

WORDS FROM THE JURY

THE UNBELIEVABLE CHALLENGE



RUUKKI



Helsinki

Design

Week

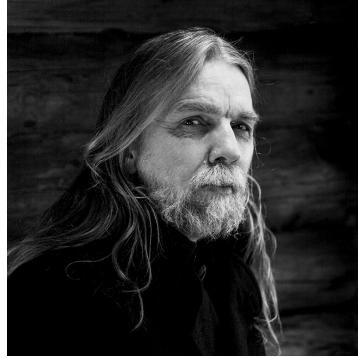
OULU | BusinessOulu

THE JURY



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**SENIOR ARCHITECT MNAL,
SNØHETTA, NORWAY**



Santa Claus

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WORDS FROM THE JURY

Aim and purpose

The competition organisers share a conviction that the general quality of our living and working environment could be drastically improved by rethinking our approach to the architecture of mundane buildings. The competition was organised to explore this possibility thoroughly. It was aimed at young architects, partly because the organisers wanted to offer great opportunities for up-and-coming designers, but most importantly because this would provide the best opportunity to come up with truly fresh ideas.

Ideas with a huge variety of starting points

The participants were asked to present an idea that would improve the cityscape or the buildings in areas dominated by large, single-storey structures found all around our urban settlements. The outcomes of the idea were to be demonstrated through a logistics centre for Santa Claus, located in the city of Oulu. As the form of the "big idea" was purposely not specified, the jury was faced with a group of ideas based on product or technology, cityscape, building mass, social innovation, etc. as starting points.

General level was high

The jury was genuinely surprised at both the sheer number of proposals and the amount and quality of thinking that had obviously been invested in the competition by the entrants. Almost all proposals presented an idea that would have been feasible under some circumstances. Some of the ideas were able to identify possibilities for improving the building type in general. The best proposals were also carefully thought through on all levels, starting from sustainable land use to detailed technical solutions.

Success in achieving the goal

The competition as a whole made it clearly apparent that the building type in question can be improved drastically in terms of efficiency, architectural quality and sustainability. The winner and the other awarded entries all portray very different kinds of ideas. The true value of the competition results lies in this variety. By combining these ideas in real-life projects, it would be possible to take a big leap forward in the way these large warehouse-like buildings contribute to society and deliver value to their owners.

10-WEEK INTERNSHIP AT SNØHETTA AND A €1000 CASH PRIZE



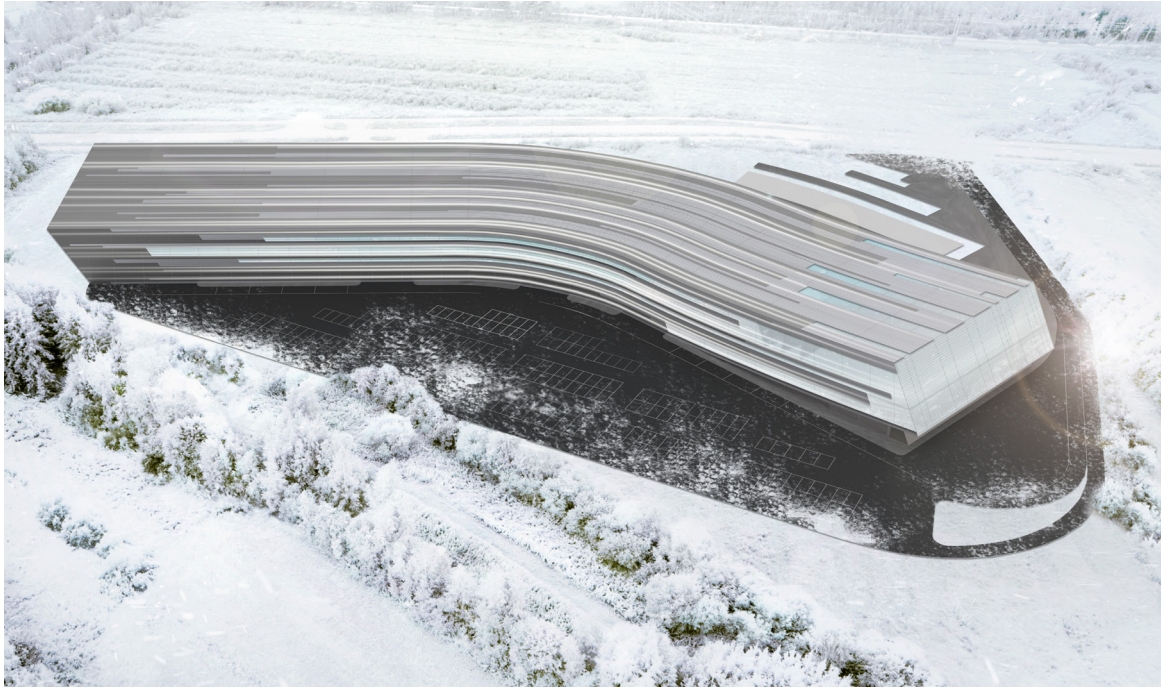
NOTHING IS IMPOSSIBLE

Alexandru Oprita and Laurentiu Constantin, Romania

The strongest element in the design is responding to the challenge of ideas. The idea can be used in various situations. The strength of this proposal is being able to exhibit an idea of surprise and magical character within the building itself. The magic happens at night-time on the building's façade and there's a link to the investor – Mr Santa Claus. It is feasible and innovative but not futuristic. It is also well thought-through, from land use all the way to detailing.

The proposal presents an idea of making the most visible façade and the front of the building a magical element that could both integrate the building into its surroundings and highlight whatever aspects of the building or its functions are desired. It is realised by simple, feasible means using both technical solutions in the exterior wall and the forest in front of the building. The idea could be realised without sacrificing any of the practical or economic aspects of the logistics centre. and it delivers a powerful effect that the jury felt would add value to many buildings and their users. It provides understandable solutions for energy efficiency and attempts to introduce a lot of good thinking on how to utilise this within the building. It also demonstrates a good understanding of the local situation. The proposal tries to embrace and enhance the function of the building as a hub for new technology in addition to the logistics centre – it connects well with Oulu as a city.

€1000 CASH PRIZE



AT THE SPEED OF DREAMS

Giorgia Musacchio, Italy

The proposal is highly feasible. It is simple and elegant but still emphasises the idea. It communicates the function of logistics and embraces movement and speed in a very simple but elegant way. The plan has a simple layout with a strong direction, emphasising the idea of movement and Santa's trail in the sky. It also has a nice exposure towards the highway and the city of Oulu, functioning as a landmark. The building would look good in its location both day and night. It is a good example of showing that one can do a lot with the everyday architectural materials and solutions commonly used in logistics centres. It is also well worked-out as a whole.

€1000 CASH PRIZE



SANTAPOLE

Evelina Vasiliauskaite, Lithuania

The strength of this design is its clear architectural concept and the purity of its overall design. The whole experience is nicely built from the visitors' point of view from the very beginning. It minimises space allocated to parking and loading services and maximises the area for other purposes. The idea is artistic, magical and mysterious, yet poetic. It is usable and problems are well thought-through rather than being avoided. The small archetype building is a focal point within the empty surroundings – and another world opens below. Even energy efficiency has become a part of the skilful usage of materials: solar panels are used to create a contrast between the structure of natural materials, wood and stone.

€1000 CASH PRIZE



(ICE)CLIMBING

Urszula Chomiak and Pawel Potemkowski, Poland

This design is an almost realistic way of revitalising the area by adding a fun function connected to it. In this proposal, the added recreational function is realised with very little effort but still offers a fully functional year-round climbing training facility. In addition, the proposal as a whole is consistent, has a clear concept and is technically feasible. Energy efficiency is taken into account with a minimal amount of exterior facades and solar panels on the roof. The idea presents a unique solution for logistics centres.

€1000 CASH PRIZE

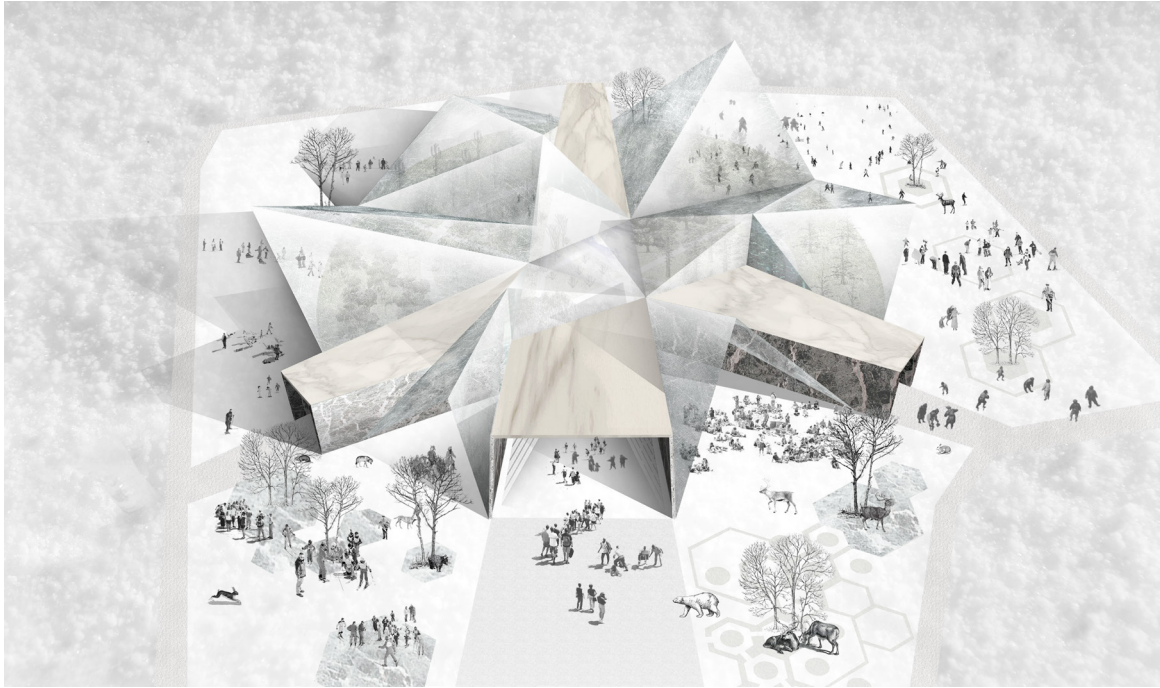


S.M.L.XL LOGISTIC

Nuttapol Techopitch and Satavee Kijsanayotin, Thailand

This idea seeks to solve different scales of logistics operations. It is very well thought-through and presents a clear and thorough explanation of the concept. It exhibits a good site plan with varying spaces, resulting in a positive public experience. The building can be entered from all directions and it is democratic towards its surroundings. It offers a solution to stacking volumes and contains a unique character with an artistic approach.

HONORARY MENTION



SANTA CLAUS' PLANETARY GARDEN

El Hadi Jazairy, Chen Lu and Kelly Koh, USA

This idea had the strongest message of all the projects and it featured a very beautiful presentation. In it, the logistics centre is turned into a garden where you collect seeds and plants from all over the world. Once a year, Santa will travel the world and offer plants to children in the hope of creating awareness about the threat of human development to our ecosystems. This proposal clearly responds to a need beyond the requirements of a building. It raises the big question of whether the distribution of goods should be at the centre of Christmas and it encourages us to think about the "material orientation" of our everyday lives and reminds us what Christmas is actually all about. This could be an opportunity to look into the future and consider how we see consumption and face our environmental and ecological problems. The jury thought that the text and its message was so strong that it deserved to be honoured in this context. The concept is original and beautiful.

GRATITUDE

The proposals that were not awarded a prize or otherwise mentioned were the most valuable contribution. As a combined group, they examine the possibilities of logistic centre architecture with an open mind.

Many of the proposals tested the possibility of sinking the mass of the buildings fully or partially below ground. The benefits of this approach were considered to be a less cluttered landscape and diminished heat losses through exterior walls. It proved to be difficult for many of the entrants to solve the resulting problems in ramps and traffic areas necessary for the functioning of the logistic centre.

A circular form was considered to be energy efficient due to the best possible exterior wall-to-floor-area ratio in many of the proposals. The obvious downside would be limitations the form sets when extending the building horizontally compared to the traditional rectangular form.

The traditional rectangular form of a logistics centre proved to be a good starting point for many proposals. Attempts to liven it up were made by either playing with the building mass or the main surfaces. Some of these proposals convinced the jury that it is possible to do this so well that it truly brings something new to the surroundings and the building itself. However, this take on the problem still runs the risk of becoming just an expensive decorative layer on top of a traditional box.

Some of the proposals experimented with a cellular approach to the building by dividing its volume into four or more separate units. This would add to the flexibility, as each unit could be used or extended independently from the other units and allow for many new ways to use the site on a more human scale. On the other hand, it would increase the area of the building envelope dramatically and along with that construction costs and energy losses.

Combining the primary use of the building with other – typically recreational – uses was also a popular idea among the entrants. While this could work in some cases and offer new ways of organising urban functions, many of the proposals also showed that it can easily lead to compromises on a building level that hinder the functionality of both purposes.

In addition to the above-mentioned idea of typologies and their combinations, there were ideas that offered unique approaches to the problems commonly found in logistic centres.