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ARCHITECTS

unfuse
Retail
of
Tomorrow

Retail Design Competition.

<https://uni.xyz/competitions>



Img 1: Traditional form of retail is under threat

Premise

From, shop to the arcade to the department store and retail emporium, there has been a constant evolution of stories.

Simultaneously from subscription boxes to the rise of quality packaging and the conscious consumer, the shopping culture has been changing.

What remains constant though is the physical transaction taking place between consumer and seller. As they take part in exchanges but in different typology of spaces.

But in the world of e-commerce and now Covid, where physical gathering can lead to fatal consequences - the traditional form of trade is under threat.



Img 2: Retails are operated with due covid precautions

Shifts

The **pandemic** has shown that the traditional form of trade cannot answer the problems that are likely to spread through physical touch. Throughout the process of retail shopping, a consumer has to touch different surfaces, objects and talk to different people. All of them being possible carriers. The uncertainty, lack of spatial flexibility in retail experience has led to a decrease in footfalls.

The **presence of the e-market** further disrupts the space. With around 44% of the urban population choosing to avail online services even after the restrictions come down.

The ongoing pandemic, in its fragility, has shown us how dispensable traditional spaces can be. Even though consumer satisfaction remains a priority, there is a **constant need for its architecture to evolve**. The design system that must be open for further upgrades and improvements.

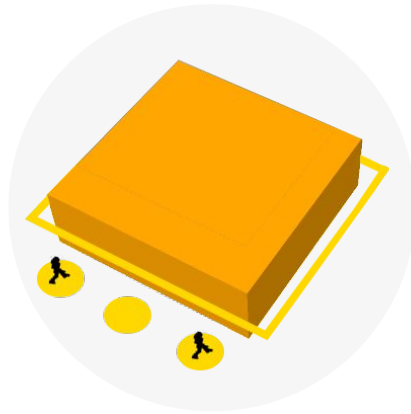


Img 3: How can re-imagine the shopping aisle?

Brief

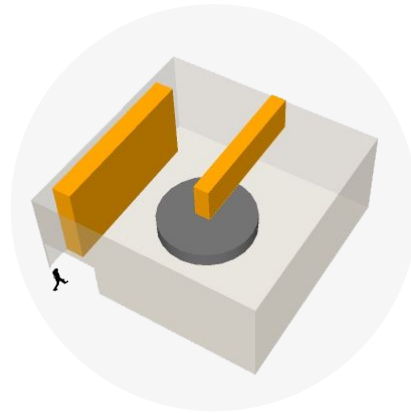
Retail Stores, for long, have formed a significant part in **shaping public spaces** as well as **defining a particular neighborhood** and its people. As soon as we entered the realm of the digital age, the popularity of online shopping services shifted the transactions from physical retail stores to online. Now with the pandemic, the architecture of shops has further raised questions.

The brief is to design a retail store that redefines the traditional market prototype in today's changing times. The architectural concept for a shop that brings back the **lost ritual of buying**, that improves upon the **deficiencies present in the trade process**, recovers the **lost human senses of a buyer**, provides the possibility to **sense all properties of the good** and cohesively includes such possible solutions.



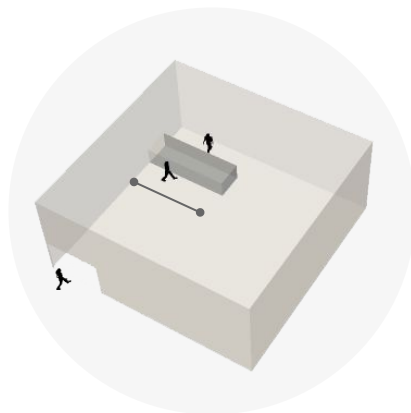
Safety

Retail space should be safe for the consumers to use



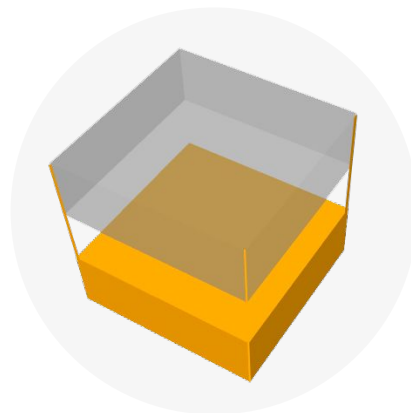
Customise

The house should be customizable according to various users in perspective.



Optimise

Furnitures of the house units must be optimized according to space use.



Agile

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

Objectives

Aim of competition is to propose a marketplace, that is more flexible - evolving - incremental with growing trends of retail in the coming future.

Refer to the objectives to understand design expectations of this challenge.

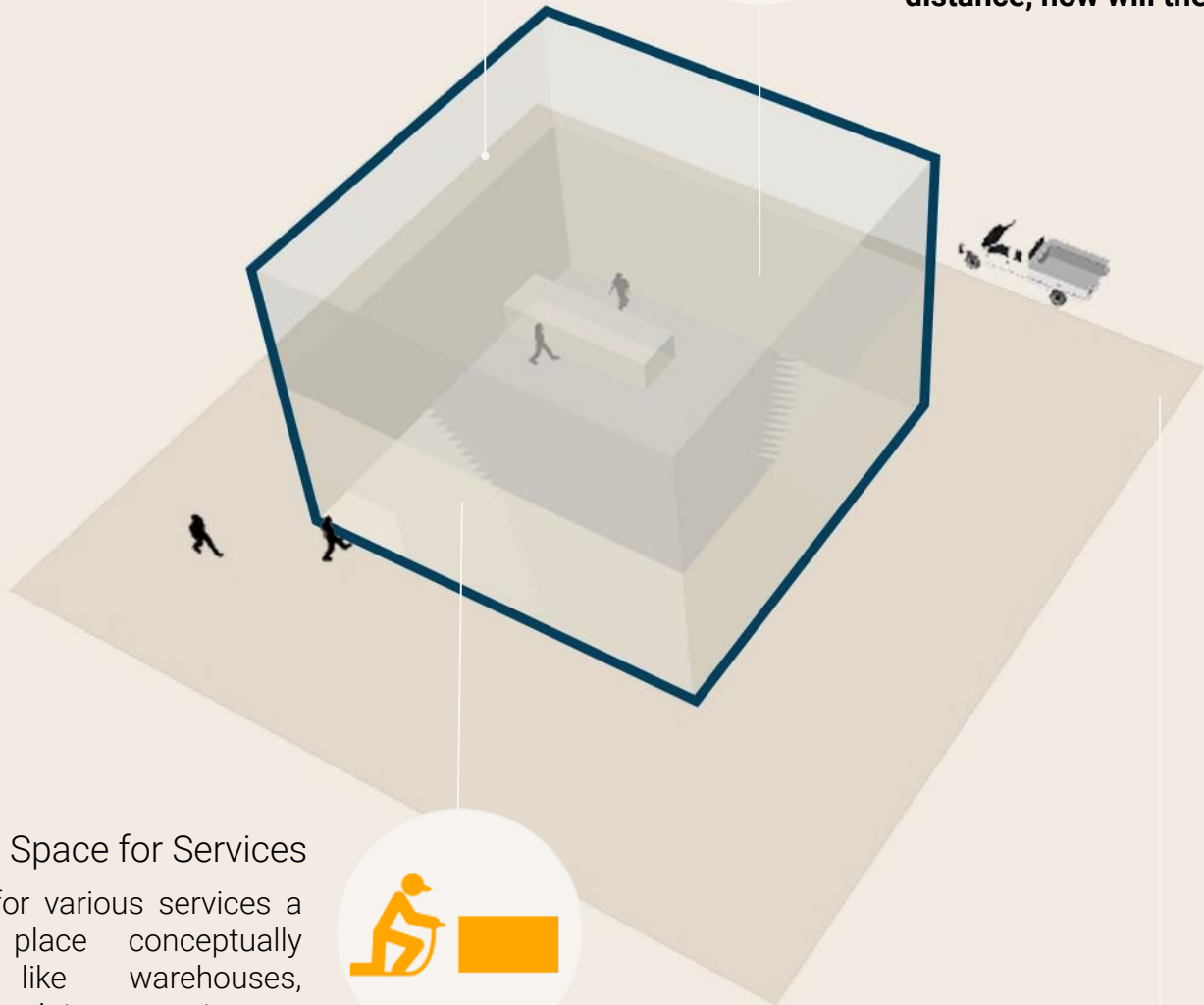
Space to Shop

Consumers venture into a shop, touch samples, take their time. Get a better idea of quality and then spend their money. With growing constraints, **how will design respond to growing change in consumer pattern?**



Space to Sell

Fundamentally it's transaction of money or exchange of credit to avail purchase. **With e-commerce and physical distance, how will the evolve?**



Space for Services

Spaces for various services a market place conceptually needs like warehouses, storage, maintenance, etc



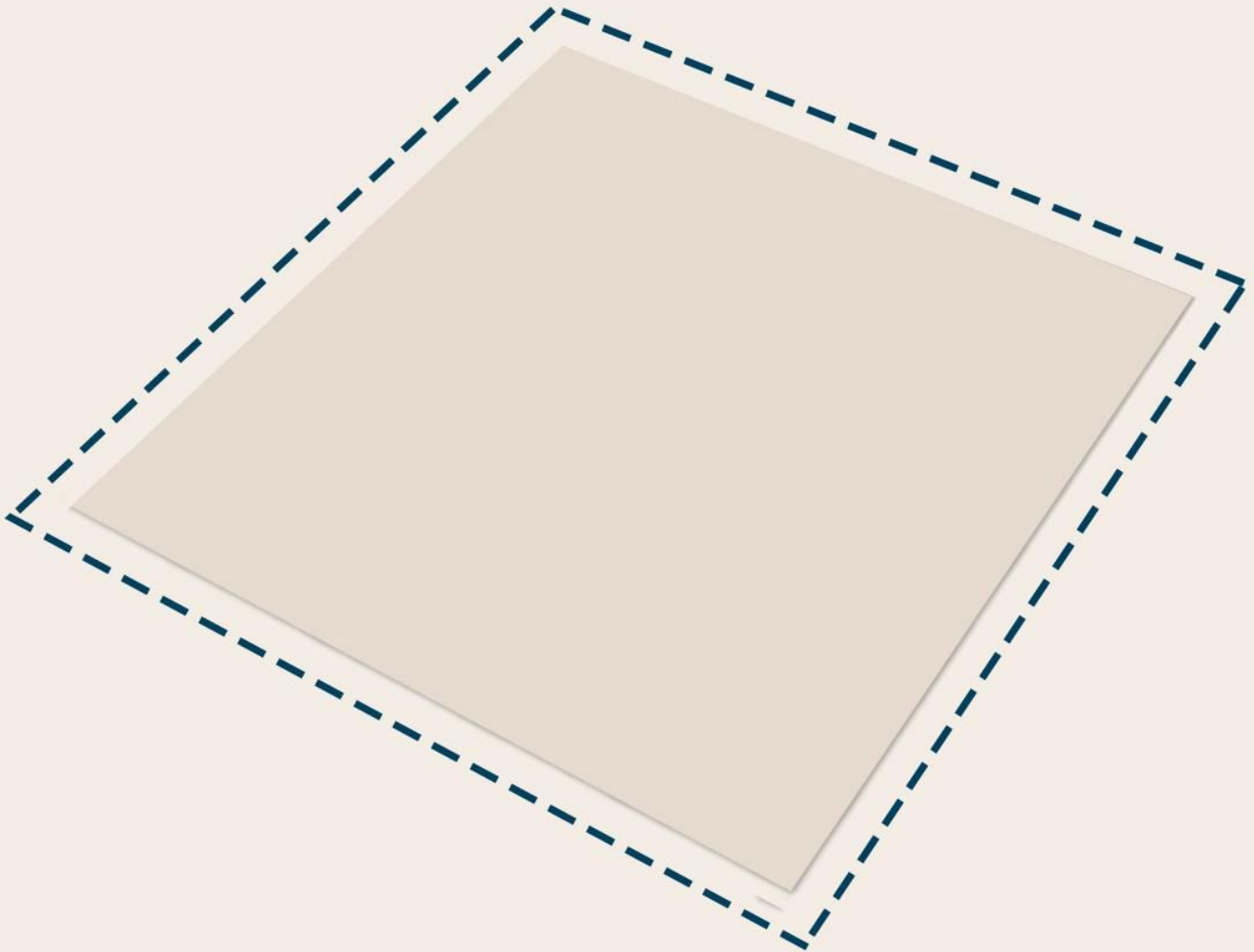
Loading/Unloading

Loading and unloading of produce into the shop. Can alternative programme or route be **established for less/no travelling of produce?**



Programmatic Outline

The traditional routes between **customer** and **seller** that define the retail prototype need to be reinterpreted with ongoing changes. Participants are recommended to craft a schematic programme based on these given segments or they can propose something new.



Site Plan

Participants can choose a site for the retail store anywhere around the world (Suggestively in an urban area). The chosen site need not be necessarily empty/undeveloped. If the site has built forms/buildings/construction on it, you can consider it as an empty lot and build your design on it for this design exercise.

Site area to be taken: 400 m² | Height limit: 15 m | Ground Coverage : 40% of Site area |
Site can be of any shape

Cantilever of 5m on all sides of above floors are permitted based on site that is taken.

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 FAQs [#]

[#]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, Guide to Journal Section.

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**.
- + 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

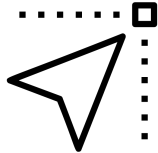
- + Use exploded views to discuss multi levelled conceptual models better.
- + Mention sheet number on corner of every sheet.
- + Plagiarism of any idea / form / design / image will be disqualified with a notice.
- + All the sheets or images will be viewed on a digital device. **e.g.** Laptop screen 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)



Awards

Grants of up to a total of **24,000\$** can be won on this challenge. Learn more about the full conditions on the competition page [here](https://uni.xyz/competitions).

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



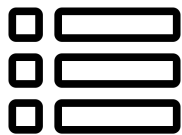
Presentation

The fundamental to a good entry is a good presentation.



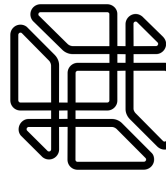
Concept/Idea

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 criteria based on their internal discussions - which will be in line with the problem statement. Participants are advised to fulfil above given criteria first in their design.



Curator | Duško KUZOVIĆ

**Assistant Professor and Researcher | Dhofar
University**

Duško Kuzović (Belgrade, 1967), Diploma engineer in architecture (1994), Magister of science (2006), Doctor of technical science (2013) at Faculty of Architecture, University of Belgrade. Winner of „Yugoslav Borba’s charter for architecture” (coauthor, 1992), “Prize for architecture city of Novi Sad” (coauthor, 1991), and many prizes at urbanism, architecture and sculpture competitions in Yugoslavia. Published 210 papers in distinguished scientific journals: The Matica Srpska Journal of Social Sciences, Industry, Facta Universitatis Architecture, Tehnika, Izgradnja, Arhitektura i urbanizam, etc.

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Ibrahim Joharji Architects offers modern and elegant architectural design + interior design across multitude of typologies in the field of building construction. We link our designs with all the controls of the global engineering code, whether in safety or human space, and we pursue the nature of sustainability to create harmony between people and place, whether the project is commercial or residential that offers a large-scale redesign in all disciplines..

Not only does Ibrahim Joharji Architects office ensure that the exterior and interior of any building are attractive and functional, but it will also consider other factors such as the surrounding environment and the potential cultural impact the project makes in the longer run.

Website:

<https://injarch.com/>

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About

unfuse™

Unfuse serves as a unit for **Uni** in the field of Architecture. 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 architecture, urbanism, society, culture and ecology. It is a research initiative dedicated to providing opportunities for designers from all domains to explore ideas that go beyond the boundaries of architectural discipline and enrich our built environment; thereby opening up possibilities for promotion of architectural thought at a global level.

Queries: support@uni.xyz

Discover other competitions: <https://competitions.uni.xyz>

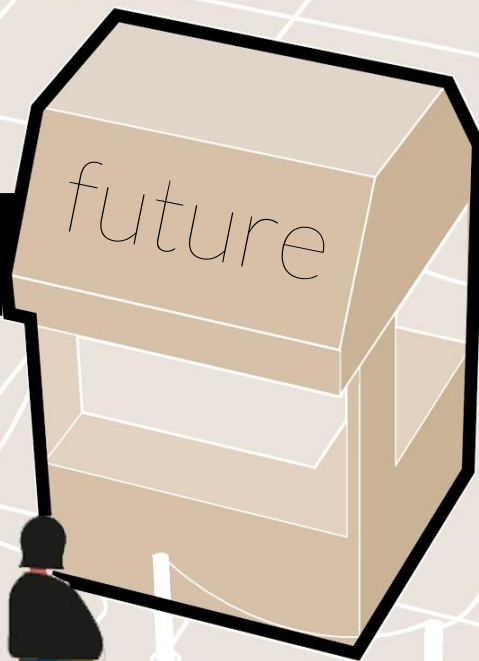
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Discover FAQ's about this competition on our help forum here: <https://help.uni.xyz/>

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