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DEL URUGUAY

INTERNATIONAL IDEAS COMPETITION: MERCADO MODELO MONTEVIDEO THINKING THE CITY FOR THE 21ST CENTURY

URUGUAY, 2018

COMPETITION RULES



MONTEVIDEO'S WATERFRONT PROMENADE

RIO DE LA PLATA

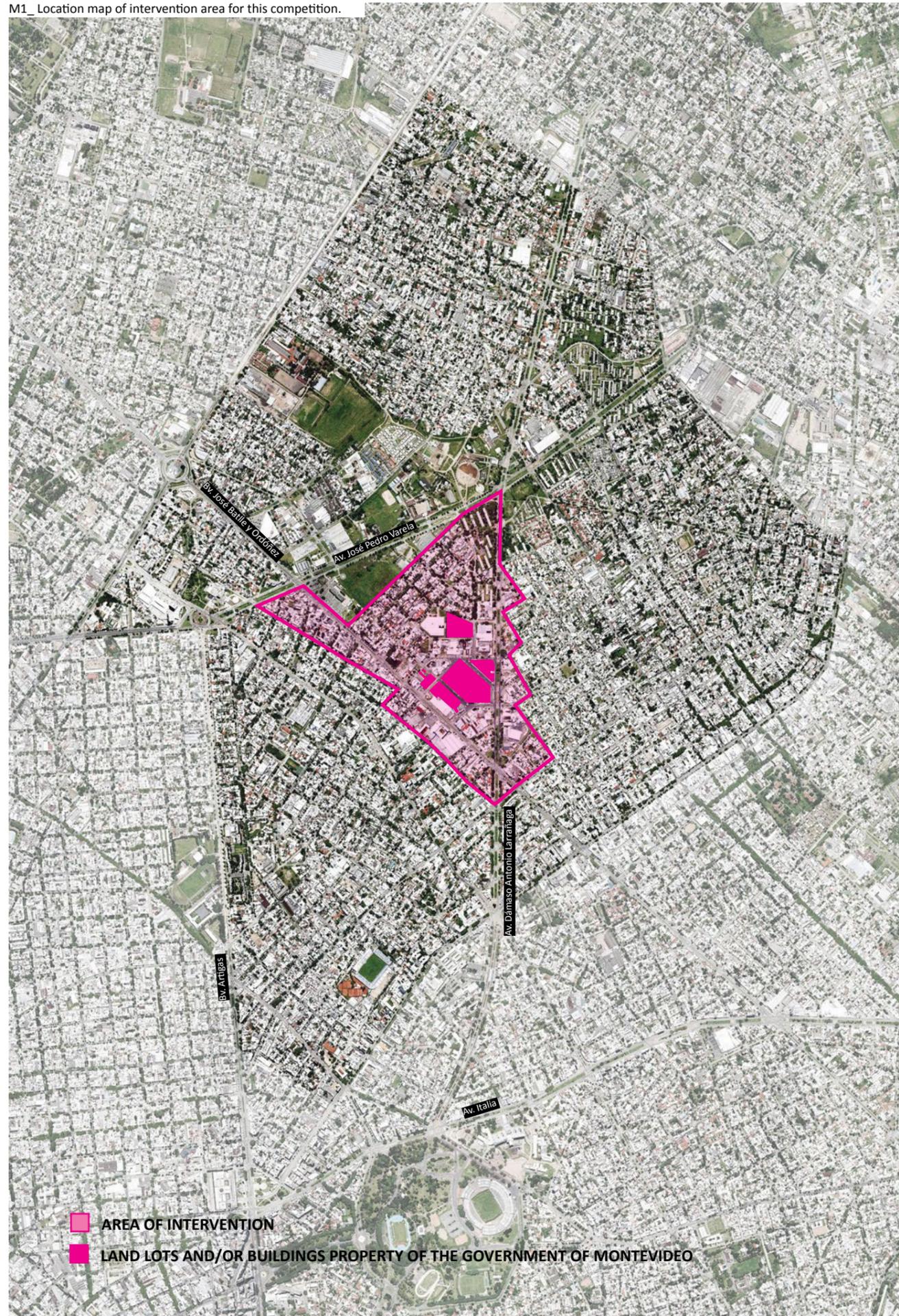
DAMASO ANTONIO LARRANAGA AVENUE

MERCADO MODELO

JOSÉ BATLLE Y ORDÓÑEZ BOULEVARD



M1_ Location map of intervention area for this competition.



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MERCADO MODELO

YOKHAMA

Balanza pública.
Confianza.
Una garantía de peso.

F2_Mercado Modelo's main gate, 2011.

I_PRESENTATION

PROJECTING POSSIBLE AND INNOVATIVE FUTURES

The International Ideas Competition: “MERCADO MODELO MONTEVIDEO. Thinking the city for the 21st century” aims to expand the planning options for an area located in the barycenter of the city of Montevideo.

Mercado Modelo Montevideo (Model Market of Montevideo), whose main building has an area of 25,000 m² and Art Deco references, has operated as the most important wholesale produce market for fruits and vegetables in the country since 1937. As this is a dynamic activity, it has had a significant influence on the urban evolution of this area of the city.

Considering the changes that have taken place in the territory and in marketing dynamics, the IDM or Government of Montevideo (“Intendencia de Montevideo” in Spanish) has decided to transfer the operation of Mercado Modelo to a new wholesale and distribution center in La Tablada, in the northwest of the city. This center will be managed by the UAM - Produce Hub of Montevideo (“Unidad Alimentaria de Montevideo” in Spanish): the non-state public entity created under Law No. 18.832 of October 18, 2011. Other related wholesale businesses located near the market have also decided to move to the new location. The transfer of these activities entails a historic opportunity to think about the future of the urban sector where Mercado Modelo is located, the related projects and the surrounding areas, both regarding their large urban structures, public spaces, residential networks, facilities and services, their extraordinary potential for transformation and also the conservation of their tangible and intangible heritage.

This is part of the territorial planning process focused on sustainable development that Montevideo has been promoting for almost three decades, to have a democratic, inclusive and creative city.

Within the process of managing the transfer of the wholesale activities of Mercado Modelo and its surrounding activities, the UAM and the Government of Montevideo have considered it relevant to organize an international ideas competition to gather the broadest range of experts in order to have their perspectives and proposals to help shape the future of this territory.

This competition is organized by the UAM, jointly with the Government of Montevideo, who will provide the awards and mention described in paragraph VI, with the support of the Departmental Board of Montevideo and Municipality D, and the sponsorship of the Ministry of Housing, Land-Use Planning and the Environment, the School of Architecture, Design and Urbanism of UdelaR (“Universidad de la República” in Spanish), the Uruguayan Association of Architects, the Pan-American Federation of Associations of Architects and the Association of Private Promoters of Construction in Uruguay.

It aims to promote the participation of national and foreign experts so they can reflect on this territory and project innovative and possible futures.

This is an international call for ideas designed as an open-competition opportunity which calls for:

a) Recommendations for the urban development of the sector in response to the possible implementation of new morphologies and complementary facilities, thus modifying the urban fabric if necessary. The following will be developed:

- Proposals for the existing public space and for the creation of new public spaces.
- Recommendations for the development of the private premises where activities that are complementary and related to the market are currently held, which will also be moved to the hub. (See figures M1 and M13).

b) Architectural and programmatic proposals to develop in the main building of Mercado Modelo and/or its location, as well as in surrounding premises owned by the Government of Montevideo. (See figures M14, M15 and M16).



F3_ General view of Mercado Modelo's main building, 2012.



II_MONTEVIDEO A SOUTHERN CAPITAL

Montevideo is the capital of the Republic of Uruguay and the southernmost capital in the Americas. Although Uruguay has an open agenda of social and territorial challenges, it is one of the most egalitarian countries in Latin America.

Montevideo is the main city of the country, with almost 1,300,000 inhabitants within departmental borders. This figure reaches about 2,000,000 inhabitants if we consider its metropolitan area. Its demographic growth is contained, although there have been major transformations within the city.

It is a coastal city, with a very large urban area. The prevailing morphology is characterized by a low density and height of buildings. Its urban fabric is structured by a system of large avenues and smaller roads used locally. High-rise buildings appear mainly in the center of the city, on some coastal districts, and on a number of avenues and new hubs. The city has a history of good urban quality, and nowadays its territorial development is guided by the POT or Montevideo Plan (“Plan Montevideo” in Spanish).

The architecture of Montevideo has quality creations such as its large parks dating back to the late 19th and early 20th centuries, the Rambla Sur, an extraordinary set of modern buildings erected between 1920 and 1960, the experience of Social Housing Cooperatives, different projects developed by engineer Eladio Dieste in reinforced ceramic and multiple facilities and unique buildings in recent decades. To reflect on its importance we must remember that several of them (the Rambla Sur, Modern Architecture and Dieste) have been included in the Tentative World Heritage List of UNESCO.

III_COMPETITION AREA THE URBAN CONVERGENCE OF LANDSCAPES, SCALES AND TIMES

Various elements coexist in the area of action: urban paths and stories, different uses, neighborhoods with traditional urbanization and plotting, modern housing developments, industries and facilities. (See figures M1, M8 and M12).

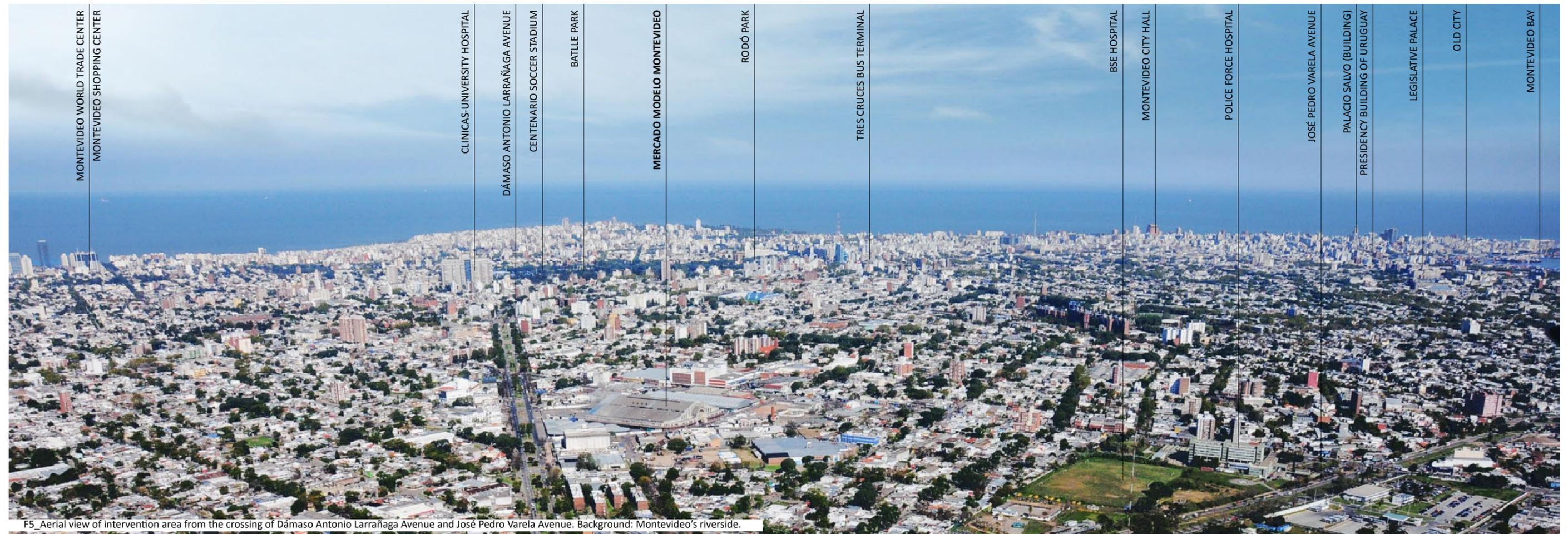
The structuring roads that connect the area to the rest of the city are:

- The José Batlle y Ordóñez Boulevard, known as Camino de los Propios in colonial times, currently a major traffic road linking the coast to the northwestern outskirts;
- The Dámaso A. Larrañaga Avenue, continuation of the Centenario Avenue, which links the Batlle y Ordóñez Park, where the Centenario Stadium is located, to the Maroñas Racetrack, thus structuring the axis of the city; and
- The José Pedro Varela Avenue, where large national facilities are being developed. (See figures M1, M5 and M7).

It is a topographically high area in a city with gentle undulations. This area is fully covered by public services providing drinking water, sanitation, electricity and public transport.

The area of intervention of the ideas competition is found mostly in Municipality D and is delimited in figure M9.

This territory has now an increasing centrality potential, which is consolidated by its location in the urban area and because major national and regional facilities have been set up in its vicinity, such as: the Police Hospital, the Traumatology and Orthopedics Hospital, the BSE Hospital, the Antel Arena Events Center and the Nuevo Centro shopping center and housing complex. The upcoming facilities are the Montevideo Police Headquarters and the Fire Department.

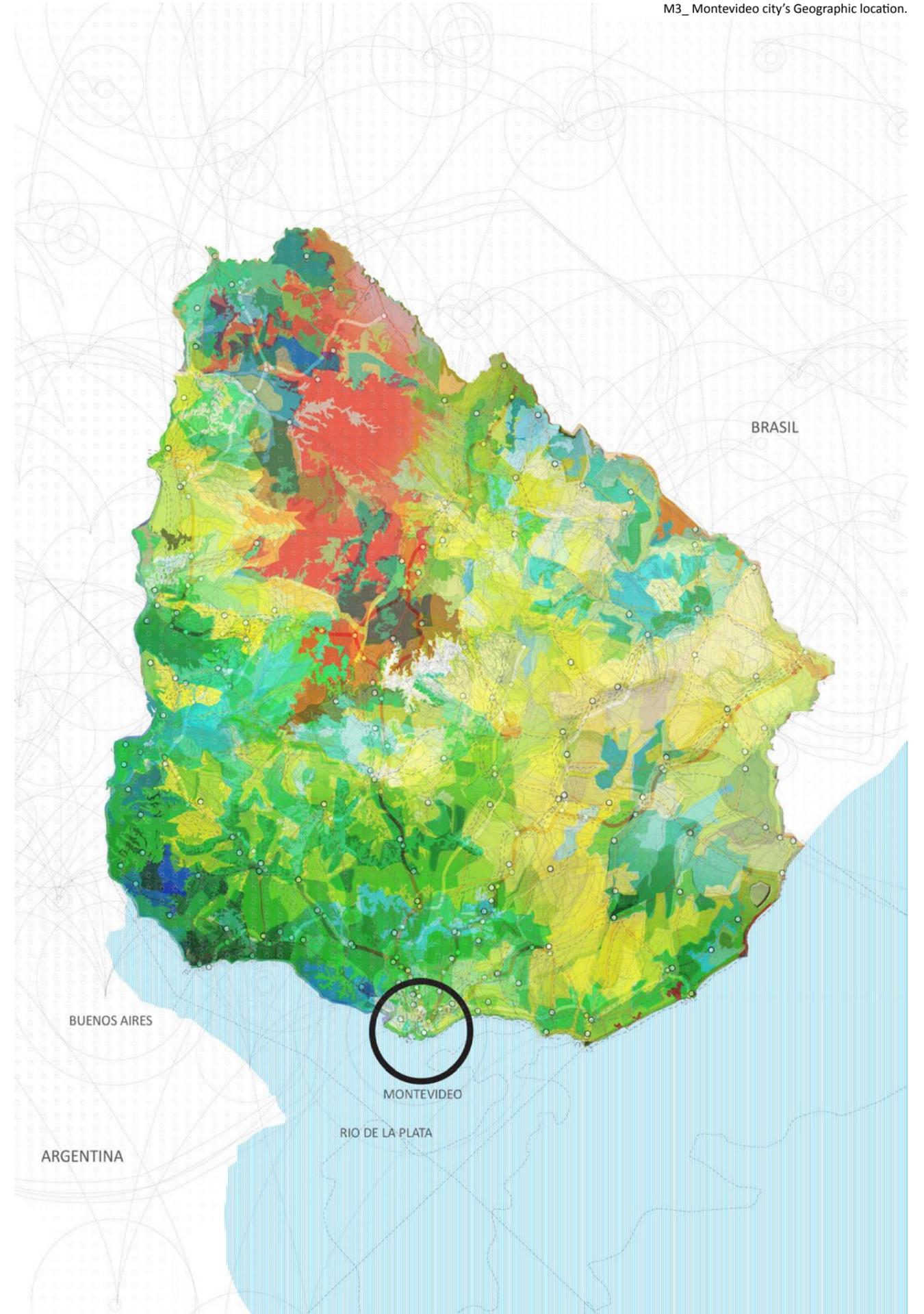


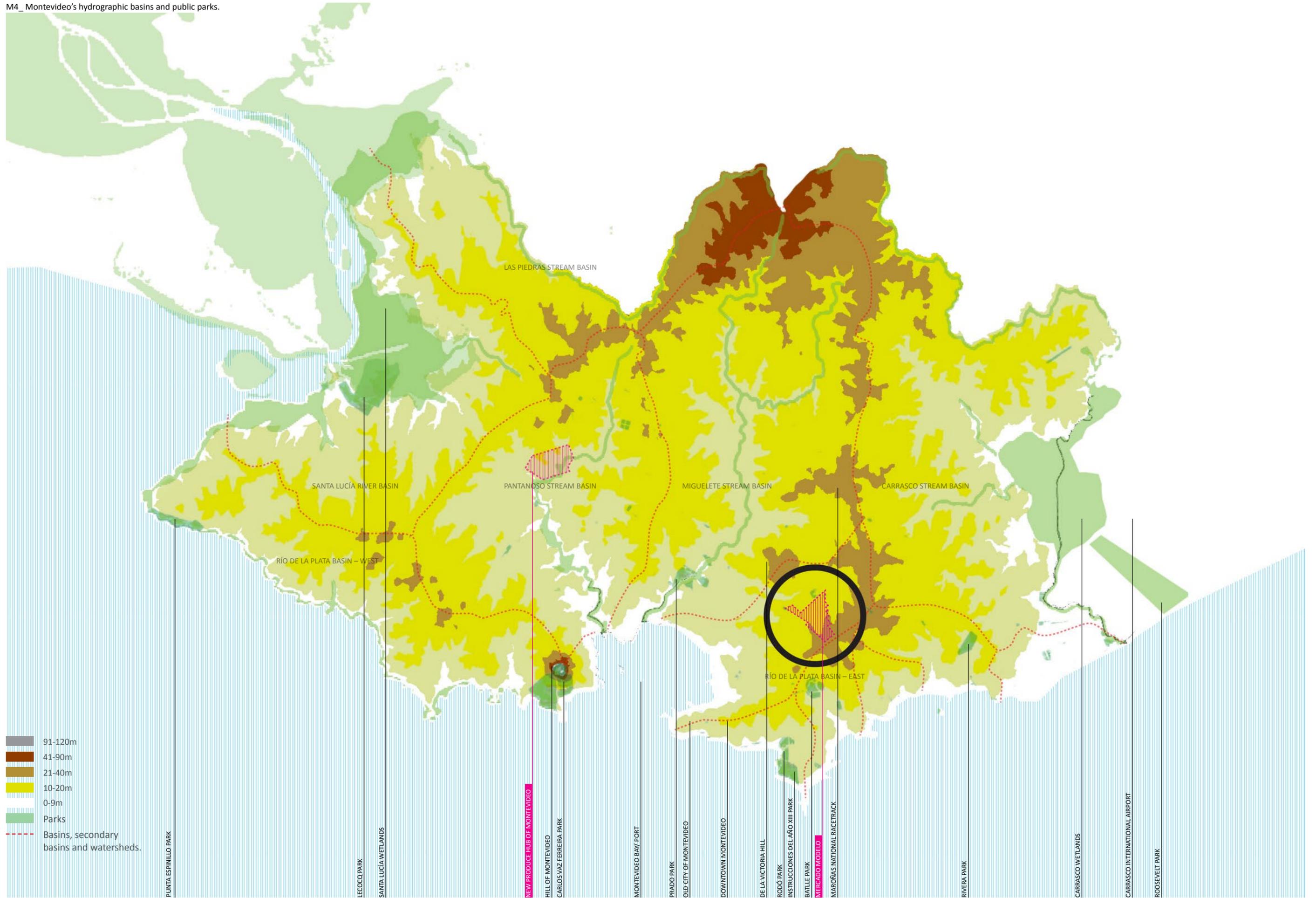
F5_Aerial view of intervention area from the crossing of Dámaso Antonio Larrañaga Avenue and José Pedro Varela Avenue. Background: Montevideo's riverside.

M2_ Geographic location of Mercado Modelo in Montevideo, Uruguay, by coordinate reference system (South American scale system)



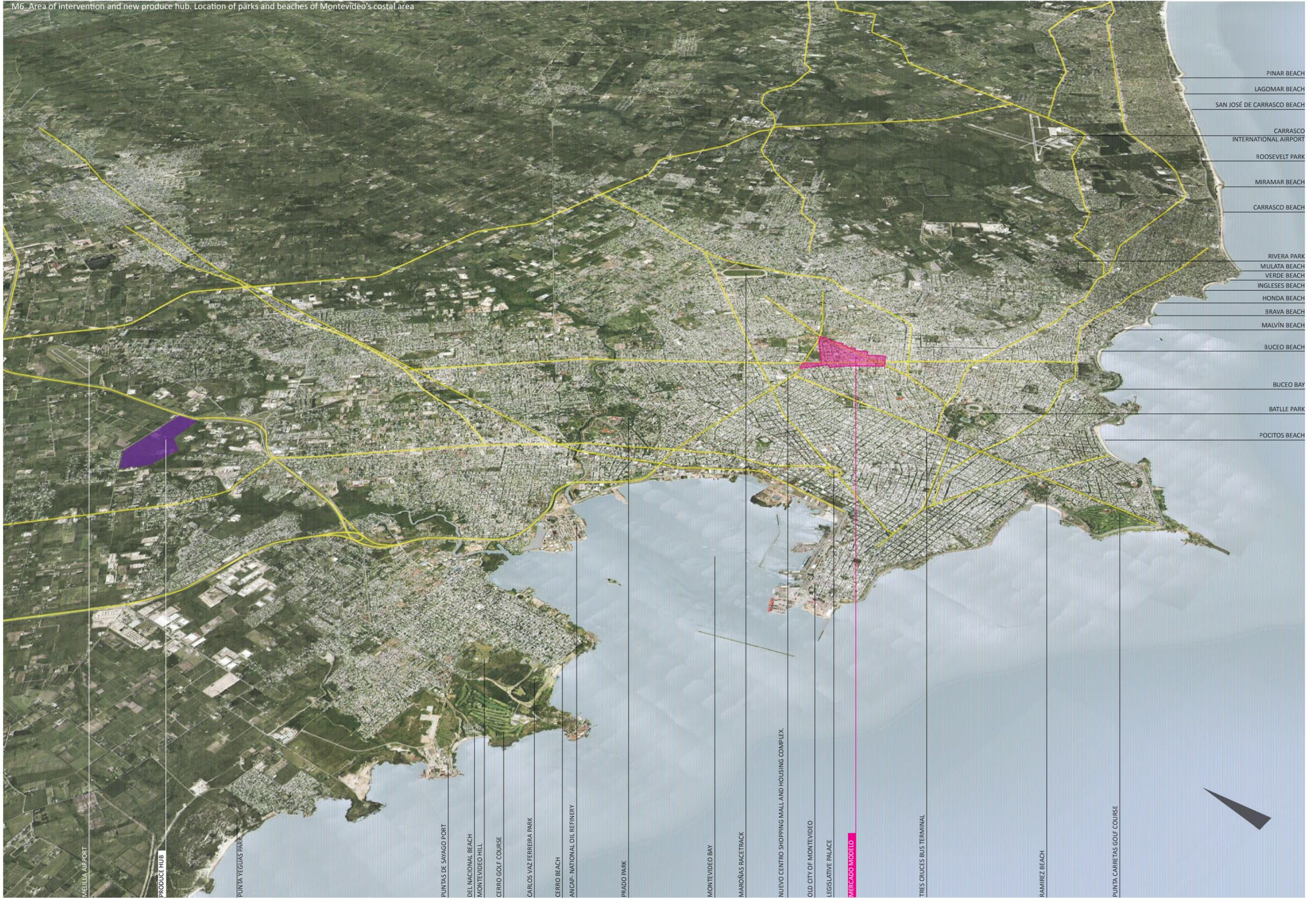
M3_ Montevideo city's Geographic location.







M6 Area of intervention and new produce hub. Location of parks and beaches of Montevideo's costal area





F6_ Aerial view of intervention area, from BSE Hospital building, 2017.

ABOUT MERCADO MODELO

The city has had several wholesale produce markets throughout its history.

Mercado Modelo was projected in the 1930s in a former wasteland on the outskirts of Montevideo in order to replace the old Agricultural Market located in the area of Goes. It was conceived as a wholesale market for the sale of fruits and vegetables. It is the main supply center for retailers who buy products in bulk, which are then sold directly to consumers.

The main building of Mercado Modelo has an approximate area of 25,000 m², and is built within a land lot of almost three hectares. It was conceived as a building facing the Northeast, with its longest side running parallel to Caminos de los Propios (currently Batlle y Ordóñez Boulevard). It has a steel structure. Its interior is organized by a central “street” and by side loading and unloading areas, with long spans and several complementary paths. These paths have exits that lead to the surrounding streets. It is a monumental building, with a main façade that includes an access gate over twenty meters high, with Art Deco reminiscences which are brought together by this large industrial aisle. It includes a large underground area. The project was developed by architect Gualberto Rodríguez Larreta, and architect Leopoldo Tosi was in charge of its structure. The company Bello & Reborati was in charge of the construction. The market opened in 1937. The building is not protected as heritage, although it does have testimonial and symbolic value for the neighborhood and for citizens, with its access portico being the most outstanding construction feature.

Other light constructions were added in the vicinity of this main building over the years, as well as multiple small premises. This is how a complex of open-air buildings owned by the Government of Montevideo was created, with a total area of almost 56,000 m². (See figures M14 and M15.)

Furthermore, private related activities were added, such as cold chambers, agricultural inputs and banking institutions, each with their own construction. They include a building constructed by Eladio Dieste, located on the north sidewalk of José Batlle y Ordóñez Boulevard, between Thompson and Cádiz streets.

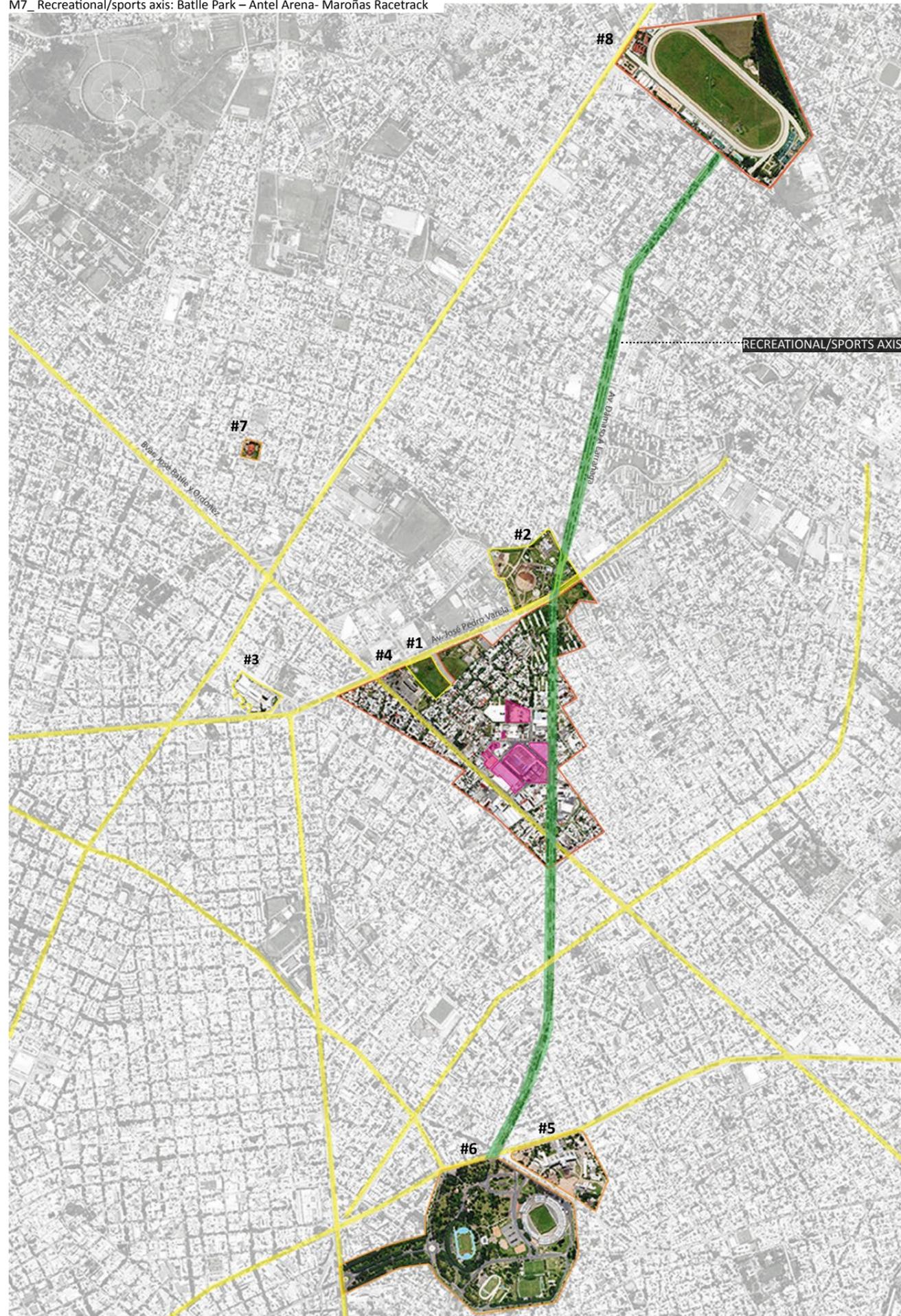
The intense activity of trucks and other vehicles, which load and unload products at night and in the morning, make this a special area in the city.

This area, with somewhat blurred borders, is known as Mercado Modelo. It is bordered by residential neighborhoods where middle and working class people live.

The Government of Montevideo has planned to transfer the Mercado Modelo activities to the produce hub located to the northwest of the city, in the area of La Tablada. The bidding process for its implementation is currently under way, which is estimated to take between two and three years.



F7_ View from the bell tower of the Reducto Church, with the Old City, the Bay and the Hill of Montevideo in the background, circa 19th century



#1 BSE - National hospital and recovery center.
 In Construction, (2017)
 Year of Architecture competition: 2015
 Studio: Fábrica de Paisaje:
 Arqs. Fabio Ayerra, Marcos Castaings, Javier Lanza y Diego Pérez.



#2 Antel Arena (Entertainment center)
 In Construction (2017)
 Year of Architecture competition : 2013
 Arqs. Pablo Bacchetta, José Flores y Rodrigo Carámbula.



#3 Nuevo Centro residential state and Shopping mall.
 Project's year: 2008
 Construction years: 2011-2013



#4 Police Force Hospital
 Year of architecture competition: 1975
 Construction year: 1977
 Arqs. Enrique Benech, Milka Marzano, Thomas Sprechmann y Arturo Villamil



#5 Clínicas - University Hospital
 Year of architecture competition: 1928
 Construction year 1930
 Arq. Carlos Surraco



#6 Centenario Stadium
 Project and construction year: 1930
 Arq. Juan Antonio Scasso

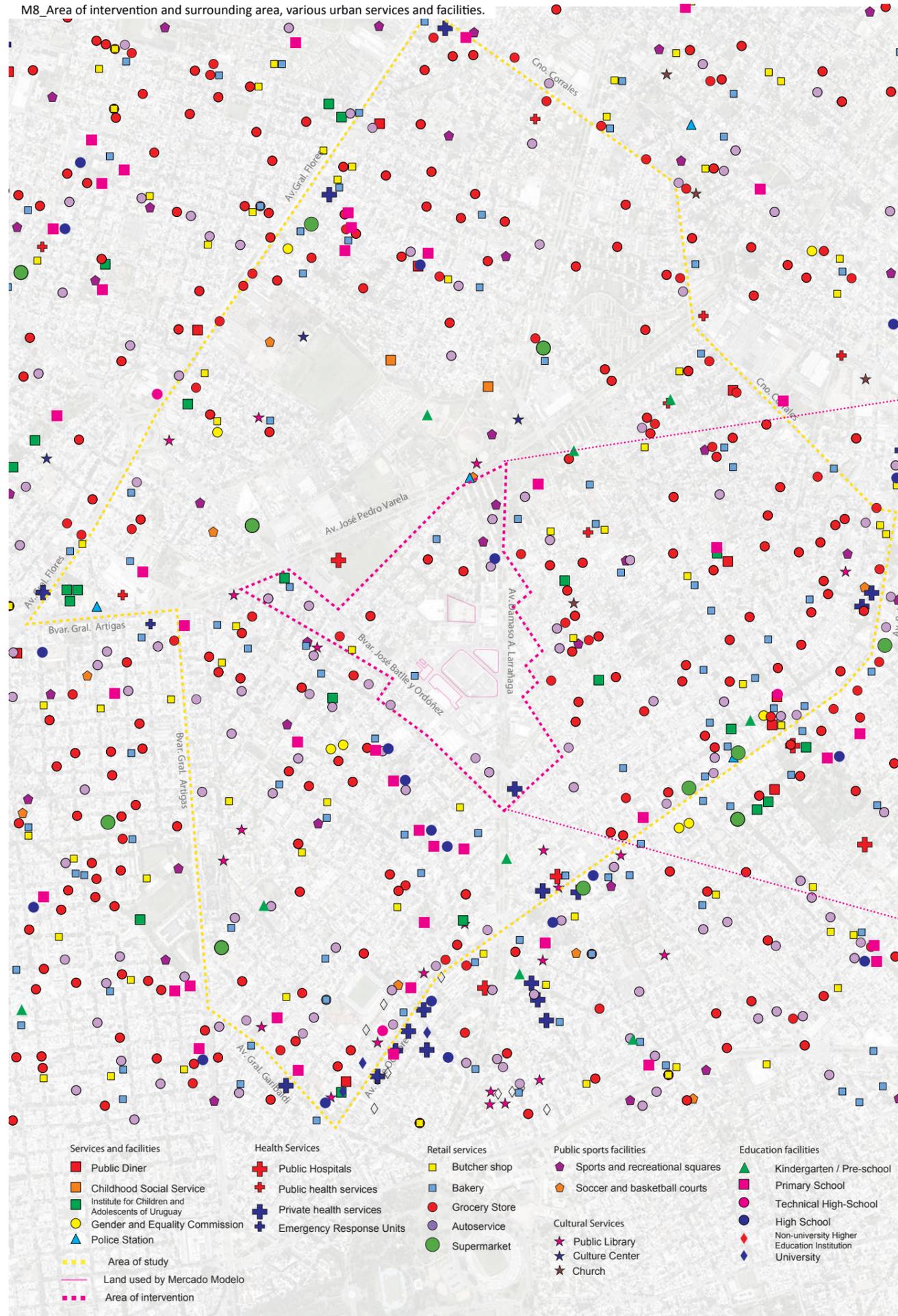


#7 Cerro de la Victoria National Sanctuary . Catholic church
 Construction Year: 1926
 Arqs. Elzeario Boix y Horacio Terra Arocena.

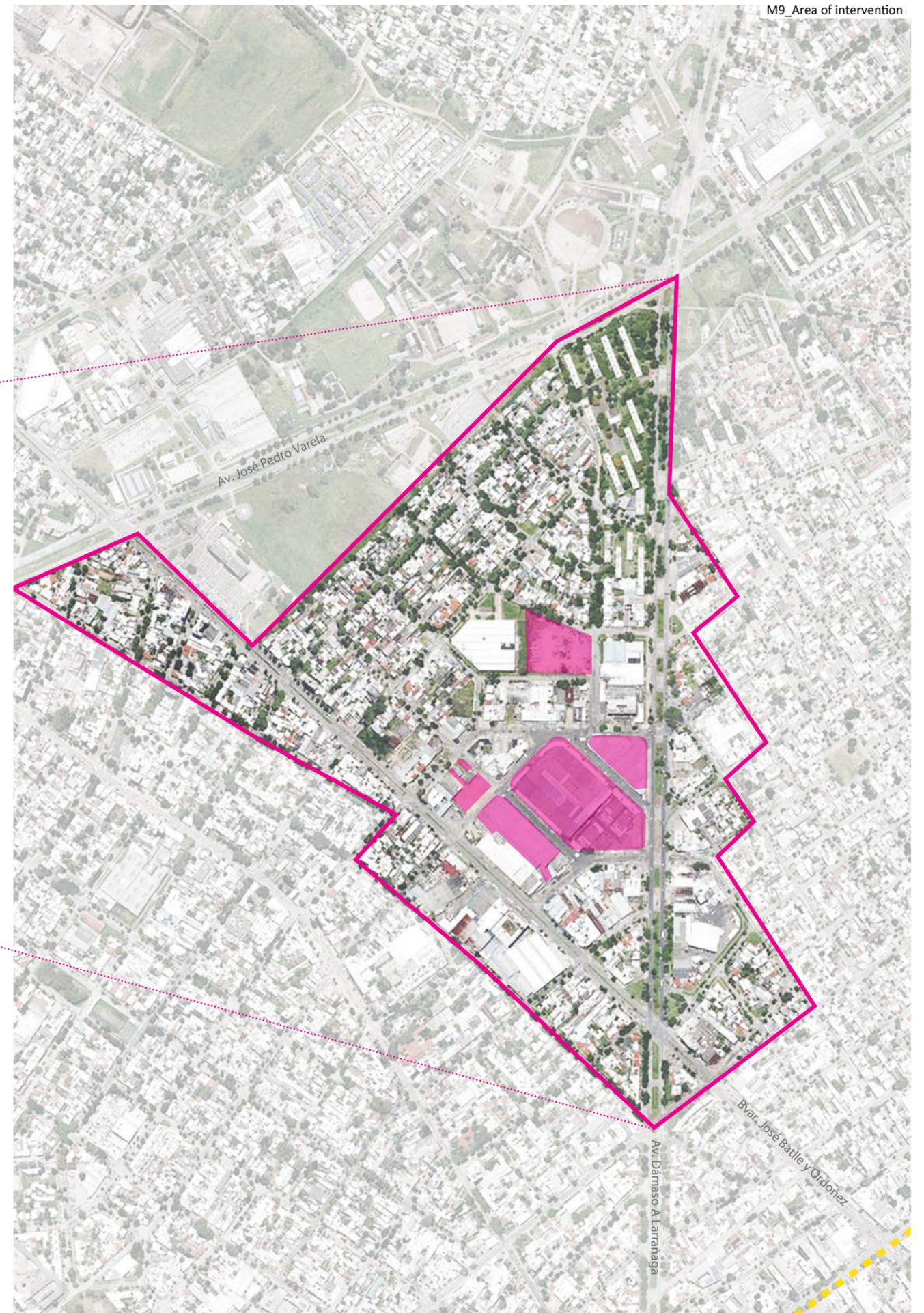


#8 Maroñas National Racetrack
 1st buildings: 1874
 Balcony and secondary buildings, Arq Roman Fresnedo Siri, 1945.

M8_Area of intervention and surrounding area, various urban services and facilities.



M9_Area of intervention

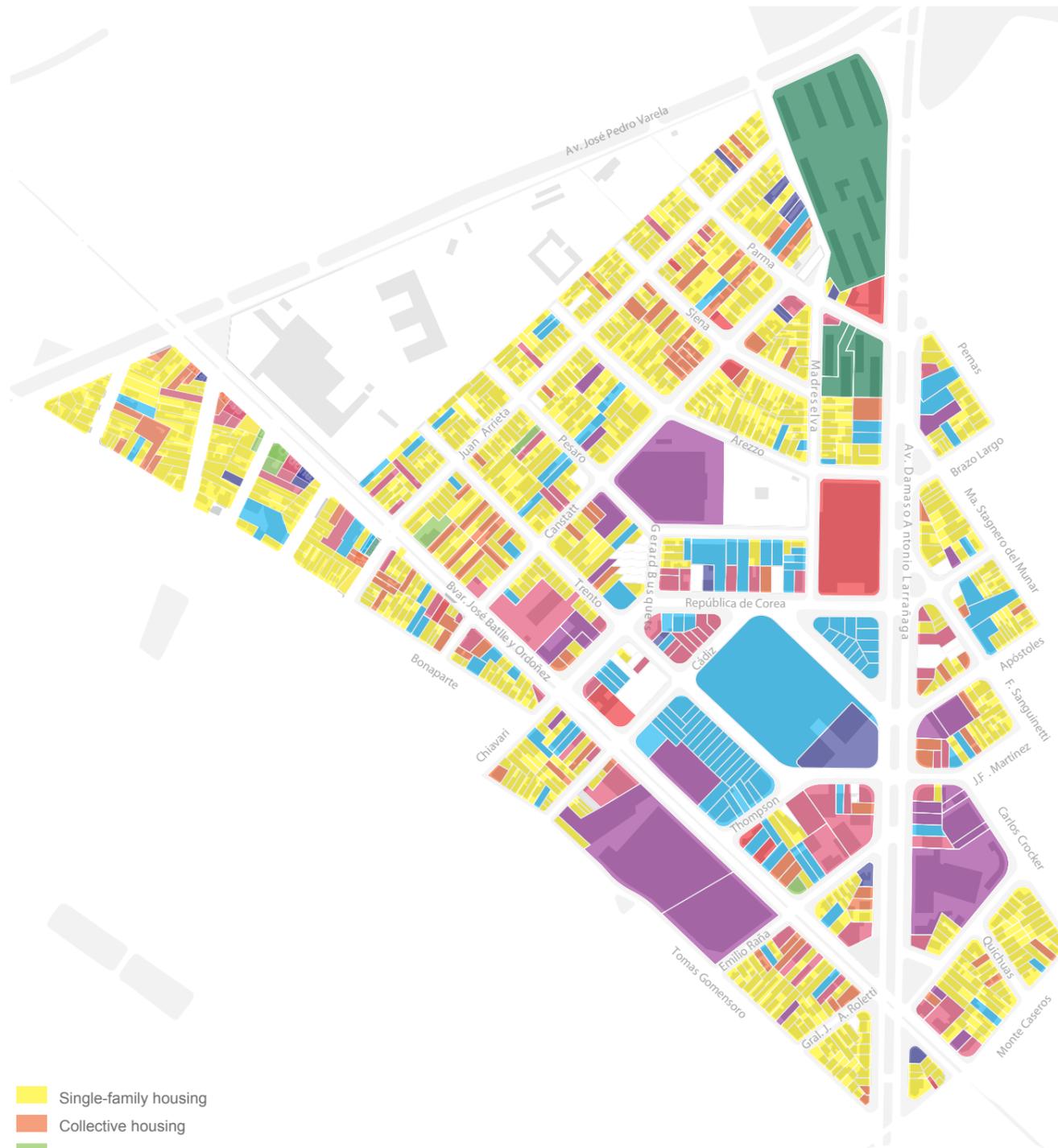




Size of land lots	Number	Percentage	m ²	Percentage
< 101	678	5,11%	54.299	0,82%
101 - 200	2.244	16,86%	373.105	5,67%
201 - 300	3.311	24,26%	877.023	13,32%
301 - 400	3.256	23,80%	1.175.546	17,86%
401 - 600	2.885	20,79%	1.430.737	21,73%
601 - 1000	814	6,00%	621.199	9,44%
1001 - 3000	310	2,28%	505.059	7,67%
> 3000	126	0,91%	1.546.221	23,49%
TOTAL	14.231	100%	6.583.189	100%



Number of storeys	Number of registered lots		Area	
	Nº	%	m ²	%
0	27	3	40.824	6,9
1	601	67,5	302.072	50,9
2	233	26,5	126.273	21,3
3	14	1,6	20.684	3,5
4	13	1,5	63.905	10,8
8	2	0,2	1.527	0,3
10	1	0,1	38.742	6,5
TOTAL	891	100	594.027	100



- Single-family housing
- Collective housing
- High-rise building
- Housing complex
- Retail
- Industrial
- Specific of use
- Warehouse
- Platform
- Unoccupied (no buildings)



Conexión con el Mercado Modelo	Número de lotes registrados		Área	
	Nº	%(*)	m²	%(*)
MM	44	4,94	56.265	9,47
Wholesale of fruit and vegetables	34	3,82	15.455	2,60
Supplementary Service	33	3,70	33.718	5,68
TOTAL	111	12,46	105.438	17,75

Percentage over total of registered lots and extension of area of intervention

ATTRIBUTES OF THE LAND WHERE MERCADO MODELO IS LOCATED

The registered lots covered by the Mercado Modelo and owned by the Government of Montevideo are public goods for private use of this departmental administration.

The complex is formed by a central hall and two enclaves, according to what is stated in figure M16.

The central hall has three sectors:

Sector 1: MAIN AISLE AND SOUTHEAST ADJACENT AREAS. It includes a single macro block bounded by the following streets: Cádiz, Domingo J. Cruz, Dámaso A. Larrañaga Avenue and Trento. It includes the building formed by the main aisle of Mercado Modelo and additional smaller constructions located to the southeast of the main aisle. It comprises two large registered lots:

Sector 2: NORTHEAST EXPANSION. Triangular block adjacent to sector 1, delimited by the following streets: Dámaso A. Larrañaga Avenue, República de Corea and Domingo J. Cruz. It is functionally integrated to sector 1 of the main aisle on Domingo Cruz Street. This block is made up of small registered lots. It has constructions of no particular relevance.

Sector 3: SOUTHWEST EXPANSION. It comprises approximately half the block adjacent to sector 1, delimited by the following streets: Cádiz, José Batlle y Ordóñez Boulevard, Thompson and Trento. It is functionally integrated to sector 1 on Trento Street. Small registered lots prevail in this block. It has constructions of no particular relevance.

The enclaves are two areas that are very close to sector 1, used mainly to park vehicles.

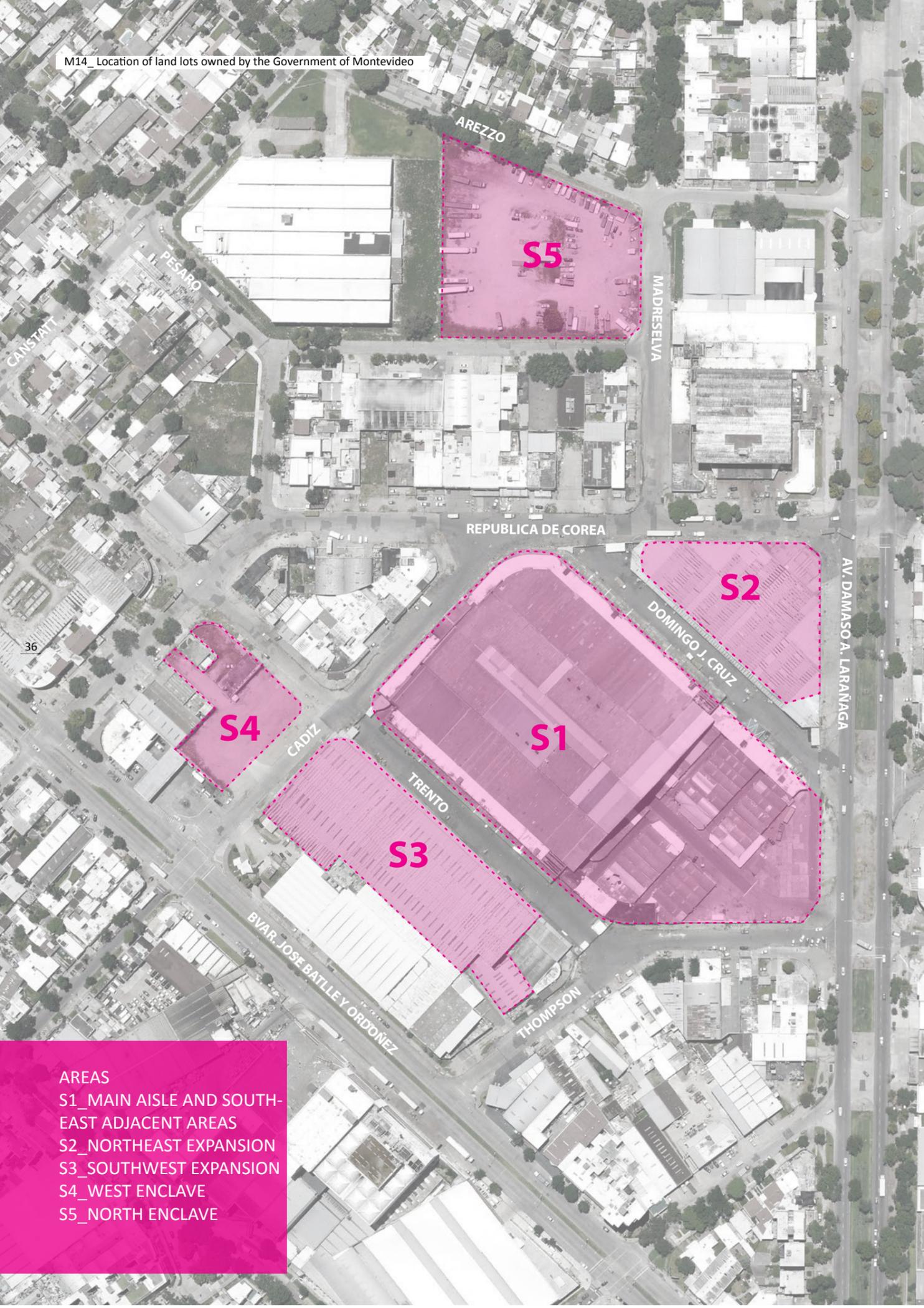
Sector 4: WEST ENCLAVE. It is located within the block delimited by the following streets: Cádiz, José Batlle y Ordóñez Boulevard, República de Corea and Trento. It is an area without constructions, with a large lot for heavy-duty vehicles to park. It comprises a large registered lot and two smaller lots.

Sector 5: NORTH ENCLAVE. It is located within a single macro block of irregular pentagonal shape, delimited by the following streets; República de Corea, Pesaro, Canstatt, Arezzo and Madre Selva. It has no constructions and is used for vehicle parking. It comprises one large registered lot.

Attached there appear planimetric maps showing the location of the sectors, and a detailed chart including areas and main attributes. (See figures M14, M15 and M16.)

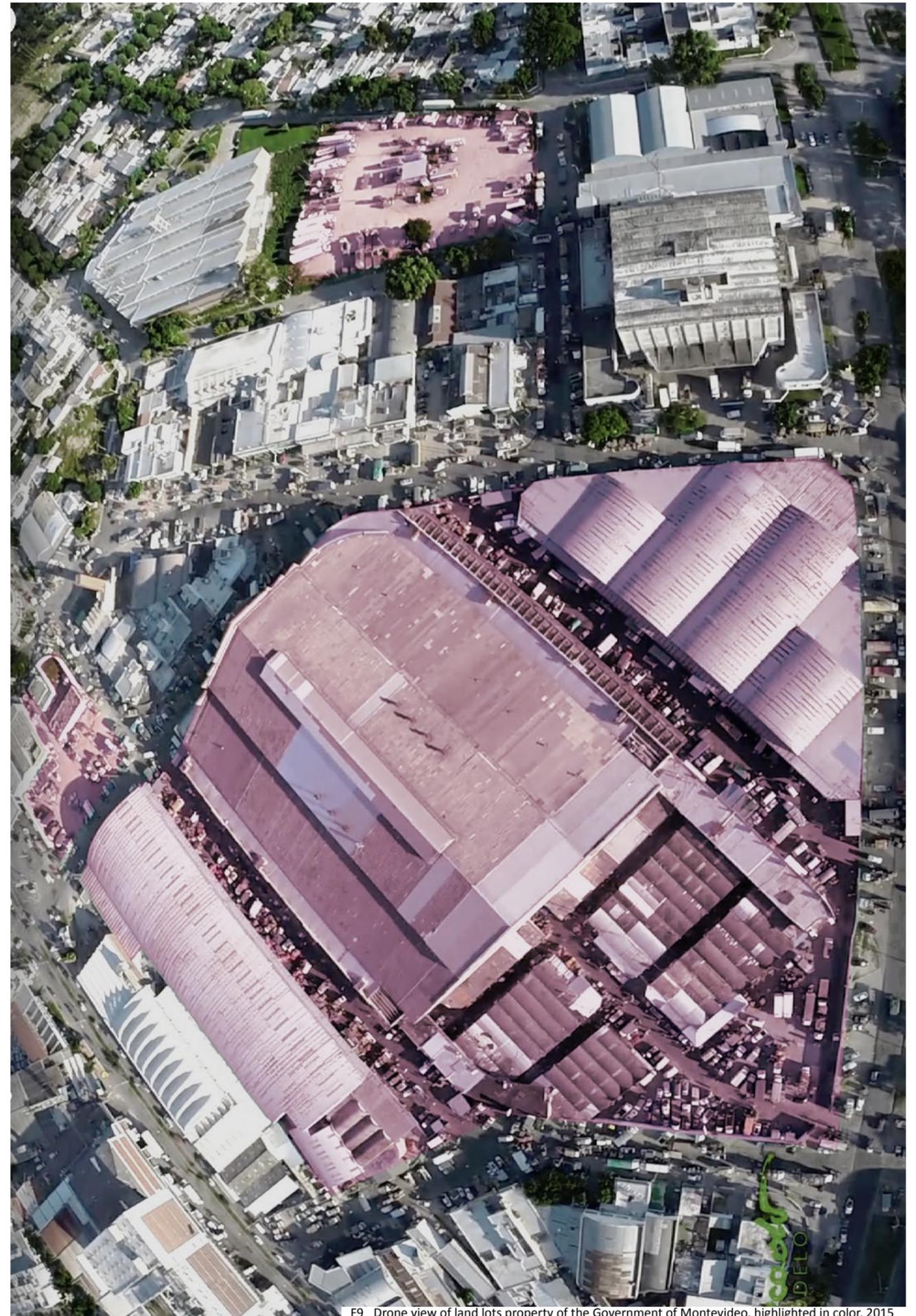
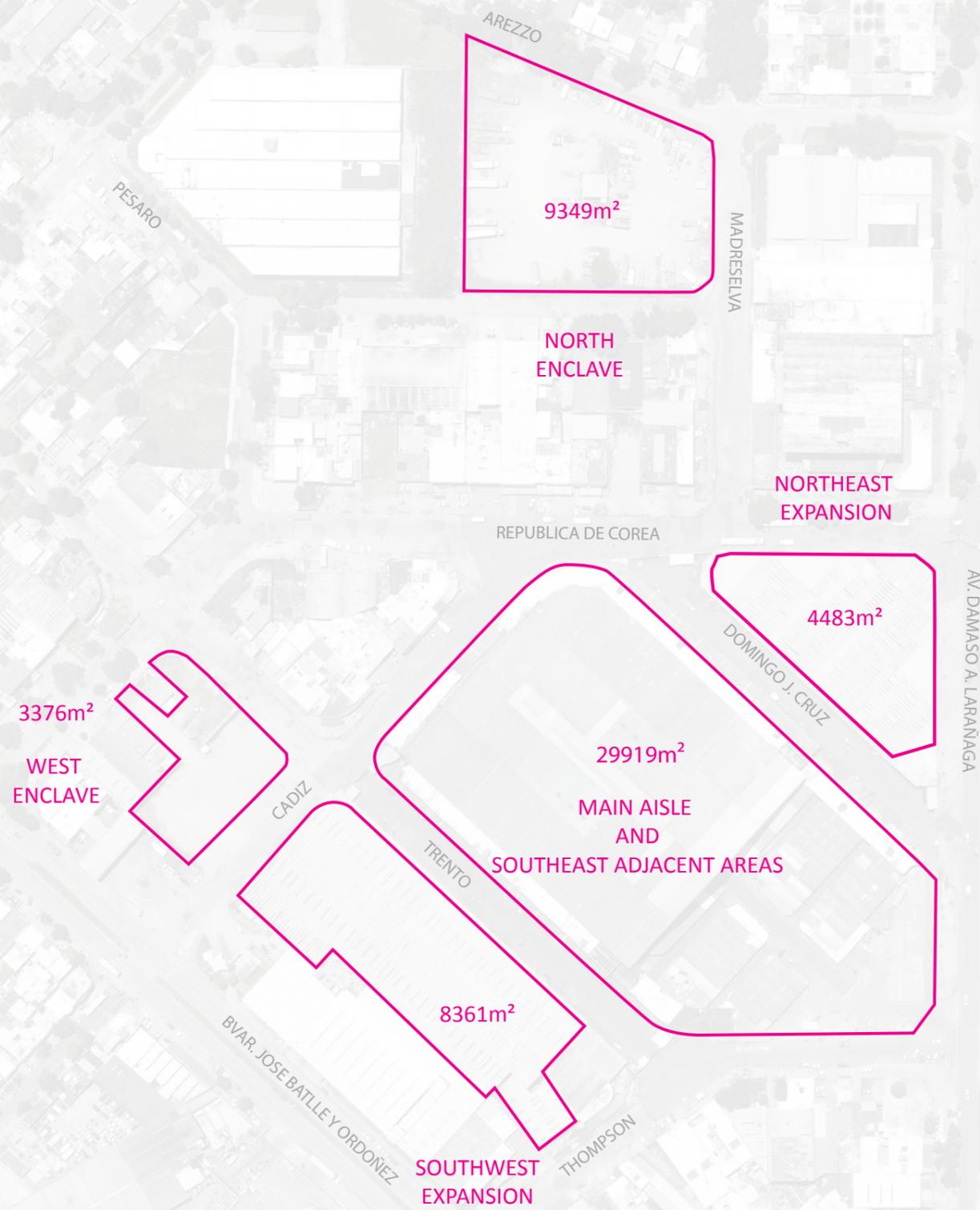


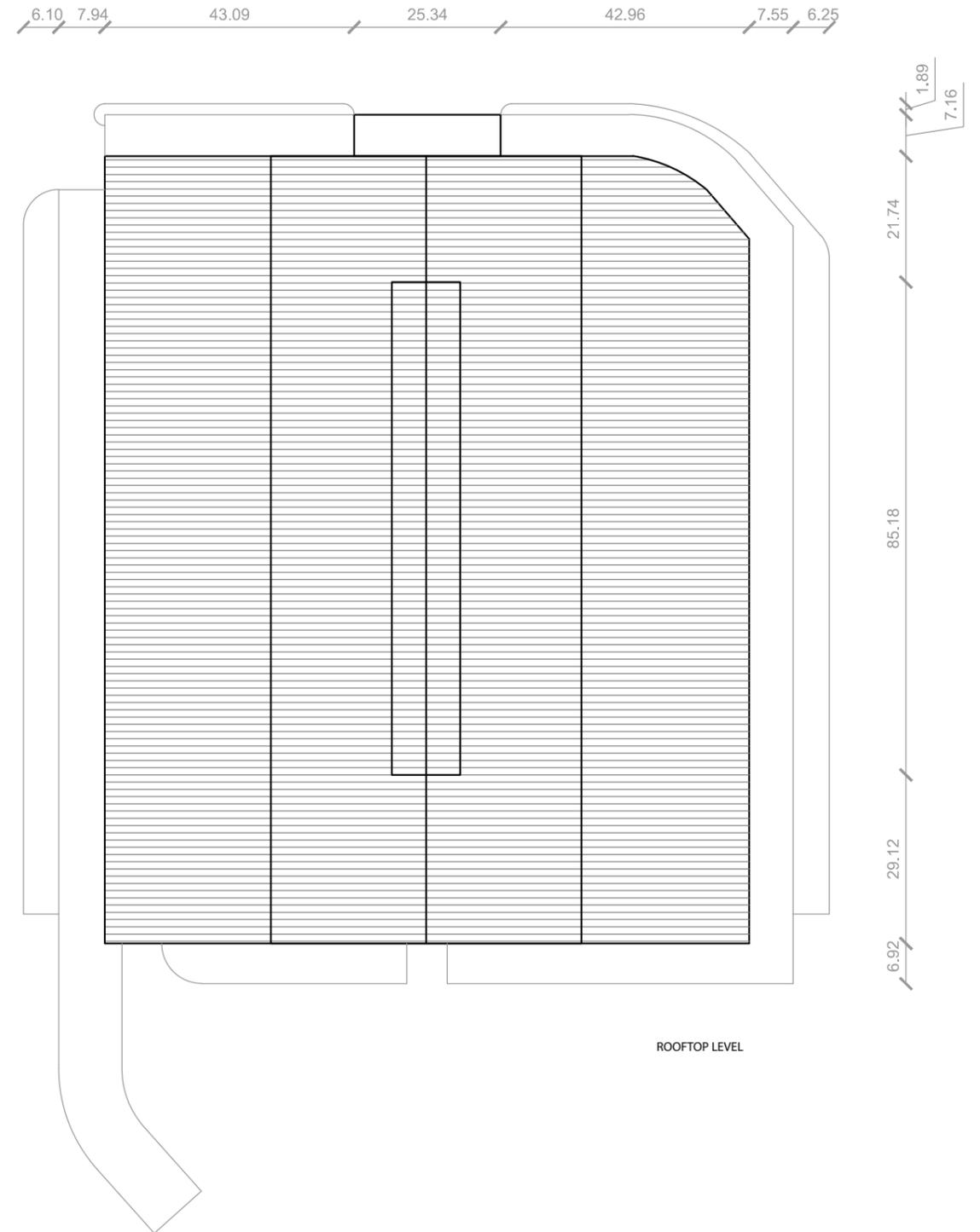
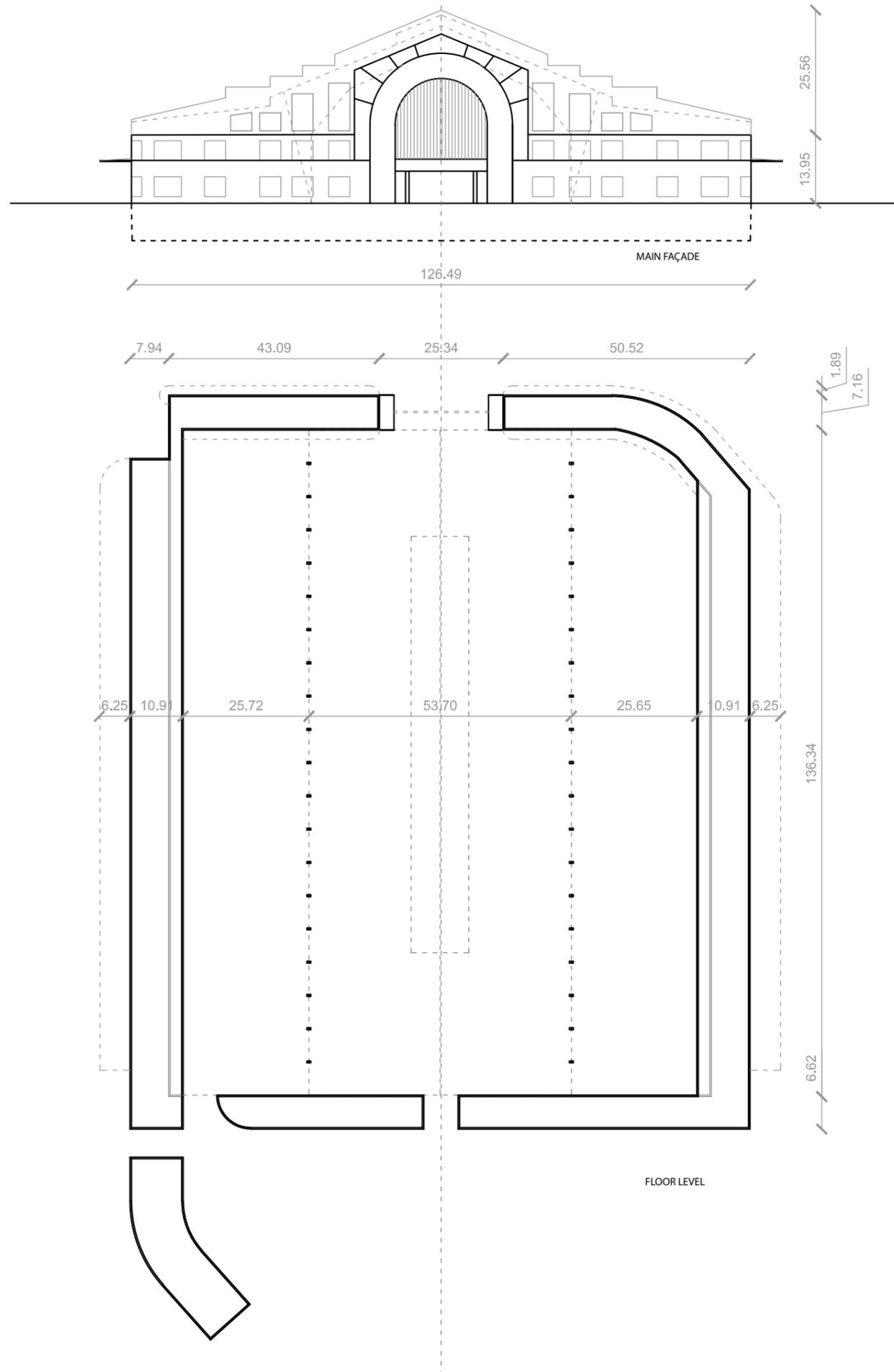
F8_Aerial view from meat processing plant building of "Frigorífico Modelo", 2017.



AREAS
 S1_ MAIN AISLE AND SOUTH-EAST ADJACENT AREAS
 S2_ NORTHEAST EXPANSION
 S3_ SOUTHWEST EXPANSION
 S4_ WEST ENCLAVE
 S5_ NORTH ENCLAVE

COMPONENT	SECTOR/AREA	% BLOCK	REGISTERED LOTS	AREA (M ²)	COMMENTS
CENTRAL ENCLOSED AREA	S1. MAIN INDUSTRIAL AISLE AND SOUTHEAST ADJACENT AREAS	100% Cádiz, Domingo J. Cruz, Av. Dámaso A. Larrañaga y Trento.	135141 168422	29919 m ²	Main industrial aisle of mercado modelo and other added minor buildings (towards the SE).
	S2. NORTHEAST EXPANSION	100% Av. Dámaso A. Larrañaga, República de Corea y Domingo J. Cruz.	152317 152324 152318 152325 152319 152326 152320 152327 152321 152329 152322 152330 152323 135143	4483 m ²	Small registered lots mostly part of market operation, secondary buildings
	S3. SOUTHWEST EXPANSION.	57% Cádiz, Bv. José Battle y Ordoñez, Thompson y Trento.	166510 166521 166511 166522 166514 166523 166515 166524 166516 166525 166517 166526 166518 166528 166519 166529 166520 166530	8361 m ²	Small registered lots mostly part of market operation, secondary buildings
ENCLAVES	S4. WEST ENCLAVE	49% Cádiz, Bv. José Battle y Ordoñez, República de Corea y Trento.	166534 166536 166537	3375m ²	Goods yard, mostly not built.
	S5. NORTH ENCLAVE	38% República de Corea, Pesaro, Canstatt, Arezzo y Madreselva.	409929	9354 m ²	Goods yard, mostly not built. Without buildings. Land lot set deep in a macro-block
TOTAL			40 LAND LOTS	55492 m ²	







IV_TOWARDS A PLANNED, OPEN AND INNOVATIVE FUTURE

KEY ELEMENTS OF THE DEPARTMENTAL TERRITORIAL DEVELOPMENT POLICY

The International Ideas Competition “MERCADO MODELO MONTEVIDEO: thinking the city for the 21st century” aims to pose questions about the short and medium term future of this area of the city.

Some key public policy issues to consider in the process of conversion and activation of the area after the transfer of Mercado Modelo are the following:

a) The financial, social and environmental sustainability of the entire operation, with an injection of departmental public resources that should be generated through the operation itself.

b) Attracting resources through private and public interventions that revitalize the area and improve urban qualities.

c) The interest of the Government of Montevideo in revitalizing the area, rating the habitat and in particular the public space, encouraging activities that create local job opportunities and contribute to social and territorial inclusion, taking advantage of the fact that the area is a barycenter, good infrastructure, the recent transformations in the territory, and recognizing the components that make up the local identity.

RELEVANT QUESTIONS

This exceptional situation of the city leads to a number of questions that call for a plurality of responses, based on which this call is made:

- Which may be the profile of this area once the current Mercado Modelo is moved, as well as other related activities in its surroundings? How can we revitalize this area once such uses disappear? How can we relaunch its latent energy?

How can we reinvent its urbanity and a 21st century neighborhood?

- Residential uses, mixed-uses, areas with services, or in a “strategic” wait?

In particular, should the Mercado Modelo building be used or not? If so, which should be the conditions and extent of the intervention?

- Which joint actions should be taken in the future for the area of intervention in the form of a plan, a project or management, in order to enable self-financing by improving the area?

- Which direct public action proposals are beneficial and can be implemented by the city?

- What type of urban regulations should be maintained or adopted?

- Should we contain, increase density and change scales of intervention?

- How should we play with the time factor, assuming mixtures of uses, of “waits” and minimizing degradations?

- Resignify identities? How should we create a new stance in terms of identity and brand for this area? How can we articulate old and new meanings?



F11_ Pedestrian level picture of the market during operation hours, from Trento Street, 2017

V_PROPOSALS AND EXPECTED OUTPUTS

INNOVATION AND FEASIBILITY

Given its nature, this ideas competition aims to receive proposals which are both innovative and feasible.

DESIGN BOARDS

The submission will include three DIN A2 (420 x 594 mm) design boards with landscape orientation, which will be sent in digital format:

1: NEW CITYSCAPE

It will focus on the proposal of the whole area of intervention. It includes the current space for public use as well as future avenues, streets, squares, potential parks, buildings, urban facilities, equipment, and hybrid situations.

The proposals must relate to the cityscape shapes, the morphology of future buildings when recommending changes, possible new connecting infrastructure and parking lots, the public space, and the recommended uses (residential, commercial, services, mixed, facilities, etc.). It may include evocations of the future urban atmosphere and neighborhood.

This design board will be mainly used to outline the method to plan, develop a detailed project or another image, which will guide the territorial development of the scope of action of this competition.

2: MANAGEMENT OF DEPARTMENTAL PUBLIC LAND

Individual proposals for the management of departmental public land. This includes the main building of the current Mercado Modelo and its adjacent constructions, which may or may not be maintained.

The proposals must relate to the shapes of the micro-cityscape, to the target concept and attributes: the articulation with the urban fabric, the morphology of the buildings, the current and future public space, programs and recommended uses for the land lots owned by the city (residential, commercial, services, mixed, facilities, etc.).

It may also include evocations of the desired urban atmosphere and neighborhood.

The importance of this design board lies in making better use of this urban land, within the strategy described in 1.

3: EFFECTIVENESS, SUSTAINABILITY AND TIMELINE

The proposal must be a dynamic process, with fixed components and others that are more flexible and open. It will also consider its effectiveness regarding the departmental territorial project and to the financial, social and environmental sustainability, specially for land lots owned by the Government of Montevideo

The general and specific proposals must also include the timeline and stages. It will include information on the area owned by the Government of Montevideo to renovate and preserve, the percentage of public spaces to recover, rate or create, to be supported with this operation and recommend uses and densities.



F12_ Mercado Modelo Exterior view at dusk, from Damaso A. Larrañaga Avenue (ex Centenario Avenue) at the intersection with Republica de Corea Street, 2011

This third design board will present the following minimal datascape:

At the area of intervention:

- Estimation of potential construction area in meters to be authorized if regulatory changes are recommended in the area, expressed in aggregate m^2 and m^3 .
- Estimation of area in meters of public spaces to include, expressed in m^2 .

The following are the requests for the set of properties owned by the Government of Montevideo:

- Estimation of potential construction area in meters to be authorized if regulatory changes are recommended in reference land lots, broken down according to uses—commercial, residential, services, cultural, etc.—expressed in m^2 and m^3 , and in relative percentages (%).
- Estimation of buildings to preserve, if that is proposed (expressed in m^2).
- Estimation of area in meters of public spaces to be included, expressed in m^2 , distinguishing between circulation spaces and other spaces (parks, squares, etc.).

FREE PIECES ADAPTED TO EACH PROPOSAL

Given its nature, this ideas competition has no mandatory submissions, but rather each contestant will design graphic and written material in line with the objectives and questions of this call.

The graphic elements may include floorplans, façades, sections, perspectives, diagrams, or other alternative pieces. The written competition materials may include references or explanatory texts.

OTHER GUIDELINES

TEXTS: The full texts included in the set of three design boards must not exceed 1000 words and/or 6500 characters with spaces, in single paragraphs. References in diagrams, notes on plans or other information shall not count towards this limit.

METRIC SYSTEM: The scales and dimensions of the graphic pieces of the proposals must be expressed in metric system units.

FORMAT: The design boards and other competition materials must be submitted electronically, following the information under VIII_CONDITIONS AND PROCEDURES



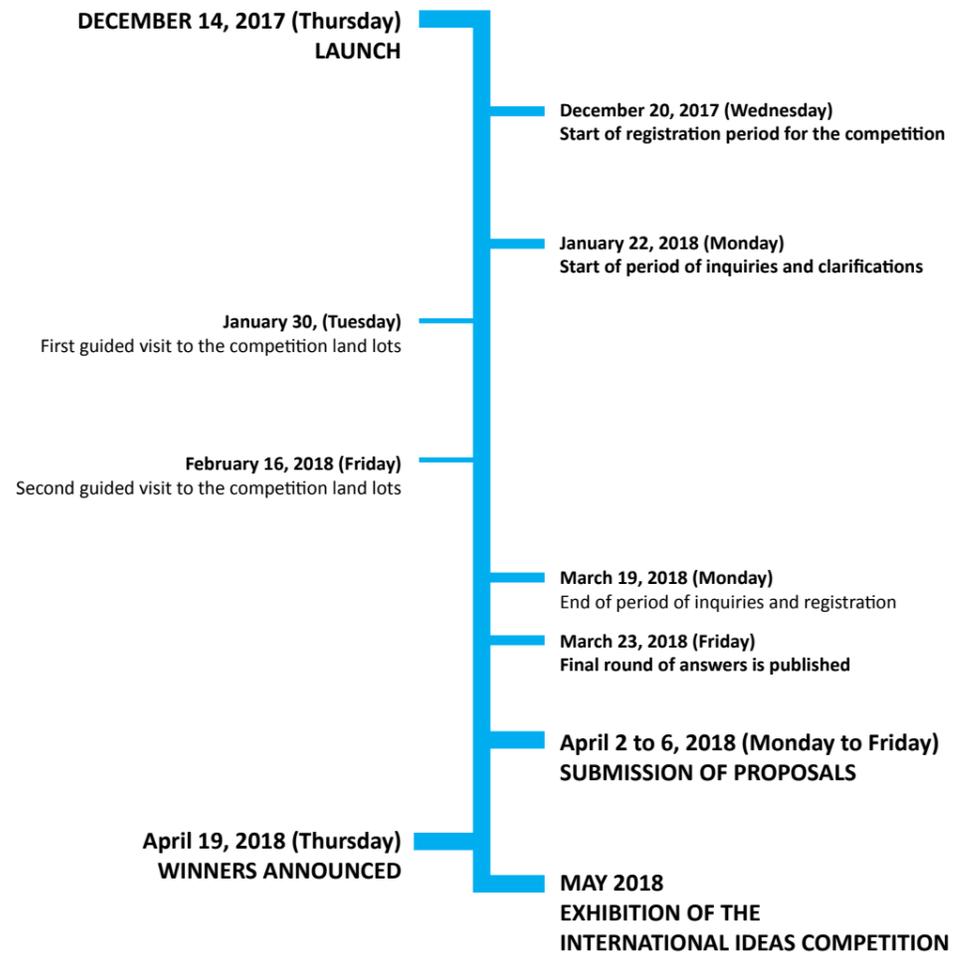
F13_ Morning pedestrian level picture at Batlle y Ordoñez Boulevard and Damaso Antonio Larrañaga Avenue intersection, 2017

VI_AWARDS

Two awards of USD 20,000 and a mention of USD 10,000 will be provided, free of other deductions in Uruguay; other honorable mentions might be awarded.

The jury will select up to twenty works for the corresponding exhibition. This number may increase depending on the number of works submitted, and the interest and quality of the proposals.

VII_CALENDARIO



This timeline may be amended only exceptionally by the organizer or by reason of force majeure, which shall be communicated on its website.



F14_Detail (market's wooden and plastic boxes and crates), 2011

VIII_ CONDITIONS AND PROCEDURES

The International Ideas Competition “MERCADO MODELO MONTEVIDEO: thinking the city for the 21st century” will be held in a single stage and participation is free.

It is aimed at architects from the Americas, and complies with the requirements and guarantees of good practice of the Uruguayan Association of Architects and the Pan-American Federation of Associations of Architects (FPAA).

These are anonymous proposals that will be evaluated by a jury formed by representatives from organizing institutions and sponsors.

The proposals submitted to this ideas competition will not be binding for other phases of planning and urban management of the Government of Montevideo.

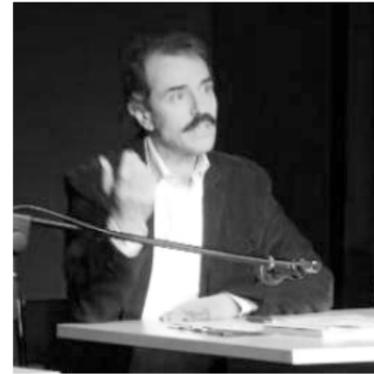
JURY

The projects submitted shall be evaluated by the jury, who will select the winners, the honorable mentions and the finalists.

The jury of the competition is formed by seven architects:

Juror to be appointed by the Pan-American Federation of Associations of Architects (FPAA). The appointment will be timely announced on the competition website.

Arch. Ana Rivera, member appointed by the Produce Hub of Montevideo. Uruguayan architect. Director of the Territorial Planning Division of the Government of Montevideo since January 2015. As a freelancer, and in her work as an official of the Government of Montevideo, she has conducted several studies and worked in territorial planning and management. She was an adviser to the director of the Territorial Planning Division between 2000 and 2006, of the Division of Public Spaces, Habitat and Buildings between 2006 and 2010, and Coordinator of the Produce Hub of Montevideo Project between 2010 and 2014.



Arch. Ernesto Spósito, member appointed by the Government of Montevideo. Uruguayan architect holder of a Master's Degree in Restoration of Architectural Monuments awarded by the Pontificia Universidad Javeriana (Colombia). Director of the Heritage Protection Unit of the Government of Montevideo. He has been teaching since 1985 in cultural heritage and urban planning at graduate and post-graduate courses in Uruguay, Brazil and Colombia. In his professional activity he has worked in the areas of urban planning and management. He is the author and co-author of several papers, and has published articles in international journals.

Arch. Jose Freitas, member appointed by the Ministry of Housing, Land-Use Planning and the Environment. Uruguayan architect. National Director of Land-Use Planning of the Ministry of Housing, Land-Use Planning and the Environment. Departmental Councilor in the 2000-2005 period. Between 2011 and 2015 he was Director of the Directorate of Planning, Land Management and Urban Development of the Government of Canelones. He works independently in projects related to territorial planning and urban design. He has been full professor of the Urbanism Workshop at Universidad ORT since 2011.

Arch. Francesco Comerci, member appointed by the School of Architecture, Design and Urbanism of UdelaR. Uruguayan architect. Full Professor at the Architectural Project course of the School of Architecture, Design and Urbanism of UdelaR in Uruguay. He works professionally as a freelance designer. His works have received various awards and have been included in national and international publications, among the Primero de Mayo Square and the Training Center for Spanish Cooperation, both in Montevideo.

Arch. Gustavo Scheps, member appointed by the Uruguayan Association of Architects. PhD in Architecture. He was Dean and Full Professor at the Architectural Project course of the School of Architecture, Design and Urbanism of UdelaR in Uruguay until October of 2017. He works professionally as a freelance designer. His works have received various awards and have been included in several national and international publications. Author of a number of texts—books and articles—focused on disciplinary reflection. Member of the Board of Juries of the Uruguayan Association of Architects.

Arch. Hebert Ariel Cagnoli, member appointed by the Association of Private Promoters of Construction in Uruguay. Uruguayan architect. He projected and led numerous projects in his own firm, jointly with architects Alberto Valenti and Arturo Silva Montero, and currently architect Santiago Cagnoli (son). As a real estate developer, he has implemented several projects in Montevideo and Punta del Este. He participated in several architectural competitions, winning first prize in the Bus Terminal in Punta del Este, the Parador Salto Grande, and second prize at the Police Hospital competition, among others. He was a member of the Board of the Association of Private Promoters of Construction in Uruguay for over twelve years. He was its president from 2008 to 2015.

COMPETITION ADVISERS

The advisers to the jury are Arch. Marcelo Danza and Arch. Diego Capandeguy, appointed by the Government of Montevideo and the Produce Hub of Montevideo, and Arch. Juan Articardi, appointed by the Uruguayan Association of Architects. They have participated in drafting these rules, and will advise the organizers on the response to the relevant technical inquiries made by the contestants in the corresponding instances.

ON PARTICIPATION

Participation in the competition is open to architects from all over the Americas.

Individual and group projects will be allowed. For group projects, an expert responsible for the group will be appointed, who must be a qualified architect. This expert must have a Degree in Architecture awarded in Uruguay or be an active member of associations of architects part of the Pan-American Federation of Associations of Architects (FPAA).

The team may include other technical professionals (architects, engineers, designers, economists, etc.), and technical partners (creative and technical assistants).

LANGUAGES

Proposals in Spanish, Portuguese, English and French will be accepted. These competition rules are provided in Spanish and English, but the figures and appendices are available in Spanish.

The whole text of these rules has been written in Spanish and English, both versions being deemed official, but for all purposes, the text in Spanish is to be given priority of interpretation.

The questions must be made in Spanish or English.

REGISTRATION

To participate, the architect representing each team must register (for free) in the competition on: www.montevideo.gub.uy/concursomercado, by filling a registration form.

Once the registration is complete, you will be sent an e mail confirming your registration, along with a "registration number" and links to competition rules in English and Spanish. Each participating team may submit more than one full proposal separately, and must register independently.

The registration deadline is March 19, 2018, 23:59 Time (GMT).



F15_ Pedestrian level picture, Meat processing plant "Frigorifico Modelo" and Eladio Dieste's building, from Batlle y Ordoñez Boulevard.

PROPOSALS' SUBMISSION

This competition only accepts digital submissions; no printed proposals will be accepted.

FORMAT: The file to upload (digital submission) must be a ZIP file and include all the DIN A2 design boards of the project with landscape orientation, the data of each team member in DIN A4 format, and the authentication data of the person responsible for the project in DIN A4 format.

Participants are encouraged to include all the information needed to clearly explain the proposal within the competition rules and criteria. The design boards must be an original with a 300 dpi resolution, and a copy with a 72 dpi resolution, with RGB color model and in .JPG format.

DESIGN BOARDS: The file names must include the registration code (provided upon registration) followed by an underscore and the following data:

Design board 1 with a 300 dpi resolution, and a copy with a 72 dpi resolution with the names: "registration code"_300_01.jpg and "registration code"_72_01.jpg.

Design board 2 with a 300 dpi resolution, and a copy with a 72 dpi resolution with the names: "registration code"_300_02.jpg and "registration code"_72_02.jpg.

Design board 3 with a 300 dpi resolution, and a copy with a 72 dpi resolution with the names: "registration code"_300_03.jpg and "registration code"_72_03.jpg.

CONTESTANT INFORMATION: A portrait DIN A4 .txt file, including the names of the participants with their profession, address (town/city and country), e-mail address, telephone number; with the name: "registration code"_info.txt.

AUTHENTICATION DATA OF PERSON RESPONSIBLE FOR THE INDIVIDUAL OR GROUP PROPOSAL: A single .pdf file which will include the documentation attesting to country of origin (national identity card or passport), scanned image of the degree in architecture awarded in the country of origin, and, in the case of foreigners, proof of active membership (membership number) in an association of architects part of the FPAA. This file will be named: "registration code"_certify.pdf.

All the files (the three submission design boards, the three low-resolution copies, the contestant information and the authentication data of the person responsible for the proposal) must be packaged into a .zip file, with the name: "registration code".zip.

The .zip file cannot exceed 25 MB. The project identification code must be included in the top right corner of all design boards (as described in appendix "submission format and location of registration code"). No other form of identification is allowed.

Any proposal that does not comply with the guidelines and procedures of these rules will be void.



F16_ Pedestrian level picture, one of the market alleys, with meat processing plant in the background (Frigorifico Modelo).

SUBMISSION DEADLINE

The proposals may be submitted from 2/Apr/2018 to 6/Apr/2018, at 11:59 p.m. (GMT). Once the file has been successfully uploaded via the link on the website, you will automatically be sent an e-mail confirming receipt.

DATES OF VISITS TO MERCADO MODELO

There will be two guided visits to Mercado Modelo on 30/Jan/2018 and 16/Feb/2018. The tours start at 11:00 a.m. The meeting point will be its main entrance on Cádiz 3280.

INQUIRIES AND CLARIFICATIONS

For all purposes of this competition, the only communications accepted as valid will be those timely sent by those registered for the competition. Inquiries will be accepted until 19/Mar/2018, 11:59 p.m. (GMT) and must refer to specific points of these rules. The responses will be published on the competition website, and participants will be notified by e-mail. The last round of responses will be posted on 23/Mar/2018.

The competition advisers will answer technical inquiries about these rules, who will receive them anonymously from the organizer. They may be grouped by topics, and there will be no identifying information about the sender. The questions must be made in Spanish or English.

PROCEDURAL RULES

By participating in this competition, all participants accept the rules herein. Any infringement of the competition rules will be subject to the evaluation of the jury.

The participants irrevocably consent to, without limitation, the free publication or dissemination of their proposals, especially regarding their respective names.

The files that contain your personal information are confidential and known only by the organizer. This information will not be revealed to the jury or others, until the winners are announced.

ANONYMITY

This is an anonymous competition and the “registration code” is the only means of identification. Under penalty of exclusion, until after the winners are announced, participants must not reveal the content, nor the identity of their work, or their “registration code”, nor communicate with members of the jury or with advisers on the topic of the competition.

EXCLUSION FROM THE COMPETITION

Submissions that include or facilitate the identification of the participant’s identity will be excluded from the competition.



F17_ Morning pedestrian level picture, streets outside Mercado Modelo, 2017

Projects that have been submitted to other competitions, which have been published, or which include designs that are clearly identical, identified with other existing proposals, may be reasonably disqualified from the competition.

The following may not submit proposals:

- a) Officials of the Government of Montevideo and of the Produce Hub of Montevideo, or staff hired by them.
- b) Members of the jury and advisers.
- c) The partners or people working under the above mentioned individuals (a and b).
- d) Ascendants, descendants, siblings, or spouses of:
 - d.1) officials of the Planning Department of the Government of Montevideo.
 - d.2) members of the jury and advisers participating in this competition.

FALSE STATEMENTS

If any of the data provided about the submissions selected contains a false statement, such submission will be eliminated from the selected repertoire, and no awards or mentions will be provided if they had originally been allocated.

ISSUING THE DECISION AND ITS IRREVOCABILITY

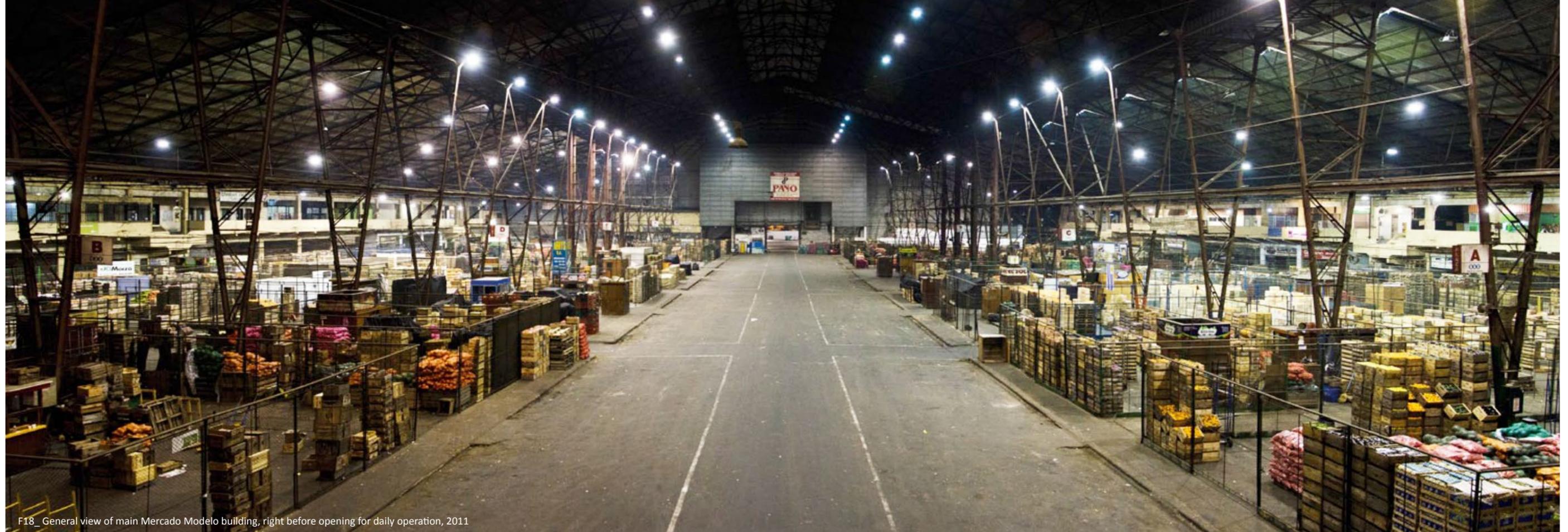
The jury shall issue its decision preferably within thirty calendar days from the date of submission of proposals.

If the jury decides to include fewer than twenty submissions in the selection of finalists, it shall justify this in detail in writing, providing the reasons for such decision. Its proceedings shall be entered in the corresponding records.

STATEMENT OF AUTHORSHIP

This urban design – architectural competition of ideas is subject to the terms of these rules. The conditions are mandatory for all participants, including the organizer and their advisers, participating architects, individually or in groups, and the jury.

Without prejudice to their rights recognized by law, the authors expressly grant the Government of Montevideo the right to use, apply or benefit from, in whole or in part, the ideas, projects, and/or designs included in their proposals, award-winning, which received a mention, or were selected or not, even by way of inspiration or adaptation, exclusively to conceive plans, regulations, urban projects or developments or other works. They also authorize the Government of Montevideo to use images, names, references or partial reproductions of the works mentioned above for the promotion or dissemination of the competition.



F18_General view of main Mercado Modelo building, right before opening for daily operation, 2011

IX_IN BRIEF: AN INVITATION FOR THE FUTURE

PUBLIC EXHIBITION

After the jury has announced its decision, the selection made by its members and the records containing their performance will be publicly disclosed in the corresponding premises located in Montevideo.

To this end, once the decision is announced, all the work submitted and received may be reproduced by the Government of Montevideo and exhibited to the public. In addition, the Government of Montevideo can organize and/or facilitate other exhibitions of such proposals in Uruguay or abroad.

All the selected proposals will be published on the competition website, where the names of the authors will be included. The award-winning works and those that receive a mention will include specific feedback provided by the jury.

The Government of Montevideo will announce this exhibition to the public and in the press, as well as its location, opening hours, and closing date. This information will be communicated on the competition website and by e-mail to all contestants. The selected works will have a sign stating the award won.

AWARDS CEREMONY

The awards ceremony will take place in the city of Montevideo after the jury's decision. The Government of Montevideo and the Produce Hub of Montevideo will promote and facilitate the potential trip to Montevideo of the technical authors responsible for the two winning proposals, if they are not architects residing in Uruguay.

The International Ideas Competition "MERCADO MODELO MONTEVIDEO. Thinking the city for the 21st century", is the result of the joint work of the departmental authorities, and the Produce Hub of Montevideo with Municipality D and a number of national and international institutions, public and private organizations related to architecture and urbanism. It enables the start of a shared process of transformation of the city of Montevideo which is innovative and open to the world.

This is our invitation, as expressed in the above rules.



F19_Aerial panoramic picture, from BSE Hospital, 2017

APPENDICES

The competition website will include the following materials:

VIDEOS:

- Departmental Guidelines
- Communication and Tourism
- Locations in Montevideo

LINKS

- YouTube videos showing Mercado Modelo

PHOTOGRAPHS:

- Aerial photographs of land lots included in the competition and their surroundings
- Photographs of the large private land lots
- Photographs of the “inner streets” of the area
- Photographs of the large avenues

At the time of registration, the contestants will automatically receive a confirmation e-mail including links to the following supplementary information:

- Preliminary study: “Proyecto urbano entorno del Mercado Modelo: diagnóstico, caracterización y lineamientos para el desarrollo y ordenación del área”. (“Urban project around Mercado Modelo: diagnosis, characterization, and guidelines for the development and management of the area.”)
- Modelo tridimensional del Mercado .pdf, .dwg y .kmz (3D model of the market.)
- Instrucciones para cargar Kmz en Google Earth.txt
- Restitución planialtimétrica de la nave principal del Mercado. (Photogrammetric restitution of the main aisle of the market).
- Relevamiento Planimétrico de los Predios.dwg (Planimetric survey of the land lots.)
- formato de entrega y ubicación de la código de registro .pdf (Submission format and location of registration code).

SOURCES OF THE ILLUSTRATIONS:

PHOTOGRAPHS

Photos F1, F2, F3, F4, F12, F14, F18, F20. Source: Government of Montevideo / Mercado Modelo / Center of Photography / Information and Communication Division (2013), 75 Years of Mercado Modelo (“from the farm to the table”), Montevideo: IDM, F1 (p. 7/8), F2 (p. 41/42), F3 (p. 9/10), F4 (p.113/114), F12 (p. 63/64), F14 (p.98), F18 (p. 107/108), F20 (p. 105/106).

Photographer: Andrés Cribari / CDF. Photograph F1 was modified in its frame and background when designing these rules. The remaining photographs were adjusted in their frame.

F5: 2013 Antel Arena Contest Appendix.

F6, F19: Aerial photographs of the Geomatics Service - IDM, 2017.

F7: Engraving by J. Lipsky, National Library collection. Source: Government of Montevideo / Mercado Modelo / Center of photography / Information and Communication Division (2013), op. cit, p. 11/12.

F8: Photograph by External Advisers to this competition, 2017.

F9: Institutional video frame of Mercado Modelo entitled “Mercado Modelo. Drone at work. Logistics diagnosis project with drones,” Dédaló Films, 2015. Source: <https://www.youtube.com/watch?v=RppvIWvLORl>. Edited frame.

F10: Photograph by External Advisers to this competition, 2017.

F11: Photograph by External Advisers to this competition, 2017.

F13: Photograph by External Advisers to this competition, 2017.

F15: Photograph by External Advisers to this competition, 2017.

F16: Photograph by External Advisers to this competition, 2017.

F17: Photograph by External Advisers to this competition, 2017.

MAPPING

M1_Developed by External Advisers to this competition based on Google Earth, 2017.

M2_Photograph by External Advisers to this competition, 2017.

M2_Infographic collage developed by External Advisers to this competition, 2017.

M4_Developed by External Advisers to this competition, 2017.

M9_Developed by External Advisers to this competition based on Google Earth, 2017.

M6_Developed by External Advisers to this competition based on Google Earth, 2017.

M7_Developed by External Advisers to this competition based on Google Earth, 2017.

M8_MERCADO MODELO AREA PROJECT, Appendix 4: Characterization and topography, sundry urban services.

M9_Developed by External Advisers to this competition based on Google Earth, 2017.

M10_MERCADO MODELO AREA PROJECT, Appendix 4: Characterization and topography, size of land lots.

M11_MERCADO MODELO AREA PROJECT, Appendix 4: Survey of area of intervention; height of buildings per levels.

M12_MERCADO MODELO AREA PROJECT, Appendix 5: Survey of area of intervention; use of land lots.

M13_MERCADO MODELO AREA PROJECT, Appendix 5: Survey of area of intervention; land lots where activities related to the market take place.

M14_Developed by External Advisers to this competition based on Google Earth, 2017.

M15_Developed by External Advisers to this competition based on Google Earth, 2017.

M16_Developed by External Advisers to this competition based on Google Earth, 2017.

M17_Developed by the IDM from aerial photographs by the Geomatics Service - IDM, 2017.

ACRONYMS:

IDM: Government of Montevideo

UAM: Produce Hub of Montevideo

MVOTMA: Ministry of Housing, Land-Use Planning and the Environment

FADU: School of Architecture, Design and Urbanism of UdelaR

SAU: Uruguayan Association of Architects

FPAA: Pan-American Federation of Associations of Architects

APPCU: Association of Private Promoters of Construction in Uruguay

POT: Land-Use Plan of Montevideo (Plan Montevideo)

M_Map or diagram

F_Photograph

INTERNATIONAL IDEAS COMPETITION:
MERCADO MODELO MONTEVIDEO: THINKING THE CITY FOR THE 21ST CENTURY
Uruguay, 2017 – 2018

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MUNICIPALITY D

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- Center of Photography
- Press and Communication

Department of Sustainable and Intelligent Development:

- Information Technology Management

SUPPORTERS:

Departmental Board of Montevideo
Municipality D

SPONSORS:

Ministry of Housing, Land-Use Planning and the Environment
School of Architecture, Design and Urbanism of UdelAR
Uruguayan Association of Architects
Pan-American Federation of Associations of Architects
Association of Private Promoters of Construction in Uruguay



M_xM_xM

THINKING THE CITY FOR THE 21ST CENTURY
MONTEVIDEO, URUGUAY, 2018

www.montevideo.gub.uy/concursomercado