



# CRYSTAL PALACE COMPETITION TO FIND ARCHITECTS COMPETITION PROCESS – v08 12 December 2013

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## SETTING THE SCENE

- The challenge facing ZhongRong International Group (ZR), Bromley Council (LBC) and the GLA is to create a new Crystal Palace that is faithful to the ingenuity, scale and magnificence of Paxton's original masterpiece, replicating the spirit and design integrity of the original, while creating a modern-day cultural centre of international standing.
- It has been decided to run a competition to find the most appropriate architects for this challenging but immensely important project. The client is not bound by public procurement legislation, however, it is important to apply best practice to the competitive process and be seen to deliver a fair and open selection process.

## COMPETITION FORMAT

- Colander Associates will manage the competition process, as an independent consultant.
- The client, ZR, will have the final say in the selection of the architect. However, the process by which the winning architect is identified will involve a Jury Panel and an advisory Technical Panel.
- This is a three stage competition:

### Stage 1 – Expressions of Interest

- The competition will be advertised and interested parties will submit an Expression of Interest (EOI).
- Competitors will be asked to explain why they should be considered for the project and to demonstrate, in no more than 10 A4 sides that:
  1. They have the design innovation and integrity to match the spirit of Paxton's original Crystal Palace
  2. They have the capability and skills required to steer and deliver a project of this scale and complexity.
- It is expected that most competitors will comprise more than one organisation.

### Stage 2 – Short-listing

- From the EOI's, a long-list of up to five Stage 2 competitors will be selected.
- Stage 2 competitors will be asked to put forward a written submission and attend an interview of one hour. The written submission will comprise:
  - No more than two A1 image boards in response to a prescribed question about their design approach.
  - No more than 12 sides of A4, addressing the process of delivering their design services.
  - Fees: expressed as a percentage fee. The submitted fees will be reviewed as part of the final selection process but will not be opened until the Jury Panel has made its qualitative assessment.
- Between them, the Stage 2 competitors must offer a variety of architectural 'styles', to enable ZR and the Jury Panel to explore a range of diverse approaches that *'replicate the spirit and design integrity of the original Crystal Palace'*.

### Stage 3 – Design Competition

- Up to three competitors will be shortlisted to take part in Stage 3: a paid, six to eight week design competition. Competitors will be expected to present their initial design concepts. Details to follow.

## JURY PANEL

- The Jury Panel will comprise:
  - A representative of ZR.
  - Members of the Advisory Board (from whom the Chairman of the Panel will be drawn):
    - Ric Blakeway, Deputy Mayor for Housing, Land and Property at the Greater London Authority
    - Stephen Carr, London Borough of Bromley
    - Hank Dittmar, Prince's Foundation
    - Tim Smit, Eden Project
    - John Sorrell, The Sorrell Foundation
  - Peter Murray, nla, representing the Mayor's Design Advisory Group
  - Stephen Hodder, President of the RIBA



- The responsibilities of the Jury Panel will include:
  - From the EOI's, selecting Stage 2 competitors for recommendation to ZR
  - Reviewing submissions from and interviewing Stage 2 competitors
  - Selecting Stage 3 competitors for recommendation to ZR
  - Judging the design competition between the Stage 3 competitors
  - Selecting a winner and a runner-up for recommendation to ZR
- An additional architectural advisor may be added to the Jury Panel for Stage 3.

#### TECHNICAL PANEL

The Technical Panel will comprise members of the project delivery team. Its role will be to support the Jury Panel with technical and delivery advice and provide due diligence, as required.

#### PROGRAMME

- Key dates for Jury Panel members are highlighted in blue:

13 December 2013	Competition launch
20 January 2014	Deadline for EOI's
w/c 27 January 2014	Jury Panel meets to select Stage 2 competitors for recommendation to ZR
w/c 24 February 2014	Stage 2 competitors announced
w/c 10 March 2013	Briefing for Stage 2 competitors
end-March 2014	Deadline for Stage 2 submissions
mid-April 2014	Jury Panel interviews Stage 2 competitors
May 2014	Stage 3 competitors announced
July 2014	Jury Panel reviews designs and interviews Stage 3 competitors
August 2014	Winner announced

#### CRITERIA FOR SELECTION

- The criteria for selection will be shared with competitors at each stage of the competition; these will broadly fall under two main headings:

##### Design quality and philosophy

1. Inspirational architectural response to the challenge of *'replicating the spirit and design integrity of the original Crystal Palace'*
2. Demonstrable innovation in design thinking
3. Ability to create a joyous environment
4. Attention to detail
5. Pragmatic and creative understanding of the constraints and opportunities facing this project
6. Approach to social, environmental and economic sustainability
7. Ability to formulate and communicate ideas, both written and graphic

##### Design management and delivery

1. Relevance of the suggested team's expertise and overall track record
2. Their ability to deliver the required scope of services
3. Ability to work as an influential but respectful member of the delivery team and in collaboration with ZR
4. In the case of a collaboration between more than one organisation, how they plan to work together
5. The level of involvement of the key individuals proposed for this project
6. Ability to work to time and within budget
7. Demonstrable track record of effective community engagement on similarly high profile projects.

#### LOCAL COMMUNITY AND PRESS/MEDIA

- The local community will not be involved in the selection process itself. However, it will be important to keep it informed at key stages:
  - Competition announcement
  - Announcement of the short-listed competitors
  - Selection of the winner, which could be treated as a joint ZR/LBC/GLA media event
- The press and media will be kept similarly informed.