

P01 COMPETITION BRIEF

(INCLUDING CERTAIN COMMERCIAL, PRODUCTION AND TECHNICAL REQUIREMENTS)

COMPETITION AREA – PART OF THE COMPETITION CONCERNING PROJECT DOCUMENTATION

The subject territory lies in the Bubeneč cadastral area on parcel Nos. 1829, 1834, 1839, 1850/1, 1850/13, 1850/14, 1850/15, 1856/1 and 1862/4. The site includes the main and side gates to the Výstaviště (Prague Expo) complex including the fence, ticket offices and adjacent public spaces – a part of the plaza in front of the entrance and part of the area at the mouth the parkway. The site's total area is about 6 000m². The exact borders of the site are marked yellow in document P02, which forms a part of the competition documentation.

BROADER CONTEXT – PART OF THE COMPETITION CONCERNING IDEAS

The competition area lies within a broader context and the borders of this broader area have been marked in P02 document by a white line. We assume that the site's broader area will be developed in some next phase, following completion of modifications to the entry gates that are tied to the plans to re-erect the left wing of the Industrial Palace, reconstruction of the Bohemia Restaurant and reconstruction of the large sports hall - Tipsport Arena. The area of this broader area comes to about 52 000 m². The exact borders of the territory subject to the 'idea' part of the competition are marked white in document P02, which forms a part of the competition documentation.

EXISTING SITUATION

Prague Expo is an important unique space within the structure of the Prague's broader centre. The complex was established by sequestering a part of the Stromovka (The Royal Game Park) municipal park for the 1891 Prague Jubilee Exhibition and from historical perspective it is an important representative how exhibitions were organized in the 19th century. The Industrial Palace is the dominant building of the complex, forming the composition character for the entire site. Other important building on the grounds include the National Museum Lapidary, AVU studios, Marold's Panorama of the Battle of Lipany, the Křižík Fountain or the Spirála Theatre.

The complex is currently in a dismal condition, having been neglected for a long period of time; the neglect reflects itself in the pernicious technical conditions of individual buildings and their surroundings. The current appearance of the entrance area, which is the subject of this architectonic competition does not adequately correspond to the complex's significance or requirements on its use. The technical condition of the buildings, attrition of individual elements, materials and constructions from excessive wear and tear are all found wanting, there is no concept for placement and appearance of information or publicity panels.

The Prague Expo have been administered by Rozvojové projekty Praha, a. s., (hereinafter 'RPRG') since 2015; RPRG is wholly owned by the City of Prague. The original concept for development and renovation of the complex from 2013 has been updated in cooperation with the Prague Institute of Planning and Development (IPR Prague) (please refer to Annex P06). This update involved drafting the overall concept for renovation of the complex and action plan outlining specific investments to be executed – modification / reconstruction of the entrance to the complex is included in the first group of planned investments.

OBJECTIVE

The Capital City of Prague, acting through Rozvojové projekty Praha, a. s., intends to gradually re-develop and cultivate the Prague Expo, which will involve renovation and modification of individual buildings, recreation of public spaces, gates and fencing, in order to improve quality of events organized within the complex. Concepts are also being developed for food kiosks, which should have a unified design, for a new orientation system, a concept for tree / park maintenance. The complex should be open to the general public to the maximum degree possible and become a multi-function zone offering opportunities for all-day recreation within the broader centre of Prague along with the Stromovka Park and the Troja basin.

We expect that importance of the entrance area, and of the entire complex, will grow in relation to the plan to open a new train stop 'Praha-Výstaviště', which will provide a direct connection to the Václav Havel Airport. The stop should be located

along the embankment at the U Výstaviště Street. At present we only have an approximate location as delineated in document PO2 – Competition area and broader context.

The Lapidary and the AVU studios, which are already undergoing necessary repairs, will be incorporated within the broader entrance area and the new programme will open them more to the public. Both the Industrial Palace and Bohemia Restaurant will be reconstructed including a new left wing of the Palace that had been destroyed in the fire.

The broader 'idea' territory should be considered in connection with the Bubny-Zátory development area. Participants should expect that within a decade, this area – specifically parcel No. 1850/12 – will be developed by erecting standard urban new builds. The U Výstaviště Street and Dukelských Hrdinů Street will be also significantly redeveloped / modified – the concept study for these public areas is currently being prepared by the IPR Prague Public Space Office. (Please see <http://www.iprpraha.cz/letenskykriz>)

The optimum final objective for the complex is to make most of the areas open to public with the complex being open non-stop. Prior to this redevelopment being completed the individual parts of the public space will function under specific regimes – for instance the Prague Expo will be closed at night (between 1 and 6 am). Parts of the complex may be closed off on an ad hoc basis in exceptional circumstances, during specific events. The main gate, and potentially some side gates, will be primarily open and will close only for limited periods of time.

GENERAL REQUIREMENTS

- General recommendations / requirements put forward by the client:
- Proposal for arrangement of public spaces, providing places for meetings and relaxation
- Proposal to suitably distribute vegetation and municipal street furniture
- Proposal for main gateway, fencing and adequate contextualization
- Solution addressing functionality and servicing of the main gateway
- Concept for placement and appearance of publicity / advertising panels and information system
- Compliance with client's budgetary limitations – total investment cost for implementation of the above are described in the chapter below dealing with economic limitations.

The areas concerned are the entry points into the entire complex. Thanks to their proximity to prominent listed buildings (Industrial Palace, AVU, Lapidary) and generous spatial disposition these areas have the potential for all manner of use (exhibitions, fairs, festivals etc.). These areas should be turned into representative, multifunctional, cultural and social spaces.

The chief objective of the competition is to receive a proposal for the new main and side gates into the Prague Expo. The main gate should be transparent and open to the maximum degree. We assume that the existing gates will be removed and completely re-designed, including the immediately surrounding areas and the connected fence. The new fence should be designed to architectonically match the newly designed gateways. The current location and spatial orientation of ticket offices is not binding, we expect that the current units will be demolished and removed.

The proposal may make use of the châtelet on parcel 1839 on the left, which serves as one of the entrance points. The plans for this building are provided in document No. P13 to the Competition terms. The châtelet is a listed heritage building. Any proposed modifications therefore need to comply / respect this specific status and related potential limitations. The second châtelet located on parcel No. 1856/2 has been leased out and may be used, along with the surrounding areas, within a decade. We therefore recommend not including it in the current proposal.

The proposal should also define a clear and sensitive concept and rules for placement and appearance of information and advertisement panels around entry points, which will provide information about events taking place within the Prague Expo complex (see detailed requirements below). Design of these elements should reflect the history of the Prague Expo complex and be adequately restrained and cultivated, media carrying information need to be easily replaced. Information panels should not create visual or spatial barriers. The client expects a very thoroughly prepared proposal of these elements. The proposed principles should be applicable for the entire complex.

The 'ideas part' concept should outline concept for the entire complex and its surrounding / related areas in adequate detail. Proposal should address an approach to and use of all individual areas, distribution of the municipal street furniture (benches, litter bins etc.) including locations of smaller buildings / unit – food kiosks and similar. The proposal should also address accessibility for bikes, distribution of bike stands and parking for single-track vehicles.

Participants may decide whether they wish to address / propose / design / modify the fountains in the P. These may be both preserved or removed. The area in front of the main gateway – the foreground – may be arranged as a park, for relaxation and may include smart water elements while maintaining high degree of permeability both into the Prague Expo and into the Stromovka.

Participants should pay attention to the entrance alley / parkway located between the Lapidary building and AVU studios. Competitors should extend / expound on the existing landscaping designed by František Thomayer for the 1891 Prague Jubilee Exhibition (see document PO4 – History – page 3– Situation plan of the Jubilee Exhibition). We expect that this concept will be restored in the future. We do not expect that the 'idea' territory would contain any large tents or constructions. All areas should be designed to allow vehicle traffic. It is an imperative that access to the north part of the complex is preserved, both for large number of pedestrians and for emergency service and rescue vehicles.

Proposal should respect the chief composition elements of the complex, i.e. the central axis (Dukelských hrdinů – Industrial Palace) and the vista to the Palace. The main gate, its immediate surroundings and information panels should not visually compete with this main vista.

MAIN GATE REQUIREMENTS

The main gate will form the chief entry point into the entire complex and optically should tie in onto the panorama of the Industrial Palace. The gate should form a maximum open passageway and facilitate a through view from the U Výstaviště Street across the foreground with fountains and to the intramural boulevard in the foreground of the Industrial Palace.

The proposed concept should include a high-quality analysis of generally and comprehensively conceived exhibition grounds elements that will be used during large events (management, protection, theft prevention, vandalism, security etc.) and reflect the variety of uses, including the human factor. Human factor includes comprehension of interactions (transfers of elements, employees' work, maintenance, installations of publicity material / advertising) among various users. Main gate should be simply closable and equipped with entry corridors and turnstiles allowing management of crowds and processing of visitors.

Competitors may consider phasing the implementation and locating the ticket offices into the left entrance châtelet on parcel 1839. The châtelet may in the future house an information centre; at present time, it may be used to provide facilities for the ticket office staff. Competitors may also choose to design new ticket offices whether integrated into or connected to the main gate.

It is important to preserve both side gates next to the little villas for vehicular access, as these entry / exit points are recorded on all traffic and emergency access plans for the Prague Expo.

The closing system for the main gate should work on a principle allowing automatic closure of its individual segments, thus facilitating entry volume management.

The entire gate system needs to be technically feasible and functional and user friendly already in the first draft of the proposal.

OPERATIONAL REQUIREMENTS FOR THE MAIN GATE

- 6 box offices at the gate or immediate vicinity along the main visitor inflow route
- 3 self-service ticketing machines – may be located outside the main visitor inflow route, outside of the gateway (we recommend that the proposal allows for a comfortable purchase of tickets also during bad weather)
- 6 entry corridors with turnstiles – these should be easily removable and closable

- Information panels should not exceed total area of 12 m². We anticipate that these panels will be divided on the left and the right side i.e. 6 m² for each side of the main gate. The information panels should be readable from trams passing the Prague Expo entrance, even during reduced visibility. Panels should be able to display information on up to 10 events taking place at the Prague Expo.

SIDE GATE REQUIREMENTS

The side gate, sometimes called the Blue Gate, serves as an entry point to the Waterworld exhibit and into the lower part of the complex. This side entrance will be preserved. It should be functional both technically and for visitors. Vehicular access needs to be preserved, minimum width needs to allow for entry / exit of vehicles ensuring grounds maintenance and other manipulation.

OPERATIONAL REQUIREMENTS FOR THE SIDE (BLUE) GATE

- 2 box offices at the gate or immediate vicinity along the main visitor inflow route
- 2 self-service ticketing machines – may be located outside the main visitor inflow route, outside of the gateway
- Information panels should not exceed total area of 8 m². Panels may be divided into two parts
- Information panels should be readable from the Prague Expo foreground

GENERAL RECOMMENDATIONS CONCERNING COMMUNICATION PANELS (MAIN AND SIDE GATE)

- Communication panels means panels providing information, advertisement and publicity for the Prague Expo
- Communication panels should be lined up vertically
- All communication panels should be easily replaceable
- Information concerning communication panels constitute recommendations only. Proposals may put forward new approaches and concepts for these communication panels and related elements, but need to maintain high functionality. Participants are advised that in order to demonstrate functionality of these information / communication systems they should provide references from similar, for instance foreign, complexes of similar nature.

BOX OFFICES (MAIN AND SIDE GATE)

The proposed information systems for box offices should be primarily functional. Their distribution should correspond to the concept and distribution of box offices.

CLIENT'S RECOMMENDATION FOR INFORMATION SYSTEM AT BOX OFFICES:

- Each box office should have an information panel at eye level (opening times, event name and ticket information), information panels should be well organized and readable from adequate distance.
- Information panels should be also located above the box office windows, and these should provide information primarily to passers passing through the foreground or general vicinity.

TECHNICAL REQUIREMENTS

Infrastructure connection: all engineering networks are available. There are access point to water, sewage and electricity at each building. Data access is also available.

BUDGET

The anticipated budget for this project is 15 000 000 CZK excluding VAT. This amount should cover the main entrance gate, fencing, communication panels and some additional partial modifications that will be necessary to facilitate gate operation, such as lighting. This budget does not include reconstruction of the villa (château on the left), public areas, vegetation / landscaping and potential infrastructure modifications. The broader vicinity will be subject to a separate project in the next phase in connection with other plans in the area and development of the public areas in the Prague Expo. Should this budget be exceeded, the proposal needs to provide sufficient justification in the text part.