

## **The Context**

The Michel Gelrubin Architecture Prize is designed to bring out new talents by giving students an opportunity for international recognition.

The collaboration of famous architects and designers such as Jean Nouvel, Ora Ito, Philippe Maidenberg, Daniel Bismut, Kobi Karp, Jean Michel Wilmotte, Eran Neuman, Efrat Blumenfeld Lieberthal, and Daniel Libeskind inspires and motivates students to present their projects to these great names involved in contemporary architecture.

Open internationally, the Prize is awarded annually to honor students whose work demonstrates a combination of vision and talent in the art of architecture and planning.

Founded in 2013 by Leslie and Samuel Gelrubin in memory of their beloved father, the award is not only funded by their family but also by the American and French friends of the Tel Aviv University, and by professional sponsors. The competition is held by the Azrieli School of Architecture at the Tel Aviv University.

### **This year's challenge:**

The challenge is to design a mixed-use building. The project should include private and public spaces, and consider the urban context.

### **Mixed Use Buildings/Development**

The 21<sup>st</sup> century is the century of the cities. Since 2008, more than half of the world population lives in urban areas, and this trend is expected to continue.

The return to the city is usually accompanied by high-density development, which is associated with environmental disadvantages (e.g. air pollution).

Zoning laws that governed urban planning during most of the 20<sup>th</sup> century are being criticized as causing social segregation and urban degeneration.

Consequently, new urban paradigms promote mixed-use development, which aims at integrating several uses into a unique project. Such uses may be residential, retail, transportation, cultural, entertainment, public, and other land uses. These can be implemented into a vertical design (i.e. a multi-story building) or a horizontal one (e.g. a unique project that spans over several buildings)

This year competition, calls for proposals of mixed-use projects that integrate at least 3 different uses into a unique program, and present a holistic design that takes into account the integration of the different uses along with the uniqueness of the needs for each of the uses. The project must be detailed to the scale of a building (i.e. 1:100 or 1:200) and include an explanation of the ideology behind the design. The design must address the well-being of the users and respect the surrounding environment of the proposed projects.

## **Timeline**

Launch: **October 1st 2019**

Registration Deadline : **May 1<sup>st</sup> 2020 (registration is free)**

Submission Deadline : **April 19<sup>th</sup> 2020**

Result Announcement: **June 30<sup>th</sup> 2020**

## **Prizes:**

First prize – 5,000\$

Second prize – 2,500\$

Third Prize – 1,500\$

## **The Jury**

The projects will be scored based on the merit of their originality, design, environmental merit, and presentation.

## **Legibility of Participation**

The competition is open to any student who studies architecture (B.Arch/M.Arch/B.A. in Architecture) during the academic year 2019-2020. Candidates can apply as individuals or as teams.

## **Materials**

The participation will be done in two stages:

1. Registration (Until May 1<sup>st</sup> 2020).
2. Electronic submission of the project files (until April 19<sup>th</sup> 2020) that must include:
  - 2 \* A0 posters that integrate the documents explaining the project (plans, sections, elevations, photos, renderings, illustrations, images, diagrams, and text).
  - A presentation of the project (max 15 slides)
  - ***A video file (max 3 min.) is optional but highly recommended.***

**All the documents must be written in English and sent in a PDF format (except the videos).**