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# What is a hotel?

By its dictionary definition, a hotel is ‘an establishment providing accommodation, meals, and other services for travellers and tourists.’ This is a basic idea and perception of what a hotel is at the present. However, the competition encourages participants to debate the course of hospitality in the future or as we can put it,

## ‘WHAT CAN A HOTEL BE ?’

The aim of this competition is to question the very notion of a hotel and confront the stereotypes and conventions of this building typology. The competition encourages the participants to explore new possibilities and come up with innovative and unorthodox solutions that can enhance and change the boundaries of hotel architecture. This is an idea competition where the participants are free to create their own vision for a hotel that could be manifested in the form of architecture, art, system, poetry, product etc. The participants are free to re-interpret the idea of a ‘hotel’ w.r.t to its program, function, architecture wherein the scale of intervention, functional program, specifications, dimensions and site are not given and they can be arranged by the participants to better suit their proposal.

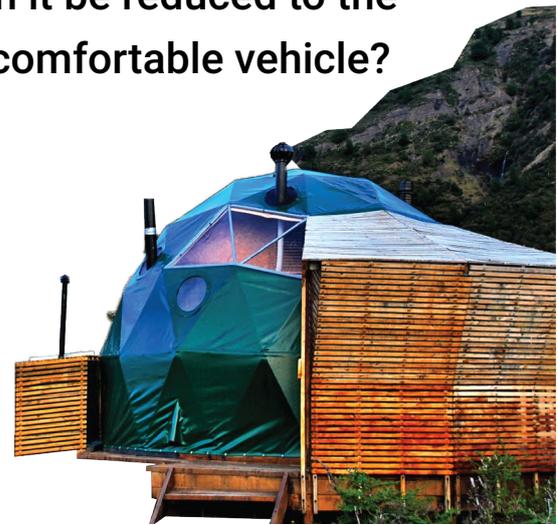


The competition is open to everyone from all professions. We believe architecture can be more interesting, more fun and more social. Communication is omnipresent and good communication helps great ideas change the world. We want to encourage the participants to ask questions on the essence of a hotel typology that can help them frame their narrative. We believe that indulging in a dialogue or creating a story will help the participants develop original scenarios for their interpretation of a hotel. They are free to choose their context, program and scale of intervention. We are not searching for any profound technical detailing, but some original, creative and risky architectonic conceptualisations.

All maverick innovations occur beyond the set precedents and rules, where it is aimed to widen the horizon of the existing system. When we say that we need to ask questions or indulge in a dialogue, then we need to hit the basic framework that governs this typology.

**Q1.** A hotel is a place where you stay temporarily. If the stay is temporary, should the hotel be permanent. Does it need to have a fixed footprint ? Can we move hotels? Can there be any such thing as a pop-up hotel, foldable hotels or temporary pavilion-like hotels ?

**Q2.** A traditional hotel is generally a building with 'n' number of rooms up for sale. Does a hotel need to have a designated building ? Can we propose any kind of habitable sleeping space as a 'hotel' ? Can it be a 'network of rooms' scattered around a place ? Can it be reduced to the size of an object, like say a bed ? Can it be a big, comfortable vehicle?



**Q3.** The function of a hotel has become very elaborate with time. It is a whole unit in itself that can provide you a variety of experiences. So are they in a way hindering the experience of the context and the environment they are located in ? Should a hotel be a bare minimum part of the contextual experience or a different experience in itself ? How should a context influence the hotel ?

**Q4.** Hotel architecture is very predictable and boring and has very less room for spatial innovation. Can a hotel not be organised as a conventional rooms around a walking aisle. Should sleeping be a private activity ? Should it be restricted to the standard version of a room ? Can sleeping happen in a common space ? Can there be different types of sleeping spaces at the disposal of users based on their resting needs during the day ?

**Q5.** A system can sometimes affect the architecture of a space in a powerful manner. Can there be an exclusive hotel space for an afternoon siesta ? Should a hotel have to be rented ? Can people exchange sleeping spaces ? Can barter be a vector to get access to a hotel space ? How can these framework changes impact hotel architecture ?

*There is no scale, site or program to the given problem. The competition will allow for full freedom of approach to the briefs, as the participant sees fit. Intervention can be of various scales and types, from nano to macro levels. The intervention can be placed in abstract locations or specific places depending upon the narrative. Every proposal should be focussed on their concept and their story, that is clearly communicated and developed.*



# PRIZES

Prizes worth EUR 3000 are up for claim with the distribution as follows:

**FIRST PRIZE: EUR 1500**

**SECOND PRIZE: EUR 1000**

**THIRD PRIZE: EUR 500**

Apart from the winners, the jury will select '10 Editors' Choices' who will be featured on our website and several other international magazines and websites across the world. The winners and Editors' Choices will be provided with an honorary certificate.

# REGISTRATION

The competition is open to all, from every age and professional background, working in groups or individually. Teams can be formed by a maximum number of 3 people. The registration fee is paid per team.

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| <b>EARLY REGISTRATION</b><br><b>60 EUR PER TEAM</b>    | <b>1st October 2018- 31st December 2018</b> |
| <b>STANDARD REGISTRATION</b><br><b>80 EUR PER TEAM</b> | <b>1st January 2019- 30th January 2019</b>  |
| <b>SUBMISSION DEADLINE</b>                             | <b>31st January 2019</b>                    |
| <b>RESULT</b>  | <b>25th February 2019</b>                   |

*\*All deadlines are 11:59 PM- 00:00 IST (India)*

## GROUP DISCOUNT

As a part of our initiative to encourage more student participation, we offer great discounts if a minimum of 5 teams register from one particular architecture school/ university.

Contact us at [queries@switchcompetition.com](mailto:queries@switchcompetition.com) to avail the offer.



# SUBMISSION REQUIREMENTS

- Proposal to be presented on ONE LANDSCAPE ORIENTED A1 SHEET.
- TEAMCODE to be mentioned on the TOP RIGHT-HAND CORNER of the sheet.
- Proposal MUST NOT include ANY INFORMATION (Name, Organisation, School etc.) that may give away your identity.
- All text must be in ENGLISH, with a MAXIMUM of 250 WORDS for project explanation. Proposal may be presented using any technique of your choice (sketches, diagrams, 3D visualizations, model photos, CAD drawings, etc.).

## SUBMISSION FORMAT

Submission to be sent via email to: [submission@switchcompetition.com](mailto:submission@switchcompetition.com)

**TEAMCODE** must be the subject of the email.

**MAXIMUM FILE SIZE : 8MB**

**NAME OF THE FILE : TeamCode.jpeg**

## FAQ

All the questions related to the competition can be mailed to us at [queries@switchcompetition.com](mailto:queries@switchcompetition.com) with 'FAQ' as the subject. All the participants are recommended to check our FAQ section by clicking on the 'FAQ' button below. All the relevant information about the competition will be updated here regularly.



# REGULATIONS

- Switch reserves the right to modify the competition schedule if deemed necessary.
- Participant teams will be disqualified if any of the competition rules or submission requirements are not considered. Participation assumes acceptance of the regulations.
- Team code is the only means of identification of a team as it is an anonymous competition.
- The official language of the competition is English.
- The registration fee is non-refundable.
- Contacting the Jury is prohibited.

## TERMS & CONDITIONS

Please see the terms and conditions section on [www.switchcompetition.com](http://www.switchcompetition.com)

## COMPETITION PROJECT DISCLAIMER

This is an open international competition hosted by Switch to generate progressive design ideas. There are no plans for any proposal to be built. The competition is organized for education purpose only.

# OTHER DETAILS

Website: [www.switchcompetition.com](http://www.switchcompetition.com)

Facebook: [www.facebook.com/switchcompetition](http://www.facebook.com/switchcompetition)

Instagram: [www.instagram.com/switchcompetition](http://www.instagram.com/switchcompetition)

