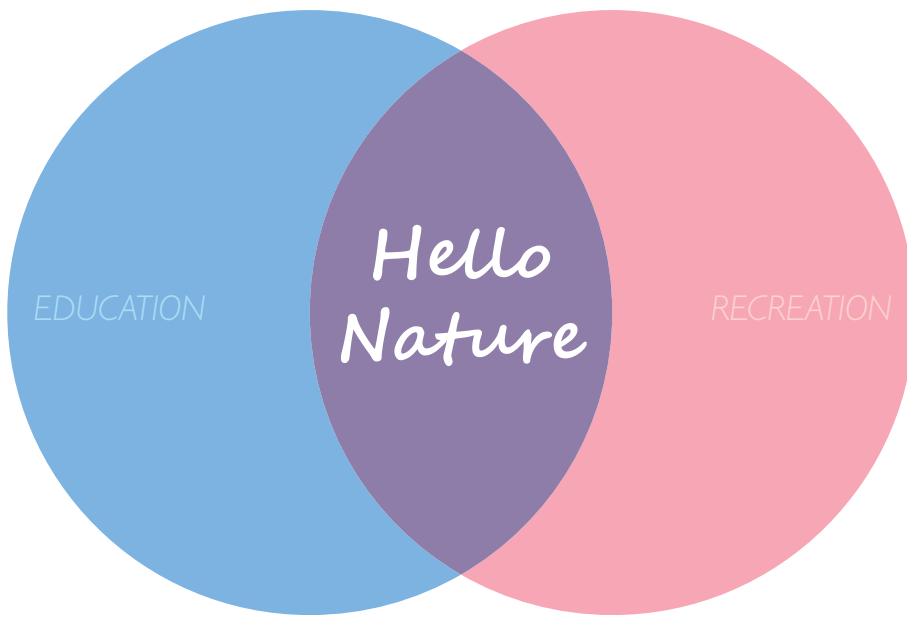


COMBO COMPETITIONS

PRESENTS



BUSINESS AND PLEASURE ON THE HIGH COAST  
SEPTEMBER 1ST - NOVEMBER 30TH 2014

# Hello nature

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# Hello nature

## ABOUT COMBO COMPETITIONS

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Combo Competitions organizes international ideas competitions for architects - and designers of any other field. Participants are encouraged to focus on ideas, as projects are judged as much by their underlying concepts as by their aesthetics.

The initiative comes from Per Linde, a Swedish architect living in London. Being a frequent competition participant, he grew tired of the similarities between design competitions, and, wanting to bring something new to that world, he decided to do so by founding a brand new competition website.

Simply put, the main driver is to promote proposals where everything comes together to form a whole that is larger than the sum of its parts.

With today's possibilities to create amazing renderings and images, it is easy for participants to invest most of their effort into a final image to seduce the jury, giving less priority to the thinking behind the project.

To comfortably shift emphasis back towards well-advised concepts, without taking away from the importance of appearance and presentation, Combo Competitions introduces an additional element to the competitions: the briefs always ask for something in addition to the main requirements. Whether this is another structure, a new function tied to the main one, or something completely different, is up to the competitor to decide – as long as it adds value to the project. This presents an opportunity to push the participants' creativity even further, and at the same time urges the judges to give all aspects of a proposal equal consideration.

In addition to this, Combo Competitions offers each winner a personal page within the [www.combocompetitions.com](http://www.combocompetitions.com) domain, displaying their submitted proposal along with the jury's comments. This allows the site to also serve as an online portfolio for the winning competitors.



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## INTRODUCTION

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Since the dawn of time, humanity has been dependent on nature to provide us with food and shelter. And even as our civilization is becoming increasingly advanced, we still rely on nature to provide the basic building blocks: everything we eat is still grown or farmed on earth, and while we have invented and produced a myriad of exotic products, they are all built with materials found in nature.

However, over the last few centuries, people have become increasingly distant from the wild. Before the industrial revolution, only 3% of the world's population lived in cities. Today - only 250 years later - more than 50% live in urban areas. It represents a physical, as well as a mental, detachment. The majority of the world's population is no longer connected to nature in the same way as in the past.

This detachment affects both parties: on the one hand, the population living in cities misses out on the positive impact nature has on both mental and physical health - a multitude of scientific articles highlight the benefits of spending time in the green outdoors.

On the other hand, when being less involved, people also tend to become less considerate. While humanity's negative impact on the environment increases, the concern about our planet declines. In the long run, this is a crucial contributor to climate change, affecting the entire planet.

*It has become time to reconnect to nature, and to highlight the relationship between humanity and the rest of the planet.*

*Hello Nature* invites you to find a way of re-introducing nature into people's consciousness. But rather than by focusing on the negatives, it should be about highlighting the positive aspects of the environment to awaken people's curiosity and interest.



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## BRIEF

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*Goal:*

To design a structure that celebrates nature.

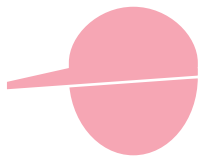
*Twist:*

The proposal must involve both education and recreation, or - if you prefer - business and pleasure.

How can architecture encourage involvement with nature? Is it possible to achieve a synergy effect by fusing man-made design with nature? Can a structure generate interest even for someone not visiting the site? Could the concept itself motivate people to experience nature?



*Education* can be anything between a basic bird-watching tower and an elaborate science research center that monitors land-rise after the ice age.



*Recreation* can be anything from a modest wind shelter or an art installation to a luxurious hotel: something that enhances the experience when visiting the area.

*Further considerations:*

The split does not have to be 50/50 - as long as there is at least an element of both, the division is up to you. If you feel that offering a unique experience is the best way to sell nature, focus on the recreation part. Or, if you believe that something involving science is more appropriate, go for an education-heavy design.

The two components can be completely separated, or merged into one entity.

The resulting design should encourage awareness of nature in general.

## COMPETITION PACKAGE

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Upon registering and paying the entrance fee, each competitor/team will be able to download a package containing a 3D model and a CAD file of the site (indicating the site boundaries) and context photographs.



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## SITE

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The site is located on Omne Mountain (Omneberget) in the north of Sweden. It sits within a coastal area called the High Coast (Höga Kusten), a UNESCO World Heritage Site. The High Coast is one of less than 200 Natural Heritage Sites worldwide, unique because of its beautiful landscape, created by the impact of the latest ice age.

Since the ice started melting some 10,000 to 24,000 years ago, the landscape is continuously rising from the sea as a reaction to having been weighed down by then-prevailing ice sheet. Today it is an important area for understanding post-glacial rebound.



The retraction of the glacier ice has created a dramatic landscape of lakes, valleys and peaks that transforms into an archipelago as it reaches the Bothnian Sea.

# Hello nature

## SITE

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When UNESCO inscribed the area on the World Heritage List in the year 2000, it was stated that “the High Coast site affords outstanding opportunities for the understanding of the important processes that formed the glaciated and land uplift areas of the Earth’s surface”. For a more detailed overview, please visit <http://whc.unesco.org/en/list/898>.



With its clearly defined seasons the High Coast scenery changes considerably throughout the year. During the summer months temperatures reach above 25°C, whereas in wintertime the temperature occasionally drops as far as to -30°C. This is enhanced by midnight sun in the summer and 20 hours of darkness on winter days.

Omne Mountain has a rich fauna and flora, being home to diverse populations of especially birds and plants.



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## REQUIREMENTS

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### *Required data:*

Diagrams/images explaining the proposal

1 external view

1 internal view

Plans and sections necessary to communicate the proposal

Text - around 500 words or less

The views should convey the atmosphere of the proposal as well as the general aesthetics.

Plans and sections can be diagrammatical as long as they clearly explain the spaces and their use.

Please note that these are minimum requirements - participants are welcome to submit additional drawings and images.

To ease later publication, awarded participants will also be asked to submit their proposals as individual images no later than a week after the winners are announced.

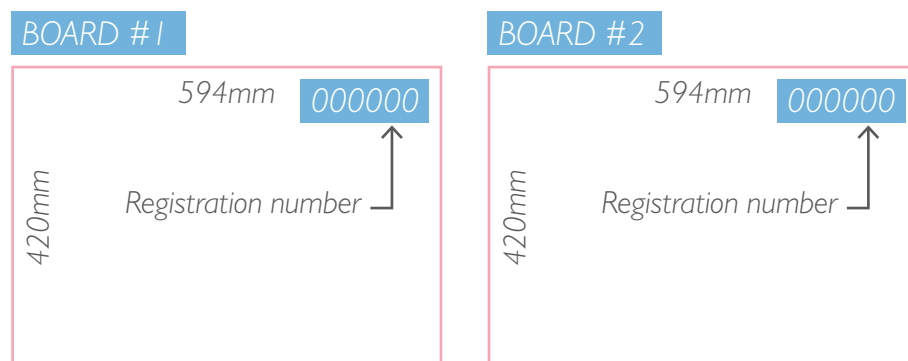
## SUBMISSION FORMAT

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All entries should be submitted on two digital A2 boards in landscape orientation.

Entries should be submitted as one single PDF file, containing the two pages. The file-name should be the unique, six-digit number given when registering. This number must also be visible in the upper-right corner of each board.

The file size of the 2-paged PDF must be less than **10MB**. Larger files won't upload.





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## JURY

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The jury consists of one representative from Combo Competitions along with the below external jurors. For jury bios, please refer to the Combo Competitions website.

*Ia Hjäre - Partner at Dive Architects, Stockholm, Sweden*

*Jonathan Nygaard - Urban Planner at Kramfors Municipality, Kramfors, Sweden*

*Jesung Park - Architect at schmidt hammer lassen architects, Copenhagen, Denmark*

## JUDGING CRITERIA

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*What to emphasize in your submitted work:*

**CONCEPT:** A well-advised approach to the brief that takes into account the relationship between man and nature, and considers possible issues and solutions.

**DESIGN:** An aesthetically appealing structure that relates to the main concept and is justifiable in the way it addresses its surroundings.

**COMMUNICATION:** A very clear explanation (diagrams, text, images) of the concept and how the design promotes and celebrates nature.

Remember that it is not only about having an idea; it's just as much about how you package and sell it. The presentation style should support the proposal, and concepts and ideas should be well motivated.

## PRIZES

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1st prize: £1,200 (one thousand two hundred British pounds)

2nd prize: £600 (six hundred British pounds)

3rd prize: £200 (two hundred British pounds)

The jury will also recognize a number of honorable mentions.

In addition to the cash prizes, the winners will receive a personal page within the [www.combocompetitions.com](http://www.combocompetitions.com) domain, showing their proposal along with the jury's motivation.

A selection of the winning proposals will be published on various websites and blogs and/or their printed counterpart. Previous publications include, among others, Bustler, ArchDaily, WA - Wettbewerbe Aktuell and Ottagono.



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## TIMELINE

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The competition opens on September 1st 2014. The registration fee is £50 until October 26th, when standard registration ends and late registration begins (fee £70). Last day of registration is November 23rd, one week before the submission deadline, which is on November 30th. Winners will be announced no later than December 21st.

Please note that all deadlines are 23.59 GMT.



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## ELIGIBILITY

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The competitions of Combo Competitions are open to all individuals and groups interested in any of the creative disciplines spanning from graphic design to urban design, and everything in between.

Students and professionals are equally welcome. Each submission can be created by an individual, or by a team of 2-4 participants.

## INTELLECTUAL AND PROPERTY RIGHTS

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Participants in the competition guarantee to Combo Competitions the originality of their proposals and the unhindered exercise of the intellectual and property rights over them. Once submitted to Combo Competitions the proposals will then become freely available for online publication on [www.combocompetitions.com](http://www.combocompetitions.com) and all other websites that Combo Competitions may choose.

If there should be any reason a participant wishes not to have his/her work published he/she must request it in written form from Combo Competitions, within 14 days of the submission deadline for the competition.

Please refer to [www.combocompetitions.com/terms](http://www.combocompetitions.com/terms) for full Terms & Conditions.

## IDEAS COMPETITION

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Please note that this is an ideas-based competition - there is no intention of building any of the winning projects.

## GOOD LUCK

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Thank you for your interest in Combo Competitions - we look forward to your entry.  
Good luck!

