Adaptive Reuse x Placemaking

Architecture competition + Course

organized by   in partnership with   in support of

never enough Architecture

Ayuntamiento Pelayos de la Presa

Madrid Architecture Week

Organizer
Never Enough Architecture

In the heart of architecture lies the spirit of competition, a unique and rewarding experience that can shape one's professional journey. This is the story of Never Enough Architecture (NEA), founded by a group of architecture enthusiasts who have personally experienced the thrill and beauty of architectural competitions.

"We've seen how these competitions can create opportunities for everyone, regardless of where they live. From a rural architect in Burkina Faso to a city dweller in Paris, the chance to learn and participate is equal and exciting."

However, we noticed that traditional architectural competitions often failed to provide educational resources on the competition theme. This is where NEA steps in.

NEA is more than just an online architecture platform, it's a community that offers participants a unique value - education. We complement the practical experience of traditional architecture contests with expert-led courses on the contest theme, providing participants with solid, lasting, and systematic knowledge, and giving them access to insights from leading figures in international architecture.

"Our competitions are not just about winning, but also about learning and becoming better architects."

Furthermore, the involvement of an international jury gives participants the opportunity to have their work analyzed and appreciated by renowned figures, providing valuable feedback and potential recognition.

In support of
Architecture Week Madrid

The COAM Architecture Foundation and the Official College of Architects of Madrid, in partnership with the City and Community of Madrid, will host the 20th Architecture Week from September 29 to October 8, 2023. The week will feature two exhibitions, one focusing on the work of architect Antonio Palacios and another on heritage preservation. The event will also include courses, talks, guided building tours, children's workshops, an architects' design market, and concerts.

In addition, the centenary of architect Ricardo Velázquez Bosco will be celebrated with an exhibition in El Retiro Park, featuring his work in Madrid.
Various Madrid institutions will also participate, offering a range of architecture-related activities. Updated programming is available on the website.

NEA will actively participate in the Madrid Architecture Week with a guided visit to the Monasterio of Pelayos, the place where the competition will take place, and an event in the Roca Gallery Madrid where we will discuss adaptive reuse and placemaking.

Don't miss our event in the Madrid Architecture Week, next October 1st!

Get all the info:
https://www.semanaarquitecturamadrid.com/

Technical partners

MAD Architects
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DOSIS
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Jo Klein Architekten
Hyunje Joo_Baukunst studio
Mingzhu Nerval
Tongji University
Universidad de Sevilla

Partner

Municipality of Pelayos de la Presa

Pelayos de la Presa is a picturesque municipality situated in the southwest of the Community of Madrid, Spain. Often described as a "lost paradise in the Sierra De Madrid," the town is a popular destination for both history enthusiasts and nature lovers. One of its most notable landmarks is the Monastery of Santa María la Real de Valdeiglesias, a 16th-century edifice surrounded by legends and folklore. According to local tales, the singing of a woman can be heard on nights of a full moon near the monastery.

The town is also strategically located near the San Juan Reservoir, which plays a significant role in its economy. Primarily driven by tourism and services, Pelayos de la Presa experiences a surge in population during the summer months, sometimes quintupling its resident count. The reservoir offers various recreational activities, adding to the town's appeal.

Combining natural beauty, historical richness, and a touch of mystery, Pelayos de la Presa serves as a captivating getaway not far from the hustle and bustle of Madrid.
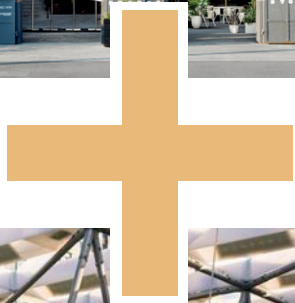
introduction

This course + competition aims to highlight two key trends in contemporary architecture: Adaptive Reuse and Placemaking. Adaptive reuse is about repurposing existing structures, breathing new life into old buildings, while Placemaking emphasizes creating spaces that connect with the community.

In the ever-evolving realm of architecture, the fusion of Adaptive Reuse and Placemaking stands as a testament to the industry's commitment to sustainability and community-centric design.

As we embark on this journey, we are reminded of the profound impact architecture has on society and the environment, urging us to design with purpose, passion, and a vision for a sustainable future.

Through the course, participants will gain insights from leading experts, enhancing their understanding of these topics. This educational journey equips participants with essential knowledge and techniques.

The competition challenges participants to transform an old monastery into a vibrant community center, exemplifying the principles of adaptive reuse and placemaking. The task includes designing varied spaces, from a performance area and adaptable exhibition zones to community interaction areas and welcoming spots for pets. This competition offers an opportunity to showcase skills, have work assessed by top architects, and learn from peers.

Together, the course and competition form a perfect partnership for professional growth. Join us on this journey of merging the past with the present, championing sustainability, and crafting spaces for all.

adaptive reuse in architecture

Adaptive reuse is a sustainable and innovative approach to urban development. It breathes new life into old structures, preserving their unique character while adapting them for modern use. This eco-friendly method not only conserves resources but also boosts community morale and value. It's a win-win for both history and the future.

Adaptive reuse is about giving existing buildings a fresh start. Imagine transforming an old, forgotten structure into something new and vibrant. It goes beyond just recycling bricks and beams; it's about reviving memories and repurposing them.

As cities evolve, many structures are left behind. But rather than demolishing them, adaptive reuse offers these places a second chance. It's about leveraging what's already present and adapting it for modern needs. Think of it as a makeover for buildings. Instead of letting them become relics, we rejuvenate them in fresh and exciting ways.

What makes this approach stand out? Firstly, it's eco-friendly. As Carl Elefante, a renowned architect, aptly put it, "The greenest building is one that is already built." While renovations consume energy, they use far less than constructing a new building from the ground up. Moreover, this approach preserves the unique character of a place. Take the example of a once-neglected monastery. Instead of allowing its storied past to vanish, adaptive reuse can infuse it with new energy. A place that once resonated with meditative silence could become a lively community hub. The essence of the monastery remains, but its function evolves.

But the benefits of adaptive reuse aren't limited to environmental considerations or preserving aesthetics. It can elevate a neighborhood's worth and morale. Revitalizing one structure can motivate similar initiatives, leading to a cascade of positive transformations.

In essence, adaptive reuse is seeing the beauty in the old and making it shine again. It's about respecting the past while building for the future. It bridges the past with the present, offering young architects a canvas to innovate and truly make an impact.

examples of adaptive reuse

Elbphilharmonie, Hamburg by Herzog & de Meuron

Situated in Hamburg's HafenCity quarter, the Elbphilharmonie is an architectural marvel. The base is the old Kaispeicher A warehouse, built in 1963, which was repurposed to support a modern glass structure resembling a wave in motion. This juxtaposition of the robust brick base with the light, undulating glass superstructure creates a dialogue between the city's industrial past and its cultural future. Inside, the concert hall boasts state-of-the-art acoustics, making it one of the world's premier venues for music.

Military History Museum, Dresden by Studio Libeskind

Studio Libeskind introduced a daring extension that disrupts the building's classical symmetry with a 14,500-ton wedge of glass, concrete, and steel. This extension serves both as a viewing platform and a reflective space, pointing towards the area where Dresden's firebombing began. The design not only revitalizes the civic space but also balances the building's authoritarian past with the transparency required in a democratic society, creating a new national landmark.

placemaking

Placemaking is the art of transforming public spaces into vibrant, meaningful destinations. It goes beyond aesthetics and functionality, focusing on creating a sense of community and belonging. Whether in bustling cities or quiet countrysides, placemaking is about amplifying the unique essence of a space, making it resonate with its users.

Placemaking transforms public spaces, making them more engaging and meaningful for those who frequent them. It goes beyond just adding benches or trees; it's about cultivating a vibe, an ambiance, a sense of belonging. It's about infusing spaces with soul.

The distinction between a space and a place lies in the emotions they stir. While a space is merely an area, a place is where memories form and stories come to life. Placemaking delves into this concept, ensuring that spaces are not only functional but also resonate with their users.

So, what elevates a place? It's its accessibility, the positive atmosphere it radiates, the diverse activities it hosts, and its ability to draw people back time and again.

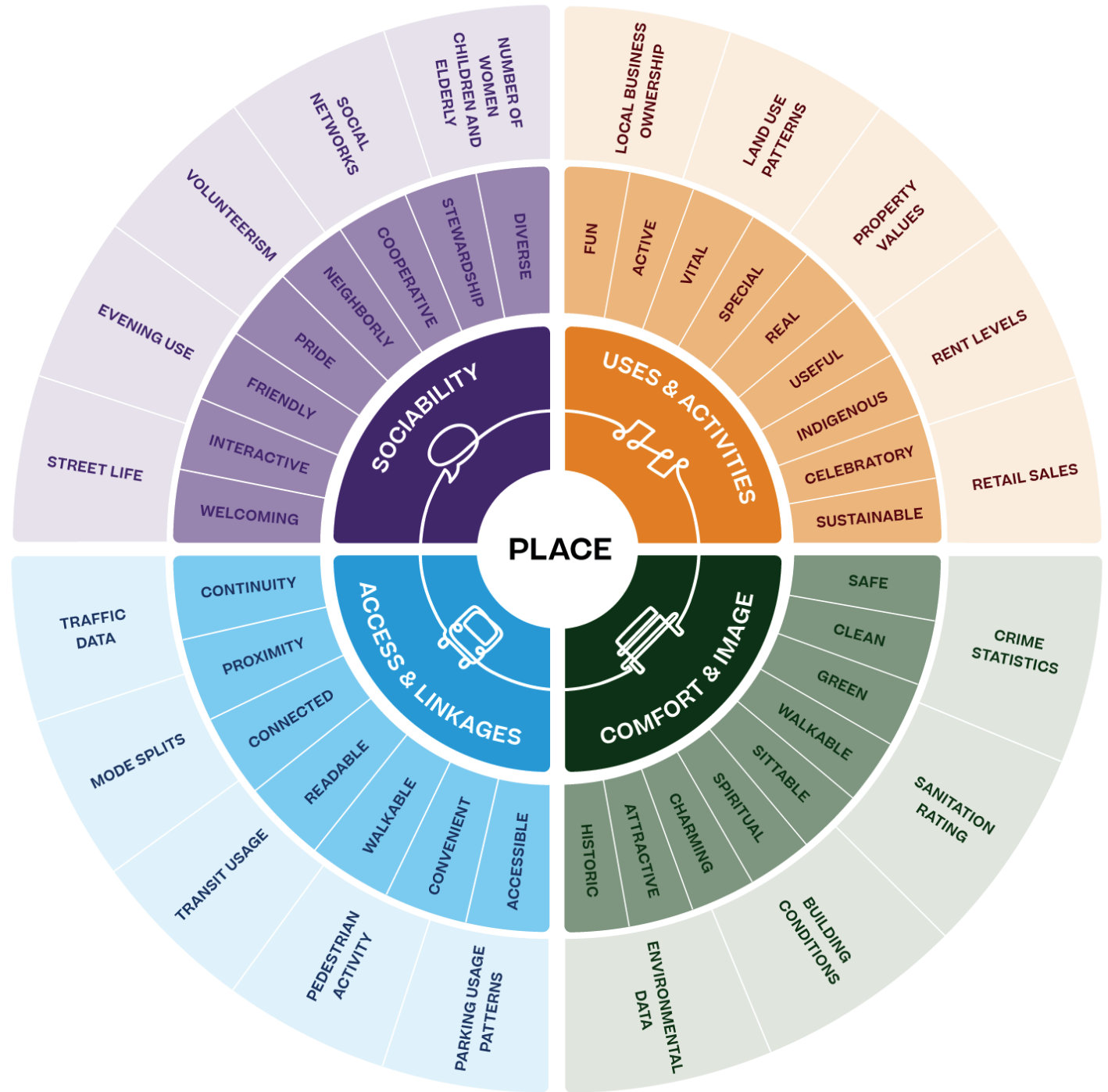Placemaking is not a rigid concept. It's fluid, adaptable, and centers the

community. It involves understanding the unique essence of each space and amplifying it. It's more than just aesthetics; it's about crafting destinations that echo with the local culture and spirit.

Placemaking isn't exclusive to bustling city centers or urban parks. It's relevant everywhere, from crowded streets to quiet countryside. It's the community that brings spaces to life. In the context of the monastery, it's about acknowledging its historical significance and aligning it with the desires of today's visitors.

By intertwining adaptive reuse with placemaking, we're doing more than just refurbishing a structure; we're rejuvenating a communal focal point. A place where locals and visitors alike can connect, rejoice, and treasure. That's the true essence of placemaking.

placemaking
what makes a great place?

PLACE

SOCIABILITY
- DIVERSE
- STEWARDSHIP
- COOPERATIVE
- NEIGHBORLY
- PRIDE
- FRIENDLY
- INTERACTIVE
- WELCOMING

Outer ring:
- NUMBER OF WOMEN CHILDREN AND ELDERLY
- SOCIAL NETWORKS
- VOLUNTEERISM
- EVENING USE
- STREET LIFE

USES & ACTIVITIES
- FUN
- ACTIVE
- VITAL
- SPECIAL
- REAL
- USEFUL
- INDIGENOUS
- CELEBRATORY
- SUSTAINABLE

Outer ring:
- LOCAL BUSINESS OWNERSHIP
- LAND USE PATTERNS
- PROPERTY VALUES
- RENT LEVELS
- RETAIL SALES

ACCESS & LINKAGES
- CONTINUITY
- PROXIMITY
- CONNECTED
- READABLE
- WALKABLE
- CONVENIENT
- ACCESSIBLE

Outer ring:
- TRAFFIC DATA
- MODE SPLITS
- TRANSIT USAGE
- PEDESTRIAN ACTIVITY
- PARKING USAGE PATTERNS

COMFORT & IMAGE
- SAFE
- CLEAN
- GREEN
- WALKABLE
- SITTABLE
- SPIRITUAL
- CHARMING
- ATTRACTIVE
- HISTORIC

Outer ring:
- CRIME STATISTICS
- SANITATION RATING
- BUILDING CONDITIONS
- ENVIRONMENTAL DATA

Source: Project for Public Spaces

ne·A·

Spearheaded by Camille Walala in collaboration with Wood Street Walls, this initiative transformed a mundane urban stretch into an architectural canvas. The once-grey parade of shops now bursts with color, patterns, and vitality. Beyond aesthetics, this project is a community-centric endeavor. It's a space co-designed by its residents, ensuring the architectural transformation resonates with the local ethos. The "Walala Parade" showcases how architecture and placemaking can collaboratively reenergize and redefine urban narratives.

Walala Parade, London by Camille Walala

examples of placemaking

Home & Away, Vancouver by Lead Pencil Studio

This public art installation is part of a larger placemaking initiative to transform Vancouver's second-largest park, Hastings Park, into a lively destination. Designed by Lead Pencil Studio, 'Home & Away' is a 14-meter high, 29-meter long structure offering seating for 200 people. It also features a playful slide for quick exits. The design pays homage to the Empire Stadium, which once stood in that place, and aims to attract more visitors, connecting them with the park's history and future.

the course

This course is designed to offer you the chance to delve deep into the realms of placemaking and adaptive reuse—two hot topics in contemporary architecture. Through the course, you'll learn from the best in the field, gain invaluable experience, skills, and professional growth.

topics: adaptive reuse and placemaking

dates: all the lessons will take place between November 15th to November 29th

duration: 8h (more to be announced)

location: online

language: English

how to register: once you complete the registration to the course + competition, all your team (from 1 to 4 members) will have access to the course.

Recordings will be available for those who cannot join the live session!

some of our lecturers projects

Greyfriars Charteris Center by Konishi Gaffney

Octopus Kingdom by 100architects in ShenZhen, China

Vertical Garden project by MingZhu Nerval

the course
lectures:

"Heritage Conservation and Contemporary Architecture"
Plácido González - (1 hour)

Plácido González, a distinguished researcher at the University of Sevilla, will explore the complex relationship between heritage conservation and contemporary architecture. The lesson aims to dissect the dominant narratives that shape both fields, offering fresh perspectives on how they intersect and influence each other.

You will learn about:

`adaptive reuse` `conservationism` `contemporary architecture`

"National Museum for Military History of Dresden, by Libeskind Studio"
Jochen Klein - (1 hour)

Jochen Klein was Principal at Daniel Libeskind when they built the National Museum for Military History in Dresden. He will discuss the architectural challenges and unique features of the building, and will analyze the museum's design, focusing on how it addresses both historical context and modern needs.

You will learn about:

`adaptive reuse` `conservationism` `contemporary architecture`

"Playful cities"
Sara Candiracci and Dasha Moschonas - (1 hour)

Sara Candiracci, Arup's Global Social Value & Equity Leader, and Dasha Moschonas, participatory design specialist, will provide practical and inspirational ideas for embedding play elements in city design. They'll explore how diverse urban spaces can enable play for everyone, anywhere, based on their newly released Playful Cities Design Guide.

You will learn about:

`placemaking` `urbanism` `sustainability`

"From Spaces to Places"
David Engwicht - (1 hour)

David Engwicht, a renowned placemaker, will unpack the art of turning spaces into places. He'll discuss the difference between design-centric and people-centric approaches and explain how an agile approach can transform entire town centers in just seven days.

You will learn about:

`placemaking` `urbanism` `sustainability`

UNIVERSIDAD DE SEVILLA

Jo Klein Architekten

ARUP

creative communities INTERNATIONAL

the course
lectures:

"Hyper-Stimulating Public Spaces"
Marcial and Javier - (1 hour)

Marcial Jesus and Javier Gonzalez, founders of 100architects, will share their unique approach to transforming conventional public spaces into hyper-stimulating ones. They'll discuss their design methodology, which encourages joyful social dynamics and captivates the public.

You will learn about:

placemaking   urbanism

"Bridging the Old and New"
Kieran Gaffney - (1 hour)

Kieran Gaffney, founder of Konishi Gaffney Architects, will focus on the transformation journey of an Edinburgh church. He'll discuss the architectural and environmental improvements made, including the use of timber and solar arrays, to create a harmonious blend of old and new.

You will learn about:

adaptive reuse   conservationism
contemporary architecture
materials

Konishi
Gaffney
Architects

"Experimenting with Engaging Architecture"
Isabel and Ignacio - (1 hour)

More than just construction, DOSIS employs each project as a canvas for design research and experimentation, achieving beyond the ordinary. In this lecture, dive into their unique approach, focusing on practical building technologies and sustainable practices while championing creativity.

You will learn about:

placemaking   materials
urbanism

DOSIS

"Integrating Nature into Built Structures"
Mingzhu and Antoine - (1 hour)

Mingzhu Bai and Antoine Nerval, co-founders of Mingzhu Nerval studio, will explore the fascinating intersection of architecture and nature, how to incorporate live-green installations into built environments, enhancing both their aesthetic and ecological value. They cover sustainable practices to ensure the longevity of these installations, as well as Mingzhu Nerval's unique horticultural techniques for reviving rare plant species.

You will learn about:

sustainability   materials

the competition

Besides the course, the registration will also grant you access to participate in an architecture competition.

In the competition, we will invite you to transform a long-neglected monastery into a dynamic community hub, serving as a hands-on application of adaptive reuse and placemaking principles. It's more than making the building look nice; it's a big challenge requiring a blend of modern aesthetics, historical preservation, environmental sustainability, and community involvement.

Your mission includes designing diverse spaces— from a live-event amphitheater and flexible exhibition areas to community engagement zones and pet-friendly spots.

The challenge will be to convert this monastery into a bustling community hub!

the competition
the site:
Monastery of Pelayos, Madrid (Spain)

The site perfectly embodies the essence of the competition. It offers a unique blend of history and vibrancy. On one hand, it invites participants to explore the principles of adaptive reuse in architecture, breathing new life into old structures. On the other, the popularity of its surroundings, especially during the summer months, makes it a hub of activity, presenting endless opportunities for placemaking.
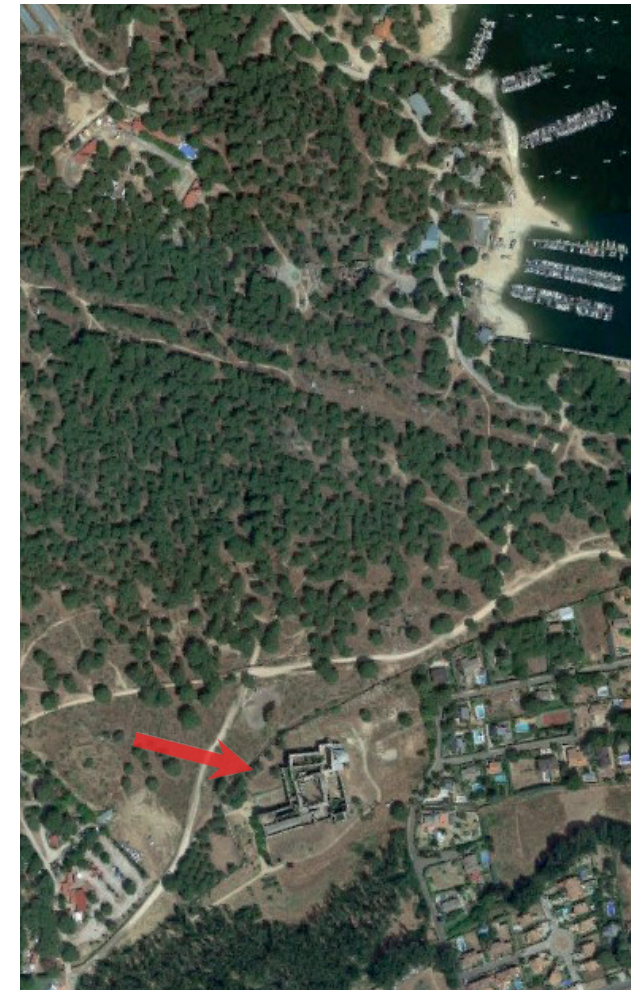

The Surroundings:

The monastery is nestled near a reservoir, a favorite summer spot for Madrid's residents. There is an artificial beach that buzzes with activity in the warm months, offering a refreshing escape for many. Located in Spain's heart, the area enjoys sunny summers and cool winters. The combination of the timeless monastery and the lively summer place, poses both a challenge and an opportunity for architects and designers.

the competition
the site:
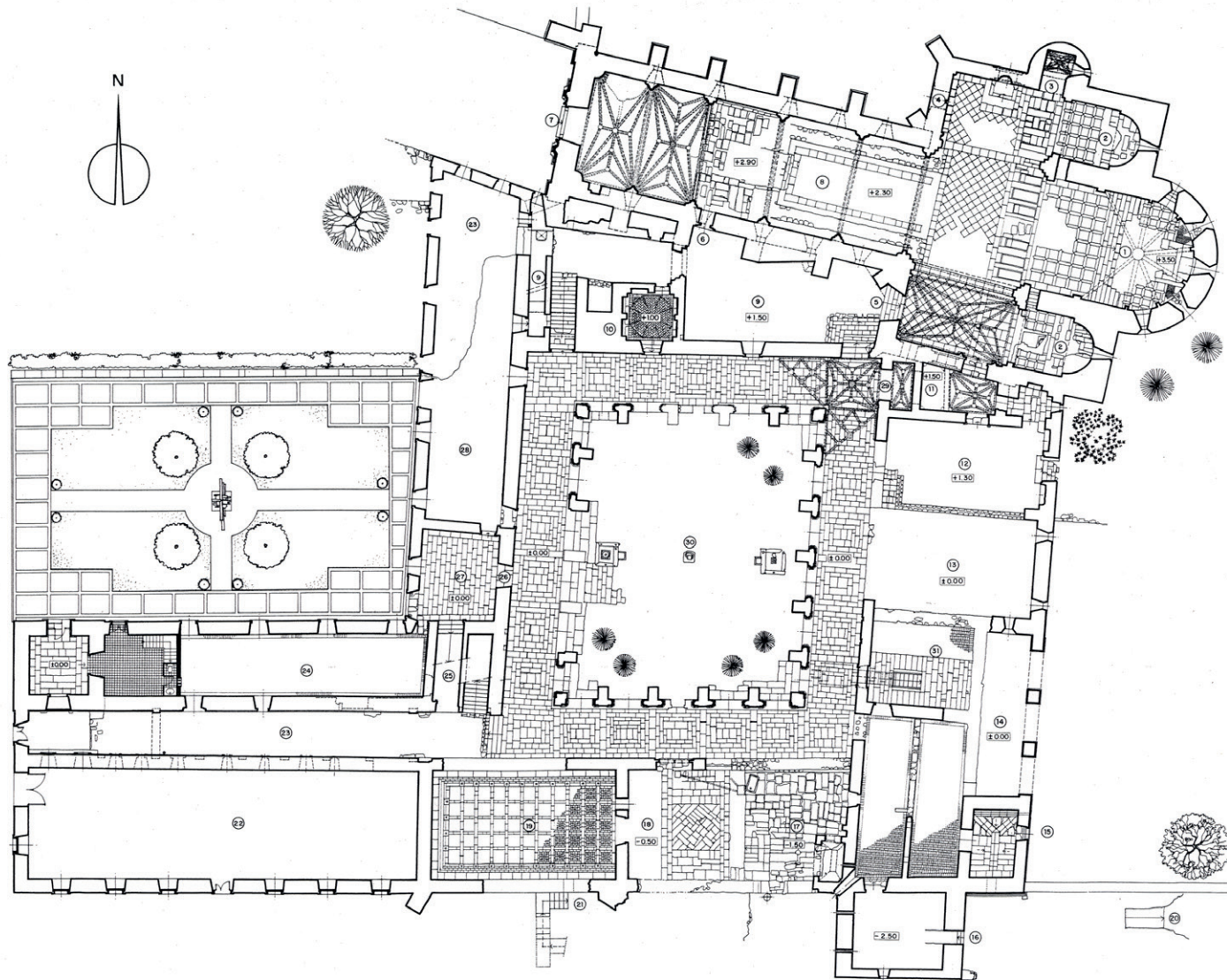
History and Modern Use:

Founded in the 12th century, the monastery has been a silent witness to the passage of time. But its significance goes beyond just its age. Today, it serves as more than just an architectural marvel; it's a cherished landmark for the local community. It's not just an old building; it's a symbol of their heritage and traditions. The monastery continues to play a vital role, hosting events and standing as a testament to the community's enduring spirit and pride.

The Monastery and Its Architecture:

Its architectural journey spans various styles, from the Romanesque to the Baroque. The monastery's facade, a Baroque masterpiece, is adorned with intricate granite carvings, including three niches that once housed statues. The facade is crowned with a unique bell gable, reminiscent of Spanish colonial architecture.

the competition

objective:

Your task is to transform this age-old structure into a vibrant community hub that not only remains a hotspot during the bustling summer but also maintains engagement during the winter. By bridging the past with the future, you'll position the monastery as a model for rejuvenating old and historic ruins. Your approach should be sustainable, community-focused, and nature-positive.

program:

1. Performance Area: Envision a space that can comfortably seat at least 300 people. This space should be a hub for live shows, music concerts, and community events. Consider the climatic conditions all year round.

2. Exhibition Space: Craft areas that can host artistic and historical exhibitions, ensuring flexibility for diverse displays.

3. Community Activities: Design spaces that serve as workshops, local markets, and children's play areas, while also promoting learning and skill development. Ensure these areas are intergenerational, nurturing interactions between people of all ages.

4. Pet-Friendly Zones: Many visitors come with their furry friends. Design welcoming areas where they can relax and play.

5. Restrooms: Essential, of course. Strategically place bathrooms for easy access.

6. Additional Spaces: Think about adding more spaces like a cozy café, lunch area, meditation and relax zones, reading nooks, or interactive art spots. What would make this place irresistible all year round?

7. Exterior Spaces: the building has a big green area all around it. Think of all the possibilities it can have and if you want to include any part of the program in it.

*This is an ideas competition to imagine what the old monastery could become. The program we've given you is for reference, feel free to add any spaces if you think that they can be interesting for the place and objectives. Size and distribution are also up to you.

the competition

evaluation criteria:

The jury will assess entries based on the following principles:

1. Integration: The design should effortlessly blend adaptive reuse and placemaking principles. Additionally, there should be a harmonious union between the existing historical structure and the new interventions.

2. Innovation: Your design should demonstrate a fresh and effective interpretation of adaptive reuse and placemaking principles, bringing a new perspective to their application in architecture.

3. Originality: We're seeking designs that stand out from the norm, offering solutions or concepts that haven't been commonly explored in conventional architecture.

4. Presentation: Both your visual presentation and written description should be clear and compelling.

5. Sustainability: Your design should exemplify the sustainable benefits of merging adaptive reuse and placemaking.

6. Consistency: The design should resonate with the monastery's essence, capturing its spirit while catering to the vibrancy of its visitors. Additionally, it should harmonize with the surrounding natural environment, ensuring a seamless integration between the built and natural landscapes.

7. Year-Round Appeal: While the monastery is a hotspot in summer, your design should ensure it remains attractive throughout the year, especially during the colder months.

guiding principles:

Adaptive Reuse: The monastery's rich history should shine through. Intertwine the old with your new designs, ensuring the essence remains untouched.

Placemaking: Craft spaces that resonate with visitors, spaces that invite, engage, and foster community spirit.

Environmentally Conscious: Your designs should be sustainable and go beyond leaving a minimal footprint. Think about how to work with nature in different conditions.

Heritage Respect: While modernity is essential, the monastery's historical roots should be evident and respected in your designs.

the competition

Ma Yansong
Founder, MAD Architects

mad

Antonio Sin Hernández
Major of Pelayos de la Presa

Ayuntamiento
Pelayos de la Presa

Marcial Jesus & Javier Gonzalez
Founders, 100architects

IOO

Francisco Latorre Navarro
Architect, Lacaton & Vassal
Architectes

LACATON & VASSAL

David Engwicht
Director, Creative Communities

creative
communities
INTERNATIONAL

Hyunje Joo
Founder, Hyunje Joo_Baukunst studio

Hyunje Joo _Baukunst

Mingzhu Bai & Antoine Nerval
Mingzhu Nerval studio

Maya Calleja
Design Technology Lead,
Gensler Shanghai

Gensler

the competition
awards:

We are offering a total of 10,000€ in cash prizes, distributed as follows:

1st PRIZE
6,000 €

2nd PRIZE
2,000 €

3rd PRIZE
1,000 €

SPECIAL HONORABLE MENTIONS
2 × 500 €

10 HONORABLE MENTIONS

50 FINALISTS

All winning projects and finalists will be published in various architecture magazines, blogs, social networks, and our website. All participants will receive a digital certificate of participation.

Calendar

Registering will give you access to both the course and the competition to you and your team (from 1 to 4 members). The registration periods, submission deadline and winners announcement are as follows:

Early Registration
September 19 - October 18

Regular Registration
October 19 - November 15

Advanced Registration
November 16 – December 6

Late Registration
December 7 – December 20

Submission deadline
December 20

Winners announcement
January 23

Registration

To register for the competition, visit our official website and complete the registration form. Upon completion of the form, you will be redirected to the payment page where you need to complete the payment to finalize the registration process.

The registration fees are tiered based on the date of registration as follows:

- Early Registration: €65 + VAT

- Regular Registration: €85 + VAT

- Advanced Registration: €105 + VAT

- Late Registration: €125 + VAT

Please note that VAT is charged at 21%.

We accept Visa, Mastercard, Discover, and American Express credit or debit cards. Payments can also be made through PayPal. Please note that we will not have access to your credit card details. Once the registration and payment process is completed, no refunds will be issued.

Immediately after registration and payment, you will receive a confirmation email to the address provided during payment. This email will include your unique registration number. When submitting your proposals, you will be required to provide this registration number for identification purposes, and it should be clearly displayed on your competition board, preferably in the lower right corner.

FAQs & Eligibility

- For common queries, refer to the FAQ section on our website. During the competition, individual responses will be provided to questions sent via email.

- The competition is open to all, including architecture students, professional architects, and individuals from other disciplines such as engineering, philosophy, sociology, photography, etc. All nationalities are welcome, we appreciate as diverse participation as possible.

- Teams can consist of one to four members, all of whom must be at least 18 years old. The registration fee is per team, irrespective of team size.

- If a team or participant wishes to submit more than one proposal, they must register and pay the fee for each submission.

- Jurors, the organization, or anyone directly related to the jury are not allowed to participate in this competition.

Submission

For this competition, participants are required to submit **two digital files**: an "A1 Board" and a "Project Description". Submissions should be made through the '**Submit' section on our website**.

A1 Board: Participants are required to present their project on a **single A1 format board** (594×841 mm or 23.4×33.1 inches), which can be either landscape or portrait oriented.

A1 Board Content: The board should contain a variety of visual aids that contribute to a clearer understanding of the project. The **registration number** must be clearly visible in the lower right corner of the board.

A1 Board File Details: The board must be delivered in **JPEG or JPG** format with a **maximum size of 10 MB**. The **file name** must be the registration number provided upon registration **(e.g., 432465423.jpg)**.

Project Description: A project description, of no more than 400 words, must be submitted along with the A1 Board.

Project Description File Details: The description must be submitted in **PDF format**. The **file name** must be the registration number provided upon registration **(e.g., 432465423.pdf)**.

Language: All texts, both on the A1 Board and in the Description, must be written in **English**.

Anonymity: The materials cannot contain any name or reference to participants or teams. Only the registration number should be included in the files' names to ensure anonymity.

Rules & Conditions

Intellectual Property: Participants maintain the rights over the intellectual property of their submissions. However, by participating, they grant our platform a global, free, and non-exclusive license to reproduce, publish, and distribute the project in any format and through any dissemination medium. Our platform will make sure to give proper attribution to the project authors.

Use of Copyright-Free Images: Participants are responsible for ensuring that any images or materials used in their submissions are copyright-free. Our platform is not responsible for any copyright infringements made by participants.

Changes to Competition Rules: Our platform reserves the right to change the competition rules at any time, in compliance with current legislation. Any modifications will be published on the website and will be binding for participants.

Right to Cancel the Competition: Our platform reserves the right to cancel the competition due to lack of enrollment or other justified reasons. In such cases, participants will be notified individually and the registration fees will be refunded within 15 days from the notification of the cancellation.

Adherence to Terms and Conditions: Participants are required to adhere to the terms and conditions of the competition as stated on our website. Failure to comply may result in disqualification.

No Responsibility for Third-Party Use: Our platform is not responsible for the use of participants' submissions by third parties, including content that has been shared by third parties or indexed by search engines.

Please note that these rules are a summary and participants should refer to the full terms and conditions on our website for complete information.

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