

MARKING GEORGE TOWN—a design idea competition

INTRODUCTION

The State Government of Penang, Malaysia invites submissions for an international competition for design ideas to physically brand the historic city of George Town, Penang in conjunction with its listing as a UNESCO World Heritage Site in 2008.

Design category: Marking of Public Space

Using available public spaces to mark the World Heritage Site of George Town, e.g., walls (public, or possibly private heritage buildings), roads, access points, pedestrian walkways, shelters, bus-stops, manholes, public signages, lamppost, bus stops etc.

The winning entry will enter into negotiations with the State Government of Penang, Malaysia to implement the design.*

**please refer to General Conditions/Prizes*

Samples of design solutions (unrelated to heritage site)

<http://www.segd.org/#/design-awards/5126/5129.html>

<http://www.segd.org/#/design-awards/5126/5147.html>

<http://www.segd.org/#/design-awards/5126/5138.html>

<http://www.segd.org/#/design-awards/5126/5151.html>

<http://www.segd.org/#/design-awards/5126/5156.html>

THE SITE

The historic center of George Town is located in the north-east section of Penang Island and encompasses an area of roughly 259.42 hectares. Promised as a lease from the Kedah Sultanate to the East India Company in the 18th century, but forcibly taken by Captain Francis Light in 1786 before the agreement was formed, George Town consequently became the first administrative centre of the British Straits Settlements. Its role as an important port of call for ships plying the strategic Straits of Malacca has been instrumental in forming the diverse cultural fabric of the city. As merchants from all over the world came to trade, so did they bring with them their respective customs and ways of life which have taken root in the myriad expressions of the city. Today, these cultural footprints remain an indelible part of the cityscape, manifesting themselves in road names, places of worship, traditional trades, art-forms, architectural styles and of course, the food.

On 7th July, 2008, George Town and Melaka were jointly listed by UNESCO as World Heritage Sites. The following characteristics of the sites were recognized as Outstanding Universal Values:

- They represent exceptional examples of multi-cultural trading towns in East and Southeast Asia, forged from the mercantile and exchanges of Malay, Chinese, and Indian cultures and three successive European colonial powers for almost 500 years.
- They are living testimony to the multi-cultural heritage and tradition of Asia, and European colonial influences. This multi-cultural tangible and intangible heritage is expressed in the great variety of religious buildings of different faiths, ethnic quarters, the many languages, worship and religious festivals, dances, costumes, art and music, food, and daily life.
- Melaka and George Town reflect a mixture of influences which have created a unique architecture, culture and townscape without parallel anywhere in East and South Asia.

(ref: <http://whc.unesco.org/en/list/1223/documents>)

VISION & OBJECTIVES

The State Government of Penang aims to establish the historic city center as the premier civic space that encourages innovation and creativity while respecting its historical significance as a vibrant and international trading town.

This design ideas competition is an invitation to think creatively of ways to mark the heritage zone as a distinct area within the larger city of George Town. The challenge is to explore innovative ideas in art and design for urban spaces and to foster relationships between people and art that have long-term relevance.

The aims of this project are to:

- Provide the heritage zone with a distinct and tangible identity, giving it a clear sense of place.
- Articulate the multiple access points into the site.
- Provide points of engagement with local communities while encouraging the visitors to explore the heritage zone
- Influence future design practices and policies in the heritage zone

Please refer to <http://www.markinggeorgetown.com> for pictures, maps & online registration

COMPETITION COMPONENTS

Design Concept (Stage 1)

We are seeking a design concept which will lead to an out-of-the-box design solution for marking the World Heritage Site of George Town for visitors. A wild fantasy, a streak of imagination or a stroke of genius might be the answer to help visitors to Penang realize/discover when they are entering or already within the World Heritage Site of George Town.

Design Solutions (Stage 2)

In stage 2, you are expected to concretize the design concept in relation to the physical site by providing technical specifications, site map, & projected budget.

STAGE 1

Stage 1 Competition Process

Stage 1 is a competition of design concepts and will proceed according to the following steps:

- Interested participants will register their intention to enter the competition in the online registration page of the website.
- Participants will then submit their entries in the format stated under **Stage 1 Submission Requirements**.
- Entries will be assigned a Registration number after the submission and clearance of the registration fee and will be evaluated anonymously.
- The jury panel will evaluate entries against the **Aims of the Project and Evaluation Criteria for Stage 1** and will select up to a maximum of **3 entries** to proceed to the 2nd stage of the competition.
- Short listed applicants will be duly notified and awarded a prize of **RM 10,000.00**. At this point, the short-listed candidate may choose to proceed to Stage 2 or to end his or her participation in the competition.
- Should a short-listed applicant choose to proceed to Stage 2, he or she will further receive a design fee of **RM 10,000.00**, which should cover all fees, travel, and disbursement costs.

Stage 1 Evaluation Criteria

Entries for Stage 1 will be evaluated based on the following criteria:

Heritage Content

Beyond its practical purpose of marking the site, does the concept embody the city's cultural, social and historical context?

Is the concept empathetic towards conservation issues and solutions peculiar to the site?

Does the concept relate to existing spatial, structural and material elements peculiar to the site?

- **Innovation**

Does the design concept lead to an out-of-the-ordinary solution to marking the World Heritage Site?

- **Aesthetic Quality**
Does the concept complement the multiculturalism of the community and the environment.
- **Functionality and Usefulness**
Does the concept fulfill the requirement of branding the site for easy identification by visitors?
- **Realization Possibility**
Will the realization of your concept be durable and executable at a reasonable cost and easy to maintain?

STAGE 2

Stage 2 Competition Process

Stage 2 is a competition to develop the short-listed design concepts into design solutions, to be presented before a selection committee. Stage 2 will proceed according to the following steps:

- At the time specified in the competition schedule, short-listed applicants will be required to do a presentation in person, to the selection committee.
- The jury panel will choose a winner based on the evaluation criteria for Stage 2.
- The winner will proceed to enter into negotiation with the State Government of Penang, Malaysia or its appointed representatives for the implementation of the project. *

**pls refer to General Conditions/Prizes*

Stage 2 Evaluation Criteria

A winning bid will be chosen from the short listed entries based on the above mentioned Stage 1 criteria as well as these additional criteria:

- Feasibility of the design plan for implementation.
- Reasonable cost of implementation.
- Provision for long-term use and maintenance.
- Expressed willingness to negotiate and work collaboratively with the State Government of Penang, Malaysia, or their appointed representatives.

SUBMISSION REQUIREMENTS

Stage 1 Submission Requirements

All submission material must contain nothing that identifies the participants in the front of the drawings or concept brief. The submission requirements for Stage 1 are:

- Register for the competition via the online registration page.
- A submission fee of **RM 200.00** in the form of a Bank Draft or Telegraphic Transfer or personal check drawn from a Malaysian incorporated bank made payable to **PAM Northern Chapter**. Submissions are valid upon clearance of the submission fee.
- Not more than 6 (A3) sheets of drawings or images with accompanying explanations. **To print the assigned Registration Number** on the back of the presentation sheet at the lower right side.
- Not more than 5 (A4) sheets describing the concept.

Or

- Digital submission of the above in PDF format. (meant for A3) accompany with the **assigned Registration Number**.

Stage 2 Submission Requirements

Short listed participants who choose to proceed to Stage 2 of the competition will prepare and present a 45-minute presentation the design concept in relation to the physical site by providing technical specifications, site map, and projected budget.

PANEL OF JUDGES

Evaluation of the entries and the selection of a winner will be made by a jury panel comprising representatives from each of the following organizations:

- Municipal Council of Penang Island
- World Heritage Office (George Town)
- Malaysian Institute of Architects ; and
- an independent Designer/Artist

COMPETITION SCHEDULE

Competition Launch	7 September, 2009
Registration closes	15 October, 2009
Deadline for the submission of Stage1 entries	12 noon(GMT+8),15 Nov. 2009
Stage 1 judging process	1 December, 2009
Announcement of short listed participants	7 December, 2009
Presentation by Stage 2 participants	8 February, 2010
Stage 2 judging process	8 February, 2010
Announcement of winner	10 February, 2010

GENERAL CONDITIONS

Disposition of Entries

All submissions in Stages 1 and 2 of the competition are the property of the State Government of Penang, Malaysia and no materials will be returned to applicants on completion of the judging in either stage of the competition.

Copyright

Copyright for each submission shall be subjected to the Malaysian Copyright Act, 1987 and amendments to the said Act.

However, the State Government of Penang, Malaysia and the Malaysian Institute of Architects (Northern Chapter) reserves the right to exhibit, photograph, archive, electronically store, duplicate or record all submissions without fee or restriction. Each short-listed participant invited to enter into Stage 2 of the competition grants to the State Government of Penang, Malaysia and the Malaysian Institute of Architects (Northern Chapter) a free and irrevocable licence to use, adapt, modify, reproduce in any material form, publish and communicate to the public the works contained in the Stage 2 submissions and for the purposes in respect of or in connection with the Site. There is no fee or cost for this licence.

Prizes

Stage 1: Competitors will be responsible for all costs incurred in the preparation and delivery of their submissions to Penang Malaysia.

Stage 2: The three short-listed participants invited to proceed to Stage 2 will each be awarded a prize of **RM 10,000.00**. Short listed participants who choose to proceed to Stage 2 will be given a further fixed fee in the amount of **RM 10,000.00**. The fee will be paid following the completion of Stage 2 submission & presentation requirements.

The winning entry from Stage 2 will enter into negotiations with the State Government of Penang, Malaysia or its appointed representatives to implement the design. In the event that the State Government of Penang, Malaysia is not able to proceed with the implementation of the winning design, a consolation prize of **RM10,000.00** will be awarded to the winner in lieu of the contract.

Disqualification

Entries will be ineligible for the competition under the following circumstances:

- The submission is received by the Secretariat after **12 noon (GMT+8), 15 November 2009**.
- The submission does not conform to the guidelines under the heading **Submission Requirements**.

Patronage & Management

Under the patronage of The Government of State of Penang, Malaysia, The Malaysian Institute of Architects (Northern Chapter) together with the World Heritage Office (Penang) are the secretariat and co-managers of the competition.

The mailing address for all correspondence and competition material is:

The Secretariat,
Marking George Town
c/o 3, Lorong Amoy,
10050, Penang
MALAYSIA

Other contact details:

Email : pam@streamyx.com

Tel : 6.04.227 2207

Fax : 6.04.227 2207

url: www.markinggeorgetown.com

ON-LINE REGISTRATION PAGE

*Title : _____

*Name : _____

Identity Card No./Passport No. : _____
(for individual participant only)

*Profession : _____

*Mailing Address : _____

*City : _____ *State: _____

*Post Code : _____ *Country: _____

*Telephone : _____ Facimile: _____

*E-mail : _____

All fields marked * are mandatory

By registering and entering your details, you solemnly declare that the information provided above is true and consent to joining "Marking George Town" Competition by agreeing to all the terms and conditions set out on this web page and the competition brief, especially the copyright issues. These Terms and Conditions shall be governed by and construed in accordance with Malaysian laws and you agree to submit to the exclusive jurisdiction of the Malaysian courts.

Registration fees **RM200.00** by Bankdraft payable to **PAM Northern Chapter**
And addressed to: **The Secretariat, Marking George Town**
c/o 3, Lorong Amoy, 10050 Penang Malaysia

Or Telegraphic Transfer *(TT)* to **PAM Northern Chapter**
Account No: 389-3-000064-8
Bank Name: United Overseas Bank
SwiftCode: UOVBMYKL
Bank Address: No.9, Jalan Kelawei, 10250 Penang Malaysia

Upon confirmation of the receipt of the registration fees, you will be assigned a Registration Number which will be made known to you by post mail or email. Remember you only need to quote this registration number for Stage 1 & 2 without your name in the submission.

Kindly Take Note:

For Telegraphic Transfer, please fax or email a scanned copy of the receipt from the sender's bank to:

Email : pam@streamyx.com

Fax : 6.04.227 2207

Accompanying your receipt, please include your name, country of origin, address, telephone number, email address, sender's bank name & date of TT for easy verification.

For payment in cheque or bank draft , please write your name, I/C Number, address, telephone number & email address at the back of the cheque for easy verification.

For office use only

Reg. No.	
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