



LUNAWOOD URBAN CHALLENGE

ARE YOU UP FOR THE CHALLENGE?

Imagine urban surroundings that bring you closer to nature, thanks to renewable materials nurturing all of your senses. Lunawood Urban Challenge calls on all students to re-imagine and redesign urban environments by using Lunawood Thermowood.

LUNAWOOD.COM

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LUNAWOOD **URBAN CHALLENGE**

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Visualisation:
Lunawood Urban Challenge 2019
honourable mention: Aigul Sadrt'dinova

INTRODUCTION

Urbanisation has seen staggering growth all over the world. It is estimated that Earth's population will rise to 9 billion by 2050. In the same time, about a billion people will move to cities. Since the building sector's carbon emissions account for roughly 27.5% of the total carbon emissions from economic activities globally, our growing population and urbanisation make it increasingly vital to consider the building materials' impact on our environment and make better choices.

Urbanisation has altered the environment in another way too: it has altered people's relationship with nature. In response to this alienation, stress levels are rising – urban society provides less access to nature in day-to-day life, yet humans are fundamentally rooted in nature so have a deep desire to connect with it. While most urban people cannot return to nature, it is now possible to infuse an urban lifestyle with nature's benefits by using pure and sustainable wood-based materials in the building projects.

Wood is not just one of our earliest building materials; it can also be the most practical and modern of them.

'Lunawood Urban Challenge 2021 calls on all architecture and design students to re-imagine and redesign urban environments by using Lunawood Thermowood.'

Wood from renewable Nordic forests grows naturally and removes CO2 from the air. Architects and designers have a rich new opportunity to reduce buildings' carbon footprint significantly and enhance living experiences with healthy, better air quality by innovating with a sustainable and renewable wood material for today and the future: Lunawood Thermowood.



THE CHALLENGE

Imagine urban surroundings that bring you closer to nature, thanks to renewable materials nurturing all of your senses. The Lunawood Urban Challenge calls on all students to re-imagine and redesign urban environments by using Lunawood Thermowood. This competition's purpose is to highlight the vast possibilities of wood as a modern building material that helps create a healthier and more sustainable environment.

Lunawood Urban Challenge 2021 calls on all architecture and design students to re-imagine and redesign urban environments by using Lunawood Thermowood. The participant chooses an existing non-renewable urban space to redesign by embracing the possibilities of Lunawood Thermowood. Entrants can freely implement their wildest dreams and imagination to create a more natural – yet still modern – environment for urban people.

The entrant can choose any **existing public structure, building, space, or interior** as a starting point for the visualisation. In the Lunawood Urban Challenge, participants utilise Lunawood rendering images of their choice. It is recommended to use Lunawood 3D BIM objects or IFC files also. The main material for visualisations in the competition is Lunawood Thermowood.

In the competition, the emphasis is on original thinking, creativity, and visuality. This competition's purpose is to highlight the opportunities that building with Lunawood Thermowood offers for creating a healthier, more sustainable environment.

Thus, we can reconnect nature with urban people.

‘Entrants can freely implement their wildest dreams and imagination to create a more natural – yet still modern – environment for urban people’



CATEGORIES AND PRIZES

The competition is divided into three parallel categories.
The winner in each category will be rewarded with a cash prize of €5,000 (the prizes total €15,000).

The design categories are:

ARCHITECTURE
LANDSCAPING
INTERIOR

The winner in each category will be rewarded with a cash prize of **€5,000**

Awards from the Lunawood Urban Challenge are taxable earnings for the recipient in accordance with the tax law of the respective jurisdiction. The recipient remains responsible for all taxes and similar payments that may be required and for any tax reporting or other declarations related to the prizes that locally applicable tax law may require. Lunawood does not undertake to withhold or report any non-Finnish taxes.

Note that, should the winner be a team, the cash prize is handed over to the team's leader, who shall be responsible for distributing the prize money within the team.



SUBMISSION IN A NUTSHELL

- 1.** Register for the competition as soon as possible and no later than 5 April 2021. The participation is free for all architecture and designer students.
- 2.** Take a picture of the non-renewable structure, building, open space, or interior in its original condition.
- 3.** Download the digital design materials from Lunawood's design tools library (rendering images and, optionally, ArchiCAD/Revit/IFC models).
- 4.** Start your visual transformation by using the rendering images, keeping the format rules in mind. Use of 3D BIM objects or IFC models is recommended but not mandatory. The three design categories are Architecture, Landscaping, and Interior.
- 5.** Submit the 'Before' picture along with your design proposal, including a short description of your design, no later than 20 April 2021.
- 6.** The winners will be announced on 18 May 2021.

Digital Design Tools

The Rendering images, 3D BIM-objects and IFC-models can be found at
lunawood.com/design-tools



THE FORMAT

The entrants must complete their online submission no later than 20 April 2021. All files must be zipped into a single .ZIP file (maximum size: 10 MB).

The name of the .ZIP file must include 'Urban Challenge' + the name of the entrant + the name of the competition work

example:

'Urban Challenge_your firstname_your surname_Project name X.ZIP'

THE .ZIP FILE MUST INCLUDE:

1. PHOTO (.jpg) of the urban environment or interior in its current state, before implementation of the entrant's proposal/design.

Note that the width of the image must be at least 2,000 pixels.



Photo of the urban environment



3D visualisation showing the design and its original surroundings

2. 3D VISUALISATION SHOWING THE DESIGN AND ITS SURROUNDINGS:

- a PDF-file, with a horizontal dimension of A2 (594 × 420 mm)
- The visualisation must be executed with **Lunawood rendering images**. The participant may freely choose which Lunawood rendering images or BIM/IFC models to use. Use of other 3D BIM objects and materials is allowed, but putting the design's primary focus on Lunawood Thermowood is preferred.
- The name of the competition work is to be mentioned in a corner at the top of the sheet. The sheet may also contain other text.
- The maximum size for the .ZIP file is 10 MB.

3. DESIGN STORY:

- a Word-file (100–150 words) describing the overall design, the surroundings and the experience offered to urban people.

IF THE ENTRANT IS A TEAM, ALSO INCLUDE:

- A description of the team (formatted for A4 paper) that gives a brief introduction of the members



THE JURY



ANDRE EKSTEEN
ARCHITECT &
CO-DIRECTOR,
EARTH WORLD
ARCHITECTS
SOUTH AFRICA



TAPIO ANTILA
INTERIOR ARCHITECT &
DESIGNER,
TAPIO ANTILA DESIGN
FINLAND



SIMON SPEIGNER
ARCHITECT,
SPS ARCHITECTS
AUSTRIA



MARÍA SÁNCHEZ ONTÍN
ARCHITECT,
THE CAMBIUM DESIGN
SPAIN



MAIJA MASALIN
VICE PRESIDENT MARKETING
& PRODUCT MANAGEMENT,
LUNAWOOD
FINLAND

Under no circumstances shall competition participants or their representatives contact jury members.
With any questions, please contact us at info@lunawood.com.



JUDGING CRITERIA

All entries that are in compliance with the terms and conditions specified in the competition's rules will be judged on the basis of the following criteria, with each criterion receiving equal weight

INVENTIVENESS AND CREATIVITY

- Pushing the visual envelope' with the design by enhancing innovative use of Lunawood Thermowood and bringing out wood in a new way
- Creating a sensorial experience with complete transformations
- Transforming and breathing life into buildings, landscapes and interiors

USE OF LUNAWOOD DIGITAL DESIGN TOOLS

- Capability of using the rendering images
- The ability to create impressive visual transformation by utilising 3D BIM/IFC design tools

THE PRESENTATION

- Ability to communicate the idea and experience through well-executed visualisation
- Compliance with the competition guidelines



RULES AND REGULATIONS

To participate, you must be enrolled with an institution of higher education, studying architecture or design, and must be at least 18 years old. By submitting content, you confirm that you wish to enter the Lunawood Urban Challenge and you confirm your agreement to the official rules and to the other terms and conditions in this document.

Below are the official rules.

THE OBJECT OF THE COMPETITION

The objective for an entry in the competition is to create a design that meets the format, content, and other requirements identified in the competition summary (under 'The Challenge'). Lunawood digital design tools are the main focus for the design process and may be used freely.

ELIGIBILITY

The competition is open only to natural persons who at the time of entry are enrolled with an institution of higher education where they study architecture or design and who are at least 18 years of age.

USER CONDUCT

- This competition is designed to constitute a design event for purposes of redesigning existing public construction or spaces.
- Digital design tools from Lunawood's BIM library are to be used in the design.
- You agree to participate in the event lawfully.

- You represent and agree that no materials you submit, upload, share, publish, display, or otherwise provide ('post' below) to fulfil the competition's requirements infringes upon any personal or proprietary rights of a third party. This includes text, graphics, drawings, photographs and renderings, other images, and all other data or information (hereinafter 'Content').
- You may not copy/reproduce, modify, download or otherwise transfer, create derivative works from, publish, display, or save any Content from the Lunawood web site that you do not own or have explicit permission to use in the manner described.
- In the event that you become aware of any potential third-party claim related to Content posted by you as a participant, you shall notify the Lunawood Urban Challenge staff within 24 hours of becoming aware of said claim at info@lunawood.com.
- Lunawood shall receive ownership rights to all submissions. Please refer to the section 'User Materials', below, for further details.

THE DEADLINE

The competition opens on 18 January 2021. Entries for the competition must be received no later than 11:59pm (EEST) on 20 April 2021 (referred to as 'the deadline').

HOW TO ENTER

You are to enter the competition only once. All entries must comply with the entry requirements identified on the Lunawood Urban Challenge's competition web site. It is each participant's responsibility to ensure compliance with these requirements.



SELECTION OF WINNERS

There will be, in all, three main prizes for the winners of this competition. The winners will be selected and announced on 18 May 2021 on the Lunawood Urban Challenge page. Please refer to the section 'The Categories and Prizes' for an overview of the prizes.

USER MATERIALS

• By participating in this competition, the participant grants a perpetual royalty-free and sub-licensable worldwide licence to Lunawood (and its partners and other sub-licensees) to use any Content provided, for purposes of promoting, planning, and conducting future events and advancing Lunawood Thermowood and Lunawood's (and partners') other products, services, and digital design tools, which may be done by way of electronic and printed publications, educational events, and other forms of public display. The above-mentioned licence shall encompass the right to alter the works and a right to transfer the rights in question to others.

The participant may share the design proposal on his or her own media channels such as social media and his or her professional portfolio, but the Lunawood Urban Challenge should be mentioned in the forewords.

We strongly recommend the entrant not to share the final design before the deadline, to forestall possible copying and misuse.

DUTIES

• Lunawood assumes no responsibility for designs or Content posted by the participant. Backup copies of these are solely the responsibility of participants, to be managed at their own expense.

• Under no circumstance shall the participant take any action against Lunawood for claims of impropriety related to the conducting, judging, organisation, management, or running of the competition that the event constitutes.

LIABILITY AND DISCLAIMERS

• Lunawood is not liable for the activities and conduct of any user of the hosted site to which all entries are to be uploaded.

• Lunawood also shall bear no responsibility for any loss or damage, including loss of or damage to the participant's Content, that may arise directly or indirectly in relation to any service disruption.

• Participants shall not contact the jury, under any circumstances.

• Lunawood and each of its directors, officers, employees, or partners are not responsible to any participant (or anyone else) for any indirect, consequential, exemplary, incidental, special, or punitive content-related damages.

• The participant in the Lunawood Urban Challenge hereby accepts and acknowledges having no right, contractual or otherwise, to be recognised as a winner of an award. Winners are determined, and prizes awarded, at the sole and absolute discretion of the appointed panel.

• The participant hereby accepts and acknowledges that the panel's decisions in selecting the awards' winners are final and not subject to appeal. The participant shall indemnify Lunawood and the appointed panel from, against, and in respect of any and all liabilities, damages, losses, deficiencies, costs, judgments, amounts paid in settlement, interest, and penalties.

JURISDICTION

• By using the site, the participant is subject to the laws and jurisdiction of Finland. Should the participant initiate any claim or action against Lunawood, this shall be done only in a Finnish court of law.



ABOUT LUNAWOOD



Lunawood is a pioneer and global market leader of sustainable wood solutions. We love the forest, its untamed freedom, and the incomparable strength it represents. Our mission is to reconnect nature and people in urban environments. We bring the soothing effect of the forest available to all.

Our mills in Finland transform the very best Nordic pine and spruce into beautiful and long-lasting Thermowood – the ideal foundation and the perfect material for an ecologically sound, healthy way of designing, building, and living. Every Lunawood product is an authentic piece of Nordic forest and born of years of dedication to sustainability. Non-toxic, dimensionally stable, and resin-free, Thermowood is suitable for all climates and types of weather. These unique properties inspire architects and builders around the world to create amazing and versatile projects.

Production of Lunawood Thermowood began in 2002. Today, our company employs 125 professionals, in Finland at its head office in Lahti and its production units in Iisalmi, Kaskinen, and Joensuu and in our main countries of export. In 2019, Lunawood's turnover was 49 million euros.

#LOVEFORTHEFOREST #SIGNFORSUSTAINABILITY





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Visualisation:
Lunawood Urban Challenge 2019
3rd prize:
Elizaveta Khaziakhmetova,
Guzel Khakimova,
Ilnar Akhtiamov,
Rezeda Aktiamova

QUERIES

Please feel free to write to us with any queries that you may have in relation to the brief or the competition. Send your questions to the address 'info@lunawood.com' with the Subject header 'LUNAWOOD URBAN CHALLENGE'.

We recommend that participants frequently check the Lunawood.com Web site along with our social-media channels, for updates and any additional information provided.

Good luck in the competition!

Join us on social media!

