

[TAFER RESORTS]
[CALL FOR PROPOSALS]

ARCHITECTURAL COMPETITION/ MASTER PLAN

2017

PUERTO VALLARTA/JALISCO/MEXICO

BASIS/ADMINISTRATIVE PACKAGE



BASIS /ADMINISTRATIVE PACKAGE

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1. BACKGROUND

TAFER is a forward thinking leisure and hospitality company with an ever-growing and evolving collection of award-winning hotels, resorts and boutique villas. Tafer's founders have launched this competition because their brands rely on excellent design as well as being at the forefront of what is happening in the field of architecture and design. The site that is open for intervention neighbors Tafer's existing Garza Blanca luxury beach resort development, contouring the Sierra Madre Occidental Mountain range and fronting a sandy Pacific Ocean beach. Taking these factors into consideration, the site is open to a vast range of opportunities for commercial and residential use.

2. OBJECTIVE

Participants are asked to create ground-breaking and inventive projects with the intention of provoking and questioning our perceived notions of hospitality. Furthermore, this intervention should not be treated as solely an architectural opportunity; it should also stimulate human psychology in relationship with the conception of space (**SCALE**) and environment (**CONTEXT**) while addressing design solutions (**ARCHITECTURE**).

Recently, new initiatives have proposed renewed interpretations of the function of hotels, developing successful business models while providing exciting experiences for users; on the other hand, opportunities for the tried and tested hotel/residences model have yet to be fully explored taking into consideration the advancements in technology.

3. PROPOSALS

Participants are encouraged to create element-fusing, programmatic innovations and valuable design tools. The proposal can range in size, form and function and is therefore open to any number of creative projections, including but not limited to: a series of **PAVILIONS**, a collection of **BUILDINGS**, a **THEMATIC PARK**, a **RESIDENTIAL** project, **URBAN LANDSCAPES** and more. All of these concepts should be structured in a critical thought **MASTER PLAN**. Likewise, the scale of the project is left for the participant to determine in relation to the specific requirements of the proposal.

4. SITE

Careful consideration of the site's location is vital for the design strategies because of its geographic features and its distinctive topography. On the east side, the site skirts the base of the Sierra Madre Occidental, a vast mountainous area covering over 400 acres of green landscape, including waterfalls and rivers. On the west side, we have a sandy beach facing the Pacific Ocean. Finally, edging the site on the north border is Tafer's existing Garza Blanca resort development, which may perhaps be used as an opportunity to enrich the scheme by linking the design proposal (open).



5. PROJECT CHARACTER

The proposal for this competition must develop a place for human interaction with nature as well as creating a unique experience. In addition, the participants must produce a thoughtful architecture proposal that is appropriate for its context, proposing creative and inspiring activities for the activation of the spaces. Lastly, this being a competition for the development of ideas, it is not vital to showcase detailed projects (unless necessary). Rather, the purpose is to generate architectural conceptualizations and originality. TAFER encourages participants to experiment and explore formal and spatial concepts, betting on proposals that are original, creative, contemporary and risky from an architectural point of view.

6. DOCUMENTS TO BE SUBMITTED

Participants must submit **two digital images** that contain the entire proposal. They must include all the necessary information to fully describe and understand the project. These images will include:

- Master plan, plans/sections with a scale appropriately specified and suitable for reading and understanding clearly.
- Concept/original idea must be showcased in schemes, views, sketches, collage or any form of representation using any technique which can help clearly illustrate and express the overall project.
- Descriptive text, maximum 300 words. Textual descriptions may only be submitted in either English or Spanish.
- Images must be in landscape format 90cms x 60cms. 100dpi JPG format and no larger than 5mb, to be uploaded into the system. The file name must match the user code assigned at the time of registration.
- Only those projects that meet these specifications and specified timeframe will be considered for evaluation.

7. EVALUATION PARAMETERS

The proposals will be evaluated according to their concepts, questioning their originality and creativity, focusing on the following elements:

- Master Plan: Spatial awareness in addition to architectonic proposal.
- Zoning: Value of the project in creating new spaces of interaction for users through its architecture.
- Inventiveness: assessment related to the creation of an innovative program with dynamic / unique qualities.
- Experience: capacity of the project to generate an ecologically-sensitive experience for users while maintaining high standards for quality of living.
- Functionality: assessment of the proposal's coherence related to the circulation of the space as well as the different programmatic conditions.
- Scale: capacity to address the totality of the space while maintaining a unique design and programmatic solutions.

8. PARTICIPANTS

The competition is open to students, designers, urban planners, sociologists or professionals around the world, individually or in teams. Teams may be up to five people per group. Each team must submit only one proposal. It is not necessary to have a record or affiliation with any architecture associations of any kind.

People who may NOT participate:

- Members of the Jury of this contest.
- People with ties to the Jury of the contest: Spouses or persons with affective familial relationship or affinity, or those with stable professional relationships.

9. DATES

The competition will take place during the following dates:

- **Competition Opening:** October 22th, 2016
- **Registration phase 1:** October 23th, 2016 (free registration)
- **Registration phase 2:** October 30th, 2016 (fee)
- **Registration Closes:** January 5th, 2017
- **Project Submissions:** January 31st, 2017
- **Jury Summoning:** February 7th, 2017
- **Winners Announced:** February 8th, 2017
- **Publications and Prizes:** February 16th, 2017

10. DOCUMENTATION

The complete set of documents can be found on TAFER RESORTS website (<http://competition.taferresorts.com/>) from October 20th, 2016 when the competition is official launched. There will be no charge for this information but you MUST be registered in order to access and download the documents. If you have trouble downloading or accessing any of the documentation from the web, interested parties can reach us via email at the following address: **competition@taferresorts.com**

11. REGISTRATION AND METHODS OF PAYMENT

Registration will be formalized following the registration steps through the <http://competition.taferresorts.com>. The registration period begins on October 20th, and ends on January 5th, 2017 at 20:00 Central European Time (CET) = UTC/GMT+1.

The same registration fee will be paid regardless of the number of participants within the team. You will have to make a registration payment for each of the proposals you want to present, as each proposal must have its own registration number. The date of registration will be valid once payment is made with the respective fee and no other. Registration payment may be carried out by using any of the following methods:



A). **PAYMENT ONLINE:** Payment of the registration fee by PayPal or credit card (VISA or MASTERCARD) may be made through the secure platform at <http://competition.taferresorts.com/> where you can also register by following the steps indicated on the payment webpage. After payment, please send an email confirming your registration and payment, including your assigned competition registration number. Any queries should be directed by email: competition@taferresorts.com

12. *SENDING PROPOSALS*

The receipt of proposals is performed digitally through the website: <http://competition.taferresorts.com> by login with your email and password, once logged in by clicking on the link "UPLOAD MY PROPOSAL" within the contest page.

- Following the instructions on the web, a ZIP or RAR must be uploaded with the name and registration number assigned (eg XX1234.zip) including both JPG images.
- The uploads must be submitted by January 5th, 20:00 Central European Time (CET) = UTC/GMT+1.
- After this deadline, TAFER will post a list of the proposals received with their assigned registration number. It is the responsibility of the participant to verify they are on this list. If there are any issues, please send an email to competition@taferresorts.com with the subject title: SUBMISSION.

13. *ANONIMITY*

The works will be identified by the registration number generated by the system during the registration process, which should be placed in the upper right hand of the page. The file will be identified by this code only. Any proposals that do not meet this requirement or that violate anonymity will be automatically excluded from the competition.

14. *WINNER ANNOUNCEMENTS & EXHIBITIONS*

Once the WINNERS have been decided, the successful participants will be contacted via email and a list of the winning proposals will be published on the Tafer Hotels & Resorts website: www.taferresorts.com.

- By entering the competition, participants are acknowledging that all proposals may be published on the internet.
- TAFER may also organize a public exhibition. Such exposure, if made, will be announced to all participants whose proposals have been or have not been selected.



15. INTELLECTUAL PROPERTY RIGHTS

Participants retain the intellectual property of the works presented, although they will yield to the contest organizers exhibition rights, reproduction, publication and other activities corresponding to the object of the competition. The contest organized are obliged to indicate the name of the author in each publication, exhibition or activity in which the proposal is incorporated. Also, the authors are obliged to make reference to the contest and its organizers in any publications where the proposal may appear. The proposals presented can be developed only within the framework of TAFER.

16. PRICES

The Prizes are the following:

- 1st place: \$5000.00 USD prize.

Publication on the website at: www.taferresorts.com, local exhibition at the Hotel Mousai gallery Space.

- 2nd place: \$3000.00 USD prize.

Publication on the website at: www.taferresorts.com, local exhibition at the Hotel Mousai gallery Space.

- 3rd place: \$2000.00 USD prize.

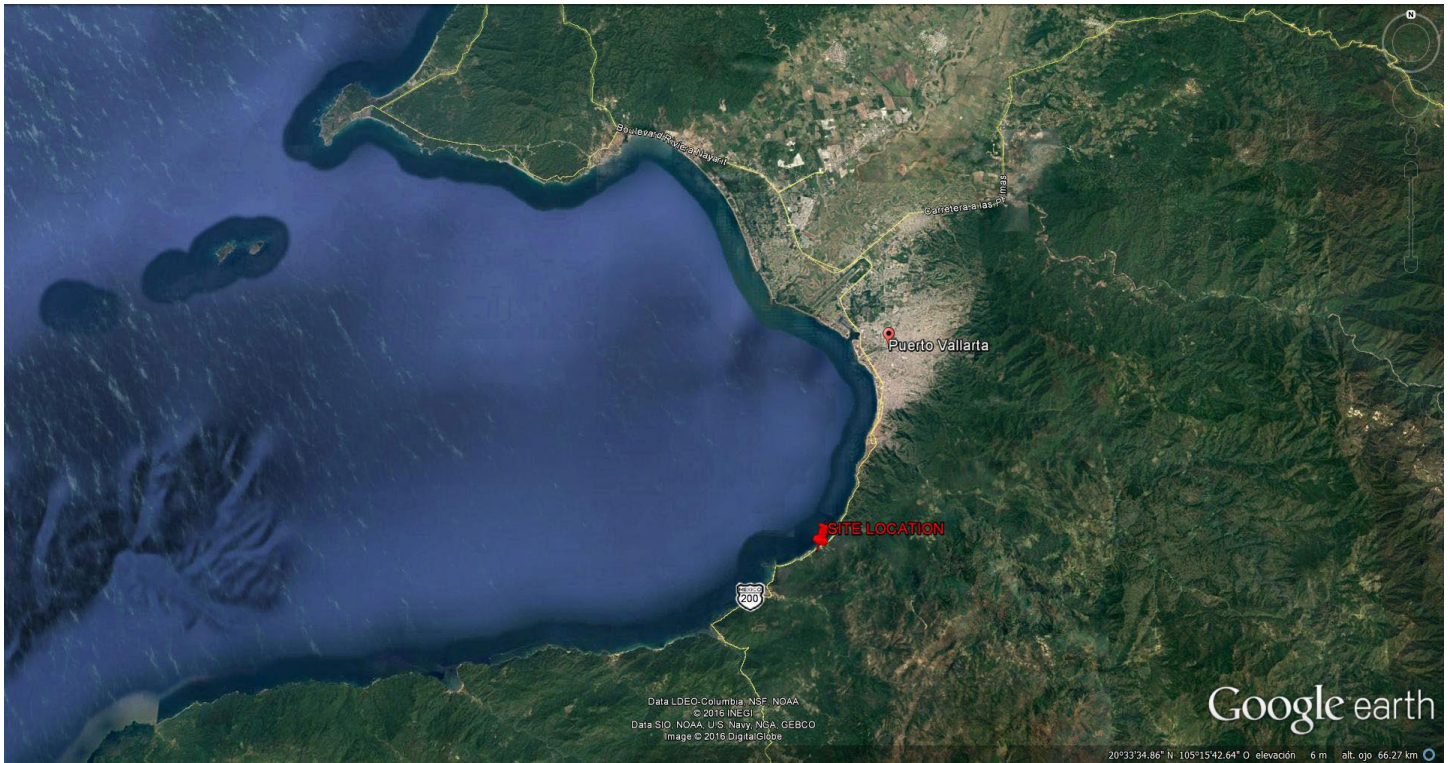
Publication on the website at: www.taferresorts.com, local exhibition at the Hotel Mousai gallery Space.

- 4th place: \$1000.00 USD prize.

Publication on the website at: www.taferresorts.com, local exhibition at the Hotel Mousai gallery Space.

- Honorable Mentions: Publication on the website at www.taferresorts.com, local exhibition at the Hotel Mousai gallery Space.

17. IMAGES



17. AREAL VIEW/ LOCATION DISTANCE FROM PUERTO VALLARTA



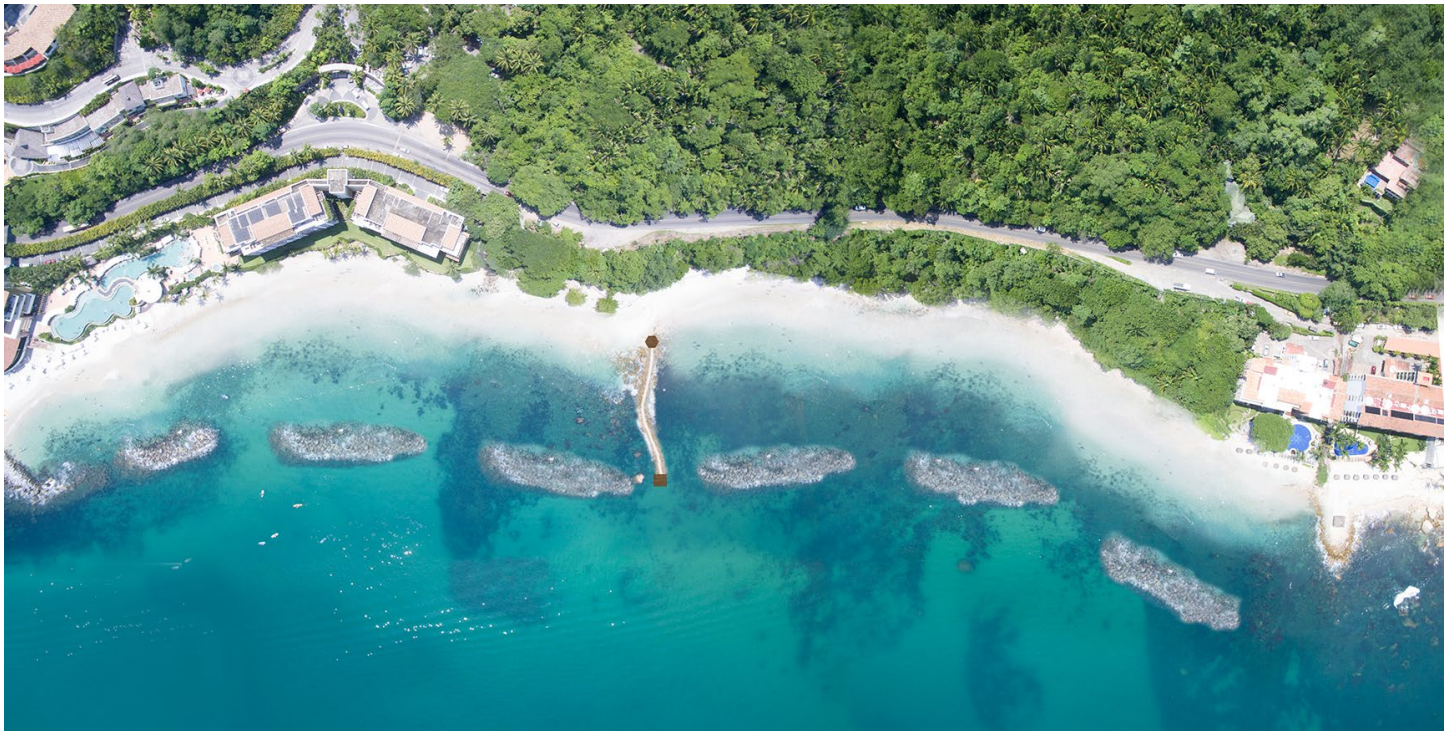
17. AREAL VIEW/ SITE OPPORTUNITIES



17. IMAGES



17. AREAL VIEW/ SITE OPPORTUNITIES



17. AREAL VIEW/ FUTURE WATERFRONT SPECULATIONS

