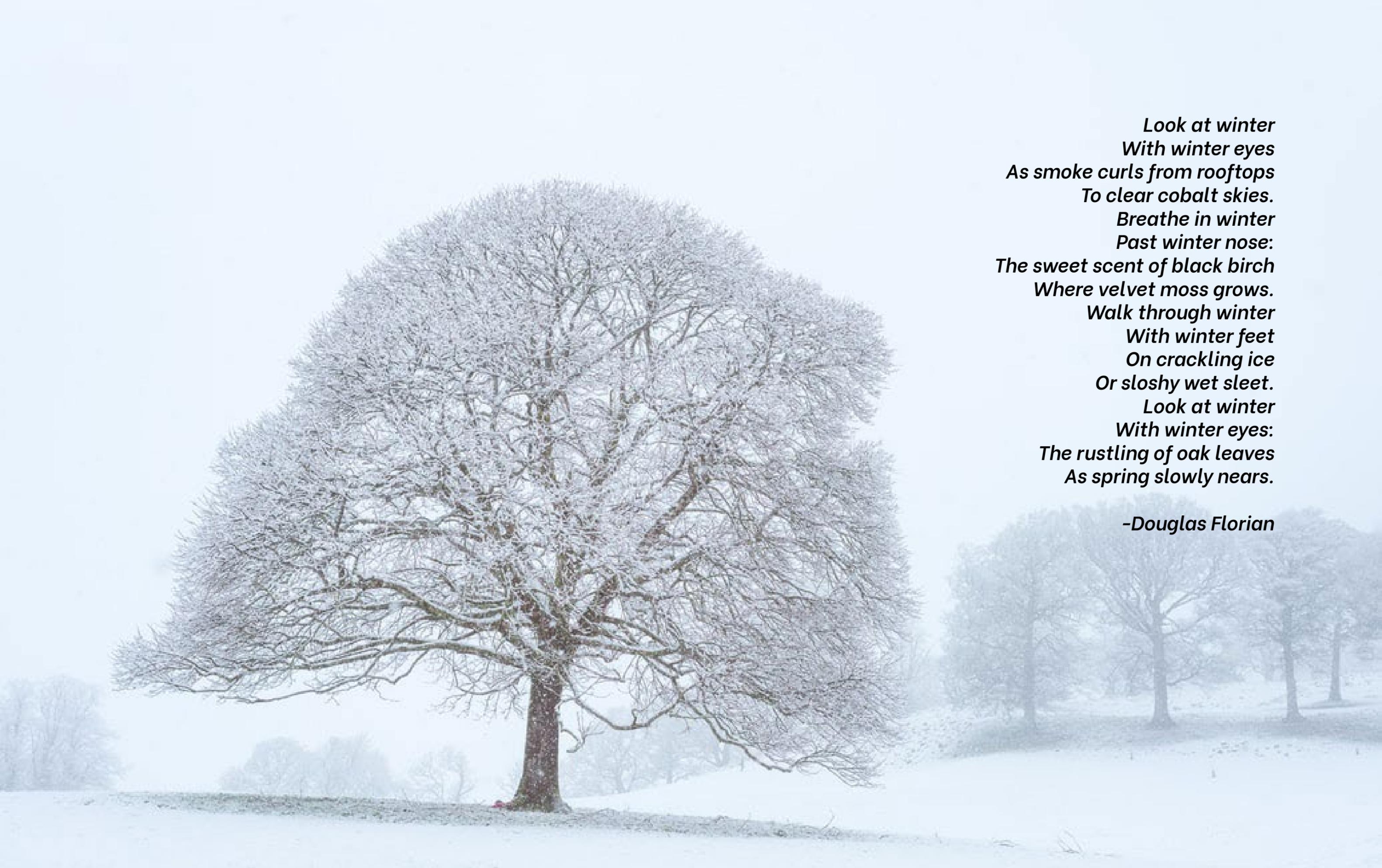


switch

# WINTER PAVILION LONDON

1st September — 30th November

Architecture Competition



*Look at winter  
With winter eyes  
As smoke curls from rooftops  
To clear cobalt skies.  
Breathe in winter  
Past winter nose:  
The sweet scent of black birch  
Where velvet moss grows.  
Walk through winter  
With winter feet  
On crackling ice  
Or sloshy wet sleet.  
Look at winter  
With winter eyes:  
The rustling of oak leaves  
As spring slowly nears.*

*-Douglas Florian*



## MANIFESTO

As the old saying goes, “To appreciate the beauty of a snowflake, it is necessary to stand out in the cold.”

The white and grey hues of the winter canvas, the fluffy cold snow, the misty fog, the naked trees and glistening icicles hanging off them are a magical masterpiece by nature itself. The puritanical quality and serenity of the winter landscape is so immersive and ethereal that it can have healing effects on one’s body and soul. The carnival-esque atmosphere during Christmas or Hanukkah, the beautifully decorated streetscape, the rumbling bonfires, the smell of mulled wine to people carving figurines/snowmen, sledding or casually skating on the sheath of ice are a sight to cherish and enjoy. Winter shouldn’t be an introverted time of the year. Rather, its beauty should be admired and celebrated by all of us.

One of the greatest living cities of the planet, London has had the biggest global influence on the socio-cultural landscape of the world. It’s a city that never stops or sleeps. The city is layered with immense historical and cultural influence that its skies, air and water have millions of interesting tales from the past and the present. London winters are a magical sight with a frozen Thames, snow capped monuments, decorated streetscapes filled with people and a fuzzy feeling around the city. Hyde Park is one of the largest parks in London, England, and one of the nine Royal Parks in the city. Three of these parks form a chain from the entrance of Kensington Palace through Kensington Gardens and Hyde Park, to Buckingham Palace. Divided by the Serpentine lake into two, Hyde park is one of the most popular destinations for Londoners who converge there for concerts, festivals, picnics and other community activities.

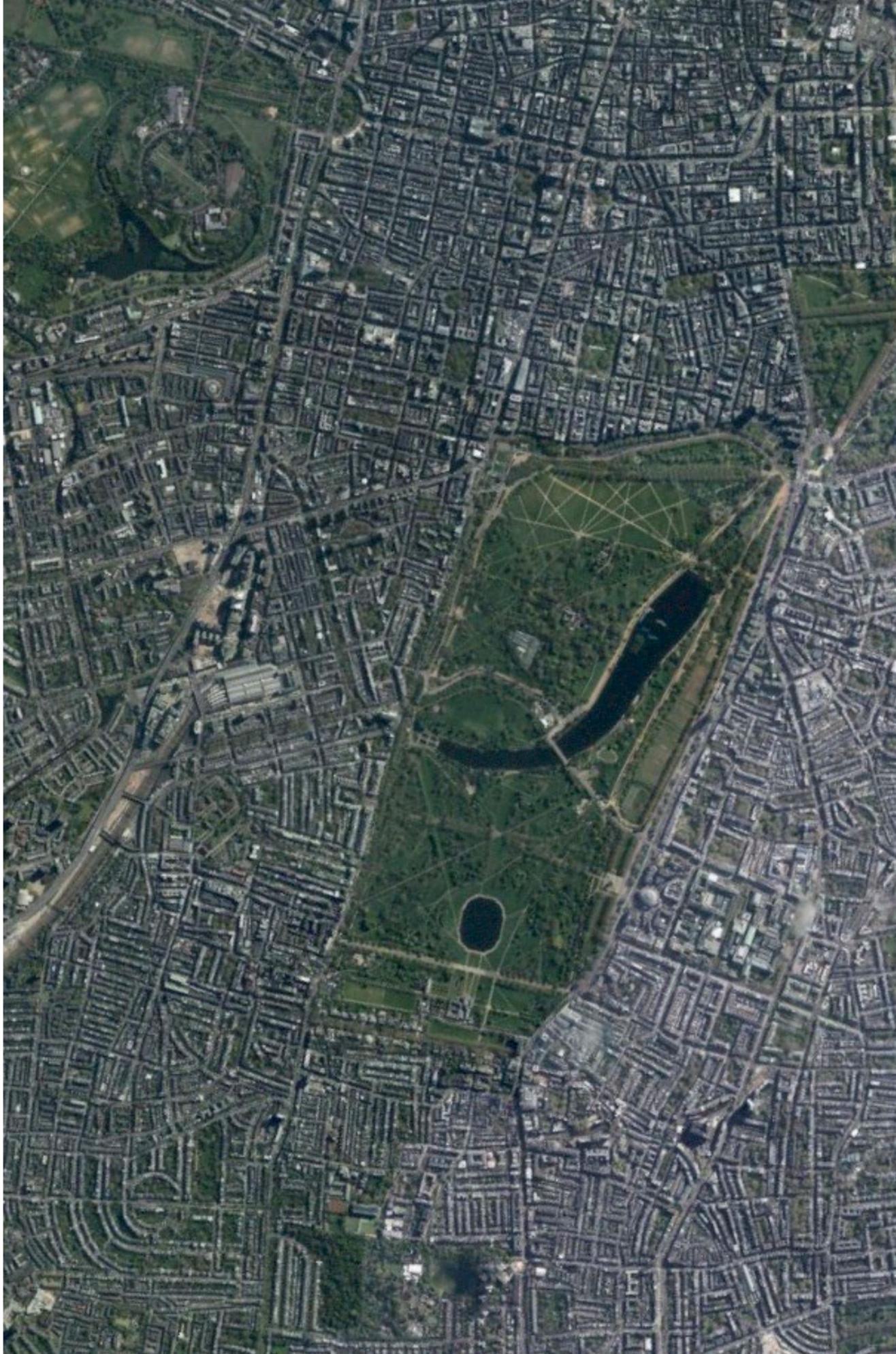
The objective of this competition, Winter Pavilion London, is to create a multi-usage pavilion in the emblematic Hyde Park that can connect people, nature and architecture. The pavilion should celebrate and capture the essence of winter landscape by hosting different activities that would invigorate the zone.

With its privileged location, the objective of the pavilion is to become a cultural and leisure reference point for inhabitants and visitors of the city, a space that is integrated in the natural environment of the park and that is flexible enough to adapt to and promote a wide variety of fun winter activities on a moderate scale. The pavilion should enhance the olfactory, tactile and visual experiences of the visitors. The pavilion space should have an immersive architectural quality that would let people reflect on the tangible and intangible components of a natural habitat. The pavilion should let people be one with nature and absorb the natural winter landscape through the artificial volume.

The participants should integrate nature with the pavilion in a meaningful manner. The transition between the natural-artificial, interior-exterior should be fluid and seamless to the extent that it becomes one continuous envelope. As Frank Lloyd Wright wrapped the natural landscape around his Fallingwater house or the Shakkei (borrowed scenery) concept of Japanese modernists (where they designed their volumes in continuity with the existing landscape of the context), the participants must create a dynamic three-dimensional volume with little or no conflict between the inside and the outside.

The pavilion should be a low energy structure designed on the ideas of durability and sustainability. The volumetric and material composition should be innovative, modular and permeable that adds to the surroundings. The participants are free to designate any kind of function (or not) to their pavilion that would fit in their narrative. No specific function is mentioned in the briefs for the winter pavilion. The participants are free to designate any kind of primary function or activities as per their interpretation or narrative.





## **SITE AND PROGRAM**

A pavilion is considered to be a freestanding structure whose function makes it an object of pleasure. They must be focused on activities that allow people to interact with each other and to have a dialogue with the park itself. The project can be developed freely anywhere in the park, it is up to the participants to find a balance between the proposed usages and the fragile environment where it will be located. Each proposal can define the uses, dimensions and carrying capacities considered appropriate for the estimated number of visitors and the idea of the project.

The winter pavilion is envisioned as a meeting point for different cultural and leisure circuits, with the goal of using the same space for a broad range of daytime and nocturnal activities in a sustainable fashion that respects its surroundings. The idea is for it to become an obligatory stop for visitors to Hyde Park during the winter season.

**Location: Hyde Park, London**

# PRIZES

Prizes worth EUR 2500 are up for claim with the distribution as follows:

**FIRST PRIZE: EUR 1200**

**SECOND PRIZE: EUR 800**

**THIRD PRIZE: EUR 500**

Apart from the winners, the jury will select '10 Editors' Choices' who will be featured on our website and several other international magazines and websites across the world. The winners and Editors' Choices will be provided with an honorary certificate.

# REGISTRATION

The competition is open to everyone in the world (architects, students, engineers etc.). You can participate individually or in a team. A team can have a maximum of three members only.

**Standard registration: - 1st September 2020 - 31st October 2020**

- For foreign nationals: 60 EUR + Taxes (per team)
- For Indian nationals: 1800 + Taxes (per team)

**Late registration: - 1st November 2020 - 29th November 2020**

- For foreign nationals: 80 EUR + Taxes (per team)
- For Indian nationals: 2100 INR + Taxes (per team)

**Submission deadline: 30th November 2020**

**Result: 25th -28th December 2020**

*\*All deadlines are 11:59 PM - 00:00 IST (India)*

*Participants may register by filling the registration form and submitting it with appropriate payment through our secure payment gateways at [www.switchcompetition.com](http://www.switchcompetition.com)*

*The participants will receive their teamcode within 48 hours of completing the payment successfully.*

*Teamcode will be sent primarily to the email address provided to PAYUMONEY/PAYPAL.*

## **GROUP DISCOUNT**

As a part of our initiative to encourage more student participation, we offer great discounts if a minimum of 5 teams register from one particular architecture school/university. Contact us at **queries@switchcompetition.com** to avail the offer.

# SUBMISSION REQUIREMENTS

1) Proposal to be presented on one landscape oriented A1 (841 x 594mm) sheet in Jpeg format, maximum file size 8mb.

- File name: Teamcode.jpeg (example if teamcode is “ABC12345”, file name will be ABC12345.jpeg)
- Teamcode to be mentioned on the top right-hand corner of the sheet.
- Proposal must not include any information (name, organization, school etc.) That may give away your identity.
- Proposal may be presented using any technique of your choice (sketches, diagrams, 3d visualizations, model photos, cad drawings, etc.).



2) A word document (.Docx/.Doc) must be provided along with the proposal board that contains a brief overview of the project.

- File name: Teamcode.doc (example if teamcode is “ABC12345”, file name will be ABC12345.doc)
- The description should be short and not exceed more than 4-5 sentences.
- Five keywords to be mentioned at the bottom of the word document that best fit the proposal’s architectural attributes (for eg: minimal, contemporary, urban, modern, brutal etc.)

## How to Submit?

JPEG and TEXT FILE of your project must be submitted via email to: [submission@switchcompetition.com](mailto:submission@switchcompetition.com). TEAMCODE must be the subject of the email.

## FAQ

All the questions related to the competition can be mailed to [queries@switchcompetition.com](mailto:queries@switchcompetition.com) with ‘FAQ’ as the subject.

# REGULATIONS

Switch reserves the right to modify the competition schedule if deemed necessary.

Participant teams will be disqualified if any of the competition rules or submission requirements are not considered.

Participation assumes acceptance of the regulations.

Team code is the only means of identification of a team as it is an anonymous competition.

The official language of the competition is English.

The registration fee is non-refundable.

Contacting the Jury is prohibited.

## TERMS & CONDITIONS

Please see the terms and conditions section on [www.switchcompetition.com](http://www.switchcompetition.com)

## DISCLAIMER

This is an open international competition hosted by Switch to generate progressive design ideas. There are no plans for any proposal to be built. The competition is organized for education purpose only.

# OTHER DETAILS

Website: [www.switchcompetition.com](http://www.switchcompetition.com)

Facebook: [www.facebook.com/switchcompetition](http://www.facebook.com/switchcompetition)

Instagram: [www.instagram.com/switchcompetition](http://www.instagram.com/switchcompetition)

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