

MOLEWA

Mount Lu Estate of World Architecture International Project Competition

Ruichang, Jiangxi Province, China



1. INTRODUCTION An unprecedented International Architectural project Competition, under the auspices of the International Union of Architects (UIA), commissions 16 iconic buildings for The Mount Lu Estate of World Architecture (MOLEWA), which will combine a unique permanent exhibition and celebration of world architecture with a world-class tourist destination.

This innovative project has been established by Huayan Group to explore how China's 'new urbanisation' can be achieved. In addition, it hopes to demonstrate how promoting cultural tourism can be realised alongside a sustainable, diverse and viable new path of socio-economic development.

The competition is based on a master plan that has identified 16 plots, of which 13 will be open to worldwide professional project competition and 3 will be open to Chinese national students only. Each of the plots (which include a further 2 that are not part of the competition) has been allocated to either the professional or student project competition with a brief relevant to its category (i.e. residential or commercial & cultural) and scope. Further details can be found in the Conditions of Competition and Design Parameters Guide available on Registration.

The MOLEWA Competition will be a single stage project competition as defined by the UIA Guide for International Competitions in Architecture and Town Planning.

1) Promoter: The Huayan Cultural Investment Company, Ltd., Beijing, China

2) Organizer: Creativersal International, Ltd., Hong Kong

WEB www.creativersal.com/uia, E-mail info@creativersal.com

3) Advisor: The International Union of Architects (UIA), Paris, France

4) Term: 5th January 2015 – 31st May 2015

2. JURY: Jurors for the competition will work in two groups according to the two categories as follows;

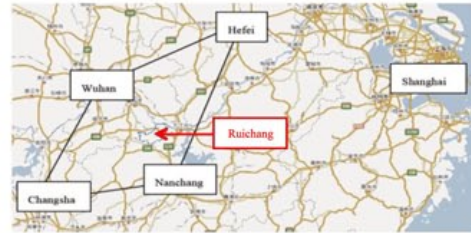
Jury A for the residential category: Mauricio Rivero Borrell (Mexico), Cui Kai (China), Peter Head (UK), Bowen Leung (Macau), *Marianne Burkhalter (Switzerland), **Chun Gyu Shin (R. of Korea)

Jury B for the commercial & cultural category: Ken Yeang (Malaysia/UK), Ashvinkumar s/o Kantilal (Singapore), Silas Chiow (USA/China), Sean Hinton (Australia), *Odile Decq (France), **Jennifer Lee (USA)

**Representative of UIA, **Deputy Representative of UIA*

3. BACKGROUND At over 20 hectares MOLEWA will form the heart of the Huayan Township, which combines residential, commercial and cultural projects over 67 hectares. The wider scheme includes the Flower Ocean (currently under construction), which at over 80 hectares will be one of the world's largest flower-themed parks.

The geographical context of the project includes the proximity of Ruichang to the UNESCO World Heritage Site of Mount Lu and its position at the centre of China's economic 'Forth Pole' where, with a population of some 100 million, Wuhan, Changsha, Nanchang and Hefei provinces are seen as China's new economic engine as its export driven economy moves inland.



Mount Lu and its environs feature some China's richest architectural heritage sites including the renowned historic villas of Mount Lu and the Wu Yuan village, which is perhaps China's best preserved site of traditional rural dwellings. Ruciang is located some 40km west of Mount Lu and will benefit from the planned Mount Lu High Speed Train Station just 2 km to the west.

4. ELIGIBILITY Competitors for the professional project competition must be registered to or recognised by the relevant professional body of the state/country of their business. In the case of a joint submission, the lead architect should be identified and comply with the above.

The student project competition is limited to students of Chinese nationality who must have active student status recognised by the Architectural Society of China (ASC) through its Institute of Accredited Schools of Architecture. In the case of joint submissions, the lead student must be identified and comply with the above.

Beyond registration, all competitors will remain anonymous until the results are announced.

5. DELIVERABLES Both the professional and student project competitions seek creative, innovative and sustainably designed architectural ideas in the residential or commercial & cultural categories. Contestants must select which category and plot they wish to submit proposals for at registration.

All contestants should use the standard submission form on the competition website www.creativersal.com/uia which also gives requirements for written and drawn information format to support entries. All submissions of contestant's proposals to the competitions should be made in English and sent to the Organizer **per post only**.

6. TIMELINE & DEADLINES

- 1) Competition launch: 5th January 2015
- 2) Deadline for registration: 5th February 2015
- 3) Deadline for submission: 10th April 2015
- 4) Jury meetings: 6th-8th May 2015
- 5) Notification of results to contestants: 31st May 2015
- 6) Announcement of winners on the UIA website and media: 15th June 2015
- 7) Awards ceremony: July 2015 (venue and exact date to be determined)

7. PRIZES There will be 13 separate prizes for the professional project competition, of which 8 for the residential category and 5 for the commercial & cultural category. There will be 3 separate prizes for the student project competition, of which 2 for the residential category and 1 for the commercial & cultural category.

One prize will be given in 3 classes for each of the 13 plots for the professional competition as follows;

- 1) First prize (only one): Certificate of commendation, a gold medal and US\$ 160,000 cash prize
- 2) Second prize (two or less): Certificate of commendation, a silver medal and US\$ 80,000 cash prize
- 3) Third Prize (some): Certificate of commendation, a bronze medal and US\$ 40,000 cash prize

In addition, a certificate of commendation will be awarded to an honorable mention. A student prize will consist of a certificate of commendation and US\$ 10,000 cash prize.

8. FURTHER DETAILS of the Conditions of Competition and more are available at the www.creativersal.com/uia