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Dubai Municipality and ThyssenKrupp Elevator launch an international competition and invite entries for a design idea for Tall Emblem Structure in Dubai City

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 11th ThyssenKrupp Elevator Architecture Award to be held in Dubai

The competition will be held under the auspices of the prestigious International Union of Architects

Dubai: ThyssenKrupp Elevator, one of the world's largest elevator manufacturing companies, announced today the opening and registration for the 11th edition of the prestigious Architecture Award. Held in collaboration with Dubai Municipality, this unique competition aims to foster creative, yet pragmatic new visions, for developing a tall emblem structure, within a dedicated site in Dubai. The Award is being organized under the auspices of the

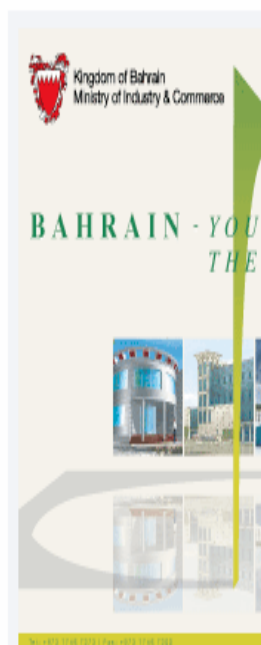
International Union of Architects.

"The creation of an emblem building will symbolize the new face of Dubai, as well as promote tourism, recreational, and cultural activities", said Eng. Hussain Nasser Lootah, Acting Director General of Dubai Municipality.

"Dubai has one of the most impressive skylines in the world and is already an extraordinary destination for global business, commerce and travel", said Javier del Pozo, CEO of **ThyssenKrupp Elevator Southern Europe, Africa & Middle East.**

"To catalyze its image and energy, the unparalleled concentration and attraction of talents and resources, we have invited Dubai to play host to our international Architecture Award competition. Our goal is to promote and reveal the potency of new work" he said.

"The Architecture Award was launched by ThyssenKrupp Elevator, as a way to engage professionals in producing outstanding ideas for major cities undergoing important transformations. The project theme ranges from institutional buildings, sports and transportation facilities, to urban planning projects and community spaces," said del Pozo.



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A jury of well acclaimed architects from seven countries and business professionals will review the submissions and select winning projects for awards. "We look forward to receiving and honoring the broad range of concepts for the emblem structure. We are seeking state of the art unique designs that provide a 'return on investment' to the public good by attending to issues of green building and local climate; are responsive to townscape and scenic aspects; include facilities for recreation, entertainment and conferencing," concluded del Pozo.

In addition to these, there are specific criteria and requirements competition participants need to consider, such as:

- The proposed structure shall be a tall and unique landmark. The maximum total height of the structure shall not exceed 170m DMD
- The designer may consider any appropriate innovative forms, construction technique, and materials; and consider the green building principles where appropriate
- The proposed structure shall contain up to 2 storey podium for cultural and conference facilities. The latter shall include local children library; and a conference space for a total of 100 persons that can be divided into 3 conference rooms where required. The total floor area for such facilities shall be approximately 800 sq.m. A basement parking for 30 cars may be considered as well
- The proposed structure shall contain a café (total floor area 150 sq.m) at higher appropriate altitude with additional viewing outdoor platforms as per the designer suggestion. The café can be on 2 levels
- The Structure shall not include commercial offices and residential premises
- The design proposal shall be conceptual at this stage

"This is the 11th edition of the event ThyssenKrupp Elevator established in 1988, and it is held for the first time in the Middle East, previous editions were hosted in major cities in Europe. The Architecture Award contributes greatly to the overview of the current direction of today's commercial, corporate, institutional, and community architecture work at international scale, in addition to bringing insights into contemporary directions of architecture and design relative to environment, ecology and sustainability," said del Pozo.