UNI

Jack and the giant hotel

Themed restaurant design challenge

Fig: 1 - *Dining in themed restaurants – An illustrations*

Premise

While walking down the streets, we are overwhelmed by the **aromas emanating from the gastronomic establishments we** pass through. Be it the cafes, lounges or restaurants, we can see **people celebrating, and enjoying social activities.**

The restaurant industry has evolved into one of the most important industries in urban landscapes. Globalization and urbanization have been the forces that have led to its popularity. Restaurants have always been more than a place that serves food and drink, they were **social centers of cities.**

Restaurants, in the contemporary era, have far more reaching effects than its social features. This industry is capable of **shaping the city, its culture and the overall economy.** Vibrant city streets with restaurants make good neighborhoods.

Today, these forms of restaurants have been **experimenting with foods and ambiences** of their joints, creating innumerable possibilities for an **immersive dining experience**. Technology has enabled us to customize user experience, bringing **theme-based establishments into the market.**

Fig: 2 - Jack and the Giant - An illustration

Concept

'Jack and the Beanstalk' is a well-known fairytale, which originated in Britain. It is a story of Jack, and how he discovers the land of a 'Giant' in the sky, that is reached by stalks from magic beans. As Jack moves through the giant's world, we see how he sees and experiences things in a new manner.

Giants are common 'otherworldly' creatures of the British folklore, believed to be human ancestors. Although the entire concept is a myth, it is exciting to envision how the world, our cities, would look like, if we existed with the Giants. This idea is similar to the concept of the worm's **eye view.**

When we view things with our eye level on the ground (like a worm), we see the world in a **three-point perspective**. **Every object looks mighty and structures look endless.** With the change in scale, our understanding of elements will change as we start **viewing them from the bottom up**. Our way of perceiving and experiencing the world and its elements, will transform drastically.

Can you imagine a scenario where Jack climbs to the top of the giant beanstalk, and finds a restaurant there, what would it look like to him?

Brief

Challenge: Design a 'Giant' restaurant, based on the story of 'Jack and the Beanstalk', where everything is gigantic, compared to the scale of humans.

This challenge is a play on perception. Using the right tools, the scale of elements can be altered with a skew vision and the image they create. The idea is for visitors to **experience navigation and eating in a colossal environment, where all sense of privacy and security may feel lost.**

One of the major aspects of creative projects comes with the **usage of space**. Taking that as the focal point and distorting it, we can create a space where **the size is disproportionate to the living elements of the place.**

With this theme, challenges of **breaking normal anthropometry of the space** would come up. These projects require an open mind that would handle **structural anomalies with feasible solutions, without changing the initial idea.** Taking one of those possibilities onto butcher boards, we will be able to analyze the dos and don'ts for the project, **without limiting the creative aspects.**

Objectives

Ideation – Conceive a thematic idea of the restaurant based on the location and physical boundaries.

Story linkages – Deploy these into architectural design and spaces that help convey parts of the story or pair references.

Ambience - The material, color, lighting and other elements can be used to reinforce the theme of gigantism. A balance must be achieved even though the scale and proportion are askew.

Access - Since the theme plays with the scale of the space, ease of human access must be made with less compromise on the design.

Site
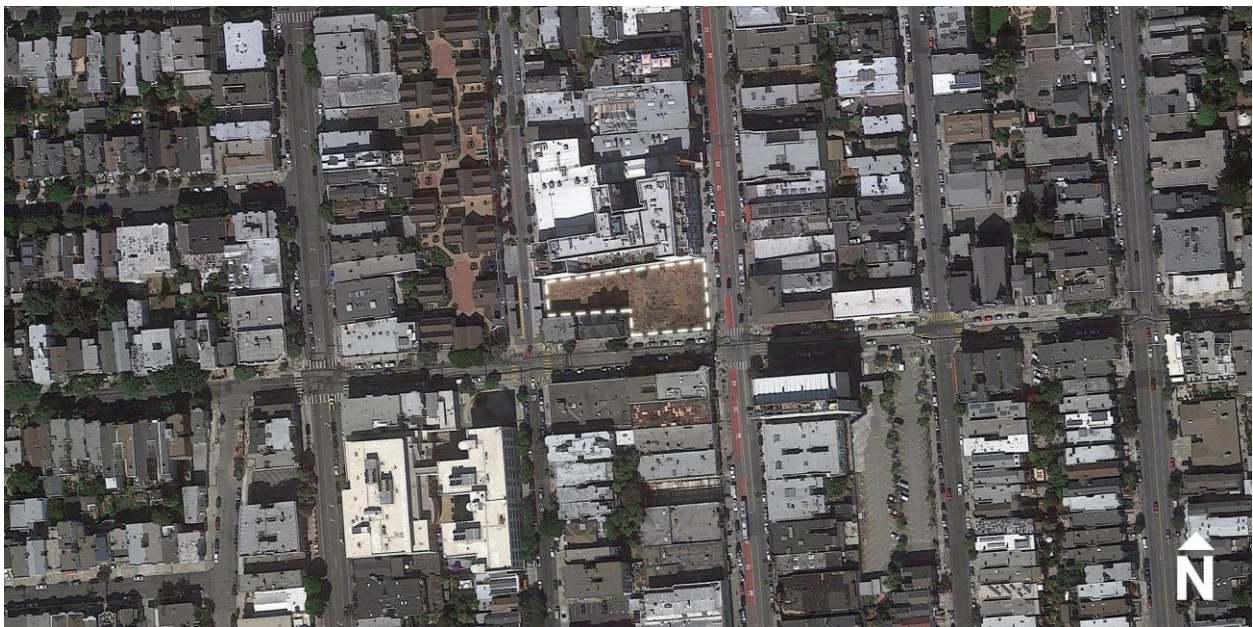
San Francisco is a metropolitan that is known to have a rich cultural and commercial landscape. It is a popular tourist destination owing to natural terrains, cool weather and landmark sites. The city is known for its innovation, and this is particularly seen in the restaurant industry.

The city has a fine collection of food markets with local produce that makes it a haven for food lovers. It has more than 3,500 eateries that offer a range of experiences from fine dining to farm-to-table restaurants, but the city also has its fair share of unique themed restaurants.

The site is located in the Mission District, beside the San Francisco Buddhists center. The area is a **popular hangout spot** among locals during the weekend. The neighborhood has a mixed vibe from old timey bars to live-music clubs, offering a wide range of food courses.

Site area – 2013 sqm
Maximum floor space permitted – **2000sqm.**
Minimum floorspace required – **1000sqm.**
Ground coverage - **30%**
Height restrictions - **15m**
Setbacks (as per CAD plan)
Coordinates - 37°45'20.4"N 122°25'09.0"W

Area Programme

The restaurant must have enough space to seat 60 people, the reception, kitchen and restrooms. Other creative additions to the project can be made within the space constraints.

How to submit?

Read all the competition rules and details from the side bar, and hit **register**. You can pay the entry fee and book your registration right away. The additional resources directly unlock as soon as you register on your dashboard. Once you are ready with your project - begin uploading from the dashboard and follow this tutorial to submit. You can add your team members to your project while submitting.

Discover the full submission tutorial here: https://to.uni.xyz/uploadtutorial

Submission Requirements

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

1. Recommended number of sheets/presentation images/boards:
   3 (Three) of size [2800px x 3500px] in **portrait digital format** (**JPEG only**).

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

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

   a. Site plan

   b. 1 x Key concept section

   c. 3D views x 4

   d. Additional cover image of 2000px x 1000px

   e. Write an article/story in the Journal section[#] of the project (of about 700-1000 words) answering the questions given in the guide pdf.

#Journal Section appears midway in the project submission portal. More instructions in the additional resources.

Additional Resources

This competition contains additional resources that contain 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 resource folder of this competition contains:
Submission Format files in PSD | AI | InDD, Guide to Journal Section + Questions, Site Images, CAD file of Site plan.

Learn more on: http://uni.xyz/competitions/Jack-and-the-giant-hotel/info/about

Base Rules

+ The competitions are 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 UNI user account which stands as your identification, we do not have any identification codes.

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

+ In case of publication in the 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 the 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)

Judging Criteria

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 visual delivery of ideas.

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

Programme/Spaces: How the spaces are conceived along with the programme.

**Design Outcome** The final architectural outcome of the solution.

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. Names of the jury panel will be announced soon.

Disqualification

The competition is protected by our [disqualification policy](#) to support fair play in a competitive environment like UNI. Participants are requested to stick to the details in the brief and connect with the curatorial committee on contact@uni.xyz in case of doubts or revisions.

Please check the link above for details. Failure to adherence may lead to soft or hard disqualification based on violation.

Yearbook
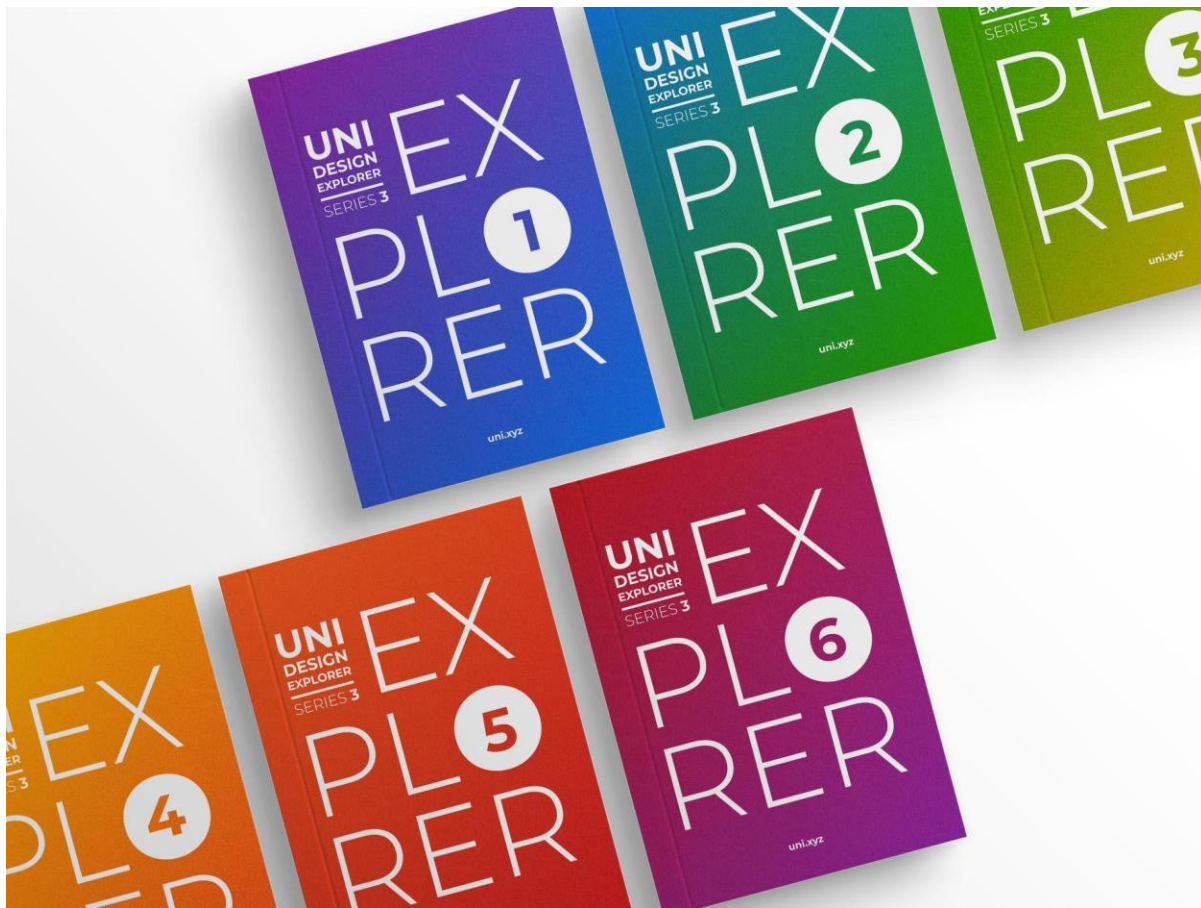
Winners of this competition will get published in our annual publication known as **UNI Design Explorer** which is released every year. This particular publication is one of the most important design resources released every year for the design community on UNI. Earn these bragging rights by participating in this competition. The project titles featured in this publication series are Winner, Runner-up*, Honorable Mention*, People's Choice and Editor's Choice.

*These titles vary from competition to competition. Please refer to the Award & Fees section for more information.

Prizes / Deadlines / Registration

For complete information on active prizes and details on the entry fee, visit the Awards & Fees section of the competition here:- **Awards&Fees**

Learn more about this competition here: http://uni.xyz/competitions/Jack-and-the-giant-hotel/info/about

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