

RUUKKI

RUUKKI - LIVING DESIGN

DESIGN COMPETITION 18.5. - 19.8.2005

Competition Brief

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1 Invitation

1.1 Organisers and nature of the competition

Rautaruukki Plc, (hereinafter 'Ruukki'), is organising a design competition to develop a range of new types of low-rise housing. The competition is being organised as an international competition for six invited firms of architects.

The aim of the competition is to find ideas for a range of new types of modular, design-oriented low-rise/low-density house types suitable for the construction of single-family houses, holiday homes and residential areas (suitable also for high-density areas, see 3.2). The goal is to find affordable solutions that can be produced as modular house kits using Rautaruukki Group products and materials as appropriate. The competition solutions are to be shown against the back-ground of an imaginary environment to test the potential of the solution for building complete residential areas.

1.2 Participants

The following firms have been invited to take part in the competition:

M41LH2, Finland
Koko3, Finland
ALA Architects, Finland
Huttunen-Lipasti-Pakkanen, Architects, Finland
Claesson-Koivisto-Rune, Sweden
Plot, Denmark

1.3 Fees

The compiler of each approved competition entry will be paid a fee of EUR 15,000 (+ VAT 22%). The fees will be paid through the Finnish Association of Architects (SAFA). In accordance with its Architectural Competition Conditions, SAFA will withhold 10% of the fees. The competitor's representative on the jury will be paid 7% units of the fees.

1.4 Competition jury

The members of the jury will be:

appointed by Ruukki:
Ari Vouti, Vice President, Rautaruukki Plc, Chairman of the jury
Tom Dixon, Artistic Director, Artek
Asko Kaipainen, Architect
Jouni Koiso-Kanttila, Professor, Architect
Tarmo Mononen, Key Customer Manager, Rautaruukki Plc

appointed by the invited competitors:
Craig Dykers, Architect, Norway

In addition, the jury may use experts for evaluation of competition entries:

Paula Huotelin, Architect, from SAFA, will act as secretary to the jury.

The jury may also listen to other experts if it so wishes. The experts and the secretary to the jury will not take part in any decision-making.

1.5 Approval of the competition conditions and the competition brief

The competition will follow the SAFA Architectural Competition Conditions (www.safa.fi). The competition brief has been approved by the jury and the Competition Secretary of the Finnish Association of Architects.

1.6 Handing over documents

The competition brief and appendices will be given to all the invited participants at the competition launch, which is to be held on May 18, 2005 at The Ruukki offices at Teknobulevardi 3-5, 01530 Vantaa.

The competition brief will be sent to the participants before the launch.

1.7 Competition language

The official language of the competition is English.

1.8 Duration of the competition

The competition will begin on May 18, 2005 at the joint launch, and end on August 19, 2005. Instructions for submitting the competition entries are given under item 4.3.

2. Technical information

2.1 Competition documents

This competition brief plus the following appendices:

- Description of Ruukki products, solutions and materials,
- Example of the imaginary competition area: ground plan in digital form.

2.2 Questions

The competitors have the right to ask for explanations of the brief or additional information. Questions must be submitted in writing under a pseudonym and sent by e-mail at the address: *pirjo.pekkarinen@safa.fi*

The questions and the jury's answers will be sent to the participants by e-mail on June 22, 2005.

The competitors will have the chance to familiarise themselves with Ruukki products and materials at the competition launch and to ask questions about the competition assignment and the materials there and then.

Further information on questions relating to product information on Ruukki materials and solutions can be obtained from Pasi Riikonen at Ruukki throughout the duration of the competition, tel: +358 20 5927 955 or +358 40 5517 673.

2.3 Judging the competition, and publication and exhibition of the results

The results of the competition will be published at the beginning of October 2005. Information on the judging will be given to all participants and to the press.

2.4 Further action as a result of the competition

The jury will make recommendations for further action on the basis of the results of the competition. Ruukki intends to start commercialising a pilot building after the competition.

2.5 User rights to the competition proposals

The competition organisers will own the competition proposals once the fees have been paid. The copyright of the plans will remain with the authors. Anyone commissioned to carry out further work may use the ideas contained in any of the competition entries in further design work within the limits of the Copyright Act.

2.6 Return of competition entries

The competition entries will not be returned, but will remain the property of the organiser.

3. The competition assignment

3.1 Background to the assignment

Ruukki supplies components, systems and turnkey deliveries to the construction industry and the mechanical engineering industry. The Group has a wide range of metal products and metals sector services. Ruukki operates in 24 countries and has a staff of 12,000. Ruukki's geographical focus areas are the Nordic countries and the Central Eastern Europe. The company now wants to strengthen its position in the low-rise housing market by creating a range of prefabricated house types that will give Ruukki a significant boost up the low-rise building value chain. To achieve this end, the company is using this architectural competition to seek ideas and future partners for the prefabricated house concept.

Every year approximately 30,000 homes are built in Finland, 14,000 of them are in blocks of flats, 4,000 are row houses and 12,000 are single-family houses. A large proportion of single-family houses are in the form of house kits, which can be either partial deliveries (e.g. processed wood products cut to size, accompanied by other building materials), or complete factory-made houses erected on site, or something in between these two extremes.

In Finland there are about 150 suppliers producing partly or completely factory-made houses. Most of these are small factories producing 1-10 houses a month. The larger manufacturers include Kastelli, Finndomo (Vaajatalo) and Honkarakenne, which specialises in holiday homes and produces perhaps hundreds of houses a month, mostly for export.

For the consumer, house kits are often an easier way to buy a house than going for an architect-designed house planned right from square one. Nevertheless, there are frequently major uncertainties associated with house kits, the most important being the overall cost of the project and the timetable. The companies selling house kits use the ironmonger/builder's merchant chains as their distribution channels. Alterations to house kits are usually accompanied by significant extra costs, which cannot be calculated for the house-buyer in advance. Moreover, the alteration alternatives are always limited. The range of house types is also fairly limited; almost all the companies on the market tend to produce variations on the traditional houses built after the war. Slightly more modern versions are usually individual, one-off models listed in large catalogues.

3.2 Competition aims and design instructions

The intention is to use the ideas emerging from this competition and the house concepts developed from it to radically change the current image of building a house as a complex, difficult project that generates a lack of confidence. The aim is to produce a new kind of construction experience, which for the consumer will be more like an interior design/decoration project than building a house. Distributors' solutions, site acquisition services and after-sales services are an integral part of this overall experience. The intention is for the competition to produce a distinct alternative to those that are currently available, in every respect including the architecture. This will then create a competitive advantage for Ruukki's range of prefabricated house types in relation to other suppliers.

The aim of the competition is to find a new concept for low-rise housing that can be commercialised as a range of prefabricated house types with a strong design content to give them a competitive advantage. The goal is to give the end-user the experience of an easy housing solution, to reach home-buyers not just home-builders. The idea is to use the range of house types and the concept on which they are based to change the image of building a house from being a difficult, time-consuming and risky way of obtaining a home into something else. The solution will have to catch the attention of a broad-based target group through its clear Scandinavian design: 'Everyone is entitled to good architecture'.

From the consumer's perspective, the range of house types will provide a turnkey solution. From the production perspective, standardisation and modularity combined with ease of erection will be an essential element in the evaluation of the proposal as a whole. Variability within the range of house types will be created by offering several alternative standards of fixtures and fittings in addition to the basic solution.

Ruukki's commercial aim is to expand the proportion of housing made up of single-family houses by bringing solutions to the customer that are easy to buy and easy to schedule, and are variable in a wide variety of ways. One particular target group is urban families who perhaps would otherwise never attempt to become house builders, perhaps not even now. For them, the Ruukki house will be a solution to living not a solution to building.

The main ideas of the range of house types are to be presented in the form of a detached single-family house (approx. 135 m²), but in addition, the functionality of the proposed solution will be evaluated when a number of them are linked together round a courtyard or garden, or in a chain or terrace of houses in a residential area.

Ruukki materials and products are to be used as applicable in the design of the prefabricated house kit. The use of these products is not, however, an end in itself, but different materials may and indeed should be used in the design to exploit their best features. The design should aim for intelligent use of steel construction and materials, not just the use of steel as a replacement for other materials.

3.3 Evaluation criteria

The evaluation criteria in the competition will be:

Design

A new range of house types which are recognised of their design. Houses which will attract home-buyers interested in building design and interior decoration as well as traditional house-builders.

Implementation

The competition is seeking solutions that can be used to produce design efficiently on an industrial basis using modular construction, pre-fabrication and standardisation. Erection of the building must also be quick and easy.

Price

The aim is to achieve an affordable solution for the consumer (building cost EUR 1,500-2,000 per m², calculated as net area, prize including tax).

Living

In the evaluation, the emphasis will be on the potential for multi-purpose use, plus comfort and wellbeing in the home and the spaces within it.

Adaptability

The range of types must work on different sites and when building complete residential areas.

4. Instructions for drawing up the entries

4.1 Required documents and method of presentation

- Description of the solution
- Elevations 1:100
- Sections 1:100
- Plans 1:100
- Site plan 1:200 / 1:500
- Illustrations as required. The competitors may also submit other illustrative material on their proposals.

The designs must be fixed to stiff backing boards sized 596 x 840 mm. In addition, a set of A3-sized reductions of the designs must be submitted for copying purposes.

4.2 Secrecy

The competition is secret. All drawings and documents must be furnished with a pseudonym.

Notification must also be given of the name of the person who owns the copyright to the proposal and the names of his/her assistant(s). If the author(s) give the name of a company, the name of the company will be published in conjunction with the name of the author(s).

4.3 Submission of entries

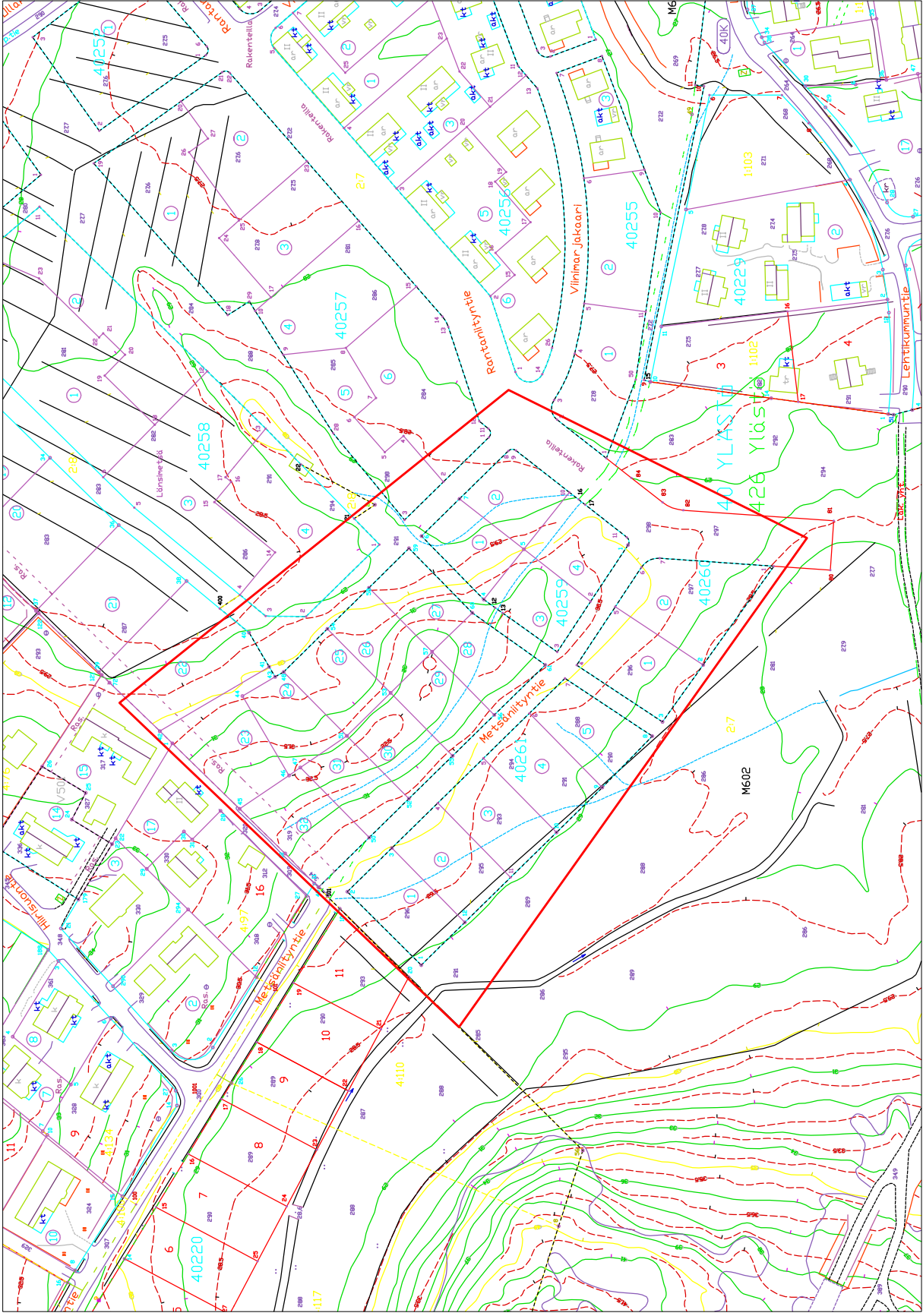
The competition will end on August 19, 2005. Competition entries must be delivered by 16.00 on August 19, 2005 to the address:

*The Finnish Association of Architects SAFA
Runeberginkatu 5
FI-00100 HELSINKI, FINLAND*

or handed over to the post office or some other carrier for transportation the same day. The time and date of despatch must appear clearly and legibly on the outside of the package. Entries must be delivered so that they arrive no later than August 22, 2005.

The text '*Ruukki - Living Design*' must appear on the outside of the consignment.

Helsinki, May 9, 2005
Competition jury



RUUKKI LIVING DESIGN **IMAGINARY COMPETITION AREA** **1:2000**