



إكسبو 2020  
دبي، الإمارات العربية المتحدة  
DUBAI, UNITED ARAB EMIRATES



مشارك رسمي - الجبل الأسود | OFFICIAL PARTICIPANT – MONTENEGRO

### CONCEPT DESIGN COMPETITION

## FOR STAGING THE EXHIBITION OF THE NATIONAL PAVILION OF MONTENEGRO AT THE WORLD EXPO 2020 DUBAI

**Contracting authority:** Ministry of Foreign Affairs of Montenegro, Directorate General for Economic and Cultural Diplomacy

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## **1. INTRODUCTION**

### **1.1. Expo 2020 Dubai**

The World Expo or the Expo is the biggest international exhibition gathering nations from all over the world since the mid-19<sup>th</sup> century, showcasing the most significant cultural and technological advancements of the participating countries. Throughout history, the World Expos have had the power to define and redefine the times in which they are created, as best illustrated by the fact that inventions that paved the way for technological progress were presented at the Expos for the first time: the first X-ray (Buffalo, 1901), the first TV (New York, 1939), the first mobile phone (Japan, 1970), the first touch screen (Tennessee, 1982), to mention just a few. Architectural landmarks which transformed cities were also born at the World Expos - in 1889, the Expo opened its doors through the Eiffel Tower, which was built as an entrance arch of the exhibition.

Nowadays, the Expo is no longer solely dedicated to the demonstration of industrial and technological innovations, but has become a global discussion forum aimed at finding solutions to the universal challenges of our time, such as urbanism (Expo Shanghai 2010) or food (Expo Milano 2015). The next World Expo will be organized in 2020 in Dubai under the overarching theme 'Connecting Minds, Creating the Future'. This theme emphasizes the role of collaboration and partnership in contemporary society, highlighting the potential of mankind when people join to solve common challenges. The exhibition content will be organized in three sub-themes: Opportunity, Mobility and Sustainability. The sub-themes indicate the drivers of progress that continue to encourage people, organizations and nations in their efforts to create a better future.

For the first time in 150 years of history of this manifestation, the 2020 World Expo will be held in the MENA & SA (Middle East and North Africa & South Asia) region, and the first one to be hosted by an Arab nation. During the six months from 20 October 2020 to 10 April 2021, the Expo aims to attract more than 25 million visits.

More details on the thematic concept can be found on the official website of the Expo 2020 Dubai: [www.expo2020dubai.com](http://www.expo2020dubai.com)

### **1.2. Participation of Montenegro at Expo 2020 Dubai**

Considering the commitment of Montenegro to develop as an ecological state, as well as the fact that it is one of the first South-East European countries to set up a strategic and institutional framework for sustainable development, the Government of Montenegro has decided that the presentation of Montenegro at the world's largest exhibition will be dedicated to the sub-theme of Sustainability. The goals set out in the 1991 Declaration of Ecological State, and in the National Strategy on Sustainable Development by 2030 will be thus promoted before millions of Expo visitors. Montenegro will focus on promoting tourism and investment potentials, as well as its cultural and natural treasure, national parks, wealth of biodiversity,

Montenegrin economy, with special emphasis on organic production, as well as on Montenegrin innovators and companies.

The key objective of the Montenegrin pavilion will be to provide every visitor with general information about Montenegro, its geographical position, cultural and historical development, as well as to provide specific information related to the investment environment, tourism offer, national parks, characteristic ecosystems and rich biodiversity in Montenegro. An important message of the Montenegrin exhibition to the Expo 2020 visitors will be precisely the importance of preserving the balance between nature and man, while attempting to present the national natural treasure and strategy for preserving the environment for future generations, striving to fully enhance the value of Montenegrin economic and investment potentials.

The detailed programming concept of the national pavilion of Montenegro is presented in the Theme Statement, an integral version of which is included in the Competition Documents.

### 1.3. Target groups

The design and content of Montenegro's pavilion will also be directed towards specific target groups:

- The priority target groups will be **experts** in the fields of biology, ecology, environmental protection, sustainable development and tourism, as well as **researchers**, whether the ones working within an academic community, in the field of journalism and opinion journalism, or those who perform enthusiastically, without an institutional framework and for their own pleasure, explore topics that are central to the content of the pavilion of Montenegro;
- The next target group would be **tourists**, adventurers and nature lovers whose attention would be drawn, through the most innovative practices in the field of tourism and economy, to the natural resources of Montenegro and the opportunities they offer;
- The important target groups will be **investors** and the business sector.

### 1.4. Location of the Montenegro pavilion at the Expo 2020 Dubai

The pavilion of Montenegro is located within the thematic area of Sustainability. The exact location of the pavilion can be seen on the map:



### 1.5. Rendering of the pavilion's exhibition space

The following picture shows the initial rendering of the exhibition space in the pavilion. More information about design parameters can be found in the Pavilion Construction Guide entitled "Rented Pavilions" (pages 21-30). The full version of this guide is included in the competition material.



## 2. THE RIGHT TO PARTICIPATE

All individuals and legal entities have the right to participate in this competition, except for persons directly involved in the organization of the competition and their close relatives and/or those who cooperate directly with them during the competition.

## 3. SUBJECT-MATTER OF THE PUBLIC COMPETITION

The subject-matter of the competition is the development of a **concept design for staging the exhibition of the national pavilion of Montenegro at the Dubai World Expo 2020**.

The competition entry should offer an **installation, shape and graphic integrated design** that will represent Montenegro in authentic way, in accordance with the guidelines given in the Theme Statement, the official theme of the Dubai World Expo 2020 of “**Connecting Minds, Creating the Future**” and the sub-theme of **Sustainability**.

The competition entry must be developed on the basis of defined goals, programming baselines, Theme Statement for the Montenegrin pavilion and other attachments that are an integral part of the competition material.

The competition entry must also fulfil all the other requirements stipulated by this competition.

- According to its participants, the competition is: **international**
- According to its type, the competition is: **public**

- According to its task, the competition is: **project**
- According to its form, the competition is: **one-instance**
- According to its method and entry submission, the competition is: **anonymous**

#### 4. **COMPETITION OBJECTIVE**

The competition is announced in order to deliver at the best **concept design of the exhibition's staging of the national pavilion of Montenegro at the Expo 2020 Dubai** that will be adapted, in terms of its shape and function, to the space in question and whose proposed design will fulfil the following requirements:

- Respond, in an authentic and innovative way, to the theme of the Expo 2020 of “Connecting Minds, Creating the Future” and the sub-theme of Sustainability;
- Provide a design that will present Montenegro in accordance with the Theme Statement, with special focus on national parks, natural resources, ecosystems and biodiversity of Montenegro;
- Provide an appropriate technical and technological design in accordance with the given space;
- Provide a sustainable and economically rational design.

#### 5. **PROGRAMMING BASELINES AND CONCEPT**

The outward appearance, dimensions and certain functional units of the architecture of Montenegro's pavilion are determined by the conditions provided by the Expo 2020 organizer. The pavilion of Montenegro will have two levels. At 427.70 m<sup>2</sup>, with the clearance height (slab to ceiling) 5.00 m (including 1 m MEP system), of the ground level, there will be the exhibition space and the gift shop space, while on the second level, above the exhibition space, there will be 378.97 m<sup>2</sup> of office space, ancillary premises and a conference room. The second level of the pavilion is not the subject-matter of this competition.

The space covered by this competition is the space on the ground floor which should contain a permanent exhibition, information desk and a souvenir shop.

The competition entry should be an expression of the authorial concept as an interpretation of the theme stated in the Theme Statement, which serves as a conceptual platform. Moreover, the entry should respond to the theme of the Expo 2020 Dubai of “Connecting Minds, Creating the Future”, as well as present the relation of contemporary Montenegro to the subtheme of Sustainability. The space should be of a representative character, contain characteristic elements of identity, express and ascribe validity to the values and specifics of Montenegro. The design solution should present exhibits which can incorporate content which will represent general and specific information about Montenegro. The design offered should allow for an organized visitor flow.

From the total 427.70 m<sup>2</sup> the exhibition space surface area, up to 20% can be used for commercial activities, that is, for the souvenir shop. This space should be located in the pavilion area near the exit doors, i.e., after the exhibition space. Also, the author may choose to incorporate the store into the entire exhibition space.

The competition entry must be aligned with the project guide and architectural drawings which are included in the competition materials. Authors submitting competition entries are expected to offer a preliminary specification of materials to be used for the exhibition's staging. Pavilion has must be returned to the Organizer in the same condition as it was received and the authors have to keep in mind that the exhibition has to be decommissioned after Expo event.

**Key words:** sustainability, sustainable development, balance, nature, national parks, ecotourism, biodiversity, ecosystems, fluidity, connectivity, cooperation, holism, integration, transparency, openness, research, innovation

## 6. **COMPETITION MATERIAL**

All documentation that constitutes competition material in the form of textual and graphical attachments will be available on the website [www.mvp.gov.me/ministarstvo](http://www.mvp.gov.me/ministarstvo).

The above documentation contains:

- Architectural Drawings of Montenegro's pavilion;
- "Connecting Minds, Creating the Future", a short guide to the Expo 2020 Dubai;
- "Connecting Minds, Creating the Future", an accompanying thematic guide to the Expo 2020 Dubai;
- "Rented pavilions", guide for the construction of pavilion;
- The Theme Statement for the national pavilion of Montenegro at the Expo 2020 Dubai.

## 7. **COMPETITION ACTIVITIES COURSE AND TIMETABLE**

Competition activities will begin on the day of announcing the competition in the public media. The competition announcement and the related competition materials are publicly available on the website: [www.mvp.gov.me](http://www.mvp.gov.me)

**The competition is open from October 15<sup>th</sup>, 2018 to December 3<sup>rd</sup>, 2018.**

All participants may pose questions about the competition until the closing of the competition. Questions may be sent to e-mails: [milena.pejovic@mfa.gov.me](mailto:milena.pejovic@mfa.gov.me) and [iva.simonovic@mfa.gov.me](mailto:iva.simonovic@mfa.gov.me).

Competitors should submit properly packaged entries by December 3<sup>rd</sup>, 2018 until



14:00 h to the archive unit of the Ministry of Foreign Affairs at the address Stanka Dragojevića no. 2 in Podgorica. If the competition entries are sent by post, it is necessary for the postmark to bear the date December 3<sup>rd</sup>, 2018.

Untimely arrived and incomplete entries will not be considered in the evaluation procedure. Participants shall take the competition entries not later than thirty days after the completion of the evaluation procedure, after which the contracting authority shall bear no responsibility for the same.

**The results of the competition will be announced on December 25<sup>th</sup>, 2018.**

## **8. COMPETITION ENTRY CONTENT**

The proposed concept and content of the staging must be clear, concise, viewable and communicative.

### **8.1. Graphical attachments**

Graphical attachments shall be submitted in a 1: 100 scale, on a hard surface (laminated), in A1 format, with the code in the upper right corner of the drawing. Graphical attachments are as follows: all the necessary baseline documents, sectional views, layouts, characteristic details, perspective representations and renders that will provide enough information for a quality and comprehensive understanding of the competition entry. All attachments should also be adapted to the A3 format book in seven copies for the evaluation needs of the panel.

### **8.2. Textual attachments**

Technical description with an explanation of the concept, on A4 format with a special clarification of the materialization, applied technologies and a financial assessment section.

The entire competition entry must be submitted on a CD-ROM or a USB drive, in JPG and PDF format.

## **9. COMPETITION ENTRY ACCESSORIES**

Each competition entry (all panels) must be placed in a separate cover, with a code in the corner of the cover and a clear note:

**Ministry of Foreign Affairs,**

**Directorate General for Economic and Cultural Diplomacy**

**"CONCEPT DESIGN COMPETITION FOR STAGING THE EXHIBITION OF THE NATIONAL  
PAVILION OF MONTENEGRO AT THE DUBAI WORLD EXPO 2020 - DO NOT OPEN"**

**Address: Ul. Stanka Dragojevića br. 2, 81000 Podgorica, Montenegro**

- The competition entry must have a list of all the attachments, and all the attachments to the competition entry must be marked with the author's code;
- Together with the competition entry, authors are obliged to submit an opaque closed envelope with a clear note "author" containing the name, surname and address of the individual or group of authors, and a signed statement that the payment of prize is to be made to the current account of the responsible representative of the team of authors. Also, the statement must contain the current account number, bank's name and the PIN of the responsible representative of the team of authors.
- With the competition entry, participants will submit a CD with all graphical attachments in DWG, PDF or TIFF format, as well as a textual explanation in DOC or PDF format.

**10. ENTRY EVALUATION CRITERIA**

1.	Authorial concept	0-30 points
2.	Compliance of the design solution with the thematic concept of the Expo 2020 Dubai	0-20 points
3.	Effectuated spatial, installation, shape and graphic integrated qualities as a whole	0-15 points
4.	Communicativeness of the design solution	0-15 points
5.	Technical and technological feasibility of the design solution	0-10 points
6.	Economic justification	0-10 points

## 11. SELECTION COMMITTEE | EVALUATION PANEL

- **Branko Perović**, ambassador, former Minister of Foreign Affairs and General Commissioner of the Montenegrin pavilion at the Expo 2010 Shanghai, *chairman of the committee*
- **Svetislav Popović**, Dean of the Faculty of Architecture, University of Montenegro, *member*
- **Luca Molinari**, Associate Professor, Theory and History of Contemporary Architecture, University of Campania Luigi Vanvitelli in Naples, *member*
- **Nenad Šoškić**, director of the Contemporary Art Centre of Montenegro, *member*
- **Nemanja Čavlović**, collection specialist, Qatar Museums, *member*
- **Sonja Radović Jelovac**, Studio Synthesis architecture & design, curator of the Montenegrin pavilion at the 16<sup>th</sup> Architecture Biennale in Venice, *member*
- **Dušanka Jeknić**, General Commissioner of the Montenegrin pavilion at the Expo 2020 Dubai, *member*

### Rapporteurs:

- Milena Pejović Eraković, Embassy of Montenegro in Abu Dhabi
- Iva Simonović, Ministry of Foreign Affairs of Montenegro

## 12. PRIZE FUND

The contracting authority provided the prize fund in the net amount, which will be paid to the winners within 30 days of the publication of results.

- First prize ..... €10,000.00
- Second prize ..... €5,000.00
- Third prize ..... €3,000.00

Upon completion of the competition and prize pay-out, all obligations of the Ministry of Foreign Affairs to the awarded authors will be terminated. The awarded entries will become the property of the Ministry of Foreign Affairs, so the Ministry can allocate them to another entity for a more detailed elaboration and preparation of a detailed design.

By submitting their entries, competition entrants accept all the requirements of this competition.

Entries that have not been awarded, or have not met the competition requirements, will be returned to their authors, i.e., they can be taken from the archive unit of the Ministry of Foreign Affairs within 30 days from announcement of competition results. After this deadline, the Ministry of Foreign Affairs will have no obligation to the entrants regarding the safekeeping of entries.

### **13. OWNERSHIP RIGHTS**

The award-winning authors agree that their entries can be publicly displayed by the Ministry of Foreign Affairs after publication of competition results. The Ministry of Foreign Affairs can use these entries only for the needs of Montenegro's participation at the World 2020 Dubai Expo.

The author of the entry gives his/her consent to the above ownership rights by participating in the competition.

### **14. FINAL PROVISIONS**

The results and reasoning for the decision made by the selection committee will be published on the website: [www.mvp.gov.me](http://www.mvp.gov.me)