

23 January 2014

## Competition Brief – General Information

### "2014 Tile Award" Newcomer Competition

For the third time, the "Tile Award" newcomer competition by AGROB BUCHTAL in collaboration with AIT/GKT calls upon architects and interior designers under the age of 35 to design new, unconventional and sensational interiors with ceramic tiles. The competition looks for creative and advanced ideas, which illustrate the varied design possibilities the material has to offer.

**Registration deadline for participation is 10 February 2014.**  
**Interior visions can be submitted until 3 March 2014.**

## TASK, PROCEDURE AND AIM

The task of the competition is the (re)design of an interior by using tiles. The competition is not about the design of a new tile but about showing how tiles can be incorporated in a design in an innovative and creative way. Three categories are available. Participants are allowed to work on several categories. According to this, each participant can submit maximum three projects. The aim is to implement the best ideas and represent them with a photo shoot for an elaborate architectural publication.

In the first phase, a renowned expert jury selects the ten best ideas from all entries. The jury consists of Manuelle Gautrand (MANUELLE GAUTRAND ARCHITECTURE, Paris), Ushi Tamborriello (ushitamborriello Innenarchitektur & Szenenbild, Rieden near Baden) and Günter Katherl (caramel architekten zt GmbH, Vienna/Linz).

In the second competition phase, these winners are invited to a workshop in Southern India. There they are given the opportunity to present their results and further develop their ideas together with experts from AGROB BUCHTAL. In the course of the workshop, floor plans and isometric drawings are developed for the designs. The implementation framework and the budget are specified beforehand, and the projects can be refined in terms of an eventual feasibility.

The workshop is followed by a second jury session, during which the most creative results are determined. These works are implemented on a scale of 1:1 and documented in a professional photo shooting.

In what way tiles are used is up to the designer. As a basis of the ideas competition, the participants can, for example, chose a building or a city, in which a room is redesigned or newly laid out. Alternatively, a fictional room can be the starting point for the design. The concept can be submitted as a drawing, photo composition or visualisation.

[www.tile-award.com](http://www.tile-award.com)  
[www.ait-online.de](http://www.ait-online.de)  
[www.agrob-buchtal.de](http://www.agrob-buchtal.de)

## THEME AND CATEGORIES

### TILED HAUNTS tiled favourite places, meeting points and living spaces

Quite frequently, the place, environment or the living spaces where people spend their time are hardly noticed. Nevertheless, some places are visited again and again because they are beautiful or exceptional, homely and quiet or dynamic. Maybe, these are actually favourite places people have discovered for themselves and which with their appearance and quiet invite to relax and indulge. These can be places arousing joie de vivre, which are lively and intriguing and not only impress with their aesthetic but also with their distinctiveness.

Some people regain their strength after a strenuous day when enjoying a long foam bath in their own four walls or when dining together with their family in a relaxed atmosphere. Others, in turn, find relaxation and recreation during a long day at the university, between lectures and seminars, in a sheltered courtyard or on a window sill in a less frequented corridor. Some, however, exactly prefer the cafeteria or the foyer, where they engage in stimulating conversations with other people, sit in pleasant company and then feel relaxed. But there are also places which are specifically made for stressed people such as swimming pools, sports and wellness centres or spas. Here, too, everyone has already found a favoured place, like the lounge next to the sauna or the steam bath, in a position that is sheltered by lush plants and offers an unrestricted view into the landscape. Or it is the chill-out room that gives energy and lets people forget their burdens.

A creative and innovative tile concept shall be developed for the very individual favourite place in a certain living space such as a place of **learning, habitation** or **relaxation**. Planning with tiles can be highly individual and multi-faceted, just as the different favourite places. Regardless whether it is an exterior or interior space, the unconventional use of tiles can generate a completely new and modern identity, which exactly makes it a favourite place for other people as well – no matter whether for large or small people, young or old, students or working people.

### LEARNING CATEGORY

Rooms and areas of educational establishments

- playschools
- schools
- universities

Within this category, interiors like break halls, foyers, cafeterias, play and common rooms as well as corridors and aisles with a high indoor quality can be designed. (Alternatively, specific outdoor spaces like inner courtyards and schoolyards, green spaces and associated footpaths as well as playgrounds and other outdoor areas and places can be considered.)

### HOUSING CATEGORY

Interiors / private rooms / common rooms in apartments, houses, etc.

- bathrooms
- live-in kitchen
- living room
- entrance area / corridors

Here, special emphasis needs to be put on the use and function of the specific room in order to give these areas a corresponding atmosphere and attractiveness.

### WELLNESS / SPA CATEGORY

Areas of a spa or something similar

- steam bath
- sauna
- hamam
- chill-out room

or the implementation of one's own, very personal idea of the favourite location in this specific environment providing care for body and soul by means of applying the specifically designed tile concept.

## ASSESSMENT CRITERIA

- Idea
- Concept
- Innovation
- Design quality
- Composition
- Feasibility

## DATES

### **Registration deadline 10 February 2014**

Please register with the digital registration form and include the project title, the category and contact details.

### **Entry deadline 3 March 2014**

The date of the post mark or the email is determinative. Submission by email (max. 20 MB or by post in the form of a CD)

### **1st jury session 4 April 2014**

Selection of the workshop participants

### **Workshop with the winners from 6 – 11 May 2014**

The winners of the first phase are invited to a four-day workshop in Southern India

### **2nd jury session on 6 June 2014**

Selection of the project to be implemented

### **Followed by construction and photo shooting of the winning designs**

## CONDITIONS OF PARTICIPATION

Architects and interior designers who are not older than 35 years of age can enter the competition. Unfortunately, architecture and interior design students are excluded from this competition.

## REQUIRED DOCUMENTS

Every participants may submit a maximum of two A3 sheets per design including a project description of 1/2 page (A4). Every participant can submit one project per category.

Please submit your designs and the explanation in digital form **by post on a CD**:

Gesellschaft für Knowhow-Transfer in Architektur und Bauwesen mbH  
"2014 Tile Award "  
Bei den Mühren 70  
20457 Hamburg

### **by email not exceeding 20 MB:**

tile-award@ait-online.de  
www.tile-award.com

## COPYRIGHT

## **1 Intellectual Property**

The participants fully maintain the intellectual property rights of their work (i.e. their design).

## **2 Publication rights**

The participants exclusively grant the organisers the free right to publish the designs (works) and the photo and film material produced in the second workshop phase for public relations and marketing purposes. The organisers make an effort to name the originator (participant) in the publication as far as possible.

## **3 Agreement**

If the organisers intend the further use and utilisation of one or several designs (works) from the second phase (workshop), the organisers will reach an agreement with the respective participant regarding the use and utilisation rights. The organisers will inform the participant in writing about this intention within 6 months after the end of the competition. The participants of the second phase (workshop) bind themselves to refrain from offering their designs (works) to a third party for use and utilisation within 12 months after the end of the competition. After the end of this period, the participant is, after a corresponding written note to the organisers, free to offer his design (work).

## **4 Obligation of secrecy**

Every participant is obliged to keep all information, data, own designs, designs by other participants, work and interim results, documents, ideas, objectives, which he obtains directly or indirectly in the course of the competition secret and refrain from making them available to third parties. The obligation of secrecy does not apply to information that is generally known or become generally known without violating this obligation. This obligation of secrecy remains in force after the end of the competition.

## **5 Miscellaneous**

When submitting the design, the participant accepts the general information and conditions of participation. Any recourse to courts of law is excluded for the "2014 Tile Award" competition.

## **6 Organisers**

AGROB BUCHTAL GmbH | Buchtal 1 | 92521 Schwarzenfeld  
Gesellschaft für Know-How-Transfer in Architektur und Bauwesen mbH | Fasanenweg 18 |  
70771 Leinfelden-Echterdingen

**Registration form**

Newcomer competition „Tile Award 2014“

Please complete, sign and send this form by fax or by email until **February 10, 2014**  
fax: 0049 40 70 70 898 20 | email: **tile-award@ait-online.de**

Per Post an: Gesellschaft für Knowhow -Transfer in Architektur und Bauwesen mbH  
“Tile Award 2014“  
Bei den Mühren 70  
20457 Hamburg  
Germany

**The entry deadline for the projects is March 3, 2014**

**Learning Category**

Title: ” \_\_\_\_\_ ”

**Housing Category**

Title: ” \_\_\_\_\_ ”

**Wellness / Spa Category**

Title: ” \_\_\_\_\_ ”

**Submission (Please send PDF files by email oder on CD by post)**

- project by post
- project by email
  
- explanation by post
- explanation by email

**Contact details:**

**first name** \_\_\_\_\_ **surname** \_\_\_\_\_

**office** \_\_\_\_\_ **address** \_\_\_\_\_

**telephone number** \_\_\_\_\_ **email address** \_\_\_\_\_

**company stamp** \_\_\_\_\_ **signature** \_\_\_\_\_