MUSEUM OF DESIGN
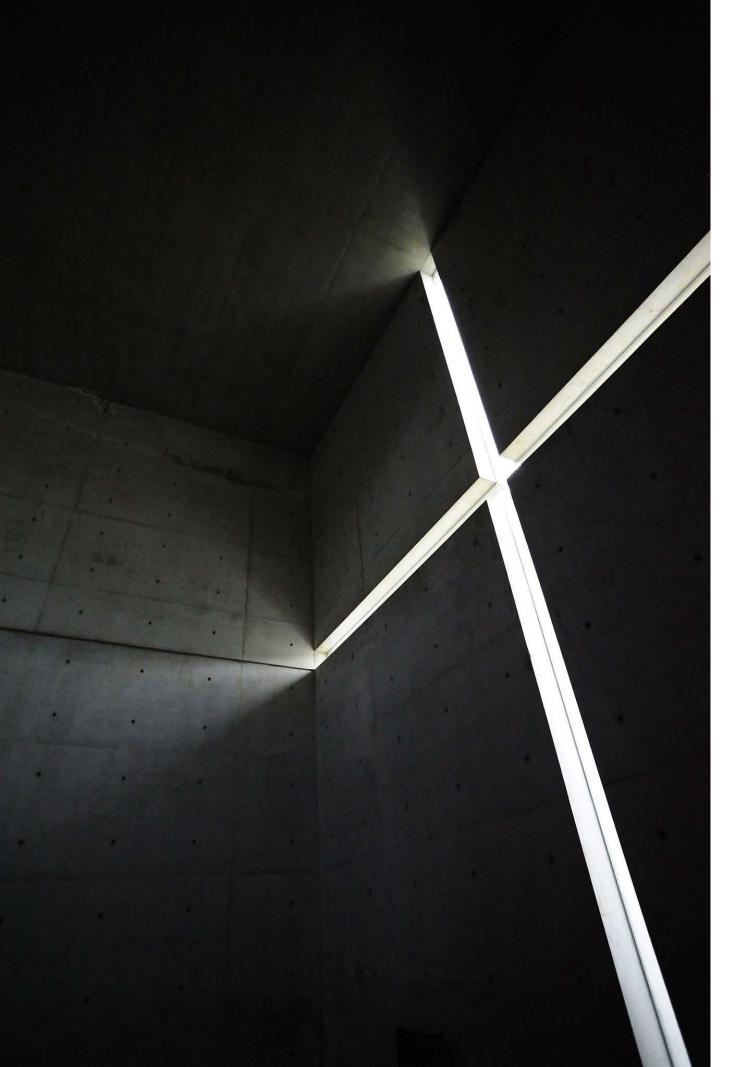
1st June to 31st August 2020, Architecture Competition

MANIFESTO

"Evolution of mankind is a result of his ability to design."

The field of Design is defined by the areas where design process can be applied: architecture, urban space, clothing, furniture, consumer products, printed materials, digital interfaces, social structures, websites etc. But design encompasses much more than form and function. It is a reflection of the prevailing zeitgeist. Design is not a being, but an event, it is not a thing but an impact.

Design is born out of our desire to elevate our experiences, both practically and emotionally. Design encourages us to explore and experiment, and thus transcend into an improved world. Human ability to use design as an expressive system and a process to develop solutions is evident all the way from primitive times.

Despite its diversity w.r.t to different areas of intervention, design is omnipresent and invisible. Whether we're aware of it or not, design surrounds us, and can be found in the tiniest of places and forms. Design is that phenomena that has power of changing perceptions and steering behavior. It's three-pronged impact: experiential, aesthetic and social has created various styles and movements throughout history which has had a profound impact on the growth of men and society in general.

The aim of this competition is to create an iconic '**Museum of Design**' in Oslo that would celebrate the domain of design and become a fitting tribute to the field as a whole. Design has been largely neglected as a museological domain worldwide, apart from some certain sections in major art museums dedicated to individual designers. Entering into a new decade, the 'Museum of Design' must generate awareness and reflect upon the journey of design through time. The Museum of Design must become an archive and a hub for development of future design movements and innovations.

Make Design visible!

Museum of Design should encompass all the major design areas under a single envelope and make a powerful statement. The doctrine of 'Great design is invisible' has undermined the importance of design w.r.t to non-designers/laymen/end users. The Museum of Design should narrate the process and effort behind design in a powerful manner so that people can observe and appreciate its profound impact. The museum must strive to make people understand the vitality of design and draw a poetic comparison between designed and non-designed.

Make Design travel!

Design has evolved and developed through ages into a number of styles and movements. The museum should create a timeline w.r.t specific design fields where people can experience its impact on society. The spatial and architectural manifestation of the journey/story should be an immersive experience for people so that they can absorb the information easily. As we enter the new decade, the timeline should also reflect upon the various possibilities of design in the future. Museum of Design should aim to deconstruct the past and construct the future of design in a systematic and aesthetic way.

Make Design great again!

Design Museum must be a place where people who love design can meet. It should become an architectural icon for the city of Oslo where people can converge and talk about design. The museum should also insert learning centers and convention areas for biennale etc. apart from its usual archival programs so that it can give back to the people of the city. The Museum should be a dynamic, innovative and articulate piece of architecture design that becomes a literal place of celebration.

SITE AND PROGRAM

Nordic designs have impacted the world largely in the past fifty years with their bold, simple and linear attributes, particularly in the field of architecture, product and furniture design. The city of Oslo is the new age arena of innovation and design where modern day brands and new age design firms are blossoming. The site is located in Bygdoy, a peninsula on the left side of Oslo city center

Google Earth: Latitude: 59.9101˚ N   Longitude: 10.6803˚ E
Max built area: 10000 sq. meters

Note – Please refer to the CAD file for exact site measurements.

Following are the programmatical features that are to be provided in the proposal for the museum. The size, proportions and number of facilities are left to the participant's discretion and imagination. Competitors are encouraged to design and propose any kind of innovative and intuitive program or function in addition and extension to the following list of functions, but with an argumentized necessity. Keeping in mind the paucity of space in today's times, explore the possibility of designing multifunctional and dynamic spaces.

MUSEUM: Exhibition halls and galleries (dedicated to all the aspects of design), Archives section, Information Center etc.

LEARNING CENTER: Convention Hall, Media room, Lecture halls, Seminar rooms, Digital library etc.

MISCELLANEOUS: Reception space, Administrative offices, Conference halls, Multipurpose hall, Restrooms etc.

SOCIAL AND LEISURE: Cafes, Restaurants, Open Air theatre, Retail and tuck shops, various types of gathering spaces.

Note – All these are exemplary areas for participant's clarity. The programming should be done under these broad categories, but they are free to adhere, ignore, add or subtract to any one of the specific functions with a valid argument based on their theme and design.

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 June 2020 – 31st July 2020
• For foreign nationals: 60 EUR + Taxes (per team)
• For Indian nationals: 1800 + Taxes (per team)

Late registration: – 1st August 2020 – 30th August 2020
• For foreign nationals: 80 EUR + Taxes (per team)
• For Indian nationals: 2100 INR + Taxes (per team)

Submission deadline: 31st August 2020

Result: 25th September 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

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

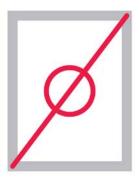*Teamcode will be sent primarily to the email address provided to PAYUMONEY/PAYPAL.*

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, maxium 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.
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-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**. **TEAMCODE** must be the subject of the email.

FAQ

All the questions related to the competition can be mailed to **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

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

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