the competition will become part of the archideas archive, which reserves the right to promote and publish the presented proposals. Therefore, participation in the competition includes the concession of all rights of dissemination of the presented work to Arquideas Gestión de Concursos SL.

The material presented can be published in virtual galleries on the arquideas web site, as well as on websites of collaborating publishing houses.

If necessary, arquideas reserves the right to adapt the content of presented proposals to ensure their correct publication, without modifying the plans in any way.

Other notes

arquideas reserves the right to modify the competition deadlines if necessary due to circumstances beyond the control of the company holding the competition, in order to make sure that the competition is correctly run. These changes will be duly communicated via our web site.

arquideas will not return any registration fees, except in the case of double payments or errors in the price of the registration fee.

arquideas is not responsible for any possible violations of these Terms and Conditions by collaborating businesses.

By registering for the competition, participants accept that they will comply with all Terms and Conditions.

Acknowledgements

arquideas would like to thank the members of the jury of this competition for their collaboration and dedication, as well as the collaborating businesses for their support, dissemination of the work of the participants and involvement in the prizes.

We would also like to thank the continuous support shown by members of the arquideas community, in particular Rubén Gómez Vara for his collaboration in this competition.

