

## AM I Included? Open Call for Innovative Ideas for the Inclusive City

### Summary of Additional Information

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*This summary of additional information lists the questions asked during an information session (which took place on 26 June 2018 at AM in Utrecht) and the questions asked in the round of questions (which ended on 29 June 2018), as well as the answers to these questions. The provisions in this summary take precedence above the provisions contained in the regulations of the Open Call AM I Included.*

### Remarks from the organizer

1. Correction to Article 5.2 *Condition for entries*, of the Open Call Regulations. This states that all items must bear a unique number, issued upon registration. Since no registration takes place in advance, the condition stipulating that all items must bear a registration number no longer applies.
2. Correction to numbering of articles in regulations: '7.7 Conditions' should read: '7.8 Conditions'.
3. The digital presentation of the information session is published on the competition website (Appendix 3).

### Questions and answers

#### Assignment

#### 1. Question

What motivates AM? Why has AM defined five themes for its company?

#### Answer

In recent years, AM has evolved from a developer of housing into an integral area developer. AM sees itself as a company with a strong social 'drive'. Its focus lies on the economic core area of the Netherlands and existing urban areas. For its project managers and developers, this evolution means that they will focus on current social themes. By defining five key themes, AM wants to promote the sharing of knowledge within the company and build up a network of new partners and advisors outside the company. Within the company, a workshop on the 'Inclusive City' has been held. The report is available [here](#) (available in Dutch only).

See also Appendix 2 on the competition website: *Inspiration Themes*, published by AM (available in Dutch only).

#### 2. Question

The AM presentation covers five themes. How did AM select the image chosen for the Inclusive City?

#### Answer

The images of all themes feature projects being prepared or completed by AM. For the Inclusive City, the chosen image shows the B'mine Tower in Overhoeks. The tower itself features new living concepts such as the 'Friends Concept', based on sharing your home or parts of it, thus making it affordable and stimulating social cohesion among residents. Moreover, Overhoeks is located in an area where many people live and many activities take place. Pressure on this area is enormous, and

there is a threat of gentrification. That raises the issue of how the area can become a place to which many people feel connected.

### **3. Question**

Can you say more about the importance of inclusivity for AM?

#### **Answer**

One of the spearheads of AM is 'making city'. What makes cities attractive is their diversity of inhabitants, amenities and activities, and achieving a good balance between them is important. AM is a commercial developer. AM is interested in finding out how, as a developer, it can make a positive contribution to a city that belongs to everybody. Quality of space, and hence quality of life, is part of the mission of AM.

### **4. Question**

Why does AM say so little about its own vision of the Inclusive City?

#### **Answer**

AM wants to give participants freedom without dictating any particular direction. The intention is not to restrict participants. AM is looking for innovative visions and new ideas.

### **5. Question**

"Core of the assignment" and the final point of 4.2 "Development strategy": Should business case be written here? To what extent is AM prepared to divulge the investment costs and make these available as a design tool?

#### **Answer**

The key is the development strategy. Participants are not requested to produce a design for a specific location. The development strategy can concern ideas about the structure of the development process, the steps that need to be taken, the parties that should be involved in each phase, the organization of the various phases, and perhaps a recommended financial strategy. AM does not offer insight into investment costs, unless a collaborating partner participates in the development on a risk basis. AM is certainly open to other forms of financing if that benefits the goals of the Inclusive City.

### **6. Question**

Can work methods form part of the vision?

#### **Answer**

See answer to previous question.

### **7. Question**

The context envisaged by AM is not entirely clear. Is it the Inclusive City in the Netherlands only, the area where AM operates? Or also the Inclusive City in Africa and Asia?

#### **Answer**

AM is open to ideas and examples of good practice from other cultures, and is open to collaborating with people from other countries, but the assignment concerns a Dutch situation.

### Participation

### **8. Question**

It is an international competition. What does that mean in practice?

#### **Answer**

It is not clear what you mean by 'international competition'. Participation is open to everybody who meets the conditions for participation. Whether a participant lives and/or works in the Netherlands is irrelevant. To accommodate non-Dutch-speaking individuals from the Netherlands or elsewhere who are interested, the competition documents have been translated as much as possible.

The design assignment concerns a Dutch situation. So irrespective of where a vision comes from, it must be applicable to the Dutch case.

#### **9. Question**

What target group does the Open Call aim for? Our organization has many members in China and Africa. Should they wish to participate with case studies and references from Guangzhou, Wuhan, Durban, Abuja and Nairobi, and should they be selected to present in the Netherlands, then € 300 and € 2,400 are really not enough to cover the cost of traveling to and staying in the Netherlands.

#### **Answer**

Case studies from elsewhere are not specifically requested. What is requested is a vision of the Inclusive City, and inspiration from other places can be interesting. See also the answer to the previous question.

AM makes funding available to help meet the costs of participants who are eligible to receive it. It is not the intention to cover all the costs of each and every participant, based on where they come from.

Other possibilities could be considered for presentations, for example Skype or conference calls and so on. You could also consider collaborating with a Dutch partner.

If and when an international party is selected for the matchmaking phase, the possibility of 'long-distance contact' or compensation for travel and accommodation by AM will be considered. This will in part depend on the country where the party in question has to travel from.

#### **10. Question**

Which of us should we indicate is the entrant in charge?

#### **Answer**

That is for you to decide. Keep in mind that the entrant in charge is also the person who presents the vision.

#### **11. Question**

Can you add a local councillor to your team?

#### **Answer**

The procedure is open to everybody who satisfies the requirements for participation. It is impossible to determine in advance if any conflict of interest will arise in relation to a case located in the municipality where a councillor holds office. Should this exceptional situation arise, then the councillor will probably have to withdraw from the team (also from the point of view of the municipality).

#### Entries

#### **12. Question**

Could you explain what this sentence in the regulations actually means: 'What references are there? What makes them suitable as references?'

#### **Answer**

References are intended to clarify your vision. You are free to choose any reference images you wish. They do not have to be of your own work. The jury should, however, not be able to deduce the identity of the participant(s) from the reference images. Keep in mind that the first round of the competition is anonymous. The entry, and therefore also the reference images, may in no way reveal the identity of the entrant. If they do, the entrant will be excluded from the competition. Presenting your own work exclusively may conflict with this condition. The organizer is not looking for the most suitable company but for the best vision for this particular assignment. That is the difference between an invitation for architecture services and a design competition. Therefore, entrants who do not possess relevant references of their own have a chance of qualifying for this commission.

**13. Question**

The regulations state that you cannot submit a design.

**Answer**

Indeed. A vision is requested, not a design. Unsolicited material will not be assessed. See also Article 5.2 of the regulations.

**14. Question**

We are not requested to submit a design, but are we free to visualize our ideas?

**Answer**

See answer to the previous questions. References clarify your vision. This also applies to diagrams and other depictions of principles. However, specific designs and renderings are not admissible and therefore do not meet the conditions for entries.

**15. Question**

At the information sessions I seem to recall seeing on the slides that you may submit a maximum of four A4 pages in the first round. I wish to ask whether this is correct, or whether the maximum of three A4 pages specified in the regulations apply.

**Answer**

None of the presentations mentioned four A4 pages. The regulations determine that a maximum of three A4 pages may be submitted.

**16. Question**

If a vision consists more of images than text but does not concern a design, is it permissible? And on the same subject, is it possible to submit photographs or a film (without a design) as reference material with a vision?

**Answer**

No ratio between text and image is prescribed. Separate films or photographs may not form part of the entry. The entry should consist of a maximum of 3 A4 pages. All other unsolicited material will not be considered in the assessment.

**17. Question**

A vision is called for in the first round. After that, a maximum of eight selected entrants are invited to present their vision. Is that the same vision?

**Answer**

Yes. Entrants are not allowed to base their presentation on another vision.

Assessment**18. Question**

Are measurement parameters used in assessing the entries?

**Answer**

Yes. See Article 4.2 of the regulations for the assessment criteria.

**19. Question**

“Assessment criteria”: to what extent is this true? After all, innovative ideas are sought.

**Answer**

Innovative ideas can also be assessed; the assessment criteria offer an instrument for doing this.

**20. Question**

Given the theme of the Open Call, was a jury with a diverse cultural background considered?

**Answer**

The jury was selected on the basis of various aspects of the assignment in relation to the assessment criteria.

### **21. Question**

Will a jury report be written and will it be made public?

#### **Answer**

Yes. See Article 6.5 of the regulations.

### Studios

### **22. Question**

Can you explain the process of the studios in more detail? What is the nature of the discussions in terms of contents and of what is expected from us? And how is that viewed in relation to the planning and financial compensation?

#### **Answer**

The studio can be seen as a form of matchmaking between the selected participants and AM. AM connects the studio participants with one or more developers, and with a real location or assignment. AM staff from various disciplines will attend the studio, and they will work together on the assignment on the basis of the selected vision. The participants can elaborate their idea further after the studio. The work carried out is in reasonable proportion to the available compensation for the costs. The selected participants will be informed in a timely manner of the experts from AM who will take part in the discussions and of further details concerning the studio.

### **23. Question**

What about the time investment and composition of the team? What is the expected time investment? Can the composition of the team change?

#### **Answer**

The team that takes part in the matchmaking should be the same as the team that took part in the open call. The studio will take half a day, possibly in combination with a site visit (in that case: two half days). Preparation is expected to take eight hours, with another four hours for follow-up. The total time investment is expected to be a maximum of twenty hours.

### Follow-up

### **24. Question**

What does this mean: "*involve the selected participant in a concrete design project from its portfolio*"?

#### **Answer**

AM possesses land holdings, or has been selected in tender procedures, or is taking part in tenders. Within this framework, it can involve outside parties such as designers. Depending on the nature of a commission, that can be during the phase in which the vision is defined or during the phase of realization. The commission concerns a paid commission from AM at the market rate. Depending on the entry, this can involve an advisory role or a concrete design. The commission concerns a project intended for realization.

### **25. Question**

It's called a competition, but what is the prize?

#### **Answer**

The procedure concerns an open call, divided into a number of phases, based on a vision. Each of the maximum of eight selected teams receives € 300, excluding sales tax, for presenting its vision. The four teams selected for participation in the studio after these presentations each receive € 2,400, excluding sales tax, to cover costs. From these four teams, one winner will be chosen. The

winner receives a commission within one of the AM projects at a market rate. See also Article 7.4 and 7.6 of the regulations.

#### Other questions

##### **26. Question**

The Creative Industries Fund NL regularly organizes similar projects, and it could have also organized this Open Call. AM is a commercial organization. What is the difference?

##### **Answer**

'Open Call' means what it literally says: a public question to everybody who feels called upon to respond within the framework defined. It says nothing about the structure of the procedure. The Creative Industries Fund NL and AM are not the only organizations to organize selection procedures under the name 'Open Call'. The Creative Industries Fund NL is part of the cultural infrastructure put in place by the government. It implements its policy in part through grant regulations. As you note, AM is a commercial organization. The Creative Industries Fund NL does not commission work in the physical domain. In addition, the goal of AM is to realize a project with the winner.

##### **27. Question**

What is the policy with regard to creative property?

##### **Answer**

It is unclear what 'creative property' refers to. Participants retain copyright on their entries. See Article 7.7 of the regulations.

##### **28. Question**

If an entrant's vision is not selected, can they work on that vision with another developer?

##### **Answer**

See answer to previous question.

##### **29. Question**

Will the entries be published? Will all entries be compiled into a book?

##### **Answer**

AM plans to make a book that contains all entries, both to promote the subject and to enhance the profiles of the entrants and AM. All entrants will be informed about this in advance. With the exception of the maximum eight selected participants, entrants may choose not to participate in the publication. See also Article 7.5 of the regulations.

##### **30. Question**

Is it perhaps a good idea to organize a closing conference on the theme of the Inclusive City with all entrants?

##### **Answer**

That is a good suggestion. AM sponsors various media and platforms and wants to use this network to raise awareness of the Inclusive City. Entrants may be asked to contribute to this effort.

##### **31. Question**

How do you receive a registration number?

##### **Answer**

See the first remark from the organizer, at the start of this summary of additional information. The provision covering the registration number no longer applies.