

WORKSPACES FOR TOMORROW ARCHITECTURE & DESIGN COMPETITION

COMPETITION BRIEF

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workspaces for tomorrow architecture & design competition

WORKSPACES FOR TOMORROW

Workspaces for tomorrow is a design competition launched by the company *JPG*. The objective: to give students and young professionals in the fields of architecture and design the opportunity to consider the evolving role of work in our society, and above all how our work spaces could be transformed.



THE COMPETITION

Whether we are passionate about our work or just want to earn a living; whether we work for ourselves or for someone we'll never meet; whether we work with our hands, our heart, or our mind; whether we work sitting down, standing up, inside, outside, during the day, at night, in a business suit or in a boiler suit: work plays a central role in all our lives.

In France, the service sector now accounts for more than 76% of jobs, compared to just 40% in the early 1960s. Agriculture and industry mechanized, then automated. Construction is likely to become automated in the future. New professions appear every day, and others disappear. Work environments and spaces are constantly changing, but for the last century one has stood out: the office. Whether they're large or small, open or closed, private or shared, Flex-office style or [straight out of a Terry Gilliam film](#), offices are our everyday reality.

Currently, only 40% of time spent in these spaces [is dedicated to effective and efficient work](#). In fact, productivity, optimization and creativity are no longer the sole factors driving companies. Thanks to the consumerization of work, the office must be a source of inspiration. To compete, it has to be attractive. Workers, whether salaried or self-employed, want these spaces to be more fun, more welcoming and more customizable. The boundary between workspaces and living spaces is becoming blurred, and offices increasingly resemble homes.

How will this space*, traditionally called an office, change in the coming decades? Beyond the pretences and strategies of employer marketing in the short term, how can we rethink this space so that it genuinely allows everyone flourish professionally? Is it a question of use? Functionality? Scale? Interaction? Location? Atmosphere? Design? Ecology?

Each team will need to think about the near or distant future and develop a project which uses the tools of **architecture, urban planning, design, concept creation, or any other relevant field** to respond to the questions above. The project can be presented in any format (designs, cross-sections, elevation views, collages, comic strips, paintings, drawings, etc.).

The project can tackle any issue (or several issues), but it must address the question of the office. The project can also be on any scale. It can extend to an entire city or concentrate on a single piece of furniture.

* although it is in fact the space we interested in here, not the furniture...

PRIZES

1^{er} prize : € 5,000 + publications

2^{ème} prize : € 3,000 + publications

3^{ème} prize : € 2,000 + publications

Mentions : In addition to the three winning projects, two additional projects will be selected by the jury. They will be displayed and published [in partner media and JPG materials].

JPG “coup de cœur” prize [optional] :

The team which wins this prize will receive up to a maximum of €50k in funding to produce a prototype or demonstration space allowing them to implement all or part of the project.

REGISTRATION SCHEDULE & FEES

Early registrations — €30: before **20 December 2019** at 20:00

Standard registrations — €45: before **31 January 2020** at 20:00

Late registrations — €60: before **20 March 2020** at 20:00

Deadline for submission of projects: **10th April 2020** at 20:00

DELIVERABLES

- **1 presentation poster**, including any documents deemed relevant [designs, cross-sections, axonometric projections, blueprints, diagrams, sketches, etc.], laid out in any order.

Mandatory format: Vertical A1 [594 x 841 mm], PDF, 10 MB maximum.

- **1 explanatory text of maximum 500 words**

Mandatory format: Vertical A4 [210 x 297 mm], PDF, 10 MB maximum.

COMPETITION JURY



Guillaume ANDRÉ
[Agence M. Mimram](#) | Associate Architect

Currently in charge of large-scale projects such as the construction of Vinci's headquarters in Nanterre with Jean-Paul Viguier & Associates and the construction of the AgroParisTech Campus on the Plateau de Saclay, Guillaume André also manages some of the agency's major projects and recently contributed to the success of the consultations for the Nantes Design School and Hangar 105 in Rouen.



Stéphane BENSIMON
[WOJO](#) | CEO

Having begun his career in the hotel sector, Stéphane Bensimon is now CEO of Wojo, a major player in the new workspace market. Wojo is transforming working methods and meeting the needs of companies and their employees, striving to create working conditions which encourage inspiration, performance, inter-company connections and exchanges, as well as a better work-life balance. Stéphane Bensimon has brought together a deep understanding of the new uses of hospitality and a familiarity with the emerging needs of companies in terms of transforming work to make Wojo the largest co-working network in Europe.



Sacha TIKHOMIROFF
[JPG](#) | Regional VP South Europe

Before joining JPG, Sacha Tikhomiroff spent 20 years in executive management and presidency positions in distribution, notably at Office Depot (Guilbert/ Contract France and DG Retail France), PC City (Dixons Group) and Marionnaud. He also has private equity experience, having raised funds and then organized the purchase and turnaround of two struggling companies. He was a board member for 5 years.



Estelle VINCENT
[VG&L architectes](#) | Architecte

After several years with *Jean-Paul Viguier & Associés*, Estelle Vincent created the *Vincent Gloria & Levisalles* studio, with Virginie Gloria and Loic Levisalles. Together they multiply the fields of action: public buildings, shops, housing, workspaces. Many offices projects for start-ups or established companies have enabled the agency to develop an in-depth reflection on the quality of work today and tomorrow.

COMPETITION RULES

ORGANIZATION OF THE COMPETITION

WorkSpaces for tomorrow is a competition open to students and professionals in architecture, design, engineering, or any related discipline.

This competition is organized by BAM - BECAUSE ARCHITECTURE MATTERS in partnership with the communications agency [Repeat - les influenceurs](#), on behalf of the company [JPG](#).

REGISTRATION PROCESS

Teams can be multi-disciplinary and consist of 1 to 6 members. To register, each team must fill out the [registration form](#) and pay the participation fees corresponding to the relevant registration period. The team will need to appoint a lead member whose email address will serve as their team ID when submitting the project via the platform.

The deadline for registration is **20th March 2020** at 20:00.

DELIVERABLES & PROJECT DELIVERY MODALITIES

- **1 presentation poster**, including any documents deemed relevant (designs, cross-sections, axonometric projections, blueprints, diagrams, sketches, etc.), laid out in any order.

The mandatory format is as follows: Vertical A1 [594 x 841 mm], PDF, 10 MB maximum.

- **1 explanatory text of maximum 500 words**

The mandatory format is as follows: Vertical A4 [210 x 297 mm], PDF, 10 MB maximum.

All texts and annotations must be written in **French or English**.

The files must be uploaded to the competition platform, via the [proposal submission form](#), before **10th April 2020** at 20:00.

ANONYMITY & FAIRNESS

All participants are required to **respect anonymity**. No indication of their identity is to be included with the elements submitted. Any breach of this rule may result in the disqualification of the project.

Employees of the organizing company and its partners, as well as persons directly related to one of the members of the jury, may not participate in the competition. During the competition, candidates may not, under any circumstances, contact the members of the jury.

COMPETITION RULES

CONFIDENTIALITY

Any communication to outside parties concerning the content or running of the competition, before, during or after the competition, including announcing the results of the competition, may only occur with the written authorization of the organizing company.

SELECTION OF WINNING PROJECTS

The competition jury will be responsible for evaluating the various projects, in order to select the winning projects, using the following criteria (among others):

- The quality of the team's reflection, specifically in relation to the main theme of the competitions.
- The intelligence of the project, in terms of architectural or construction-related innovation, simplicity of implementation, replicability or economic feasibility.
- The aesthetic qualities of the project and the quality of the visual presentation of the proposal will be taken into account.

Once the jury has finished deliberating, the organizing company will announce the results of the competition. The publication of the results on the competition website is planned for **May 2020**.

ALLOCATION OF THE "COUP DE CŒUR JPG" PRIZE

This prize may be freely awarded by the JPG company to a project of their choice, regardless of whether said project is also receiving a prize awarded by the jury. The team which wins this prize will receive up to a maximum of €50k in funding to produce a prototype or demonstration space allowing them to implement all or part of the project.

This prize will therefore exclusively recognise a realistic project, the implementation of which could reasonably be envisaged. JPG may consider marketing the project, in partnership with the award-winning team. A maximum of 15% of expenses may be allocated to the prize-winning team to cover project management fees for the production of the prototype.

AFTER THE COMPETITION

In the event that JPG, following the allocation of a JPG Favourite Award, decides to continue manufacturing or producing the project/concept with a view to marketing it in the future, the terms of the partnership or contract between the winning team and JPG will be freely negotiated, in compliance with French law, and specifically the French Intellectual Property Code.

COMPETITION RULES

RIGHTS TO ADVERTISE AND REPRESENT PROJECTS

The competitors grant the company organizing the competition and its partners the rights to represent, publish and display their project and/or all documents presented during the competition, without any financial compensation.

The competitors and the winner[s] will be authorized to publish or present their projects with the prior agreement of the company organizing the competition. They undertake to inform the company organizing the competition of any publicity or publication relating to the project.

CANCELLATION OF THE COMPETITION

The organizing company may decide not to proceed with the competition or to cancel it at any time, without needing to provide any justification for this decision. In this case, candidates may not claim any compensation for this reason alone. If the contest is canceled, all registration fees will be refunded.

MODIFICATION OF THE DETAILS OF THESE SPECIFICATIONS

The organizing company reserves the right to make modifications or clarifications to these specifications up until 15 days before the deadline for submitting projects. In this case, the competitors are required to submit projects on the basis of the amended document, without being able to make any claim in this respect. If the submission date of the projects were to be changed during the competition, this deadline would be recalculated from the new date.

ACCEPTANCE OF THE RULES

By registering for the competition, the candidate accepts all the requirements governing this competition and these specifications. Non-compliance with these specifications by any of the competitors may lead to the disqualification of their project.

TIME ZONE

The dates and times appearing in these specifications and on the competition website refer to Paris time [UTC+1/UTC+2].

CONTACT & QUESTIONS

Should you have any questions regarding the organisation of the competition or the terms of participation, please do not hesitate to contact us by email at the following address: concours@bam.archi

JPG

For more than 40 years, *JPG* has been a leader in business-to-business distribution of office furniture and supplies. The company offers comprehensive professional solutions to meet the needs of its customers: small and medium-sized enterprises, public and local authorities, freelance and self-employed professionals.

By launching this first edition of the *WorkSpaces for tomorrow* competition, *JPG* seeks to position itself as a key player in the field of well-being at work in France. Their aim: to inspire and raise awareness among new generations about the importance of working conditions.



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