New and smoother solutions for the organisation of design competitions

A modular solution for organisers of high-quality design competitions

Competition Cloud
BY tietoa

Stumbling blocks for competition organisers

Typically, there will be dozens, at best up to hundreds of proposals in the competition and they will be submitted in PDF format. Large and detailed vector drawings can reach tens of megabytes. Rasterised images with high visual resolution load slowly, and transitioning between files is cumbersome.

At worst, the transition to electronic evaluation turns against itself: the documents are difficult to view and the evaluation doesn't go smoothly. Reviewers have not been able to do their work, independent of time and place. The lack of information security and anonymity has also brought new risks to the competition process.

Organising competitions has put a strain on both the organisers and the jury.
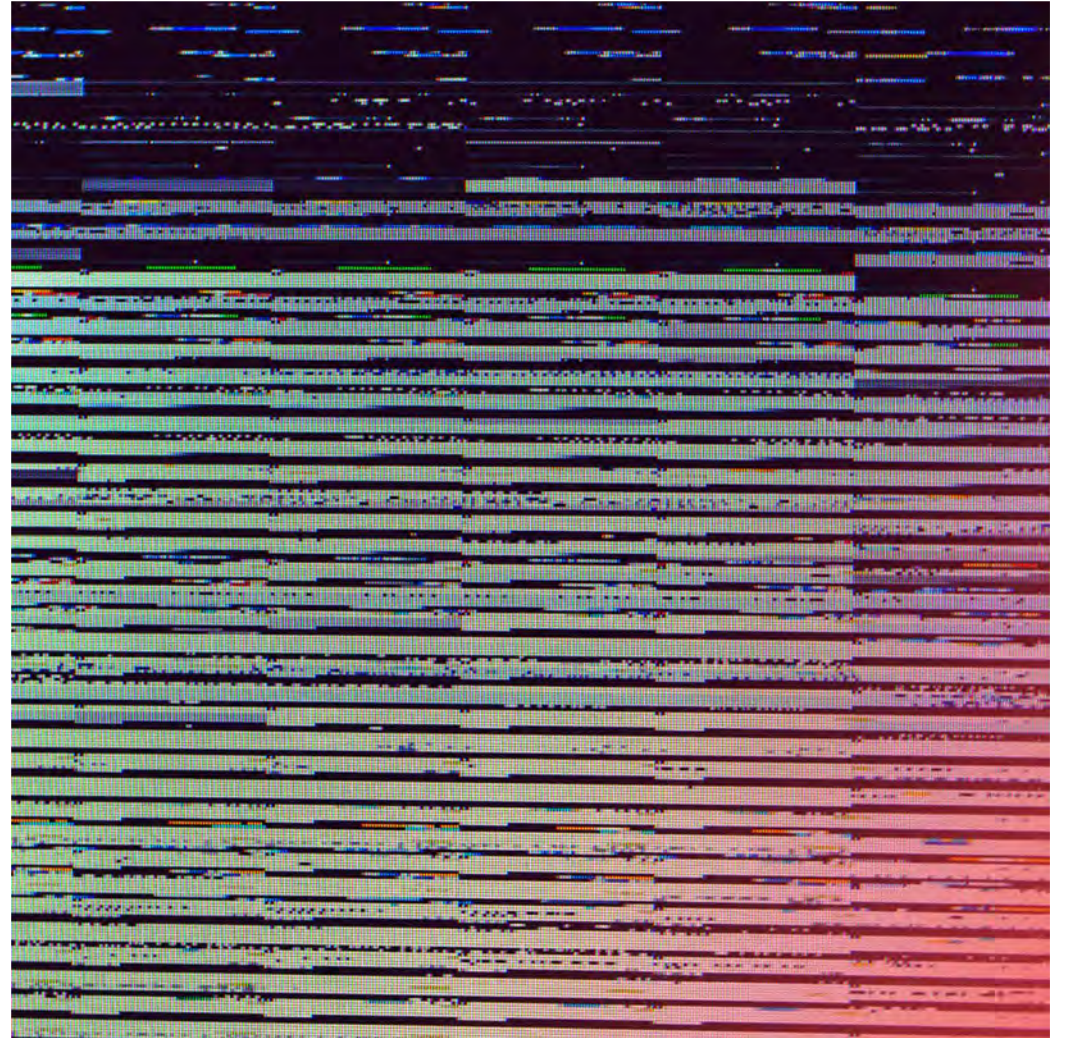
Commercial potential often remains unattained

Competitions are quality competitions where it is not justified to carry out the scoring of individual elements of proposals based on partial optimisation. The evaluation shall be based on a comparison of the entirety of the proposals. As the number of proposals increases, comparing the proposals becomes more difficult technically, and the overall quality and viability of the proposals are less important factors in this cumbersome environment.

Due to the uncertainty of the competitive tendering process, the best participants or judges may have been lost. The unpredictability of schedules has also delayed projects.

Competitive tendering enables the development and utilisation of high-quality design expertise, but the lack of competitive tendering technology has hindered harnessing this potential for the organiser.

# The most common challenges in design competitions

For the organisation

- The implementation of a credible remote evaluation process for the design competition has been identified as challenging.

- Holding the competition in accordance with the Procurement Act causes extra stress.

- A slow and laborious process increases the cost of competitive tendering.

- Anticipating the schedule and total cost of the tendering process is difficult.

- A physical presentation space is required for the competition work.

- It remains unsure whether the chosen proposal is the overall best proposal with the best development potential.

For the competition organisers

- There may be uncertainty about choosing the best tendering process.

- Competitive tendering eats up more working hours than desired.

- Coordinating schedules with the various parties involved causes difficulties.

- It is difficult to maintain the anonymity of participants at the stages that require it.

- Being informative and inclusive becomes cumbersome.

- To organise the web presence, you need a separate website creator.

For participating architects
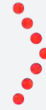
- Participation may seem questionable due to a lack of equal opportunities for evaluation.

- Producing quantitative material takes time away from the planning of the competition work itself.

- It can take time to get feedback, and reviewing it thematically can be challenging.

- The possibility of maintaining anonymity during the comparative evaluation raises questions.

- The competition going over schedule can make things messy.

Competition judges

- Remote working is not going well. Finding content and data at the right moment is difficult.

- It will take a lot of work to coordinate schedules.

- The conditions required to ensure an equal assessment have been partially lacking.

- The lack of a systematic commentary model has created inconsistencies in judges' comparative evaluations.

- With the cut-and-paste model, reviews may have ended up attributed to the wrong proposals.

- With the pandemic, the risk of infection can hinder participation.

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Architecture and urban planning are becoming digitised.

Information technology not only provides ways of doing things digitally, but also opens up opportunities to reform the processes of creating built environments.

We offer established technology, methods
and the ability to develop advanced solutions
for competition-specific needs.

tietoa

We make the top
standard for design competitions
available to every organiser

Competition
Cloud
BY tietoa

Better architecture, smoother competitive tendering and a more productive outcome

Competition
Cloud
BY tietoa

Competition Cloud

BY **tietoa**
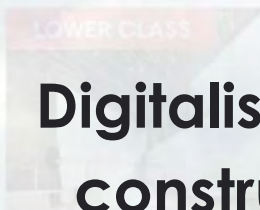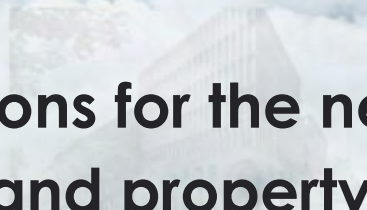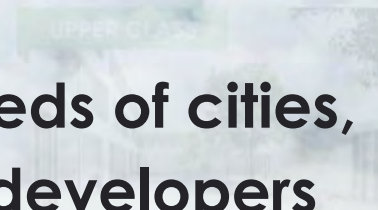
Digitalise design competitions for the needs of cities, construction companies and property developers

Competition Cloud

Book / Tool / Extras / Pros

A whole ecosystem,
where you can take advantage of the modules you need

tietoa

A new era of design competitions

More efficient organising

With a finished process and a tool that utilises automation, time and money are saved for something more useful. **CC*** ensures smooth organisational processes, guaranteeing you get the most out of the competition. The process is also environmentally friendly as the need for travelling and printing decreases.

More confidence in achieving the best outcome

In terms of the end result, it is important to find the best outcome on an equal footing and to recognise all the potential of the proposals. **CC** allows for more in-depth processing of information. A structure will be created to compare the proposals, opening up opportunities for new innovations.

Increase the competition profile and attractiveness

The competition will reach its full potential on a functional platform so that the proposals, the competition itself, and those involved can be portrayed in the positive light they deserve. The ingenious details can all be brought to light. Through **CC**, presenting the work to the public, and possibly including them in the process, is easier.

Ensure safety and meet the requirements

The cloud-based solution brings reliability to the secure storage of proposals, comments, evaluations, and other competition-related information. The anonymity of participants is maintained at the stages that require it. The competition meets the requirements of the Procurement Act.

*CC = Competition Cloud

Competition Cloud BY tietoa

A well-anticipated, clear and timely process that always produces the highest-quality result

1. Preparation

After the decision to acquire the desired location, the design competition and its competition programme are prepared. You can prepare flawlessly and independently with the **Book** instructions. If necessary, we will consult you on creating the competition most suitable for your needs and provide support in the planning (**Pros**).

2. Launch

Using the **Tool** system, a competition website can be created to present background information key to achieving optimal results, downloadable materials for participants and to give others the opportunity to leave questions. They are answered by the due date.

3. Competition

Participants submit proposals to the **Tool** system through the competition website. In invitational competitions, there is an application page through which the jury will pre-qualify participants. It's possible to add participants through a draw. In a two-stage competition, first proposals and the first judging phase will lead to an additional specification or qualification process of the participants who moved on to the next round.

4. Judging

The competition closes on the deadline. Comparative evaluation and judging are carried out efficiently through the system, regardless of time and place. Implement the framework for any physical meeting (**Extras**). Possibility to submit a proposal anonymously for public comment before publication.

5. Announcement

The results will be announced, as desired, through the **Tool** system. The winning proposals, those awarded and other proposals can be presented to the public in an understandable and attractive way.

Competition
Cloud
BY tietoa

Competition Cloud modules speed up the schedule

| 1. Preparation | 2. Launch | 3. Competition | 4. Judging | 5. Announcement |

/ BOOK

GUIDEBOOK

WORKBOOK — **COMPETITION PROGRAM/ PROCESS/ PROTOCOL**

/ TOOL

MANAGING QUESTIONS   **EVALUATION WORK**   **ONLINE GALLERY**

DATA MANAGEMENT   **SUBMITTING OF PROPOSALS**   **PROPOSAL EVALUATION CARDS**

/ EXTRAS

CAD DATA EDITING   **COMPETITION WEBSITE**   **BIGROOM SERVICES**

360 AERIAL MAP   **PUBLIC COMMENTARY**   **3D VIRTUAL REVIEW**

/ PROS

CONTENT PRODUCTION/ CONSULTANTS/ OPERATORS/ COMPETITION SECRETARIES

The total length of a single-stage competition with the Competition Cloud process is usually 4-12 months
The total length of a two-stage competition with the Competition Cloud process is usually 8-16 months

Competition Cloud
BY tietoa

Competition Cloud

/ BOOK

Workbook for success

Comprehensive guidance on the selection and completion, scheduling, preparation and management of documents.

With Book's electronic guidance, you define the most suitable style of competition for the project – there are many options. It defines measures for each competition type, process, scheduling and, most importantly, guidelines for creating a high-quality competition programme. A high-quality programme speeds up familiarisation with the design task and defines properly balanced goals and expectations for the competition. A high-quality programme produces high-quality proposals.

GUIDEBOOK   **PROGRAM**

PROCESS   **PROTOCOL**

Competition Cloud
/ TOOL
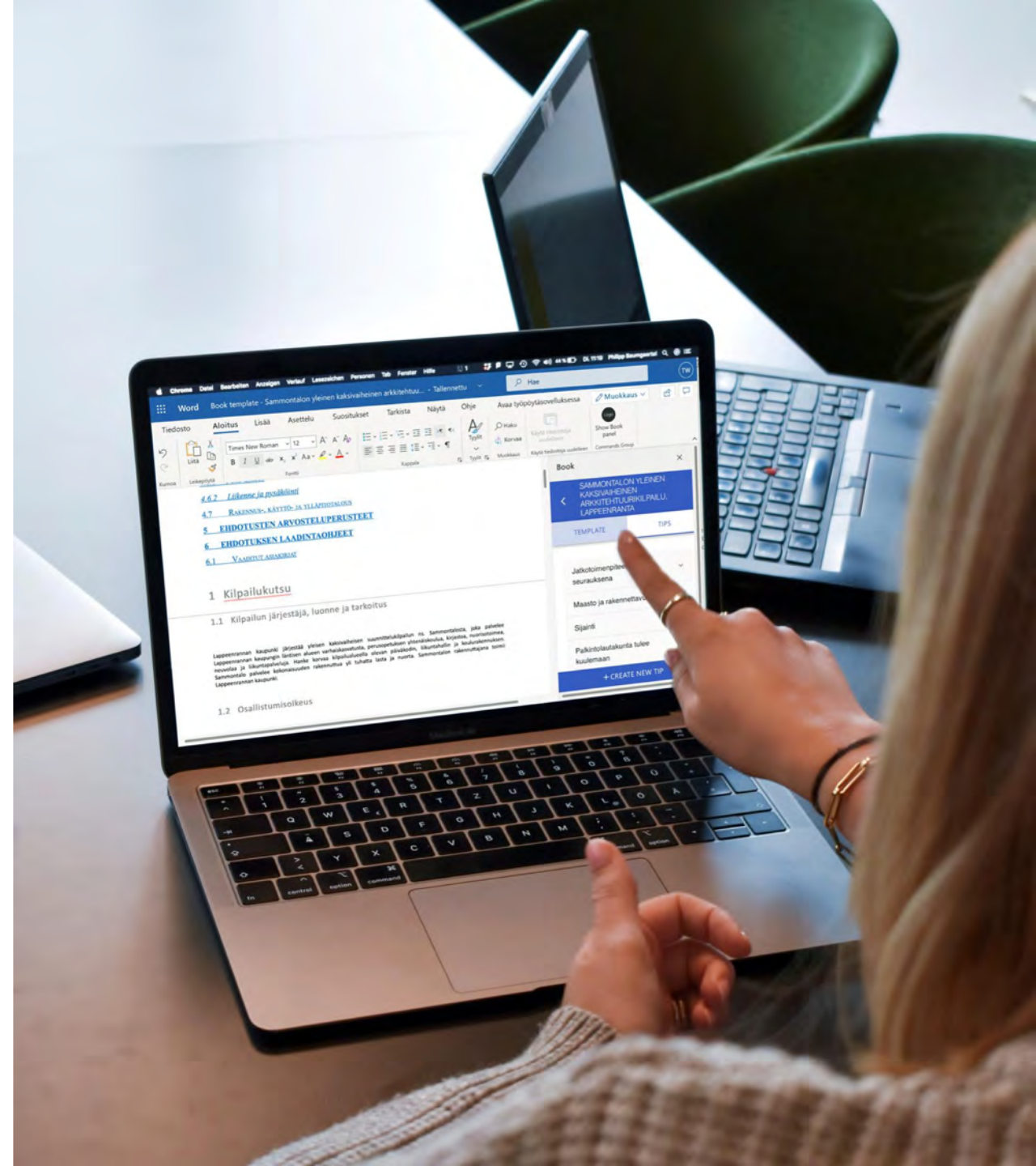
A platform for competition management

The competition platform receives and maintains proposals and their evaluations. Quick proposal search, comparison and image zoom take the evaluation work to a new level – also remotely.

Competition-related communications and marketing happen on a centralised platform. In addition to the evaluation system, Tool includes a proposal reception module, question management, evaluation card creation, and a public online presentation gallery for the proposals. Tool is especially useful if there are a lot of proposals, when evaluation is done remotely, or when you want a fast and efficient overall process.

MANAGING QUESTIONS   SUBMITTING OF PROPOSALS   EVALUATION WORK

ONLINE GALLERY   PROPOSAL EVALUATION CARDS   DATA MANAGEMENT

/ EXTRAS

Additional benefits with additional modules

Complementary modules make the service more interactive and illustrative, in addition to speeding up familiarisation with the competition task and proposals.

You can order additional modules for the Tool platform, such as data processing work, competition proposal drafting templates, 360 aerial maps of the competition area, an interactive website presenting the competition, Q&A section, public commentary, virtual review of competitors' CAD models, and presentation media and bigroom meeting rooms of your choice from the available options.
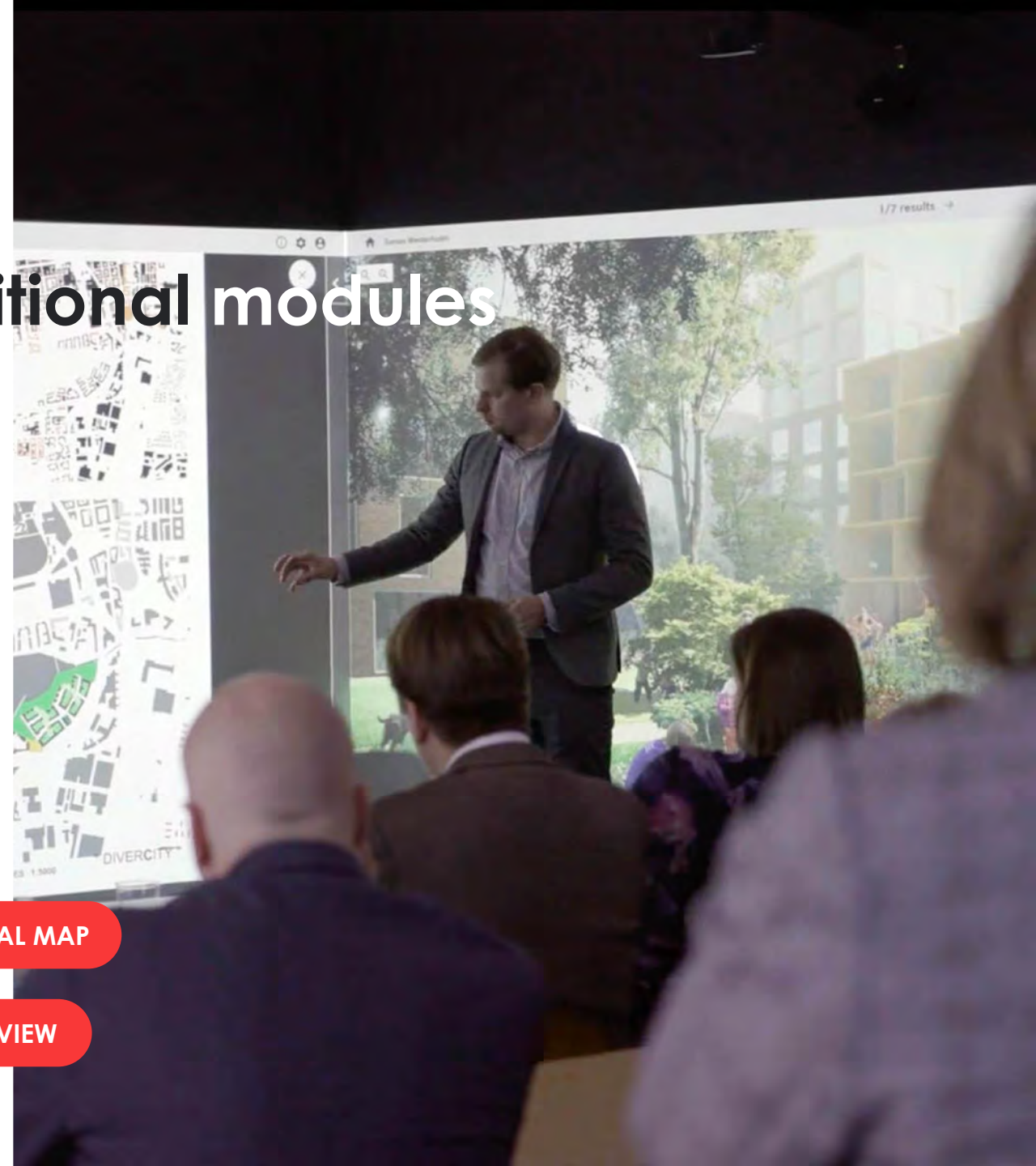
CAD DATA MODIFICATION   **COMPETITION WEBSITE**   **360 AERIAL MAP**

PUBLIC COMMENTARY   **BIGROOM SERVICES**   **3D VIRTUAL REVIEW**

Competition Cloud

/ PROS

The right additional resources for the team

Our professionals know the best practices and will help organise a design competition that meets its goals.

If necessary, we provide you with experienced consulting expertise in the design of the competition format, designers to be invited and other procedures. Our consultants support the work of the client's competition secretary as needed. If necessary, we can also provide a resource for efficient secretarial work or as a bigroom operator. Our additional **Pro** resources should be used if you do not have enough time, experience or desire to organise a professional-level competition.

CONSULTANTS   COMPETITION SECRETARIES

OPERATORS   CONTENT PRODUCTION
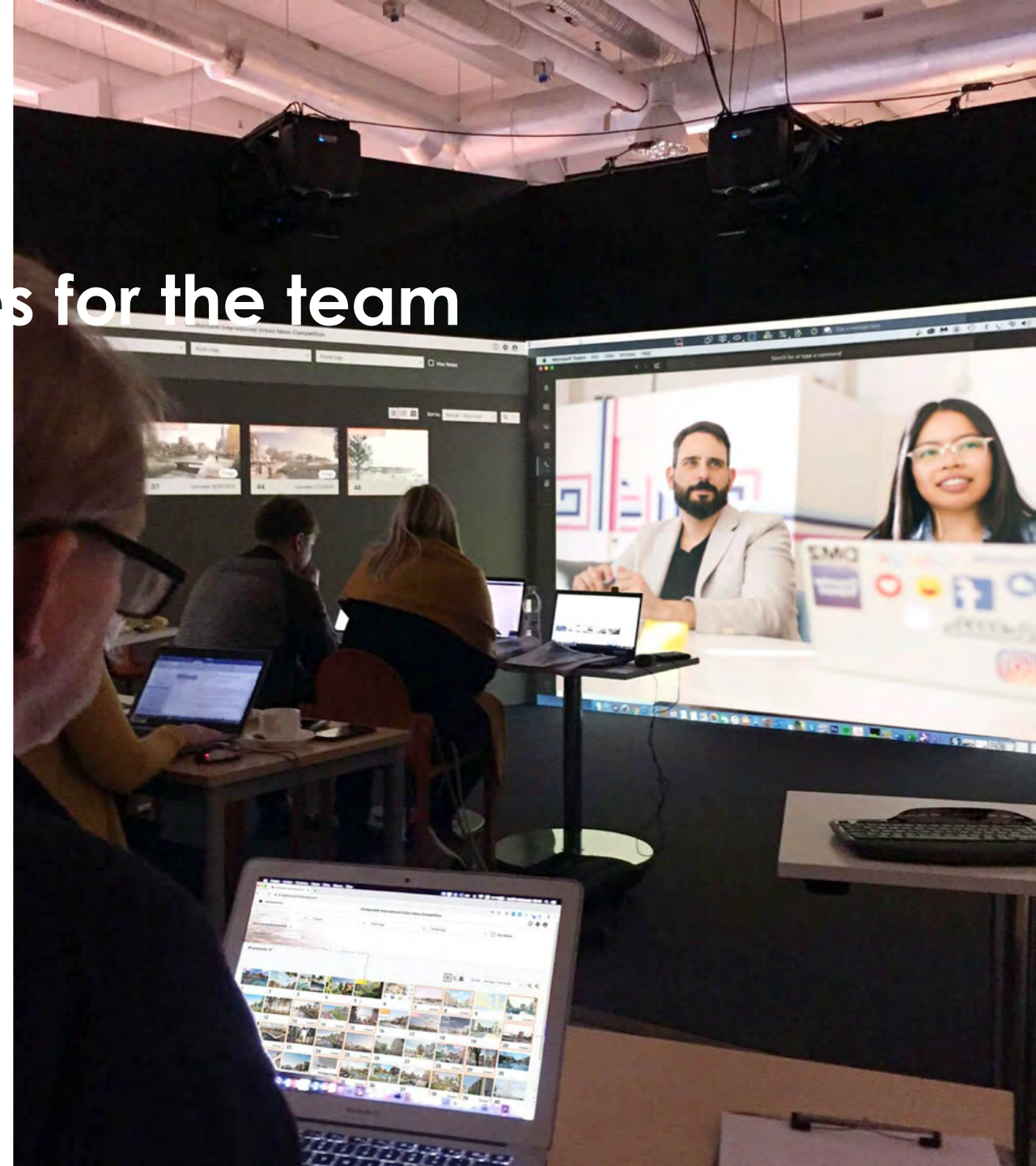
Digitalise your competition smoothly
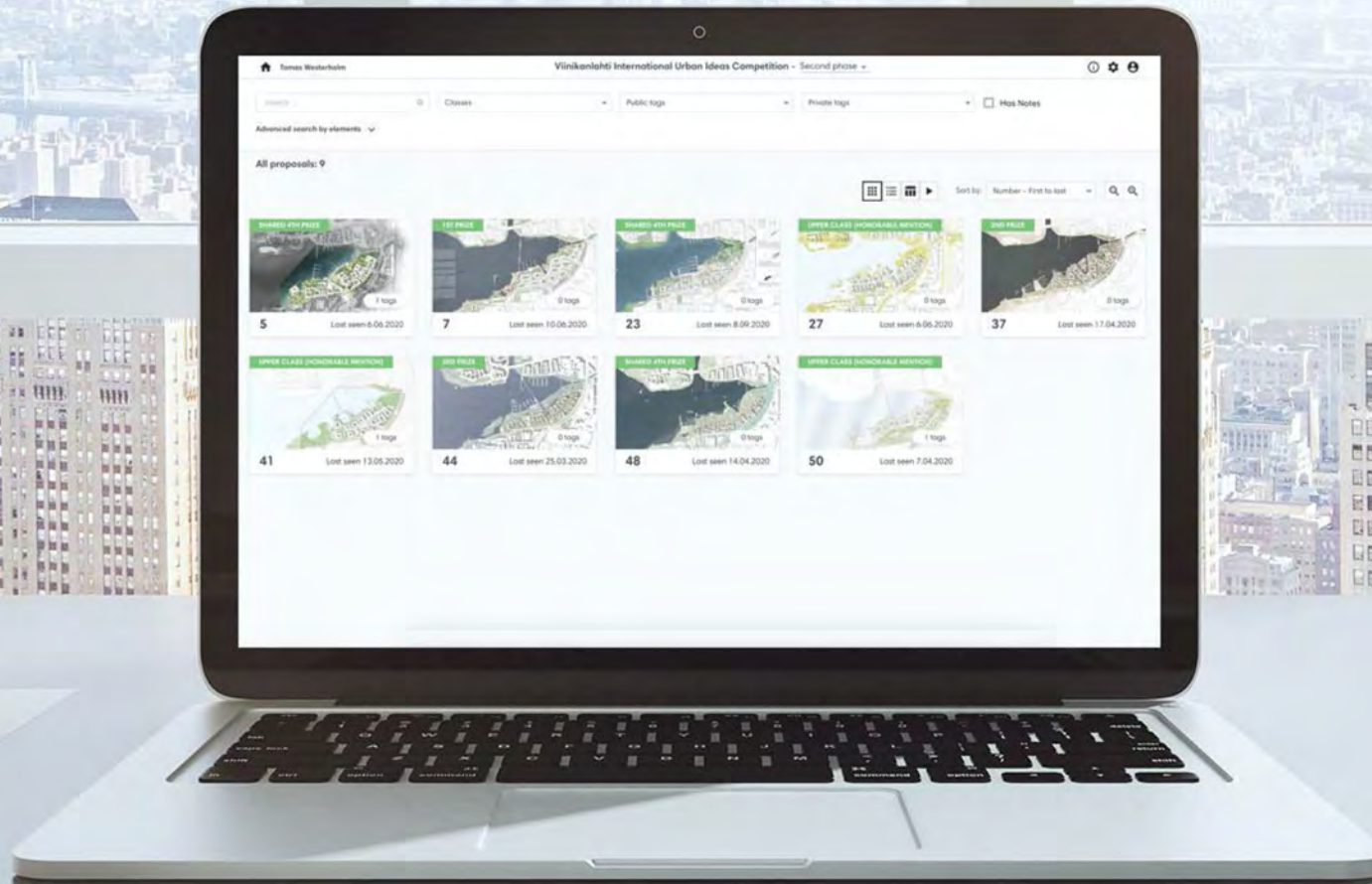
Tool was designed to be intuitive for users.
Special attention has been paid to speed and image quality.

All with a single log-in
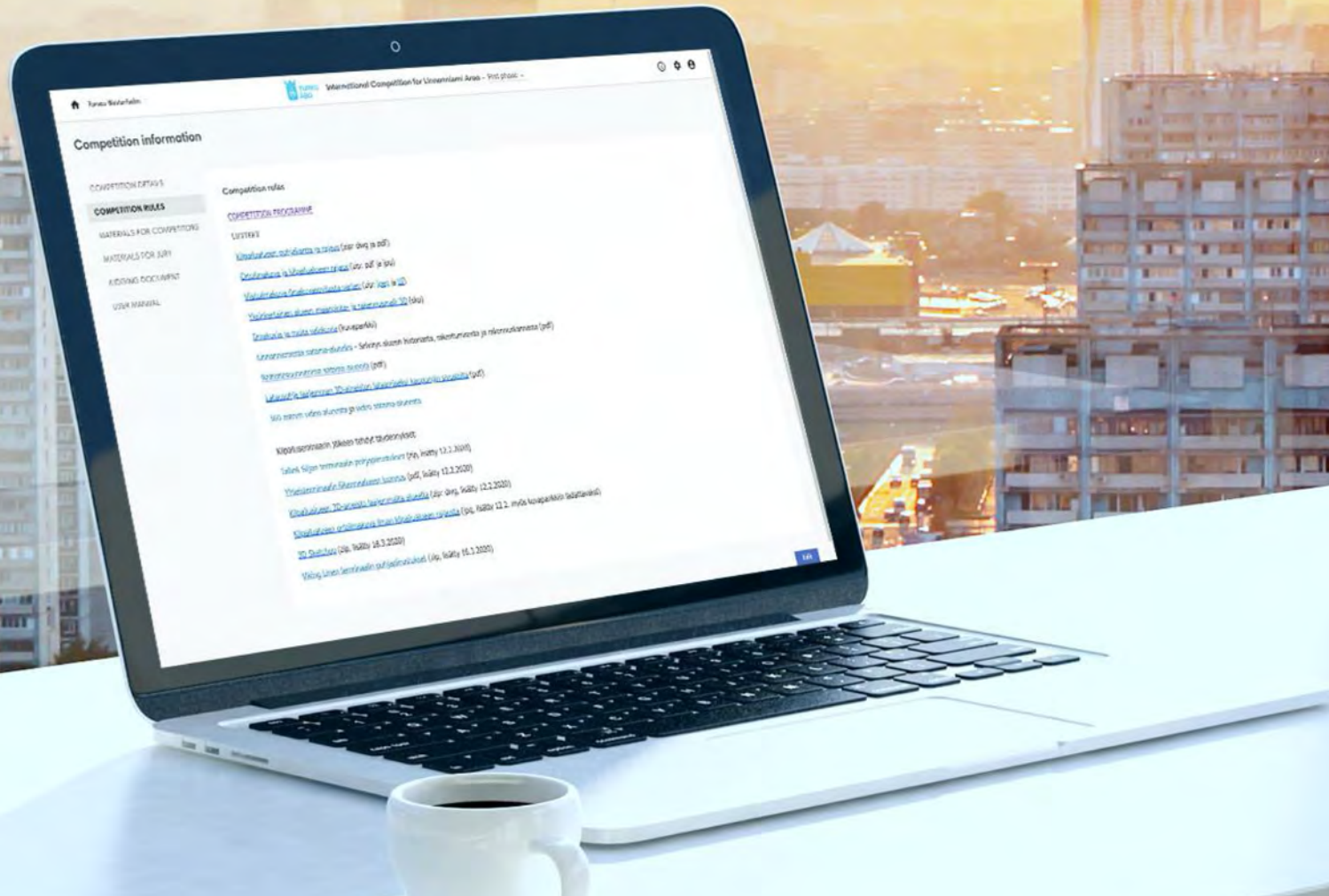
Proposals can be viewed individually,
in selected groups, through a specific plan one after the other
individually or in appropriate groupings.

Competition
Cloud
BY tietoa

Makes it easier for the jury to work remotely
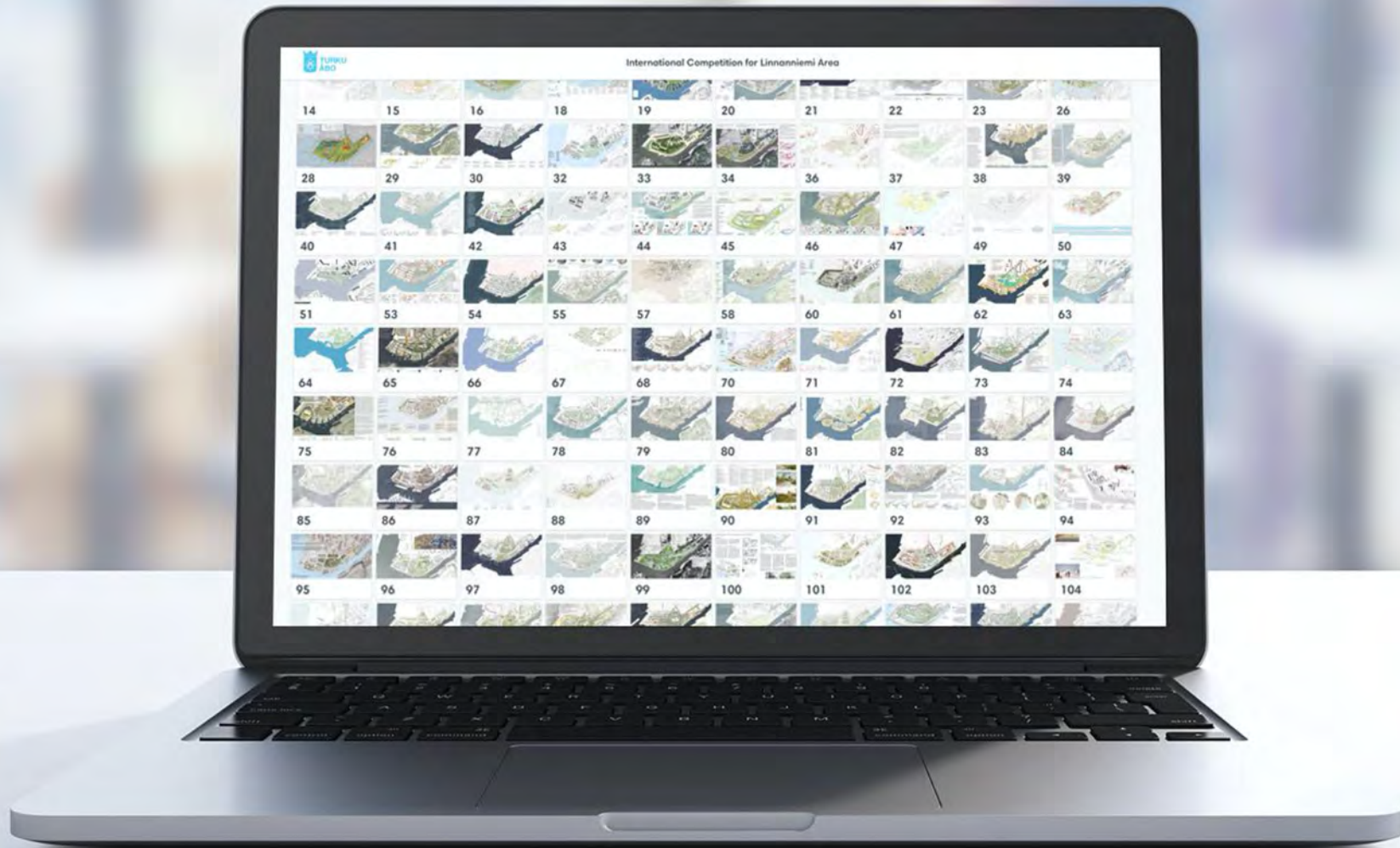
The app is also easy to use with remote access programs (e.g. Teams, Zoom, Slack, Skype)

Efficient and well-timed processes bring predictability
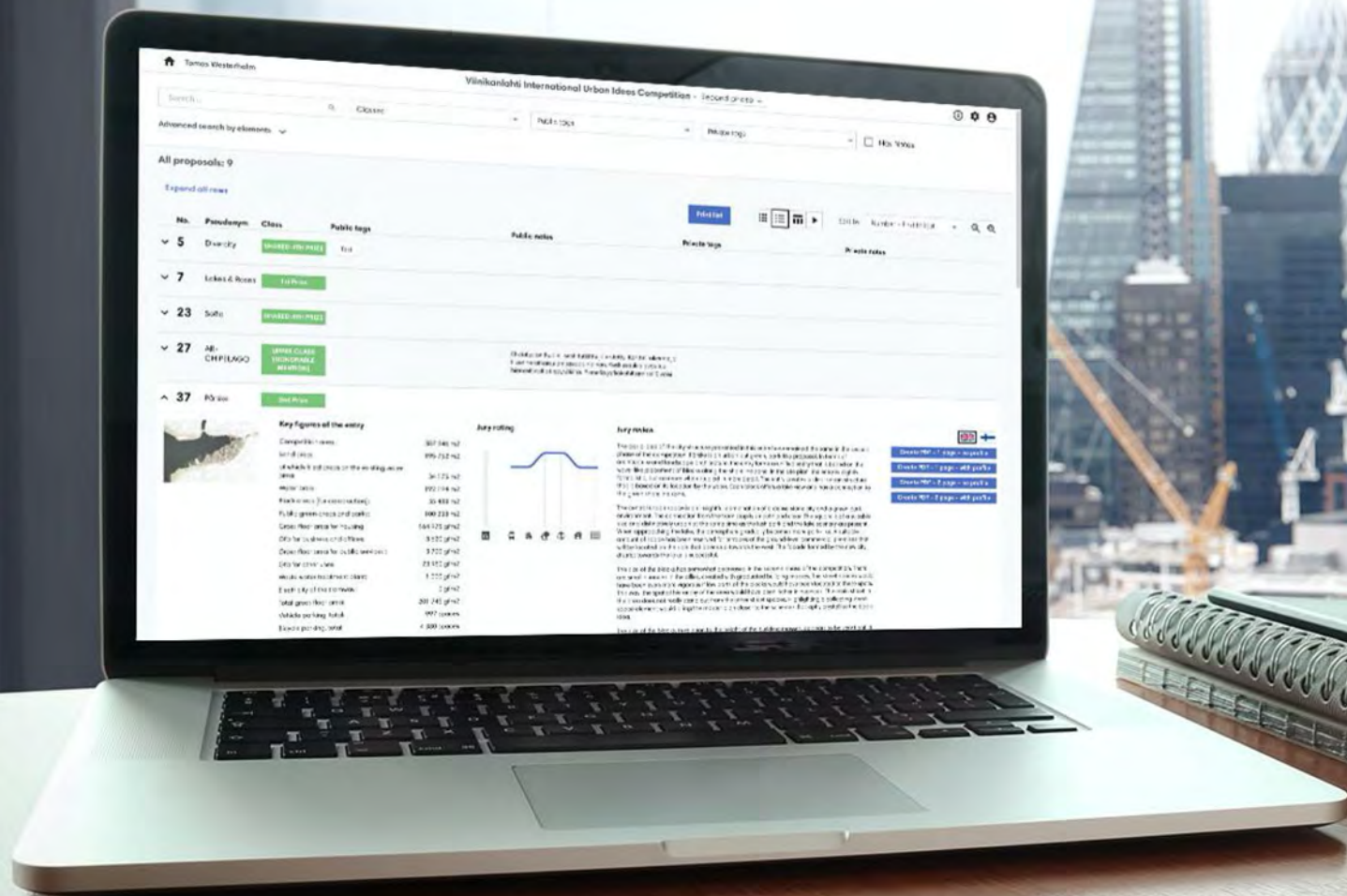
The competition material is archived in the service.
Powerful search and filtering allows you to browse proposals according to themes and benefits.

Competition
Cloud
BY tietoa

Work anywhere, online 24/7

Competition Cloud

Pricing

Book

- Guidebook for choosing the type of competition scheduling, and budgeting **100 €**

- Book package (guidebook + workbook) **5 000 – 15 000 €**

Tool

- Tool package **15 000 – 45 000 €**

- Tool license **500 € a month**

Pros

- Consultants **200 € / h**

- Competition Secretary **150 € / h**

- Operators **100 € / h**

- Content production **100 € / h**

Extras

- CAD-source data editing from **5 000 €**

- Competition site from **5 000 €**

- 360 aerial map from **5 000 €**

- Public commentary **2 000 €**

- Bigroom services From **1 000 € a day**

- 3D virtual review from **5 000 €**

The value-added tax valid at the time of purchase is added to the price.

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Cost estimates for various types of competitions

Competition Cloud

Small competitions

- Design competition for an apartment building or a city block

- Implementation as an invitational competition or a site handover competition

- **Modules:** Book

5,000 - 10,000 €

Small planning competition

- Scale of a few blocks

- No floor plans for buildings

- Invitational competition or open competition

- **Modules:** Book and Extras

5,000 - 15,000 €

Large competitions

- For example, public buildings: museums, libraries etc.

- Usually an open, international competition

- May also be an invitational competition, e.g. new head office

- **Modules:** Book, Tool, Extras and Pros

20,000 - 40,000 €

Large planning competitions

- City districts, for example

- Regional solutions

- Often an open two-stage international competition

- Typically additional extra services involved

- **Modules:** Book, Tool, Extras and Pros

30,000 - 60,000 €

The value-added tax valid at the time of purchase is added to the price.

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How is Competition Cloud able to work smoothly and productively?

50%

With the right process
the competition schedule can be
halved.

40%

The possibility for errors caused by
the process decreases significantly.

30%

Clearly a better chance of
positive publicity for the
competition.

75%

The environmental burden of the
competition will be significantly
reduced due to the reduced need for
travel and printing.

35%

About a third
less competition
organising work.

100%

It is recommended by all
customers who have used
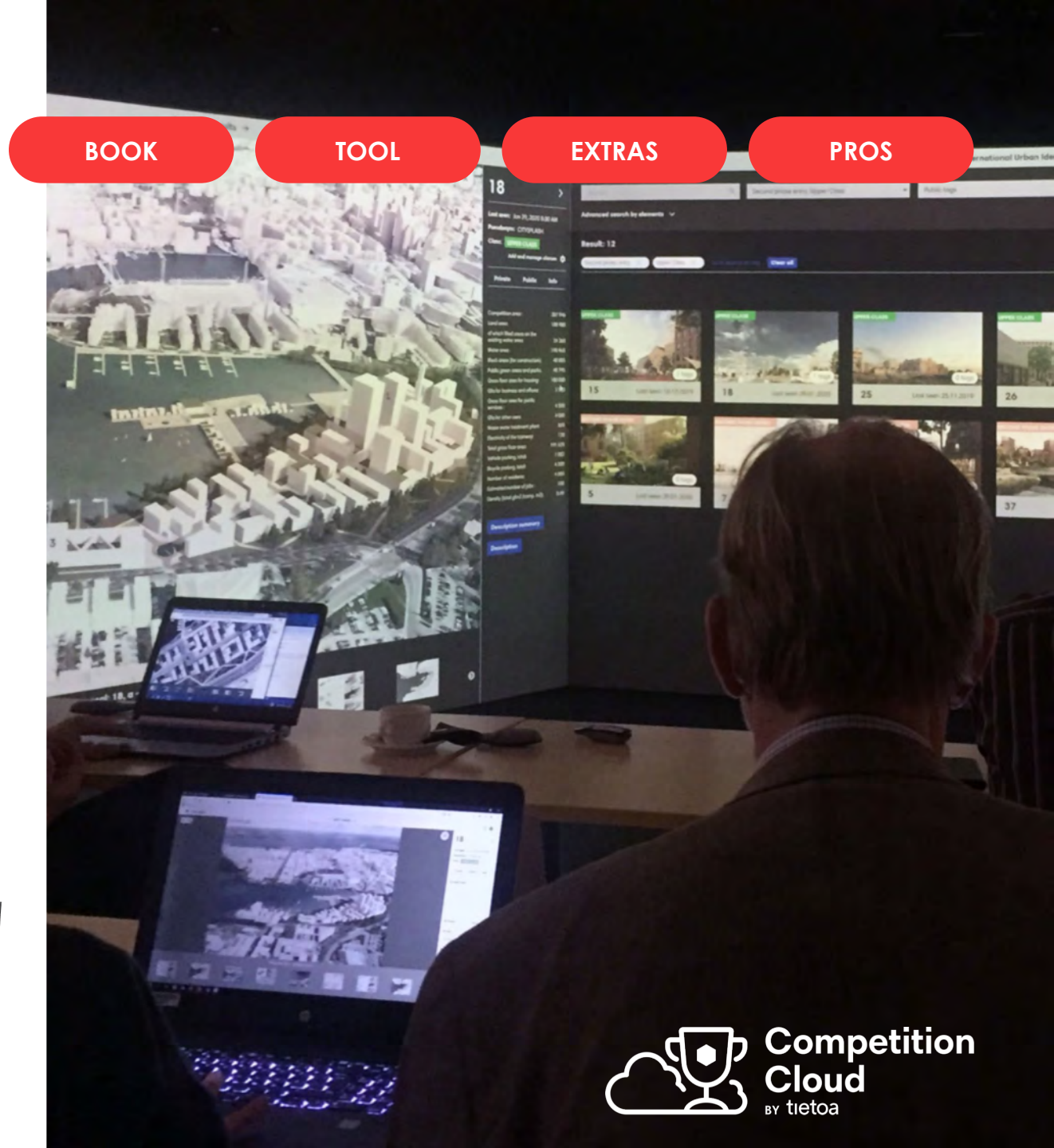the solution.

Competition
Cloud
BY tietoa

Satisfaction guarantee

If the fluency and productivity of your design competition does not increase, we will refund the monthly charges for the service.

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# Cloud service tested with good results in design competitions

BOOK   TOOL   EXTRAS   PROS

Tampere is the third largest city in Finland, and growing rapidly. The Viinikanlahti area is planned to be part of its expanding city centre. An open international architectural competition was organised for the design of the new residential area and its green spaces, in which the Tietoa Competition Cloud service was tested in practice. The competition proposals were submitted in electronic form via the competition website. It was also possible to view the proposals in 3D models and with the 360 aerial map of the competition area from different perspectives. Through an easy-to-use competition platform, judges could evaluate proposals interactively, regardless of time and place. The Competition Cloud service was praised for providing a new kind of fluency in carrying out the design competition.

The City of Tampere's experiences using the cloud service

Cloud service as a tool for international idea competition

The City of Turku organised an international idea competition for the area around Turku Castle and the west bank of Aurajokisuu from 9 January to 28 May, 2020. The aim was to find an overall idea covering a historically and culturally significant area, as well as a wide range of development options. Tietoa provided the evaluation tool used in the competition to the jury using the SwaS principle (Software with a Service). A Tietoa expert acted as the competition operator, limiting the number of competition proposals under discussion in the system at any given time in order to make it as smooth as possible to go through them. The pandemic set its own specific requirements for judging, which had to run smoothly even remotely.

Some impressions from the international idea competition in Turku

TOOL   EXTRAS   PROS
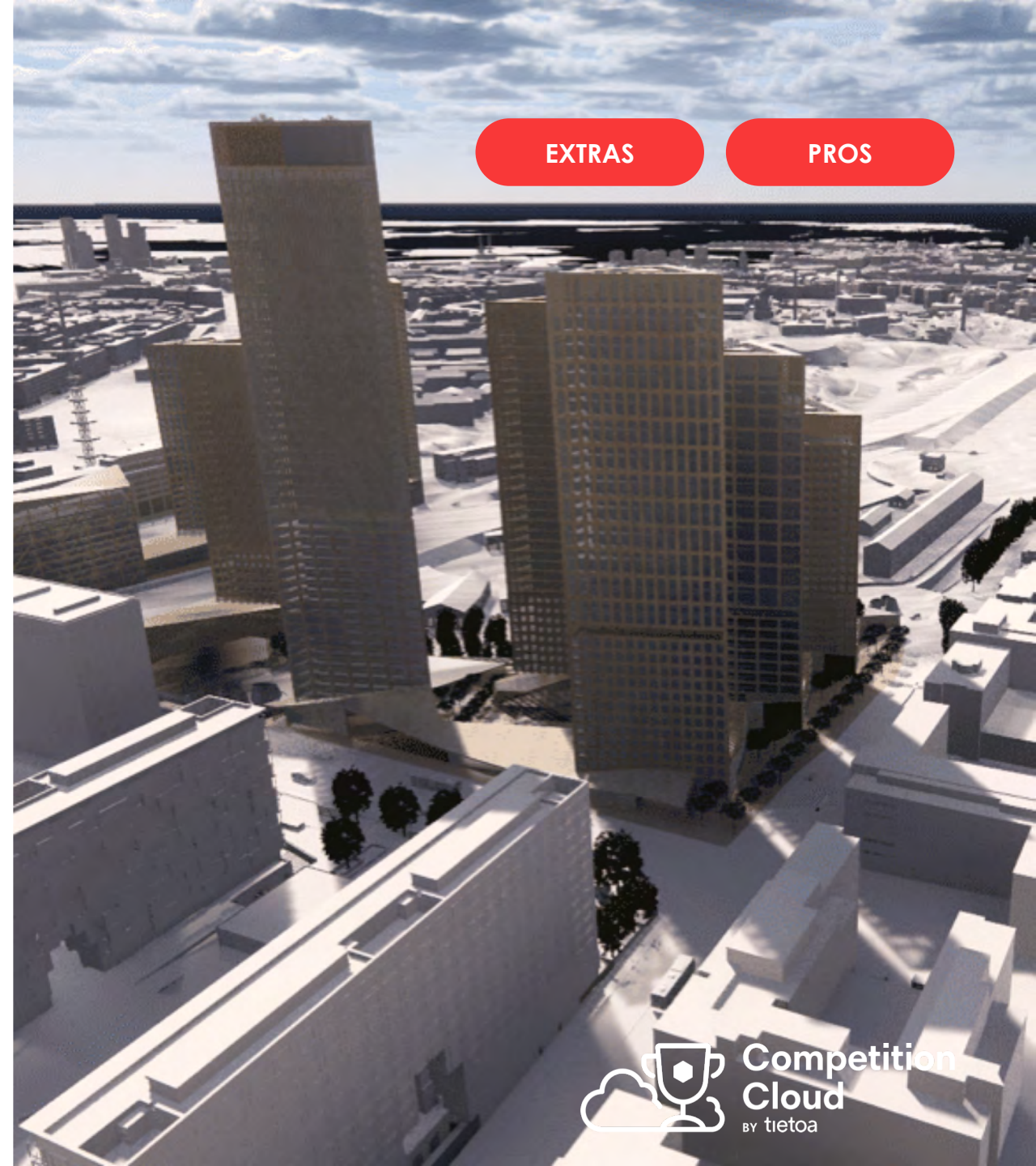
Competition Cloud
BY tietoa
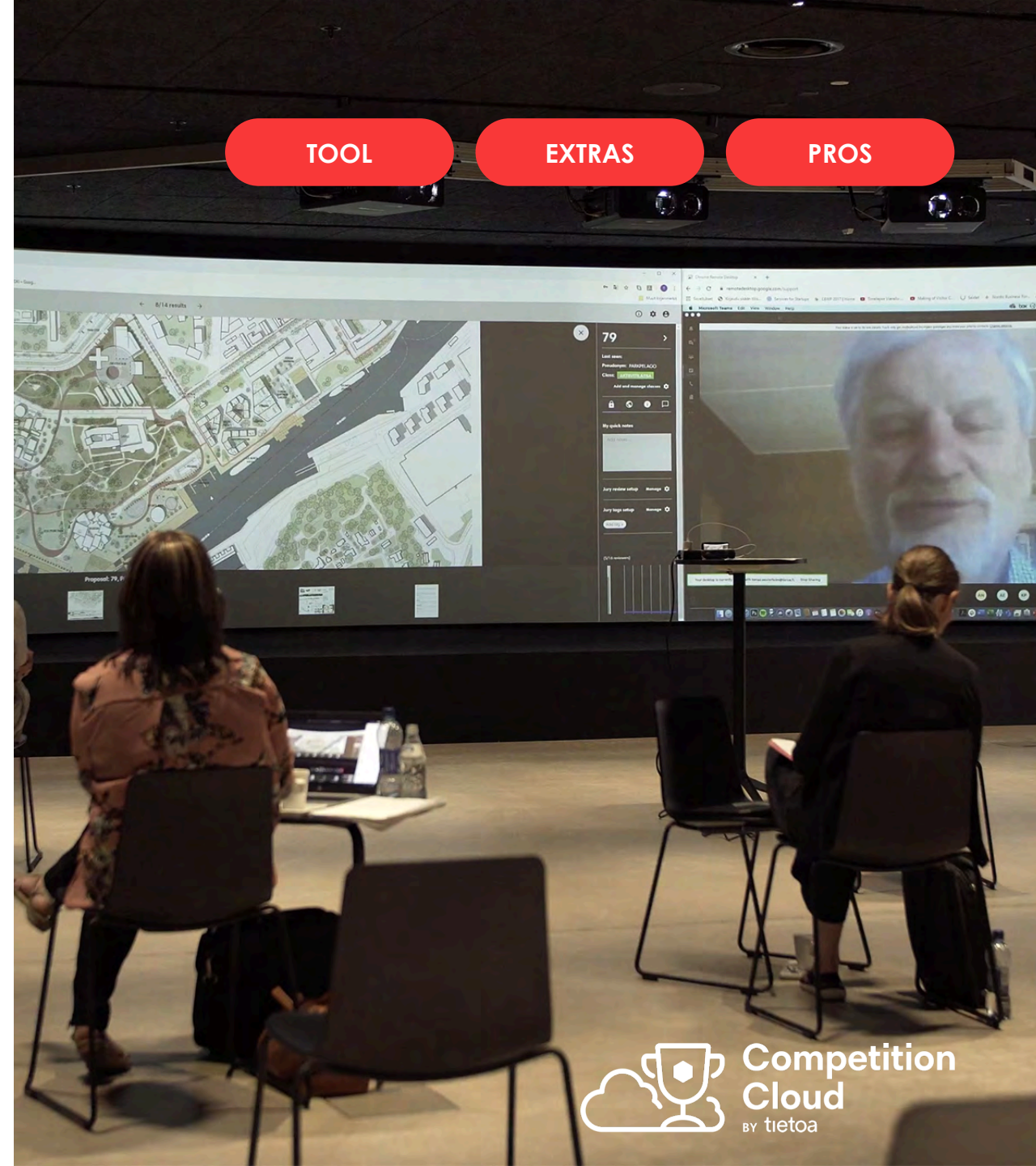
Virtual reality eases the judging

Senate Properties and the City of Helsinki organised the Helsinki High-rise architectural and implementation competition for the Pasila tower complex. Due to the large size of the site, 3D technology was used in the evaluation and presentation of the competition proposals. Tietoa created uniform guidelines and operating methods for virtual model work in the architectural competition. The workshop series facilitated by Tietoa also ensured that the 3D material under review by the jury was consistent and comparable. In the virtual theatre created by Tietoa, the jury was able to experience the future urban environment realistically and on the correct scale.

Read more about the Helsinki High Rise design competition

EXTRAS
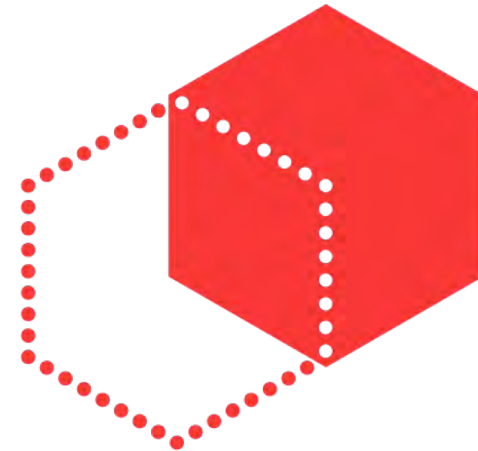
PROS

I'll make your competition a success!

Tomas Westerholm

CDO, Partner

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www.tietoa.fi

Competition
Cloud
BY tietoa

Company presentation

tietoa

Applied reality & BIM

BIM consulting

Impressive visualisation

Tietoa way of doing things

Our service model ensures the success of your project. The earlier we start working together, the more the flawless working model will bring your results and improve the enjoyability of your work. The flow of your work will be renewed in the way that best suits you.

CONSULTATION FACILITATION

COORDINATION TRAINING

tietoa

Impressive visualisation

In built environment projects, illustrative image and video materials play an important role. Our visualisation service helps you communicate with those involved in the project, as well as to present and sell the project. With our help, the properties of the object can be presented easily and illustratively.

Machine translated web link of Impressive visualisation

VISUALISATION IMAGES   **3D ANIMATIONS**

VIRTUAL REALITY

tietoa

Applied reality & BIM

In a successful renovation project, having accurate and correct initial data is a must. The plans will become executable after the baseline has first been measured and modelled carefully. We use modern laser scanning technology for measurements. In hard-to-reach places such as the roofs of buildings, we utilise multi-copter photography and photogrammetry.

Machine translated web link of Applied reality & BIM

AERIAL PHOTOGRAPHY AND PHOTOGRAMMETRY

BIM INVENTORY MODELING   **LASER SCANNING**

33

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BIM consulting

A carefully prepared project provides just what you need for success. It is therefore important for the project to define feasible requirements and realistic objectives from the outset. Properly implemented data modelling streamlines and makes planning easier.

Machine translated web link of BIM consulting

BIM MANAGEMENT   BIM COORDINATION

BIM TRAINING AND CONSULTING

tietoa

Smooth applications

Apps make your content shareable and accessible, also in digital media. They are an effective channel to reach your target audience.

The secrets to smooth and productive application development are sensible technology choices, a realistic schedule, the right budget, competent operators and profit-making solutions.

Machine translated web link of Smooth applications

TIETOA COMPETITION CLOUD   WEUP 360 AIRMAP

360 BALCONY SCENES   VIRTUAL REALITY   AR

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Our values and promises

Values

Respecting people

Continuous improvement

Professional pride – courage
to be an expert

Mission

Getting rid of the rush

Revolutionise operations

Develop quality of life, processes
and products

Vision

Primary enhancer of flow and
productivity in the real estate
and construction sector

Consolidating new, more
efficient practices

The best business in the industry
for the best experts to work at

Our promise

We're tuning productivity to the maximum

We'll ensure seamless
cooperation between all parties

We'll make construction easier

We guarantee that our expertise is the
best in our industry.
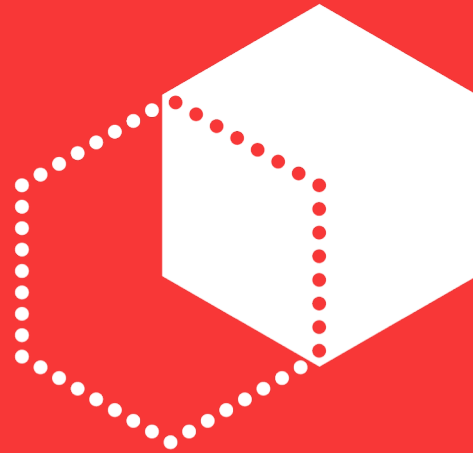
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Introducing our team members

Marko Rajala
CEO, Partner

Arttu Hyttinen
Artistic Director, Partner

Tomas Westerholm
CDO, Partner

Ilkka Terho
Account Director

tietoa

So, are we going to make
construction work smoother and more efficient together?

sales@tietoa.fi