Hustle Hub

Youth Housing Design Competition '19

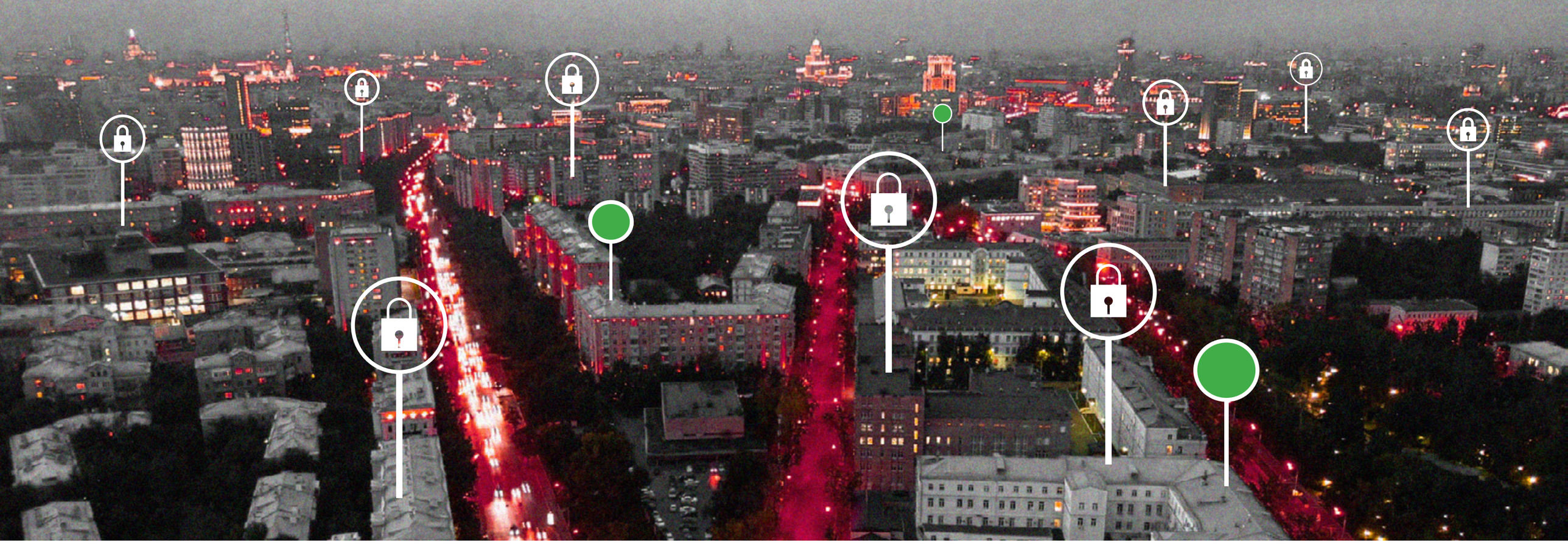
http://**competitions.**uni.xyz

Credits: Pexels

Premise

Cities, beyond its several interpretations, are primarily **platforms of economic exchange.** As we move ahead in time, the aspect of **money driving most of our lives is real than ever.** The problem is not money, but not acknowledging this fact head-on. Rising real estate prices and their materialization as investments clearly separate housing from a need. Instead, they are items like gold which are barely used but valued so high that they are kept locked privately. Which eventually causes the prices to soar and a shortage of already existing housing. As people migrating to cities come there to find means to 'earn money', the fundamental nature of our cities (being economic) and opportunities it should be offering; works quite the opposite.

With most of the young population working today to acquire basic security of livelihood and not investing on their lives for the long term (depreciating because of the 'grind') due to various social stigmas associated with not owning a home; create this rat-race. This may sound overboard yet it is the motivation for a lot of our current population.

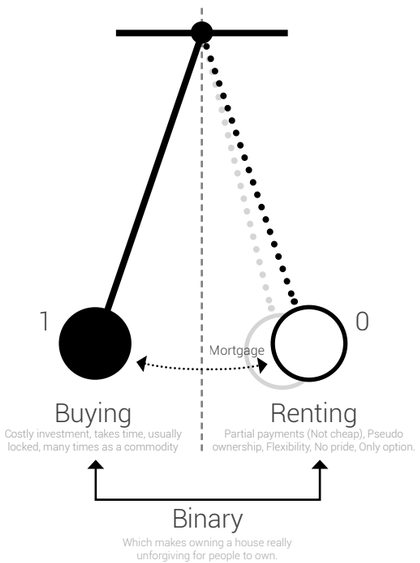


Ownership

This grind to ownership is pretty steep today comparing this difference to the previous century where a citizen could manage to scratch a parcel of land (which grows in value significantly compared to flats). This eventually becomes the foundation to their first home.

Today, the ownership while migrating to new cities begins at '**renting**' - which slowly converts into a **mortgage** (of a house/flat) **which pays off in decades now** (eventually does not give returns as good land ownership). After the mortgage is over the property is considered to be owned.

Cities being an economic platform which is constantly growing every day - equity of housing has become an issue as they turn more and more severe/unaffordable every day. **Affordable housing** is one of the measures taken **by the government but is not enough** considering the vast number of people pooling into the city every day to look for means of livelihood.



Issue

As real estate is a highly valuable asset to its **owners**, renting is one of the safest ways to make use of this asset and keeping threats of encroachment/hassles/crime/risks at bay. This usually happens by a highly contractual case to case ownership leasing. Commonly, this is on per month payment basis with varying tenures. The owners commonly have a lot of restrictive clauses including eviction on will, if the property is needed by the owner on a certain notice period.

On the flip side these housing units can range from good to poor. The affordable ones are usually at the poorer side of the curve where '**dreamers**' many times have to choose places; which don't even have at par services. The other choice is to succumb to relentless commute, as the options are very few/unreachable. On a larger level, what makes things different is the absence of a network to bloom. Considering they left their family to migrate here and with a few or none contacts. This implies that the 'leap' we need; to become **'settle'/'stable'** begins at **a tough outset before it even begins.** And this is happening at almost every metropolis.

Slowly the urban centers with their skyrocketing economic growth have almost priced out a lot of its citizens before they could even realize.

An entire generation of youth with dreams, dealing with shanty/poorly insulated/cramped homes in these megacities. The problem aggravates more and more with this increasing divide caused by inflation vs. earnings. 'It has been like this - and cities are the way they are' - and this is what we are made to believe. As the world population booms, this issue will become more and more evident, which will virtually lock many of us out. But...

No one's gonna do it for us,

Unless we do.

+ Hub

It's not a fight club.

Design Challenge:

To build a haven for hustlers of tomorrow.

The challenge here is to build a replicable co - living housing concept for 1. Young 2. Migrant/Local 3. Working population of 20 - 35 year age, which is affordable (not subsidized but optimized), works on cyclic leasing for durations longer/shorter than rental cycles and gives them enough headspace to build their career and move. The Hustle Hub should extend itself more than just a space to live. Hustle Hub is also visualized as a framework that can extend to other megacities of the world.

Moscow the only megacity in the world - Rem Koolhas (at Moscow Urban Forum '18)

Place

Moscow, the capital of Russia is now undergoing a major **overhaul** in terms of its **urban language**. A vast portion of this **city's last century communal** (Khrushchyovka) **housing** is now being **replaced** by large scale mixed-use townships and housing societies. The value of the housing will shoot more than 4 to 5 times as soon as the new revamp comes in which will fuel the real estate market even more. This will positively trigger city growth and eventually, more people will move to Moscow for finding places for their new dreams. **Development is good - and it should happen**, but **pricing out is discrimination**. With its one of its kind **rich communist housing roots,** a co-living housing concept like Hustle Hub is more possible here first than anywhere in the world.

Objectives

With a never seen before concept replicable co-living housing the broad objectives for **The Hustle Hub**[uc] would be the following:

Concept
The fundamental premise
The primary intent of how your Hustle hub like this would be. Whom is it aimed for? How will it run?

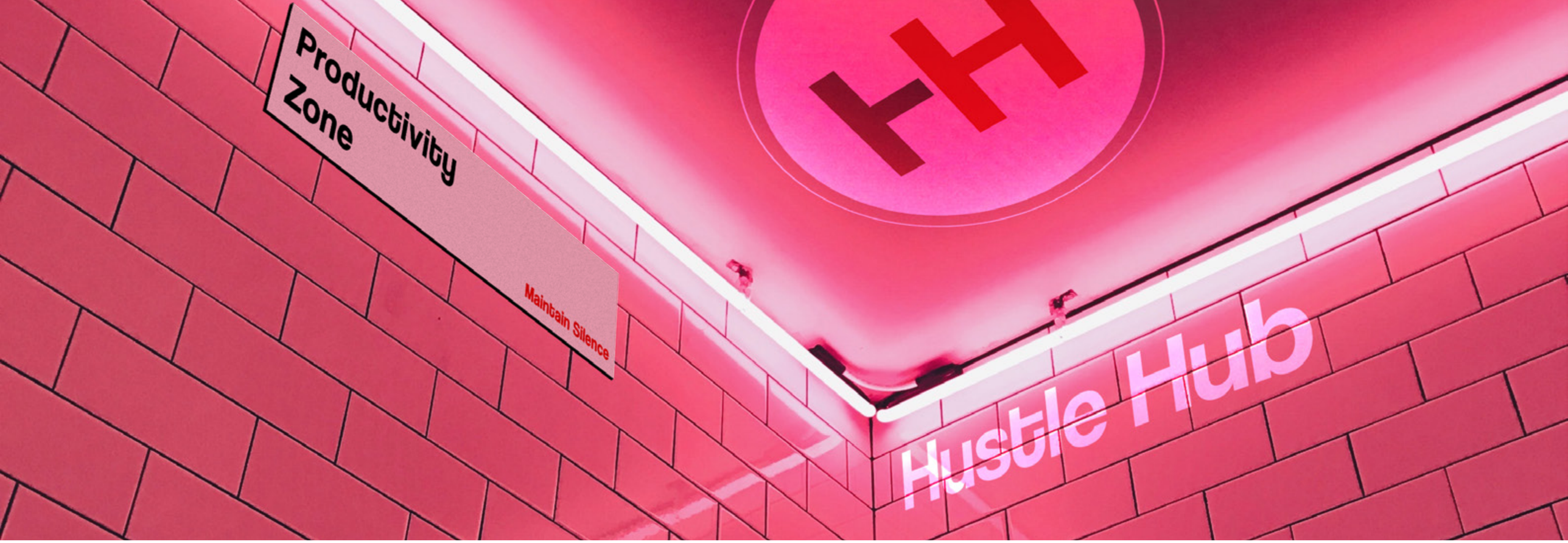
Basics
Primary Amenities
The basic elements to live, light, ventilation and access that are essential to any housing.

Model
Concept working / Functioning
The private/public spaces, tenures, management, operations, enrollment, etc.

Overlap
Contribution to city
A high concentration of migrants can build isolation, how will the city overlap be made possible?

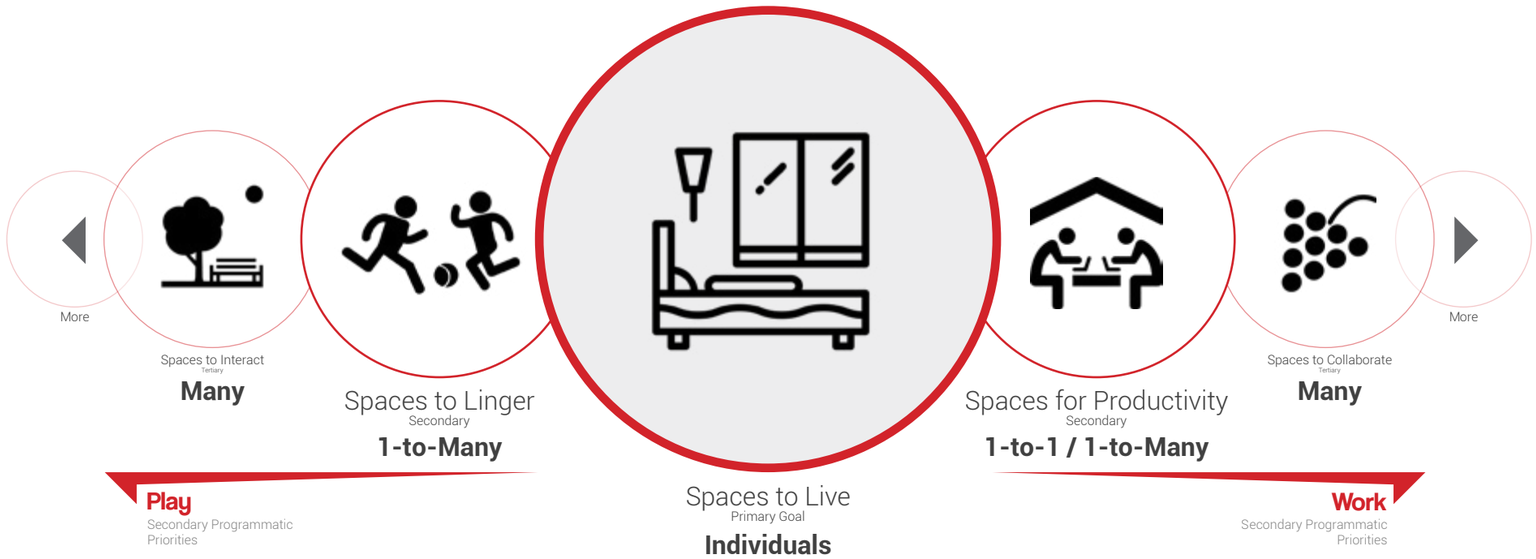
Flexibility / Choice
Should have preferences
How will architecture define the choices between various spending limits?

Un-'Hostel'ify
All the above - Should host a sense of pride.
How can Hustle Hub build an equivalent experiential pride which is not labeled as a 'hostel'?

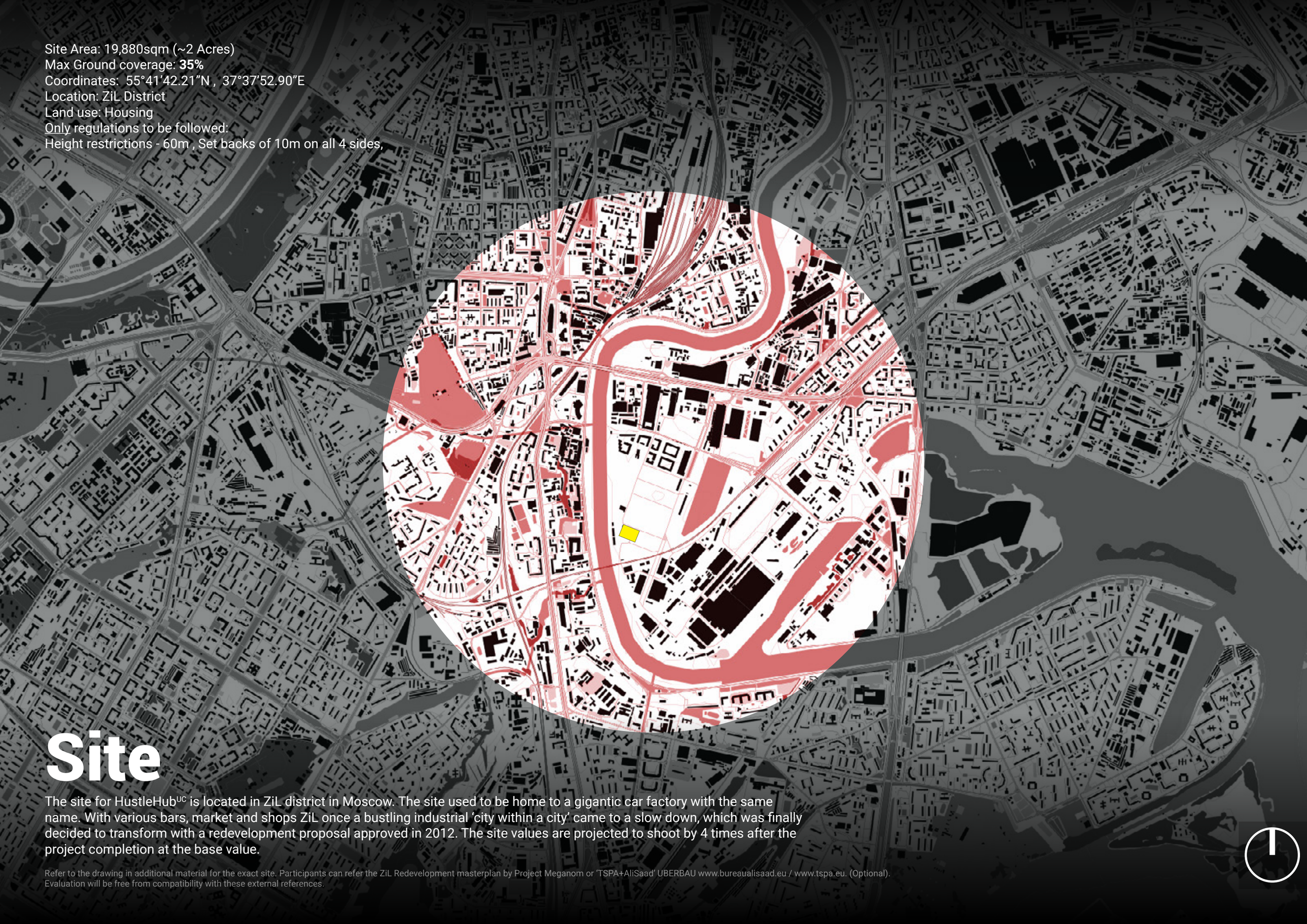


Programme Outline

The following programmatic prioritization is recommended for **The Hustle Hub**[UC]. Participants can form their own programme based on these priorities or propose something altogether new. The maximum number of people a **The Hustle Hub**[UC] should host is **500**.



Site Area: 19,880sqm (~2 Acres)
Max Ground coverage: **35%**
Coordinates: 55°41'42.21"N , 37°37'52.90"E
Location: ZiL District
Land use: Housing
Only regulations to be followed:
Height restrictions - 60m , Set backs of 10m on all 4 sides,



Site

The site for HustleHub^{UC} is located in ZiL district in Moscow. The site used to be home to a gigantic car factory with the same name. With various bars, market and shops ZiL once a bustling industrial 'city within a city' came to a slow down, which was finally decided to transform with a redevelopment proposal approved in 2012. The site values are projected to shoot by 4 times after the project completion at the base value.

Refer to the drawing in additional material for the exact site. Participants can refer the ZiL Redevelopment masterplan by Project Meganom or 'TSPA+AliSaad' UBERBAU www.bureaualisaad.eu / www.tspa.eu. (Optional).
Evaluation will be free from compatibility with these external references.

Submission

• A maximum 8 numbers – 1880px **x** 2880px sheet in portrait digital format (JPEG)
• Answer 6 mandatory questions and 2 self-formulated questions in the discussion section as given on the 'additional materials folder'.

Minimum requisites in the sheets (For a complete submission):
• Site plan (Compulsory)
• Key conceptual sections x 1 (Minimum)
• 3D views x 4
• Cover image of size 2000 x 1000 px or larger in aspect ratio 2:1..
• Floor plans, images, sketches (if any) can be added to support the entry in the form of additional images.

+ Use exploded views to discuss multi-levelled conceptual models better.
+ Ensure that the final sheets which are submitted do not include your name or any other mark of identification.
+ Mention sheet number on the corner of every sheet.
+ To learn about the best practices of submission refer to this pdf here. https://goo.gl/fmmcP7
+ Plagiarism of any idea / form / design / image will be disqualified with a notice.
+ Participants can assume data for formulating the programme like the type of residents catered to and outlying conditions.
+ Ps. The problem is not a straight forward housing solution rather it is a new concept in co-living.

Judging:

Evaluation of entries are **dependent on juror's discretion**.

Entries will be evaluated on some general criteria of evaluation e.g. **Concept, Design process, Creativity, Functionality, Innovation etc.**

The specific criteria are:

The Concept, Degree of Objectives achieved, Value created in the housing concept and Concept-to-Built process.

The **depth of research, presentation and quality of design thinking** will be appreciated.

Registration page here: http://hustlehub.uni.xyz

Submission Deadline: July 02, 2019
Submission closes for Hustle Hub.

Public Voting begins: July 03, 2019
Submitted entries are open for voting.

Public Voting ends: August 03, 2019
Voting ends on this date.

Result Announcement: August 13, 2019
Result day!

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Rewards

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750$
Runner - Up
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500$
People's Choice
Most appreciated - Students

500$
People's Choice
Most appreciated - Professionals

200$
Honorable Mention
1. Students

200$
Honorable Mention
2. Students

200$
Honorable Mention
3. Professionals

200$
Honorable Mention
4. Professionals

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Your time is Now.

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