



Regulations

AM I Included?

Open Call: Innovative Ideas for the Inclusive City

5 June 2018

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Preface

Area developer AM focuses on the economic core area of the Netherlands. The challenges facing AM are becoming increasingly area-focused and more complex owing to a combination of parties and functions. As a socially committed property developer, AM wants to invest in making and keeping cities attractive with its development projects. In addition, it aims to make meaningful places that can result in vibrant and attractive areas where various target groups feel at home. To strengthen its market position, AM wants to focus on being a creative and innovative developer. Good examples and workable development concepts can help achieve this goal and a change of culture and mindset within the organization itself. The guiding principle here is 'practice what you preach'. AM wants to be a reliable partner for government bodies and city makers. An organization worth working with.

1. Aim

Against this background, AM wants to generate innovative examples that shed new light on the ideas behind the inclusive city. To develop its knowledge in this area, AM wants to connect with designers who have a vision of the inclusive city, who look beyond the building commission only. AM is organizing this Open Call in order to generate design proposals, together with these parties, in which the hallmarks of the inclusive city can be developed into an applicable working method, which can be tested in practice.

2. Procedure

The procedure concerns an *Open Call on the basis of a vision* in accordance with [KOMPAS light Prijsvragen](#) and is divided into three phases: (1) selection based on a vision, (2) presentation and (3) matchmaking studios.

Interested parties can take part in the Open Call by submitting a vision of the inclusive city. On the basis of an anonymous selection, a jury will choose a maximum of eight participants who will be invited to explain their vision to the jury in a presentation.

On this basis, the jury will select a maximum of four participants to participate in the studios, in which each of the proposed working methods will be tested separately on a specific location, in consultation with property developers and development managers from AM. Based on the results of these studios, AM will select one participant for a follow-up. This selection brings the Open Call to an end.

In the follow-up to the Open Call, AM will involve the selected participant in a concrete design commission from its portfolio.



3. General information

The organizer of the competition is AM, Ptolemaeuslaan 80, 3528 BP Utrecht, www.am.nl. The organizer has appointed Architectuur Lokaal to execute the first two phases of this competition (the selection on the basis of a vision & the presentation to the jury).

The competition will be governed by these regulations, which describe the first two phases of the procedure. In the third and final phase, the studio, AM can supply additional information to the selected participants.

The provisions in these regulations are binding for all parties: the organizer, the participants and the jury members.

The procedure is conducted via the competition web page: www.arch-lokaal.nl/am-open-oproep-inclusieve-stad. Entries must be submitted digitally through this web page.

Information about this open call can be obtained from margot.dejager@arch-lokaal.nl, phone 020 530 40 00.

4. Brief

4.1 Core of the brief

AM is looking for a working method with feasible proposals for area concepts and living concepts that contribute to the inclusive city, on the basis of a vision of this city. The inclusive city was developed as a social concept whereby inclusivity stands for the participation of all groups in the social, cultural and economic life of the city. Within the social domain, there are programmes to shape and strengthen the inclusive city in social terms. Within the spatial domain, there is relatively little knowledge about what aspects can make the inclusive city a success. Keywords are: typology of buildings, design of public space, programming, and meaning at different scales.

4.2 Specific points of interest

Relevant questions that could be addressed in the vision on the inclusive city:

- *Understanding.* What is an inclusive city? What does the inclusive city mean? What conditions are required?
- *References.* What references are there? What makes them suitable as references?
- *Knowledge.* What knowledge related to the inclusive city can already be applied? What knowledge has yet to be developed?
- *Parties.* What opportunities are there to actively involve various parties such as designers, advisors, users and operators in developing the inclusive city? And how can various parties become involved? What could be the role of AM in this regard?
- *Scale.* In what way is the inclusive city expressed at various scales: street, neighbourhood, district and city?
- *Typologies.* What does the inclusive city say about the typology of buildings, the layout of public space, the programming?
- *Development strategy.* In what way is the development strategy needed for an inclusive city explained? How can the development of the inclusive city be made financially feasible?

5. Conditions



5.1 Conditions for participation

This competition is open to anybody who feels called upon to participate, either individually or as a team. A team consists of a maximum of six people, one of whom assumes primary responsibility as entrant and contact person. The entrant in charge must remain a member of the team during the entire competition and may not be a member of any other team. This individual must also present the vision.

Employees of property development companies similar to AM are not allowed to enter the competition.

Participation in the competition is possible only by uploading an entry via the competition web page.

Prior knowledge, conflict of interests and contact

Those individuals who assess the entries, as well as their offices or companies, are not allowed to enter the competition. This also applies to anybody who is involved in any way in preparing for and/or organizing the competition. This will ensure that all participants have an equal chance in the competition. The independence of the assessment procedure must not be compromised in any way, and the principle of equality must always be respected.

Participants are not allowed to contact the jury or its advisors about the competition. Any instance of contact or attempt to contact anybody other than the contact person (see point 3) will in principle lead to disqualification.

5.2 Conditions for entries

Anonymity

The first phase will be anonymous. None of the submitted documents should contain anything that could reveal the identity of the entrant. This also applies to file names and metadata such as the author of the documents. In order to distinguish between entries, all submitted items must be accompanied by a motto and the unique number issued upon registration.

The details of the entrant and his/her team are indicated exclusively on the statement of ownership (see further). Architectuur Lokaal, not being the secretary, ensures this anonymity. Anonymity ends after the selection of participants for the second phase (the presentation).

A complete submission consists of:

1. Vision

The vision consists of a maximum of 3 pages A3 of text (minimum font 10, pdf) with relevant reference images.

Text: The text outlines a vision of the inclusive city from the perspective of urbanism, architecture and/or landscape on the basis of the specified points of interest, and describes the working method. Participants are of course free to raise other points of interest.

Images: Reference images serve to support the written vision; they reflect the line of thought expressed in the text.

The organizer wants to prevent participants from carrying out unpaid design work. They are therefore expressly requested not to submit a detailed design, detailed scale drawings, self-made renderings, and technical details and so on. The organizer views such images as unsolicited designs.



2. Statement of ownership

This statement contains the details of everybody involved in the team and a statement to confirm that the entry is the intellectual property of the individual in charge. The form can be downloaded from the competition web page and must be used to submit this statement. The statement will not be opened during the assessment process so as not to reveal the identity of the participant(s).

5.3 Other entry conditions

- Entries can be submitted after publication of the summary of additional information.
- Only complete entries submitted on time will be assessed.
- Entries must contain no reservations and must be made in the Dutch or English language.
- No rights may be derived from any damage resulting from unreadable entries or entries that cannot be traced.
- Material not requested will not be assessed.
- Entrants receive confirmation of receipt. If you do not receive this confirmation within one working day, please contact Margot de Jager, margot.dejager@arch-lokaal.nl

6. Assessment process

First phase

6.1 Review

The entries will be reviewed to ensure they comply with the conditions specified in these regulations. This review has been delegated to Architectuur Lokaal, which will report its findings to the organizer. Entries that do not comply in full or part with the conditions set will in principle be declared invalid and excluded from further participation. This decision will be taken by the organizer after consultation with the jury.

6.2 Assessment

On the basis of the assessment criteria, the jury assesses the way in which the entries respond to the brief and the specified points of interest.

On the basis of an anonymous assessment, the jury selects a maximum of eight entries, and the entrants will be invited to make a presentation. The jury assesses the entries jointly on the basis of a unanimous assessment. After completing the assessment, the jury has the authority to open the statements and reveal the names of the entrants.



The jury consists of:

- **Hilde Blank**, urban designer BVR, advisor to AM (chair in non-voting capacity)
- **Elma van Boxel**, landscape architect ZUS
- **Like Bijlsma**, spatial researcher at Netherlands Environmental Assessment Agency, Department of Spatial Planning and Quality of the Local Environment
- **Emilie Vlieger**, city maker / location marketer and programmer Vliegerprojecten
- **Edwin Oostmeijer**, developer at Edwin Oostmeijer Projectontwikkeling bv
Secretary **Vincent Kompier**, Architectuur Lokaal, with **Margot de Jager** (in non-voting capacity).

The following assessment criteria will apply in assessing the submissions:

- the extent to which the spatial possibilities of the inclusive city are convincing
- the relevance of the references of area concepts and/or living concepts
- the extent to which entrants acknowledge a feeling for involving stakeholders from other disciplines outside of design, and in particular AM
- the extent to which the vision convinces in terms of viability, feasibility and sustainability in the broad sense
- the challenges expressed by the proposed working method.

The order of the assessment criteria is random, and an integral overall assessment will apply.

Second phase

6.3 Presentation

The anonymous phase ends after the selection of participants for the second phase (the presentation). The selected participants are invited to make a presentation to the jury, in which they can explain their vision in person. The presentations will be assessed on the basis of the above-mentioned criteria. The jury then selects a maximum of four designers for participation in the studios.

Further information about the studios will be provided with the invitation sent to participating designers.

Third phase

6.4 Studio

In separate studios, the proposed working method will be tested on a specific location and developed further in consultation with property developers and development managers from AM. In this process, attention will be given to the roles of the various parties and the financial constructions and feasibility.

The studio ends with the selection of one participant by AM. The selection will be made on the basis of the above-mentioned assessment. In the follow-up to the Open Call, the selected participant will be invited to apply the working method developed in a concrete AM project. AM will provide the selected participants with the required information about the studios in a timely manner. This information does not conflict with these regulations.

6.5 Result and jury report

The jury assessment will be outlined in a jury report. This report offers a general interpretation of the criteria applied and the process of assessment.



The report also indicates the rounds in which the non-winners dropped out of the race. This report will be published at the end of the Open Call.

The participants not selected in each phase will be informed of the fact that they are not invited for the next stage.

7. Administrative provisions

7.1 Time schedule for first phase

Here follows a general time schedule. Dates will be announced on the competition website.

Within the limits of reasonableness and fairness, the organizer reserves the right to alter the time schedule during the competition should unforeseen conditions make that necessary.

	5 June Start of Open Call at Provada, RAI Amsterdam
	20 June 12.00h. Deadline for registration for information session
wk. 25	26 June 14-16h. Information meeting, AM Utrecht
wk. 26	29 June 12.00h. End of round of questions
wk. 26/27	6 July Publication of summary of additional information
wk. 35	27 August 12.00h. Closing date for submissions
wk. 35	Review
wk. 36	Jury assessment
wk. 36/37	Announcement of results of assessment
wk. 37	Presentation of visions by selected participants to jury
wk. 38	Announcement of matchmaking and end of Open Call

7.2 Information meeting

The organizer will hold an information meeting in which anybody interested in taking part can learn about the brief and the competition procedure. After this meeting, all information will be published on the website.

7.3 Questions

The organizer affords participants an opportunity to submit questions about the competition to margot.dejager@arch-lokaal.nl – preferably before the final date for submitting questions (see 7.1). The questions will be compiled anonymously and answered in an additional summary of information, which will be published on the competition website.

Should questions give cause to do so, the organizer can decide to publish additional summaries of information.

The provisions contained in the summaries of information shall take precedence over any provisions in the competition regulations.

It is the responsibility of the participants to inform themselves of the published summaries of information.

Participants are called up to report any ambiguities as quickly as possible to the organizers so that they are able to amend the competition.

7.4 Fees



No fee is available for drawing up a vision.

For the presentation by each of the maximum eight participating teams, a financial reimbursement of € 300 excluding sales tax is available, provided all conditions are met.

For participation in the studios, each of the maximum four participating teams receives a fee of € 2,400 excluding sales tax to cover expenses, provided all conditions are met.

7.5 Communication of results

The organizer acquires ownership of submitted materials.

If the organizer wishes to publish the results, it has the authority to publish the entries or to exhibit them as indicated in these regulations without any need to compensate the participants. Permission from the participants in question shall be required for any other publicity purposes. In announcing the competition results, the organizer will publish all entries on the competition website. The organizer can decide not to publish any information of a sensitive nature regarding the company or its area of business.

7.6 Follow-up

In the follow-up to the Open Call, AM will involve the selected participant in a concrete design project from its portfolio.

7.7 Applicable law and legal protection

The entrants retain the copyright to their entry.

This competition is governed by Dutch Law. In the event of any disputes arising between the organizer, participants and jury members as a result of this competition, they will be settled by the competent Dutch court. Participants must initiate interlocutory proceedings with the court in Utrecht within 20 days of the announcement of the competition results.

7.7 Conditions

- The organizer reserves the right to cancel or postpone the competition in full or part at any time, without any obligation to compensate the participants as a result.
- By registering for or taking part in the competition, participants declare their unconditional agreement with the provisions in the documents made available.
- Participants undertake to report to the organizer, by means of an email to the contact person, any lack of clarity, discrepancies and/or irregularities in the competition documents provided as quickly as possible, and at any rate before the deadline for registration or submission of entries. If a participant fails to do so, he or she will in principle forfeit the right to make an objection against the deficiencies identified in these documents.
- The organizer reserves the right to allow participants to rectify minor omissions in their registration or submission within a period of two working days after the organizer has requested the participant to do so, provided that the equality among participants is not compromised. The organizer has the authority but not the obligation to take such action. Participants cannot derive any rights from this provision.
- Participants, jury members and other parties involved in the competition are not allowed to make public any information about the competition process or result before the organizer has done so.
- If the organizer has the intention to implement a submitted design after the competition, the participant shall undertake to cooperate to ensure that the design complies with the conditions specified in these competition regulations.



- The organizer will deal with any situations not covered by these regulations in a fair and reasonable manner.