

kauppatori 2017

Helsinki
Market Square
Design
Competition

Competition Programme



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01.

The Soul of Helsinki

The Helsinki Market Square is one of the most important locations in Finland - it's a singular place where visitors and locals meet, and the most visited place in Helsinki.

The dominant feature of the area have been the clusters of market stalls, orange tents for selling produce and souvenirs. The stalls serve the purpose of sheltering the vendors and their wares, but do little to exploit the potential of the Square.

The Market Square Design Competition challenges you to design a concept for the area and a new model for the market stalls - creating a new Market Square for the city, that fulfills all the promises of the unique location.



02.

What Is The Market Square Design Competition?

A student competition, organized by Aalto University, for finding new concepts for the Market Square through the design of market stall prototypes. The competition will result in built models and an exhibition on the Square during summer 2016.

The aim of the competition is to create a proposal for a new market stall, that answers to the challenges of the location and showcases the possibilities of innovative design.

03.

How does the competition work?

In the anonymous first phase student teams submit their proposals for evaluation. A shortlist of concept proposals with the most potential are chosen for the second phase. The names of the teams/authors of the proposals are announced.

In the second phase the proposals are developed by the teams into detailed designs, through construction documents and models. For this phase mentoring will be available from the competition organisers. These proposals are evaluated by the jury and finalists are chosen to be prototyped and built.

For the third phase, the prototypes, and other competition material, will be exhibited at the Market Square during the summer and a winner will be awarded in August.



04.

Who can participate?

The competition is open for teams of students, the team leader has to be from Aalto University (he/she should send the proposal through an aalto e-mail account) and all participants have to be enrolled as students at the launch of the competition. Multidisciplinary teams are encouraged. A team member that graduates after the launch of the competition, is still considered a student during the different phases of the competition.



05.

Competition Timeline



06.

How to Submit a proposal

Send the phase 1 proposals by e-mail to kauppatori2017@gmail.com from an aalto e-mail account with the subject heading "Kauppatori 2017 Proposal".

All questions can be sent also to the same address with subject heading "Kauppatori 2017 Q&A".

✉ Kauppatori2017@gmail.com



07.

Resources & Links

Take the time to read through the resources provided to gain insights into how the residents and visitors of Helsinki view the Market Square as this could affect your process.

The links provided offer different approaches to processing the information available about the Market Square. These are the documents the organisers have collected and suggest as potentially useful resources, however one may conduct their research in alternative ways.

Past & Future: KAUPPATORI 2015 offers a detailed study of the site in its context by the architects Huttunen, Lipasti & Pakkanen. The second document: Vision for the Market Square: DDF offers insights collected and analysed by Aalto students during a course titled Design Driven Foresight. The site DWG file may be used to present your proposals.

↓ kauppatori2017.aalto.fi/resources/competition_programme.pdf

↓ kauppatori2017.aalto.fi/resources/kauppatori_past_and_future.pdf

↓ kauppatori2017.aalto.fi/resources/user_research.pdf

🖥️ www.kirjasatama.fi/

08.

Submission guidelines

Phase I

Vision

Objective: a concept for a new market stall and an approximate budget for a prototype.

VISION: Market Square concept illustration/description with words, images, diagrams

USE: Illustration/description of the use of the stall, considering vendors and customers

VIEWS: View of the market area from the sea, View of a stall from street level.

MATERIAL: Research and/or explorations on appropriate materials and technologies.

Present the concept design with an estimate of the budget needed for building a prototype for the market stall on a 5 page pdf. Page size A3 (landscape).

Phase II

Use

Design Model

Objective: a refined design for the market stall prototype and a final budget of the prototype.

DESIGN: Stall construction documents: measured drawings of the stall (plan, section, axonometric, scale 1:20), with details for production

MAP: Plan of the site, with the new stalls and other features, scale 1:500

MODEL: A physical model of the stall, scale 1:5

Present the construction documents as an A3 booklet (landscape), the model and a detailed budget with an analysis of scalability of the production process.

09.

Evaluation criteria

The new market stall design has to fulfil a number of different criteria to be successful:

Technical performance

- The stall has to be easily assembled and dismantled by one person, or a small crew (2-3 people).
- The design has to provide shelter from the elements (wind, rain, sun), be suitable for use in all seasons, and the stalls have to be illuminated during the evenings.
- The material, structural and technical solutions have to be economically feasible.

Visual qualities & Identity

- The new market stalls should embody the goals and aspirations of the city and its people.
- The market stalls are a highly visible feature of Helsinki, especially when seen from the sea - the stalls have to add a positive element to this important facade of the city.
- The stalls should communicate their use and function through their design, adding a new layer to the visual fabric of the Square.

Use & experience

- The design has to create an environment that is usable and pleasant for the vendors and customers as well as passers-by.
- The stall should be usable to the present vendors in the Market Square and also enable the sale of new types of goods and services.
- The concept design has to propose a unified infrastructure solution for the market stalls, mainly for delivering electricity, but also taking into account general concerns: waste management, protection from seagulls, etc.

