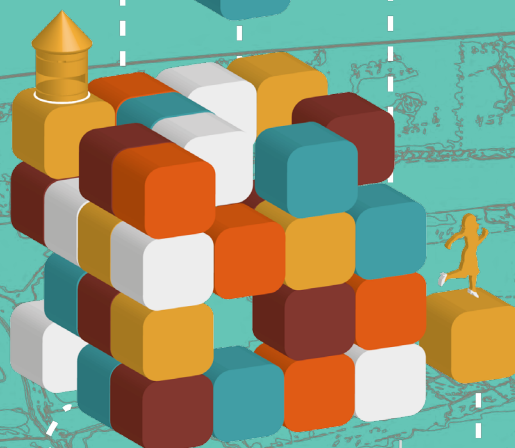


UP

CONCOURS
INTERNATIONAL
D'IDÉES
D'AMÉNAGEMENT DURABLE
2^{ÈME} ÉDITION



UP TERRITOIRE D'ALBÂTRE PRESENTATION DOCUMENT

WWW.UPALBATRE.ORG

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UP IS DESIGNING THE REGIONS OF TOMORROW

UP, WHAT IS IT ALL ABOUT?

Up is an international project to invent the regions of tomorrow covering all dimensions: spatial, social, economic, cultural... For the 2nd project in 2015/2016, the Côte d'Albâtre will be swinging to the rhythm of UP Territoire d'Albâtre. A professional competition, workshops, educational work with schools, exhibitions, festive events, visits... all with the aim of creating the future together.

Up is a dynamic and thought-provoking project which aims to promote togetherness and constructive dialogue, in all senses of the term, between all actors: designers, professionals, residents, decision-makers, researchers and young people... to help develop the region.

Up, is to project

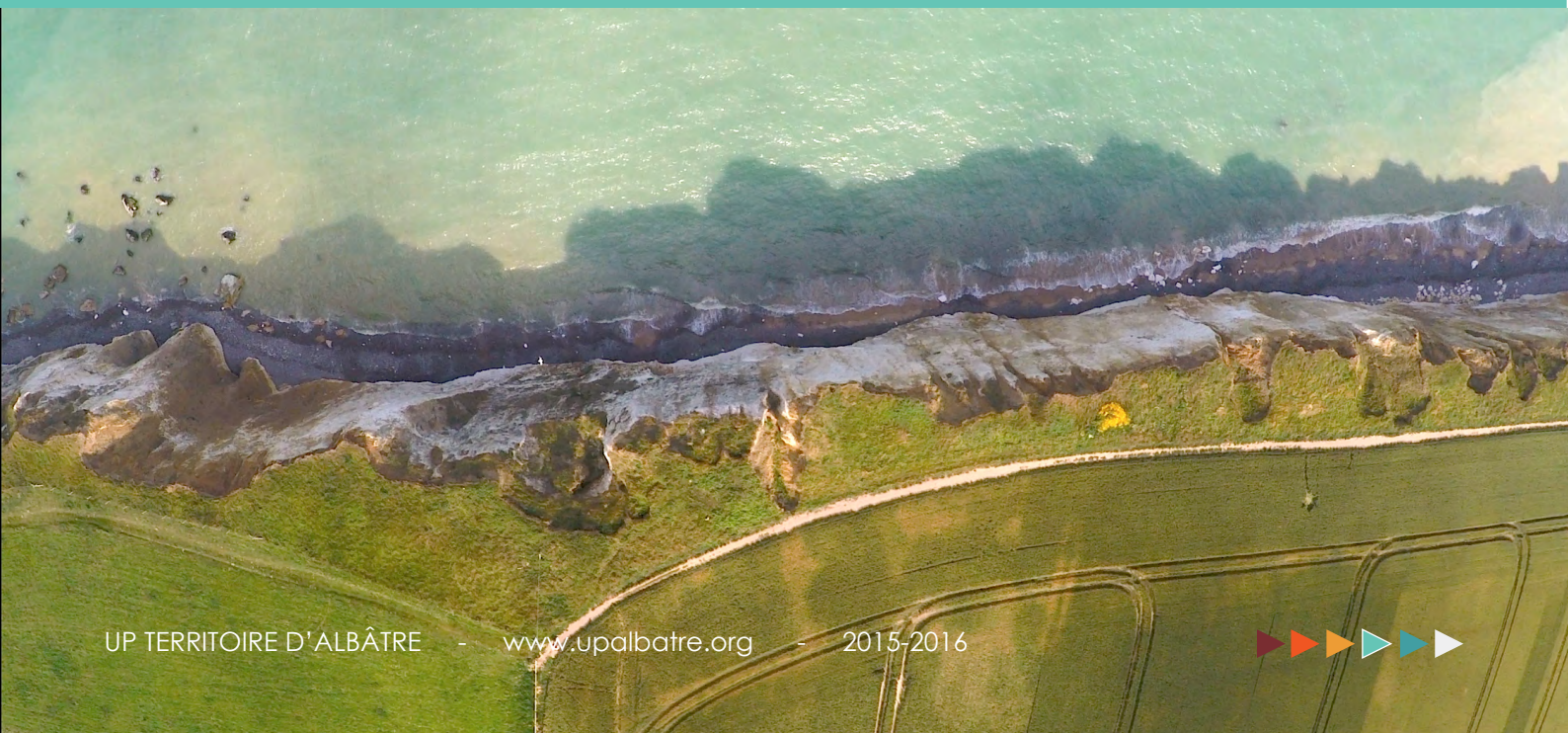
Up, is progress,

Up, is to create a coherent and efficient region...

Up is also a research programme aiming to question the way in which development takes place. As well as offering coherent and relevant proposals... Up has created a methodology which promotes the co-construction and ownership of a project by integrating all links in the chain of transformation. It is dynamic and creates bonds by combining festive, cultural and thought-provoking events.

Up is a platform providing an overview of the entire region. It encourages people to think about the challenges of future development actions. Connecting the local authority and its partners with their general environment.

Up is an experimental space dedicated to discussion and innovation and improving practices and design. The ideas competition encourages freedom in design and engages the creative process.



THE CÔTE D'ALBÂTRE: A NEW CHALLENGE TO RETHINK THE PROBLEMS ASSOCIATED WITH THE DEVELOPMENT OF A REGION WHICH COMBINES RURAL, COASTAL AND URBAN LANDSCAPES.

The second Up competition launches a new challenge, and the proposals submitted will need to be exemplary: concerning a region which is mostly rural, but with a coastal area. The solutions to the challenges will undoubtedly be a source of inspiration in resolving today's problems, also going beyond the Côte d'Albâtre (population replacement, new activities, attractiveness, availability of services, mobility, conservation of shops, school places...) to create balance and dynamics from a global standpoint.

To transform, to enhance, to rethink, to create... the candidates are free to create ideas which drive dynamics, which improve quality of life, which include technology, by rethinking travel through strengthening institutions and creating new ones...

THE UP PROJECT: THREE COMPLEMENTARY AXES

The UP project breaks down that which feeds it to create a coherent project:

• **The international competition on sustainable development** is for multi-disciplinary teams comprising architects, town planners, artists, sociologists, historians, geographers, health professionals and, of course, other trades, around specialised urban design goals (Degree level...). The teams will be working on regional challenges. They will produce reports (slides and videos), some of which will be aimed at youngsters.

• **The "meeting of the actors" section**: various types of meetings dedicated to discussion (workshops, events, visits, conferences, surprising shows...). These will allow everyone to better understand the environment, as well as perceptions, innovation and tasks, so as to better reflect on future opportunities while promoting collective intelligence.

• **The educational section**, in line with the educational fabric of the region, presents three complementary aspects: information about the sectors associated with development, environmental awareness, the expression of perceptions and ideas from young people about the future so that they can be heard and can participate in their construction.



DUAL LOCAL AUTHORITY / RESEARCH STRUCTURE

The competition of ideas, all within a tight legal and operational framework, will promote freedom, enhance innovation and increase visibility through a transparent process of reflection. For designers this will be an opportunity to demonstrate their skills without limitations. The Up project combines a competition with other types of encounters, it will breathe new life into the region in terms of research, professional life and democratic society. The Up competition is also a research programme which invites people to ask questions.

Overseen by a Geographic/Development research laboratory (TVES – Territoires, Villes, Environnement et Société) at the University of Lille 1 and the Côte d'albâtre's community of municipal authorities, Up combines academic work with operational goals.

TVES LABORATORY

The TVES Laboratory is overseen by the departmental science Director (Regional development, Accessibility and Strategy centre), Frank Bodin, the team is made up of geographers, town planners, IT technicians a videographer, graphic designer, and an ethnologist. It has become a benchmark for issues such as sustainable development, inter-disciplinary design methodologies, accessibility and regional strategy. Having assisted a large number of local authorities and observed how regions work, the team is looking to invent new tools to promote the emergence of new operating practices.

CÔTE D'ALBÂTRE'S COMMUNITY OF MUNICIPAL AUTHORITIES

This is a long-term project for the CCCA. It puts the CCCA at the forefront of the sector and makes it a proactive player in the renewal and development of rural regions. The goal is to discover new processes, to find original solutions and to move forward as a group. One step in an in-depth process of reflection and the transformation of the region of Côte d'Albâtre.

In order to find solutions to demanding problems using new methodologies, the CCCA has decided to commit to the Up Ideas Competition. The Ideas Competition is expected to receive original and innovative proposals thanks to the openness that will underpin it. Up will contribute to the social and economic strategy of the project, which has already been initiated by the local authority.



THE STAKES

THE CÔTE D'ALBÂTRE NOW AND IN THE FUTURE: NEW DEVELOPMENT STRATEGIES FOR NEW PERSPECTIVES.

The competition is highly original and does not place limitations on the candidates in terms of skills, methodologies or space. Always in motion, regional aspects such as human issues, activities, assets, mobility... cross administrative and symbolic boundaries to connect groups and populations. Up Territoire Albâtre is focusing on the challenges rather than on a particular geographic area. The candidates may therefore address projects on any scale within the region. The goals of the competition have been designed to create a vision of the future which includes innovation, connectivity, structure and attractiveness. The project is intended to give coherence to the Côte d'Albâtre and to integrate new audacious and surprising elements driving the region ever higher, which drive it Up. Up Territoire d'Albâtre is :



INNOVATION

- **Designing innovative economic activities** using existing resources (the sea, agriculture, tourism, heritage, the agri-food sector...), the specialisation of sectors (flax, equestrian activities, activities at the aerodrome of Saint-Valéry - Vittefleur, alternative energy production...), ongoing projects (Economic and tourism development zone, Lake Canel...) and to create new original activities in the region which have not been seen before. To look forward, to have a vision of a "post-nuclear power" world.
- **Overcoming the contradiction between development and the preservation of the landscape** by proposing new architectural strategies for industrial, tertiary and agricultural buildings which integrate fully into the landscape.
- **Looking at sustainable development** while considering the ecological dimension as a support for innovation focusing on specific features (cliffs, valleys, coastline, farmland and tourism sites...).
- **Supporting the transformation of the region** by developing social and functional innovations to promote participation by the population.



STRUCTURE

- **Space** : to anticipate structural changes and to make the region a dynamic centre which is integrated into a larger whole (new Paris- Normandy line, Grand Paris, regional re-zoning...). To help create balance and integration by strengthening existing benchmarks and creating new ones using the land belonging to the CCCA.
- **Time** : to consider the temporality of the region while taking into account the complementarity of spaces based on practices.

- **Activities** : to create coherence in the riches of the region, for example in the use of "eco-local" resources as an economic lever and a transversal tool (preservation of landscapes, the ecosystem, agriculture, the non-relocatable economy, training...).



CONNECTION

- **To propose a plan for managing more effective and complete flows** by integrating all modes of transport and travel in a problematic context (secondary road network, the disappearance of railways, fewer motorways, accessibility of agricultural spaces for cyclists and walkers).
- **To link inland areas with the coast** by transforming the coastline into a connecting link and emphasising the sea as a space for activities integrated into the region as a whole. Improving the breadth and complementarity of the landscape by creating links through activities (social, cultural, economic, tourism, sports...).
- **To foster links with neighbouring regions** connected by land, sea and transport (Seine Estuary, major towns, the English coastline and the New Forest...).
- **To bring populations and generations closer together** and creating developments which are accessible to all.
- **To use technological innovation** to facilitate connection, as a catalyst for social cohesion and economic development.



ATTRACTIVENESS

- **To raise awareness of the region within a range of peoples** by taking advantage of the exceptional heritage and landscapes (farm buildings, architectural heritage, the environment, fauna, flora, coastline...)
- **To create a territorial identity** which is both physical and symbolic through proprietary events on a range of scales (residents, national and international image of the region, visitors, companies...).
- **To arouse the desire in everyone to discover** the region and increase the number of trips and visits in the short, medium and long term.
- **To encourage young people and those less young to come and to stay** by promoting demographic renewal, maintaining schools, implementing local services and health services, and by creating training programs to serve the region and promote economic innovation.

TEAMS ARE INCENTIVISED TO WORK IN SEVERAL DISCIPLINES

Candidates are incentivised to form multi-disciplinary teams of between two and four people. Professionals and master students in architecture, town planning and urban engineering will combine with designers, sociologists and ethnologists, geographers, economists, artists, technicians, health professionals... everything is possible with transversality: skills and knowledge are combined to benefit the regions of tomorrow.



ENTRIES

FIRST ENTRY OF CANDIDATE TEAMS TO THE SELECTION COMMITTEE : BEFORE THE 29TH OF JANUARY 2016.

For the first entry, teams will need to write a letter of intent accompanied by an estimate of the costs and impacts of their project, as well as four boards presenting the project :

- an overall presentation,
- an analysis of the region at the moment
- a development plan for the entirety of the proposed project, - illustrations of treatment of key sites.

These materials will allow the selection committee to select between 12 and 15 nominees teams.

THE SECOND ENTRY OF THE NOMINEES TO THE JURIES : BEFORE THE 6TH OF MAY 2016.

- An A0 format board presenting a summary of the strengths of the project regarding the urban challenges described for the competition.
- One "youth" board in A2 format. This board will summarise the project in such a way that young people between 9 and 18 can learn and understand the process of transformation of the region. This board will be used in mediation with schools
- A video between five and seven minutes long. The nominees can dramatise the project in creative ways (animation, models, dynamic diagrams, filmed sequences...)

Their projects will be evaluated during the exhibition and will be able to be viewed on the Website www.upalbatre.org so that the juries can award the various prizes.



PRIZES

The overall prize pot for the competition is 28,000 Euros, divided into seven prizes. The maximum amount awarded to a team if it is selected by all four juries, is 15,000 Euros, plus the gift worth 4,000 Euros, giving a total of 19,000 Euros.

FIRST PRIZE: 7000 EUROS

The jury will award the first prize to the nominated project which they deem to be the most relevant in terms of the challenges set out in the programme. It will reward the team which best and most completely resolves the issues in the region, and whose proposals are innovative and creative combining economic development and social equilibrium.

PUBLIC PRIZE: 4000 EUROS

The public choice prize will be awarded to the project which is most attractive to the population, to visitors, to lovers of architecture and planning, to residents engaged in the transformation of the region and the sustainability of urban development.

YOUTH PRIZE: A GIFT WITH A VALUE OF 4000 EUROS

This prize will be awarded the project which best mobilises the enthusiasm and energy of the Community of Communes of the Côte d'Albâtre. Aimed at young people under 18, the project is designed to create commitment and to allow young people to discover new trades by providing new perspectives on the riches and the potential of their region. This will be the project of the future.

UNIVERSITY OF LILLE PRIZE: 4000 EUROS

This prize is for research and communication and will be awarded to experimental and thought-provoking projects, one which transports staff and students to reach surprising and intelligent possibilities. This prize is awarded for decision-making and new ways of designing regions. This prize is awarded from the perspective of change.

STÉPHANE HESSEL PRIZE: 3000 EUROS

This prize promotes shared development and memorialises the humanist Stéphane Hessel. This is the challenge of collective intelligence as a guarantee of social progress and economic development reasoned.

INNOVATION PRIZE: 3000 EUROS

This prize will be awarded to the project which is most economically, socially and technologically innovative... in support of a development which benefits populations, companies, shops and a sustainable future. This prize is for creativity and foresight.

CONNECTION PRIZE: 3000 EUROS

This prize is intended for the project which best promotes connection and accessibility in the broader sense: social connections, spatial connections, technological connections... All ways which can be used to promote mobility, fluidity and the optimal circulation of people, goods, services and information to contribute to equality for all in terms of access to places, things and knowledge. Rural regions are also destined to become "smart regions". This prize is for good sense and openness in terms of the environment and other people.

JURIES

The competition will have four international juries: the “grand jury” comprising professionals and specialists, the “public” jury, the “youth” jury and the “University of Lille” jury.



THE PROFESSIONAL JURY, ALSO KNOWN AS THE “GRAND JURY”

The Grand Jury reflects the spirit and ambition of the International Up competition: interdisciplinary, transversal and participative. It comprises a dozen members: well-known architects, town planners, landscapers, designers, environmentalists, researchers; actors in, and representatives of, the region; artists; specialised journalists... The Grand Jury awards the four professional prizes: the Grand Prize, the Innovation Prize, the Connection Prize, the Stéphane Hessel Prize.



THE “YOUTH” JURY

Young people of the CCCA are involved in public life and aware of the transformation of the region and the importance of collective decision-making, they will therefore evaluate their candidates' proposals themselves. School children of between 9 and 18 years-old will take part with assistance from the TAP in the CCCA (Temps d'Activités Périscolaires). The TVES Laboratory will communicate with young people and raise their awareness of development concepts and the associated challenges, it will also review their ideas for the future. It will award the “youth” prize. A prize will be awarded in the form of a gift with a value of 4000 Euros.



THE GENERAL PUBLIC

Residents, regular and occasional visitors, passionate architects and development novices can choose the project which transports them to the future. After one year of actions to raise awareness about development and accessibility, the general public will be given the opportunity to discover the work between twelve and fifteen teams nominated, and will be able to vote on them after their presentations at the exhibition and at the Website www.upalbatre.org.



THE UNIVERSITY OF LILLE

The University of Lille 1 wished to be involved in the Up project this year and to support operational research, innovation and experimentation by granting the “University of Lille Prize” with a value of 4000 Euros.



AN EDUCATIONAL ASPECT, ACQUISITION OF SKILLS AND DYNAMISATION OF NETWORKS

The competition also takes an educational approach to the acquisition of skills and dynamisation of networks.

Groups of students from Lille 1 will play a direct role in the organisation of the event. By generating moments of collective reflection and viewing the project as a type of experiment, the competition aims to increase awareness of development, sustainability, accessibility and town planning while improving the skills of professionals and extending the reach of networks.

This experiment will also involve the engagement of students, who are the professionals of the future.

The policy of partnership is one of the keystones of the contest. This will be extended beyond the giving of prizes to include research projects and other urban operations. Up has become a teaching topic at universities and an exemplary

model for group participation. A module has been dedicated to it at Paris 1 and Master students at Toulouse 2 have studied it in their theses.

Up is also aimed at children. The intention of the project is to offer the region's young people an experience of citizenship and an opportunity to discover their environment within a process of learning. School children can also give their opinions to decision-makers, developers and other adults.

Work with schools, primary school children, college students and school children is prioritised during the 3rd stage.



UP IS INTENDED TO BE AN EDUCATIONAL PROJECT WITH EIGHT GOALS :

- The discovery of professional trades: architecture, town planning, landscaping, geography, cartography...
- The discover of new technologies linked to learning about the region (3D models, animations, videos, drones)
- Raising awareness of environmental books, plans, models, plans and history...
- Involvement in regional transformation, asking about their perceptions and visions for the future (how they imagine their region to be in the future, what they want...). They can express their opinions by producing dedicated media which can be assessed at the exhibition and on the Website.
- Work in groups and learning about team work with the goal of a public presentation.
- Meetings with developers to all young people to give their perspectives and their vision for the future.
- The acquisition of abilities to forecast the future, to understand the present and to develop imagination and creativity for specific projects.
- An initiation into civic life.

TO ACHIEVE THESE GOALS, THE COMPETITION WILL EVOLVE OVER TIME:

- Production of work around the main themes of the project during the school year.
- Attendance of certain events (meetings with competition candidates, discussion workshops...).
- Talks given by professionals, organisers and candidates of professional competitions in schools.
- The final Grand Exhibition which will both demonstrate the keys to understanding the region (history, landscapes...), to learning about the projects put forward by the competition candidates, highlighting the work done by schools
- Voting for the youth prize of the professional competition

EVENTS AND MEETINGS

UP EXPERIENCE: 26TH AND 27TH OF NOVEMBER 2015

During this highlight the organisers will invite the candidates to experience the region over two days. The goal is to create an understanding of the challenges of the competition and the various dimensions of the Côte d'Albâtre. They will be able to diagnose problems on the ground, to refine their approaches and to discover its landscapes and the activities which take place in them.

It will also be a time for discussion between candidates, organisers, decision-makers, school children and residents of the region to promote collective thought about the concepts, challenges and the evolution of the region. One section of the Up Experience is open to all in order to promote discussion and an understanding of the environment, and to give people the opportunity to put forward their points of view and to learn more about the development sector.

THE ARCHITECTURE MONTH: MARCH 2016

Programme of the Maison de l'Architecture de Normandie

The competition will form part of the programme of the "Contemporary Architecture Month" organised by the Maison de l'Architecture de Normandie. The TVES Laboratory will present Up Territoire d'Albâtre. In the presence of nominated candidates, designers, researchers, decision-makers and residents will be invited to attend in order to discuss the issues together.



THE GRAND FINAL: FROM THE 1ST TO THE 10TH OF JUNE 2016

The Grand Final will take place over 6 days of events including the projection of films, an exhibition and project presentation sessions at which young people and the general public can vote.

EXHIBITION ON THE TRANSFORMATION OF THE CÔTE D'ALBÂTRE

A journey in time, from yesterday to today, and in space, the exhibition will be divided into three sections:

- Photographs, plans, videos, models and games will be used to show how the Côte d'Albâtre has changed and how it may look in the future.
- Between 12 and 15 project presentations from the nominated teams, including a video, a poster and a board designed for children.
- Highlights of work done by school children and teachers, after a year of Up Territoire d'Albâtre.

The organisers will oversee mediation with the general public and schools. At the end of their visit to the exhibition, visitors can vote for the winners of the public choice prize and the youth prize.

CONFERENCES, EVENTS AND HAPPENINGS

A ten-day programme of events will include meetings, viewings and thought-provoking, educational and surprising talks... designed to contribute collectively to the transformation of the region.

UP NIGHT

To celebrate and announce the results, Up Night will include a surprise-filled prize-giving ceremony. The initial results will be announced. Up Night will be punctuated by speeches, short films and documentaries created by the TVES Laboratory, by Meskaprod and by other partners.



CALENDRIER

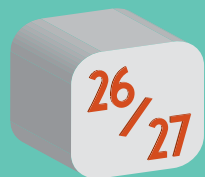


OCTOBER 2015 : REGISTRATION OPENS

Teams can register on the Website www.upalbatre.org



NOVEMBER 2015 : CLOSE OF REGISTRATIONS



NOVEMBER 2015 : UP EXPERIENCE

Candidates will address the region and its challenges and participate in meetings and discussions open to everyone.



JANUARY 2016 : FIRST ENTRY

Candidates will present their designs and the major features of their projects using four boards and a summary.



FEBRUARY 2016 : NOMINEES ANNOUNCED

Between 12 and 15 nominees will be announced by the selection committee



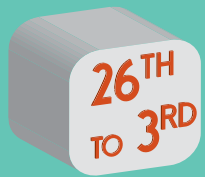
MARCH 2016 : ARCHITECTURE MONTH

Competition events including teams nominated for the "Architecture month", organised by the Maison de l'architecture de Haute Normandie



MAY 2016 : FINAL ENTRY

A video presentation by the team about the expected impacts, using an A0 format poster and a board designed for young people to understand



FROM MAY, 26TH TO JUNE, 3RD 2016 : GRAND FINAL - EXHIBITION, CONFERENCES AND SPEECHES

An exhibition highlighting the nominated projects, the region and the work done by schools... Speeches, conferences, films, documentaries... and voting by the public, schools and the University of Lille !



JUNE 2016 : PRIZE-GIVING / UP NIGHT

A gala evening full of surprises, and the winners' prize-giving ceremony!



RESULTS OF UP 1 : UP TROUVILLE

The success of the first competition, Up Trouville, exceeded all expectations and demonstrated the need to create new regional design models, as well as the relevance of ideas competitions for regional transformation.

There were 168 entries involving 513 participants from 23 different countries: from Europe, South America, Africa and Asia! The two field days offered to the teams and the general public brought together over 300 people, including 242 candidates eager to meet with residents, elected officials and other regional players.

96 projects were subsequently registered and 15 of those were selected. The success of the initial stages was emphasised during the exhibition and the Grand Final.

Photographs, plans and models were used to explore Trouville and the changes occurring in time and space. This journey also allowed visitors and school children to explore the 15 projects put forward by the nominated teams. Original creations, intelligent diagnoses and surprising innovations all represented the town under a new light.

1100 school children from Trouville aged between 8 and 16 shared their vision of the future and voted for the winner of the youth prize. Teachers also used the proposals put forward by the teams of competing professionals to create new educational modalities based on the realities experienced by children and the desire to create a new future.

This aspect was acclaimed both by the press and specialised professionals. This subject is now taught in several universities (Lille 1, Paris 1, Toulouse).

For more information about the first competition: www.uptrouville.org



WINNERS OF THE 1ST UP COMPETITION, UP TROUVILLE:

THE FIRST PRIZE :

Wonk+BD+ML - *"REVISIT Trouville", Lille, France*



THE PUBLIC PRIZE :

TEAM 13 - *"Connivence, entre mer et nature", Paris, France*



YOUTH PRIZE :

Les Ateliers de BABEL - *"Redynamiser Trouville", Paris, France*



STÉPHANE HESSEL PRIZE:

CoCUN - *"Retrouver la ville" - Equipe franco-mexicaine*



ACCESSIBILITY PRIZE :

Boussarie-Mulle - *"Trouville-sur-Mer-et-sans-Voiture"*

Bordeaux, Paris, France



INNOVATION PRIZE :

B.A.U. - *"LINE UP" Bordeaux, France*



GRAPHIC QUALITY" MENTION :

SOP - *"SOP" Rouen, France*

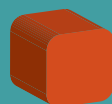
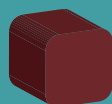


"VIDEO" MENTION :

M.I.L.K. - *"Parcours" Paris, France*



Wonk+BD+ML



OUR PARTNERS

As at 31 August 2015 (current partners)



APERAU
Association pour la Promotion de
l'Enseignement et de la Recherche
en Aménagement et Urbanisme



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UP TERRITOIRE D'ALBÂTRE - DOCUMENT PRÉSENTATION GÉNÉRALE - LABORATOIRE TVES 2015