

SWIFT

# BRAZIL FESTIVAL

Mediascape for Brazil's Carnival experience.

<https://competitions.uni.xyz>



Img 1: Where would you go? - A signage

## Premise

A country is generally identified by its geographical location and leader, although its real flavour can be observed in its **history, culture, literature, architecture, people** etc. Globalisation has enabled a new avenue for people to endure the diversities across globe easily.

The ease of travel has enhanced the idea of visiting a foreign land, and fueled the tourism industry. When people choose to travel for recreation, there are a variety of experiences they look for. Apart from architectural wonders, entertainment, luxury and cultural exposure, tourists often visit countries at a specific time of the year for popular temporal attractions like, **carnivals**, and **festivals**.



[img\\_2](#): People playing with squashed tomatoes in La-Tomatina.

## Tourism All Year

Countries with rich cultural diversity and history attract enormous number of tourists during their exclusive traditional festivals.

For example, [La Tomatina](#) in Spain hosts about 45,000 tourists and locals combined. Brazil hosts an annual carnival across its major cities like Rio de Janeiro, São Paulo, etc. attended by almost [2 million](#) people per day on the streets, out of which a [million](#) are tourists. This carnival is even broadcasted through media and television, enabling a virtual experience for people across the globe. The tourist inflow is maximum during this time. At the same time, this restricts other potential travellers to a time period due to its exclusivity.

If today technology has enabled traveling anywhere possible, **can the same be utilized to give a glimpse of these unique experiences of a country all throughout the year?**



What if the  
experience is  
translated into a  
**mediascape** for  
tourists to witness  
festivals digitally,  
throughout the  
year?



[img\\_3](#): Aerial view of Rio de Janeiro, Brazil's Flag.

# Opportunity

The tourism economy of Brazil has been at [stagnating](#) numbers in spite of its variety of natural attractions and continental size. The contribution of tourism industry in Brazil's GDP has staggeringly decreased from [10.9% in 2003 to 8.1% in 2018](#). According to experts, among some of the main reasons for such a slump, in a country with plenty of top destinations are, the lack of infrastructure to welcome and engage tourists, and the high cost of travel to the country. Brazil's potential needs to be explored in more than one dimension to create a niche for tourism growth in the country. The country's falling economy can also be expected to be rescued, which has been lagging behind significantly.

**An innovative tourism experience can be used to bring a significant change in the tourist infrastructure.**



[img 4](#): People performing a style of Samba on streets of Brazil.

## Brief

A transient architectural intervention that utilizes technology to create revolutionary spaces would open avenues for a different kind of tourism experience that is perennial. It can also be a one of a kind module that would be adapted for replication throughout the city.

**Brief** : The challenge here is to design a **Mediascape** (Digital Pavilion) that is to be installed in Rio de Janeiro as a digital escape to display the essence of city's vibrant carnival parade. It aims to revolutionize a tourist's experience visiting Brazil at any point of the year. It will also act as a gateway to the city's history, culture, and architecture. *The intervention for this project can be chosen anywhere in the Sambadrome Parade Area.*



### **Transient**

Temporary structure to be removed when the venue is being used for carnival



### **Reflective**

The structure must reflect the carnival's elements in its design and character



### **Functional**

What can be the purpose of a mediascape of being more than a digital getaway.?



### **Interactive**

Mediascape must create engagement for the visitors through its structure

## **Objectives**

The following objectives can be a point of beginning to conceive this design. Participants can assume their own contexts and users before initiating their design process.



# Rio de Janeiro

Rio, is anchor to the Rio de Janeiro metropolitan area and the second-most populous municipality in Brazil. It is the capital of the state of **Rio de Janeiro**, Brazil's third-most populous state. Part of the city has been designated as a World Heritage Site, named "Rio de Janeiro: Carioca Landscapes between the Mountain and the Sea", by UNESCO as a Cultural Landscape. It is one of the most visited cities in the Southern Hemisphere and is known for its natural settings, carnival, samba, bossa nova, and balneario beaches.



Imo\_5: A real Carnival in Sambadrome, Rio. Brazil

## Context

Rio de Janeiro's Carnival is a significant Catholic tradition which signal the start of Lent (which is the period before Easter when Catholics abstain from frivolous joy). Millions flock to the annual festival every year spending about 782 million dollars that the visitors spent in 2015.

While other spots in Brazil (and around the world) host their own pre-Lent parties, Rio's annual Carnival is widely regarded as the best hosted in the **Sambadrome**. It is a purpose built venue, designed by Oscar Neymar. It is located in the downtown area of Cidade Nova in Rio de Janeiro, and is the place where samba schools parade competitively each year during the Rio Carnival. The parades attract thousands of Brazilians and foreign tourists each year, and the structure is also used as a multi-purpose performance venue.



## Site Plan

The Sambadrome, Rio is primarily used for carnival in the month of February or for performance purposes and is otherwise defunct. The **"Brazil MediaScape"** fits perfectly on this location to give the tourists a digital carnival that be experienced throughout the year. The area of intervention for mediascape has been indicated.

| Area for intervention ~7500 m<sup>2</sup> | [22°54'46.1"S 43°11'46.8"W](#) |  
Height Limit - 7.5 M

# Guidelines

You have to deliver an architectural outcome on the following site, based on the given outlines.

- Recommended number of sheets/presentation images/boards:

**5 (Five)** of size [ **2362px x 3544px** ] or [ **400mm x 600mm in 150 dpi** ] in portrait digital format (**JPEG only**).

**Minimum 3 (Three) & No maximum sheet limit.** Each image should be less than **15MB**. (Do not submit PNG format)

**Minimum requisite submission** are sheets/boards + Cover image containing:

- Site plan (Compulsory)
- Key conceptual sections x 1 (Minimum)
- 3D views x 4
- Cover image / Thumbnail of size 2000px x 1000px or larger in aspect ratio 2:1.
- Answering 6 FAQ's.#

#The FAQ's have to be answered as instructed in the FAQ document in the 'additional resources folder'.

# Deadlines

Discover the competition schedule and deadlines on the competitions page or on this link - [Schedule](#).

# Resources

This competition contains resources that will help you complete the design process quickly. This folder is made available on your profile dashboard as soon as you register.

**This additional resources folder of this competition contains:** Submission Format files in PSD | AI | InDD, FAQ Questions, High Res maps, Sketchup Model of the site and CAD file of the site plan.

# Rules

+ The competitions is open for **students and professionals** from all the disciplines of design.

+ The team limit for this competition is **4 members maximum per team**.

+ You can register more than one team but they have to be registered separately.

+ Ensure that the final sheets submitted **do not include your name or any other mark of identification**. Your submission is linked to your user account which stands as your identification.

+ This is a design **ideas challenge only**. There is no built commission/realization associated with the problem.

+ In case of publication in yearbook we will reach out separately for selected entries.

# Pro-Tips

+ Use exploded views to discuss multi levelled conceptual models better.

+ Mention sheet number on corner of every sheet.

+ Plagiarism of any idea / form / design / image will be disqualified with a notice.

+ All the sheets or images will be viewed on a digital device. **e.g.** Laptop screen or projector. Uploaded sheets or images will not be physically printed for evaluation. The submission hence should be prepared for digital viewing only.

+ Submit JPEG images only. (PNG will not function)



## Awards

Grants of up to a total of **20,000\$** can be won on this challenge. Learn more about the full conditions on the competition page [here](#).

The entries will be judged by an international jury of the competition on the following criteria:



### **Presentation**

The fundamental to a good entry is a good presentation.



### **Concept/Idea**

Quality of thought and intent in pre-design phase.



### **Spaces/Programme**

How the spaces are calculated and ordered.



### **Design Outcome**

The final architectural outcome of the solution.

## **Judging Criteria**

The judging panel can also add other criteria based on their internal discussions - which will be in line with the problem statement. Participants are advised to fulfil above given criteria first in their design.

About

# SWIFT

**Swift** serves as a unit block for **UNI** in the field of transient architecture realm. It intends to break the fusion of traditional design barriers and methodologies by making it a platform for experimentation and conceptual exchange of ideas in **modular, transient and mobile architecture**. It is a research initiative dedicated to provide opportunities for designers from all domains to explore ideas that go beyond the boundaries of the discipline and enrich our built environment holistically; thereby opening up possibilities for promotion of temporal architecture thought at a global level.

Queries: [support@uni.xyz](mailto:support@uni.xyz)

Discover other competitions: <https://competitions.uni.xyz>

Facebook: <https://www.facebook.com/unidesigntogether/>

Instagram: <https://www.instagram.com/uni.xyz/>

Discover FAQ's about this competition on our help forum here: <http://help.uni.xyz/>

SWIFT



Experiencing the **Brazil** Carnival

Available on:

Institutional **Access**<sup>TM</sup>

<https://competitions.uni.xyz>