COMMUNI

Street City Vietnam



Rejuvenating the street markets of Vietnam.

https://**competitions**.uni.xyz



Img 1: A villager in Vietnam countryside.

Premise

***The past is prologue**, everything that is happening today has its roots in yesterday.*

Vietnam after second world war faced a series of battles lead by their leader Ho Chi Minh for decades. This was to free the country from Japan, and subsequently the French Colonies. Their freedom struggle from foreign colonization was successful in 1986. The country had been through a turmoil for decades and was in a state of great disparity.

Economic and political reforms under Đổi Mới, launched in 1986 itself, transformed the country's economic status for the following years. **Agricultural**, **fishing** and state owned enterprises were allowed to act on commercial basis along with policy reforms that enabled them to integrate into the world economy.



Img 2: A local vendor selling fishes

Blue Economy

The Fishing and seafood industry expanded dramatically after the reforms and its historical importance were evidently visible in the number of employees directly or indirectly involved with the industry. By 2012, more than 5 million people were **directly employed by the sector** and around 8 million people *(10% of the population)*, **derived their main income from fisheries**.

Between 1986 and 1998 the value of exports has increased almost eightfold, growing at **20%** per year. The volume of seafood exports make up a large portion of the local economy and are projected to rise. As part of the government's five-year plan, the focus now lies on increasing aquaculture production through diversification and in protecting fisheries resources.



Img 3: Destruction of Marine Life - Plastic.

Environmental Damage

The economic and population growth, has fueled an increase in consumption of fish in Vietnam. Subsequently, it raised demand for an increase in production as well, ultimately leading to intensive methods of fish farming.

In time, exhaustive methods of fish farming has caused coastal erosion, which in combination with river-borne pollutants has led to a 40% decrease in his farm's productivity in **Mekong Delta**, and several other parts of the country. Therefore, the trend towards sea, sea exploitation and sea enrichment is intensified but was accompanied by unsustainable exploitation methods. Amidst the struggle for mass production using synthetic farming and export, the local fishermen are perishing to make a living and sustain. The traditional methods of fishing which are much more sustainable are still prevalent in parts of the country and serve only the local markets.



Img 4: Local Vendors at Hoi An Central Market.

Brief

The produce from aquaculture in Vietnam is much more than the local produce, and the competitive market demand has subdued the local vendors. Although traditional methods still prevail and attract tourists, the disparity in demand of naturally grown fish has denied them a modern infrastructure in urban areas.

Street market culture is thriving in Vietnam, yet the infrastructure for same has not been explored.Vibrant Open markets like **Doung Doung**, **Hoi An**, **Hanoi Weekend Night Market**, sell local fresh produce, flowers, clothes and other household items attract millions of tourists each year, stimulating the street culture of Vietnamese Cities.

Brief: The challenge here is to design, an open seafood market infrastructure to house the local sellers, that also acts as an avenue for tourists making it a part of public space fabric.



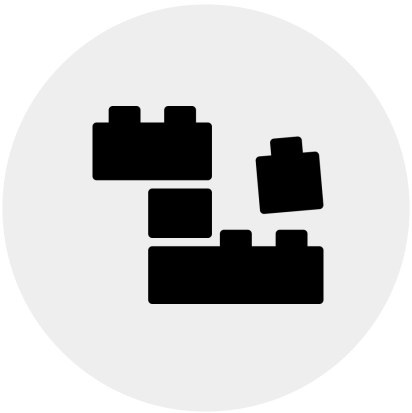
Inclusive

Offers a wide spectrum for spending, accommodating all kinds of sellers and people



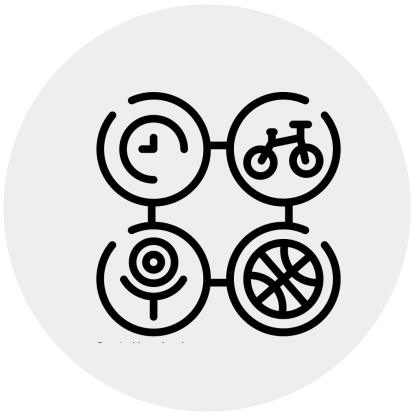
Identity

The market must be an iconic public place, representing the local producers of Vietnam



Agile

Looks at a flexible/evolving/ incremental strategy to build a marketplace.



Public Engagement

Has a range of activities for social engagement.

Objectives

.The following objectives can be a point of beginning to conceive this design. Participants can assume their own contexts and users before initiating their design process.*Number of shops/counters can be between 100-200 depending on other programmatic outlines of the design.*



Ho Chi Minh City, Vietnam

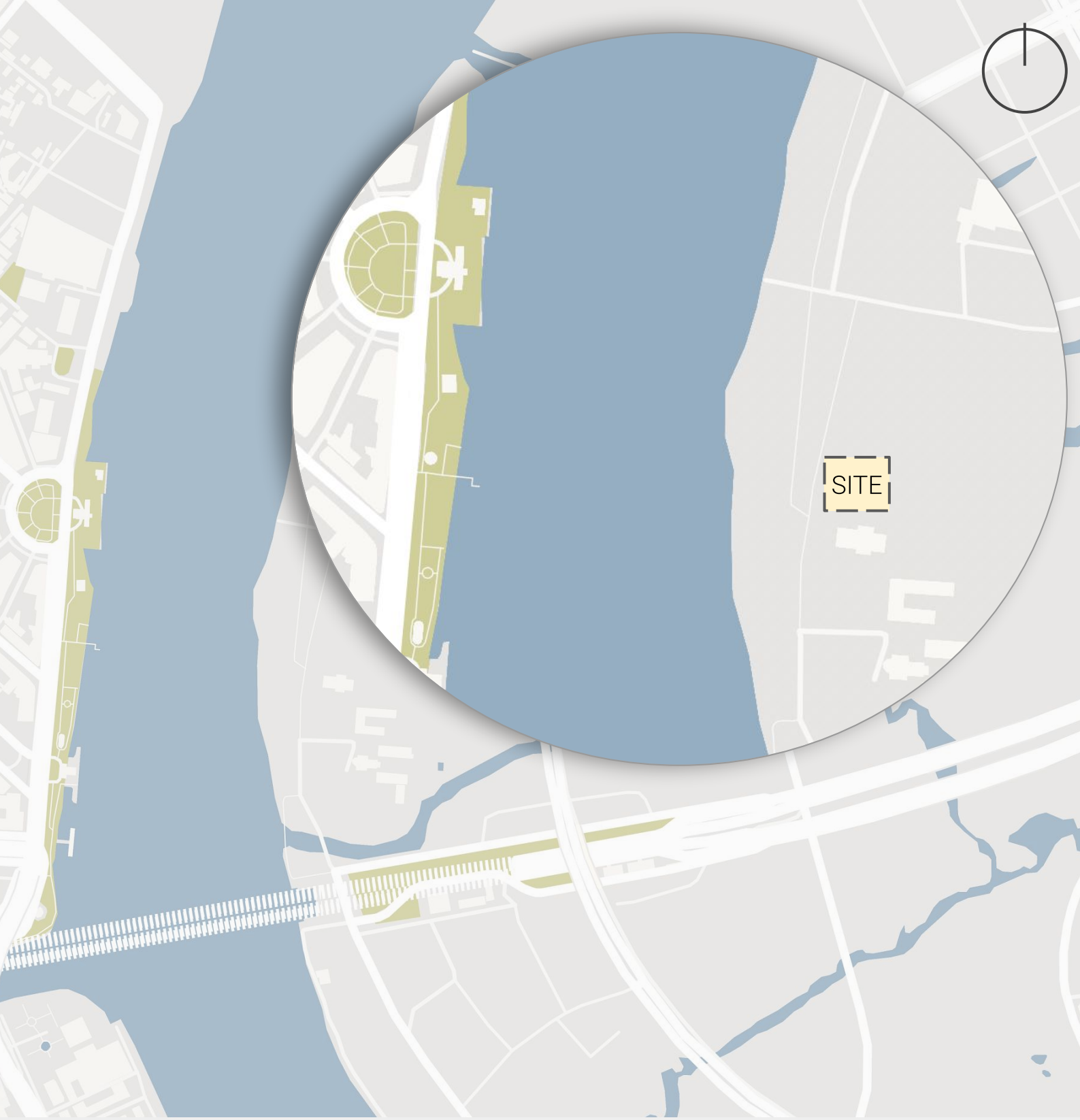
Ho Chi Minh City, also known by its former name Saigon, is the most populous city in Vietnam located in southeastern region. The metropolis surrounds the Saigon River. As a major gateway to Vietnam, the city received over 8.6 million international visitors in 2019. Ho Chi Minh City is the economic center of Vietnam and accounts for a large proportion of its economy.



Img 5: Thu Thiem Map

Thu Thiem

Thu Thiem is located on a 647-hectare peninsula across the Saigon River from the historic center of Ho Chi Minh City. Before it's clearance for redevelopment, Thủ Thiêm was one of the most densely settled areas of Ho Chi Minh City and included a central market established in 1751.The urban area covers an area of 7 square kilometres and consists of several sections: residences, pools, parks and office sections. This new urban area is connected with the existing downtown with several bridges and a 6-lane tunnel. Sasaki, won an international competition for its redevelopment design and has proposed a master plan for the same. The winning project proposed "six innovation hotspots for catalytic investment", integrated into a specific site. The site selected for this challenge is a part of this district.



Img 6: Site Plan

Site Plan

The plot selected for this project is a part of the Thu Thiem district and lies within the central vista development of the same. The whole district is still under development and the plot selected is based on an estimate area allocated for civic amenities.

FAR 1 | Site Area ~5100 m^2 | 10°46'25.7"N 106°42'39.3"E |
Height restrictions - 6 m | Min 100 Max : 200 Shops

Guidelines

You have to deliver an architectural outcome on the following site, based on the given outlines.

• Recommended number of sheets/presentation images/boards:

5 (Five) of size **[2362px** x **3544px]** or **[400mm x 600mm** in **150 dpi]** in portrait digital format (**JPEG only**).

Minimum 3 (Three) & **No maximum sheet limit.** Each image should be less than **15MB.** (Do not submit PNG format)

Minimum requisite submission are sheets/boards + Cover image containing:

• Site plan (Compulsory)
• Key conceptual sections x 1 (Minimum)
• 3D views x 4
• Cover image / Thumbnail of size 2000px x 1000px or larger in aspect ratio 2:1.
• Answering 6 FAQ's #
• This is the link for new file sizes, here.

#The FAQ's have to be answered as instructed in the FAQ document in the 'additional resources folder'.

Deadlines

Discover the competition schedule and deadlines on the competitions page or on this link - Schedule.

Resources

This competition contains additional resources that contains a set of files useful to complete the competition submission. This folder is made available on your profile dashboard automatically as soon as you register.

This additional resources folder of this competition contains: Submission Format files in PSD | AI | InDD, FAQs, High Res maps, and CAD file of the site plan.

Rules

+ The competitions is open for **students and professionals** from all the disciplines of design.

+ The team limit for this competition is **4 members maximum per team.**

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+ You can register more than one team but they have to be registered separately.

+ Ensure that the final sheets submitted **do not include your name or any other mark of identification**. Your submission is linked to your user account which stands as your identification.

+ This is a design **ideas challenge only.** There is no built commission/realization associated with the problem.

+ In case of publication in yearbook we will reach out separately for selected entries.

Pro-Tips

+ Use exploded views to discuss multi levelled conceptual models better.

+ Mention sheet number on corner of every sheet.

+ Plagiarism of any idea / form / design / image will be disqualified with a notice.

+ All the sheets or images will be viewed on a digital device. **e.g.** Laptop screen or projector. Uploaded sheets or images will not be physically printed for evaluation. The submission hence should be prepared for digital viewing only.

+ Submit JPEG images only. (PNG will not function)

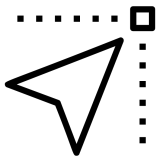
+ Learn



Awards

Grants of up to a total of **22,000$** can be won on this challenge. Learn more about the full conditions on the competition page here.

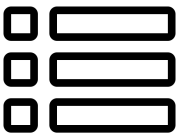
The entries will be judged by an international jury of the competition on the following criterions:



Presentation
The fundamental to a good entry is a good presentation.



Concept/Idea
Quality of thought and intent in pre-design phase.



Spaces/Programme
How the spaces are calculated and ordered.



Design Outcome
The final architectural outcome of the solution.

Judging Criteria

The judging panel can also add other criterions based on their internal discussions - which will be in line with the problem statement. Participants are advised to fulfil above given criterions first in their design.

About :



Commun serves as a unit block for **UNI** in the field of Urban Design. It intends to break the fusion of traditional design barriers and methodologies by making it a platform for experimentation and conceptual exchange of ideas in **urbanism, society, culture and ecology.** It is a research initiative dedicated to provide opportunities for designers from all domains to explore ideas that go beyond the boundaries of the discipline and enrich our built environment holistically; thereby opening up possibilities for promotion of urban design thought at a global level.

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