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4th International Holcim Awards



From September to November this year, the regional winners of the 4th International Holcim Awards will be presented – in Moscow, Toronto, Medellín, Beirut, and Jakarta (read more on page 9). These ceremonies are the culmination of a process that already kicked-off last year, one in which the Holcim Group companies played an especially important role (page 2).

With a wide range of promotional events, their contributions led to a new record: by the close of entries at the end of March 2014, over 6,000 projects had been submitted in the competition (page 5). In the meantime, meetings of independent and renowned jury members have taken place in five regions of the world (page 6); the winner verification process led by ETH Zurich and the preparations for the Holcim Awards ceremonies are well on the way.

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First step: Robust support

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A competition like the Holcim Awards begins by building public recognition of its scope and scale, in order to motivate individuals to submit an entry and thereby generate as much traction as possible through many participants. The Holcim Group companies played a vital role in this process.

The Holcim Awards competition spans the globe. But it depends on local and regional promotion – because personal networks contribute greatly to informing architects, engineers, and other construction professionals about the competition. Experience gained in previous Awards cycles shows that the number of participants increases significantly wherever the Holcim Group companies actively support the competition.

The Holcim Foundation is therefore grateful that many Group companies organized special events in support of this fourth competition cycle. Previous Awards winners and jury members took part in many of these events. One of the points frequently mentioned is that the Awards have a great impact on the realization of the winning projects – and thereby motivated more building professionals to enter their projects in the competition. The following examples give an impression of the diversity of events organized by the Group companies.

Beijing, China: Encouragement from luminaries

The Holcim Foundation is fortunate to have the support of “Ambassadors” around the world. These are profes-



Wherever Group companies held promotional events on the Holcim Awards competition – such as in Brisbane, Australia – interest was high and the house was full.

sionals who are intensively engaged in sustainable construction, are especially well connected, and have committed themselves to specifically help build awareness of the Holcim Foundation and the Holcim Awards.

A significant Ambassador in the Asia Pacific region is Erwin Viray, Professor of Architecture and Design at the Kyoto Institute of Technology, Japan, and Editorial Associate of the eminent Japanese monthly journal *a+u* (Architecture

and Urbanism). In a lecture delivered at the School of Architecture at Tsinghua University in Beijing, China, Erwin Viray spoke on “Attitudes and Sustainable Construction” and on the Holcim Awards. He had been invited to speak by Yue Zhang, the Deputy Chair of the Department of Urban Planning at the School of Architecture at Tsinghua University who is personally connected with the Holcim Awards: His project “Sustainable planning for a rural community”



Erwin Viray, Professor of Architecture and Design at the Kyoto Institute of Technology, Japan (left), and Yue Zhang, Deputy Chair of the Department of Urban Planning at the School of Architecture at Tsinghua University, before the event in Beijing, China.

near Beijing won the Holcim Awards Gold 2008 Asia Pacific and the Global Holcim Awards Bronze 2009.

Australia: Experts on tour

A further expert who has been supporting the Holcim Awards at several occasions is Nirmal Kishnani. The Assistant Dean of Architecture at the School of Design and Environment at the National University of Singapore was keynote speaker at the the Holcim Awards ceremony 2011 for Asia Pacific and a participant in the concluding debate at the Holcim Forum 2013 in Mumbai, India. In February 2014, Nirmal Kishnani went on a nation-wide tour with Holcim Australia. He spoke on the Holcim Awards at four universities: the University of Melbourne, Queensland University of Technology in Brisbane, the University of New South Wales in Sydney, and Curtin University in Perth. Each presentation was followed by a panel discussion on sustainable construction. At the panel discussions in Melbourne and Brisbane, he was furthermore joined by Maria Atkinson. The biologist from Sydney is one of the world’s preeminent experts for sustainable development and Founding Chair of the Green Building Council of Australia, as well as being a member of the Board of the Holcim Foundation. She was a member of the jury for the Global Holcim Awards in 2012 and will be again in 2015.

India: A duo of Award winners

Two winners in the third competition cycle are serving as Ambassadors for the Holcim Awards in India: Julia King from London, who won the “Next Generation” 3rd prize Asia Pacific, and Madhav Raman from New Delhi, who earned an Acknowledgement prize in the same region. Invited by the Group company ACC, the two participated in numerous events



Julia King won the “Next Generation” 3rd prize 2011 Asia Pacific – and here in Jaipur she is urging the audience to submit projects.



The presentation on the Holcim Awards at Queensland University of Technology in Brisbane featured a panel discussion to place sustainability in the Australian context. The panel (from left): Maria Atkinson, Founding CEO, Green Building Council of Australia and Member of the Board of the Holcim Foundation; Felicity Briody, Infrastructure Advisory Consultant, AECOM; Tony Fry, Professor of Design Futures, Griffith University; Mark Thomson, Chairman, Australia Green Development Forum; and Nirmal Kishnani, Assistant Dean of Architecture at the School of Design and Environment at the National University of Singapore.

throughout the country, presented their projects, and kindled great interest in the competition.

Nicaragua: ... and the ticket goes to ...

Holcim Nicaragua presented the Holcim Awards competition at ten architecture schools in the country. As the deadline for entries approached, the Group company invited students to a closing event held in April 2014. The topic: “Economy of Sustainable Construction”. All attendees went in a draw to win a trip to the Awards ceremony in Medellín, Colombia.



In its promotion of the Holcim Awards competition, Holcim Nicaragua focused primarily on students, the next generation.

Lebanon: Inspiration from India

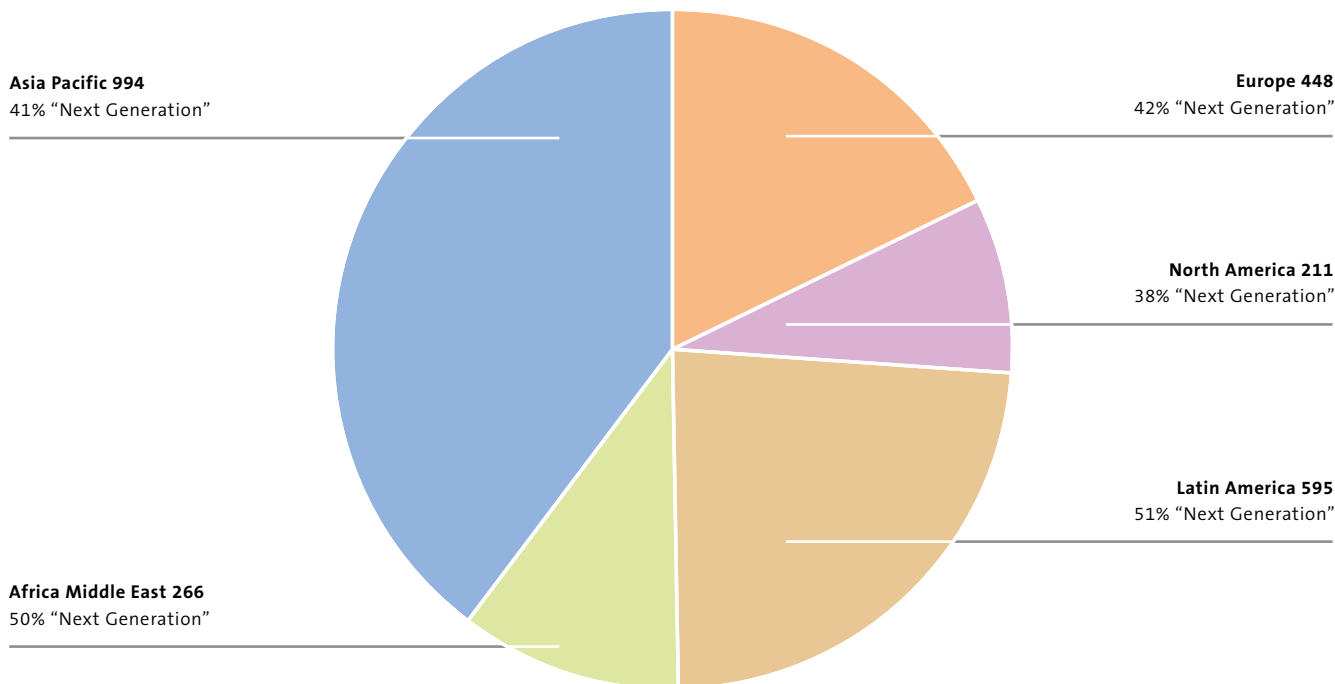
Another friend of the Holcim Foundation is the internationally-renowned architect Brinda Somaya from Mumbai, India. She was a keynote speaker at the 4th International Holcim Forum, held in April 2013 in Mumbai. Invited by Holcim Lebanon, Brinda Somaya lectured on sustainable architecture at the American University of Beirut in November 2013 – and used the opportunity to encourage her professional colleagues to take part in the Holcim Awards competition.



The acclaimed Indian architect Brinda Somaya was engaged in promoting the competition not only in her home country, but also in Lebanon.

Next step: Over 6,000 entries

4th International Holcim Awards: 2514 formally correct entries*



* Completed entries by location of project (region in which the project is to be realized and gets appraised by the respective jury).

The total number of entries illustrates the effective promotion of the Holcim Awards competition: 6,103 projects were submitted worldwide in the fourth cycle of the Holcim Awards competition; they are located in 152 countries around the globe. Of the total number of projects submitted, 2,514 met all the formal requirements of the competition – all the statistics proudly show an increase yet again over the previous competitions.

The Holcim Awards are conferred in two categories. The Holcim Awards (main category) is for projects in an advanced stage of planning. The main prizes are awarded in this category – the regional Holcim Awards Gold, Silver, and Bronze – together with two to six Acknowledgement prizes per region. The winners of the three main prizes in each region automatically qualify to compete for the Global Holcim Awards, to be presented in 2015.

The second range of prizes is for the “Next Generation” category, open to students and professionals up to 30 years of age. The entrants may also submit project visions that might not be implemented, but nevertheless represent new and

innovative approaches that combine research, imagination and ingenuity. Through this category the Holcim Foundation seeks to encourage the next generation of professionals to propose fresh thoughts about sustainable construction.

In the present competition cycle, the “Next Generation” category saw a particularly large increase: 44 percent of the total number of entries were submitted in this category. For the first time in any region – namely Latin America – more entries were submitted in the “Next Generation” category than in the main category.

The Asia Pacific region provided the greatest number of entries with 994 submissions reaching jury evaluation. Accordingly, the work of the jury – the next step on the way to the Holcim Awards – was the most demanding in this region.



Decisive step: No pearl left undiscovered

In each region, for two days a jury of specialists studies hundreds of entries to select the prize winners. The independent experts from architecture, engineering, and urban design, work in a highly professional manner to ensure the most regarded projects and visions are discovered.

To describe the current cycle of the Holcim Awards in just two numbers, one would say 6,000 and 60. The first figure stands for the number of projects around the world

entered in the competition. And the second figure stands for the number of projects that will ultimately win a prize in one of the five regions of the compe-

titution. Out of these 6,103 entries 2,514 were formally correct and were presented to the five regional juries at meetings led by the partner universities of the Holcim Foundation.

The jurors – here Hiromi Hosoya (left) and Hrvoje Njiric – receive thick binders containing documentation on all the projects.

Diverse projects – diversified juries

The composition of the juries is the responsibility of the Academic Committee (AC). This six-person team of the Swiss Federal Institute of Technology (ETH Zurich/EPFL Lausanne) supports the Holcim Foundation in academic and technical matters. The AC is led by Marc Angélil. The architect is Deputy Head and Chair of Architecture & Design at the ETH Zurich and is a member of the Board of the Holcim Foundation. Marc Angélil has been on the team nearly as long as the Foundation has been in existence, so he knows the Holcim Awards as few others do. And he knows exactly how a jury must be





Groups of jury members present the entries they preselect. From left, at the jury meeting for region Europe at the ETH Zurich: Horia Adrian, Antón García-Abril, Holger Wallbaum, and Jean-Philippe Vassal.

composed to produce optimal results.

“Because sustainable construction covers a very broad field, we need competencies across a wide range of disciplines: the jury members have a sharpened sense for identifying the most promising projects and visions to be shortlisted in the adjudication process,” he says. Each jury comprises up to 11 top-notch specialists in architecture, urban planning, and engineering. All jury members have in-depth knowledge of the region – and extensive experience in assessing projects swiftly and efficiently.

Only the jury may eliminate projects

Efficiency is of particular importance at the regional jury sessions as the best projects need to be identified deftly. To help the jurors with this task, another team of specialists screens the entries before the jury meeting. Projects that fail to meet the competition requirements are sifted out. “Some entries are incomplete, for instance,” says Marc Angéilil “and it’s immediately clear that some will not make it into the final selection because they don’t consider the various aspects of sustainability.” But even these entries are presented to the jury – only the jury may make the definitive assessments.

After the screening, hundreds of projects remain in contention within each region. On the first day the jury works in groups and selects the most interesting projects which then get presented to the plenum. Every jury member also takes a look at the projects sorted out by the other groups and may return any of these to the selection – a process that ensures no pearl remains undiscovered.

With finesse and feeling

This selection process takes place twice: once for the main category, in which three Holcim Awards and a number of Acknowledgement prizes are conferred in each region, and again for the “Next Generation” category for young professionals and students. By the end of the first day, the jury selects

a maximum of 24 projects in the main category and 18 projects in the “Next Generation” category.

Stringent final selection

On the next day the field of candidates is narrowed down to the final selection through intensive discussion and then ranked. The number of ranked projects is greater than the number of prizes to be awarded for a simple reason – once the jury has completed its work, all the potential prize winners will be further scrutinized in great detail. Do they really fulfill all the competition criteria? When a preliminary winner is disqualified, the subsequently ranked projects are upgraded. Thus also the ranking of the runner-up positions are fervently debated among the jury members.

“We normally come to a consensus,” says Marc Angéilil, who as Head of the AC sits on all five regional Holcim Awards juries. “We usually discuss long enough to arrive at a common position. I can think of only one single case where we had to vote in the end.” That is astounding, because the notion of sustainable construction is very broad, and each jury member has a different focus. One may place more emphasis on social aspects, another on technical innovation, and so forth. But in the end the juries always manage to put together a list of prize winners that covers all the needs.



As Head of the Academic Committee, Marc Angéilil is a member of all five regional juries.

The secret remains safe

By the end of the meeting, the list of winners has been determined: then begins a long period of silence. Following the jury meeting, several months pass before the winners are announced, and during this time nothing may be leaked to the public. And when project authors are invited to an Awards ceremony, they can assume that they have won a prize – but they don’t know which one. For the cream of the crop, there is an anticipation of trophies and prize money – and for all involved, a growing excitement to learn more about cutting-edge ideas on sustainable construction from around the globe.

Listening, thinking, assessing, discussing, and studying new projects (from left to right): jury members Stuart Smith, Antón García-Abril, Holger Wallbaum, and Arno Brandlhuber in Zurich.



Meet the juries

A different jury decides on the prize winners in each of the five competition regions. Each jury comprises up to eleven experts.



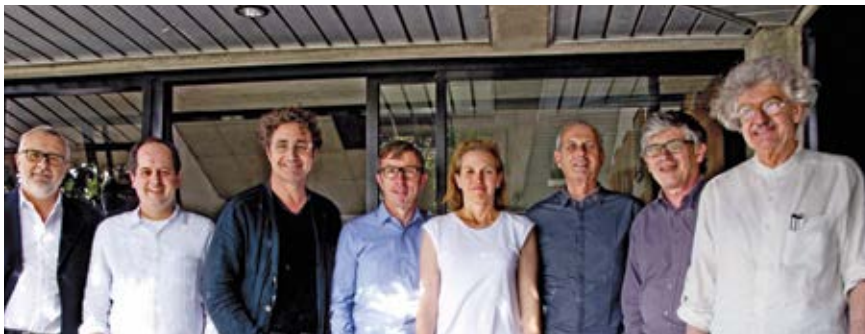
Europe

From left: Arno Brandhuber, Holger Wallbaum, Marc Angéllil, Hiromi Hosoya, Stuart Smith, Antón García-Abril, Horia Adrian, Jean-Philippe Vassal (Head of jury), and Hrvoje Njiric.



North America

From left: Dana Cuff, Jeffrey Laberge, Marc Angéllil, Toshiko Mori, (Head of jury), Sarah Whiting, Guillaume Habert, Mark Jarzombek, Lola Sheppard, and Alain Bourguignon,



Latin America

From left: Vanderley John, Angelo Bucci, Alfredo Brillembourg, Harry Gugger, Tatiana Bilbao, Marc Angéllil, Fernando Diez, and Bruno Stagno, (Head of jury). Not pictured: Andreas Leu.



Africa Middle East

From left: Marc Angéllil, Javier de Benito, Daniel Irurah, Hansjürg Leibundgut, Ho-wayda Al-Harithy (Head of jury), Francis Kéré, and Amer Moustafa. Not pictured: Aziza Chaouni, and Fasil Giorghis.

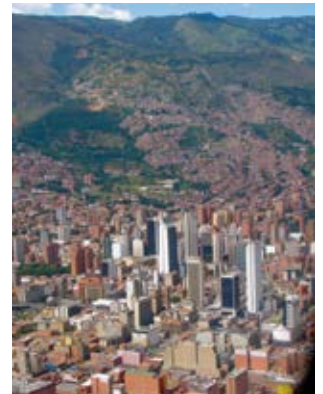


Asia Pacific

From left: Yue Zhang, Marc Angéllil, Ian Riley, Geeta Mehta, Donald Bates, Rahul Mehrotra (Head of jury), Brinda Somaya, Stephen Siu-Yu Lau, Forrest Meggers, Davy Sukamta, and Momoyo Kajijima.

Last step: Into the limelight – around the globe

The winning projects in each region will be announced and celebrated at five Holcim Awards ceremonies taking place from September to November 2014. These events are jointly organized with a Holcim Group company and include a ceremonial prize hand-over with dinner and second-day tours dedicated to sustainable construction projects in and around the host city.



Europe September 4/5, Moscow, Russia

The first regional Holcim Awards ceremony for 2014 will take place in Moscow, Europe's largest city. The prizes will be handed over in the Theater School of Dramatic Art which functions as a school, laboratory and event center. It combines grand Russian theater tradition with innovative concepts – and thus forms an ideal venue for the presentation of the Holcim Awards, because a recurring theme in sustainable construction is to rethink standard solutions.

North America September 18/19, Toronto, Canada

In the North America region, the Holcim Awards goes full circle – because the ceremony venue itself, “Evergreen Brick Works” won a Holcim Awards Acknowledgement prize in 2008. Today the former quarry and brick factory serves multiple functions, as a public event hall, organic products market, educational and community center – and of course as the setting for the forthcoming Awards ceremony.

Latin America October 2/3, Medellín, Colombia

Medellín has played an important role in the history of the Holcim Awards: The local project “Urban integration of an informal area” won the Holcim Awards Gold 2008 Latin America. This year, prizes will be handed over in Parque Explora, which stands as an architectural symbol of the successful transformation of the city. In this scientific park the natural and built environments merge into an especially attractive interplay.

Trophies on a solid base of Holcim concrete

The namesake of the Holcim Awards and the source of the prize money awarded every three years is the Holcim Ltd. The Holcim Awards recognize a very wide range of construction projects – regardless of the construction materials or building type. But only the most exceptional examples of sustainable construction measure up in the eyes of the independent juries. In addition to the prize money, the deserving prize winners of Awards, Acknowledgement and “Next Generation” prizes receive a certificate and a trophy.

A sustainable basis for excellence

The sculptural Holcim Awards trophy is derived from the icosahedron, a geometric solid displaying the proportions of the golden section. The base of the trophy is molded from a new material developed by Holcim Switzerland: ultra-high-performance fiber-reinforced concrete (UHFB). The granulometric composition of this high-tech material – with cement, micro silica, and fine quartz sand – makes it a very dense and homogenous concrete with isolated micro-voids. And with steel or synthetic fiber reinforcement, UHFB can be easily formed without becoming brittle. The result: UHFB possesses extraordinary mechanical properties, including extremely high strength in compression, tension, and bending, as well as outstanding resistance to environmental exposure. Thus, UHFB is a fitting material for the base of all Holcim Awards trophies, which celebrate innovation, excellence, and sustainability.



Africa Middle East October 16/17, Beirut, Lebanon

Beirut is both a cultural center and a melting pot. A symbol for the openness of this city is the American University of Beirut, venue for the Holcim Awards ceremony for the Africa Middle East region. The university, established in 1866, is registered in New York and allows its graduates to continue their studies in the USA. Among the university's celebrated graduates is Zaha Hadid, one of the most famous contemporary architects who's latest building on campus will frame the ceremony event.

Asia Pacific November 13/14, Jakarta, Indonesia

The regional Holcim Awards ceremonies draw to a close in one of the world's largest urban agglomerations and home to around 30 million people. The need for future-oriented building concepts across the region's mega-cities is particularly acute. The prizes for Asia Pacific will be handed over in Ballroom XXI of the Jakarta Theater, a contemporary multifunctional complex.





Experts from all continents at the inaugural Holcim Roundtable (l-r, front): John Ochsendorf (USA), Marc Angélil (Switzerland), Shrashtant Patara (India), Guillaume Habert (France/Switzerland), Annette Aumann (Switzerland), Xuemei Bai (Australia), Anna Heringer (Austria), John Fernandez (USA) and (l-r, back): Jens Diebold (Switzerland), Michael Braungart (Germany), Maarten Gielen (Belgium), Werner Sobek (Germany), Mark Swilling (South Africa), Alejandro Aravena (Chile), Vivian Loftness (USA), Laila Seewang (Switzerland), Philippe Block (Switzerland), and Mark Jarzombek (USA).

“Re-materialization” in focus at first Holcim Roundtable

The first half of 2014 was also particularly interesting for the Holcim Foundation as it staged its first Holcim Roundtable which brings together international experts to provide a roadmap for action on challenging topics of sustainable construction. This Holcim Roundtable was held in Boston at the MIT Endicott House convention center and hosted by the Massachusetts Institute of Technology (MIT). The goal of the Roundtable was to develop strategies for “re-materializing”

construction by bringing material flows to prominence in order to further the objectives of sustainable development.

The submissions by experts and outcomes from the Roundtable will be compiled, summarizing the main critical issues on material flows, barriers preventing change, and recommended trajectories for moving towards a more sustainable use of resources.



The Holcim Roundtable brings experts from different fields together including scientists, engineers, architects, sociologists, historians, policy makers, and industry leaders – firmly focused on establishing interdisciplinary responses to complex challenges.



Not only is knowledge shared, but, more importantly, an agenda for re-tooling construction and reorienting it towards a more sustainable future is developed.

Ten years of the Holcim Foundation



Alejandro Aravena spoke at the anniversary event in Basel: "Sustainability is nothing but the rigorous use of common sense."



Staff, partners, and friends of the Holcim Foundation celebrated the tenth anniversary of the Foundation.

The Holcim Foundation was established in December 2003 in Zurich, Switzerland. Its mission is to find and publicize sustainable responses to technical, ecological, socioeconomic, and cultural challenges in the construction field.

Since the start, three cycles of the Holcim Awards competition have been held, over 1,000 people have participated in at least one of the four Holcim Forums, and a broad range of general and technical publications have been issued – all with the intent to establish an attractive platform for sustainable construction.

On the occasion of the tenth anniversary, a meeting of the Foundation Board was held mid-December 2013 in Basel, Switzerland in association with public presentations by

Alejandro Aravena, winner of the Holcim Awards Silver 2011 Latin America and member of the Board of the Holcim Foundation, and Francis Kéré, winner of the Global Holcim Awards Gold 2012. At the same time, the widely anticipated academic book "Economy of Sustainable Construction," based on the Holcim Forum 2013 in Mumbai, was unveiled.

The Holcim Foundation invited its partners and staff to an anniversary celebration in Zurich. About 100 current and former employees, graphic designers, writers, translators, photographers, printers, and publishers attended. Many professionals have contributed to making ten-year history of Holcim Foundation a success story.