



# LUNAWOOD URBAN CHALLENGE

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## ARE YOU UP FOR THE CHALLENGE?

Lunawood Urban Challenge calls for all architect students and architect professionals to transform our urban cities. We need your help in creating a more natural – yet modern environment using Lunawood Thermowood. You can freely implement your wildest vision and breathe life into urban environments.

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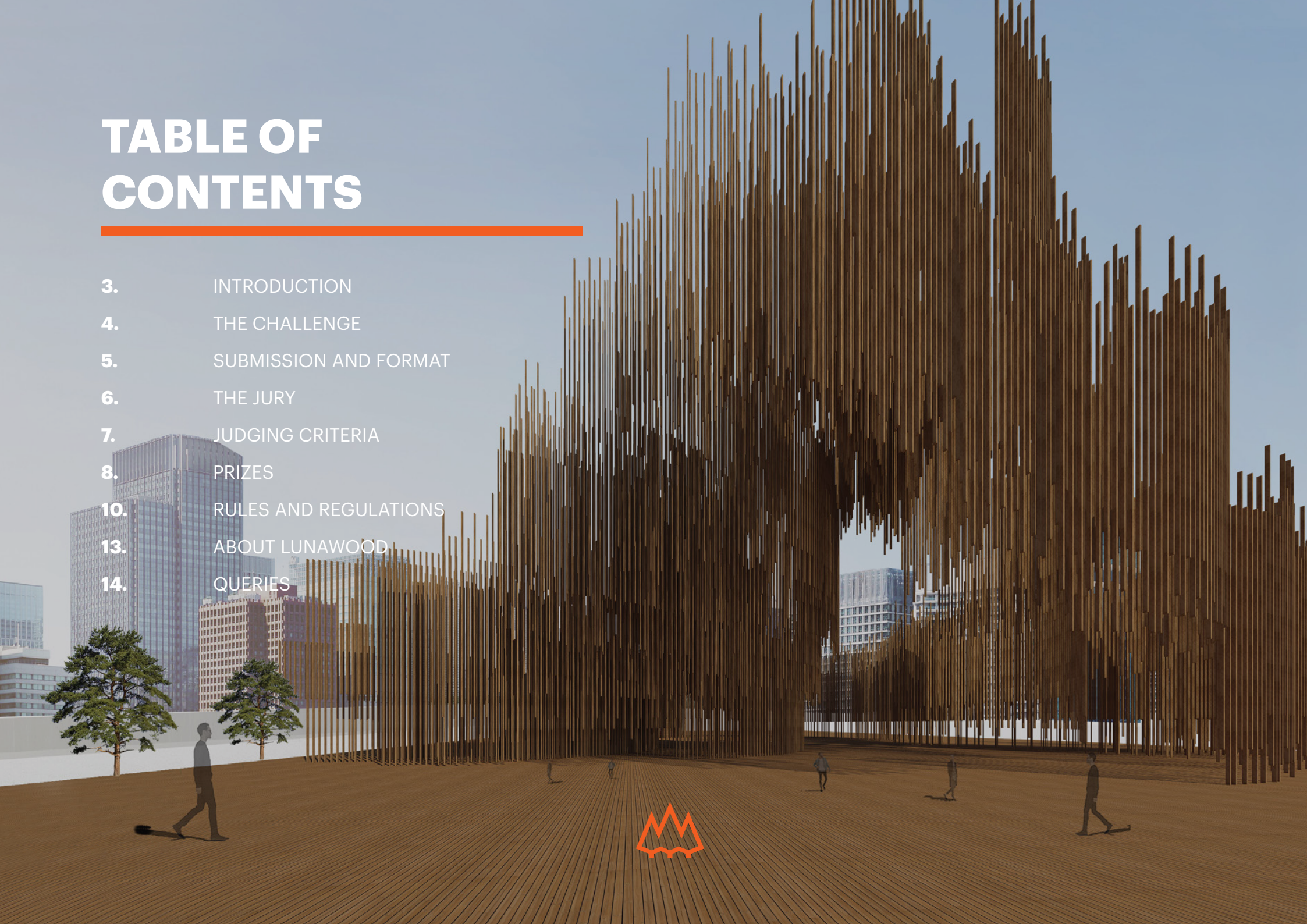
#LUNAWOODURBANCHALLENGE  
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# INTRODUCTION

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**Urbanization all over the world has seen a staggering growth. Carbon emissions in the building sector account for almost 25% of the total carbon emissions produced by economic activities around the world. With a growing population and urbanization, it is increasingly vital to consider diminishing the harmful carbon emissions in building materials used in the building sector.**

Staggering rates of urbanization has alternated urban society's relationship with nature, it has increased working hours and as a result, stress levels have risen. Urban society has less access to nature in daily life while fundamentally, humans stem from nature and thus, have an innate desire to connect with nature. Instead of bringing urban people back to the forest, it is now possible to bring the benefits of nature back into an urban lifestyle by building with pure and durable wood material.

A liable-sourced and natural building material like wood is the answer to building with renewable and wholesome material. Wood from renewable Nordic forests grows naturally and cuts out CO<sub>2</sub> from the air.

Architects and designers are now given the opportunity to significantly lower the carbon footprint of buildings and increase healthful living experiences with improved air quality by innovating with a sustainable and renewable wood material called Lunawood Thermowood. This unique wooden building material is modified by natural methods **using only heat and steam** which increases the wood's properties. Being a more dimensionally stable material than untreated wood, Lunawood Thermowood expands the range of applications and climates in which it can be used.







# THE CHALLENGE

**Growing urbanization challenges the whole construction industry to think outside the box and make conscious choices. Fortunately, sustainable alternatives are already available. Wood is a renewable material that has a small carbon footprint during its whole life cycle and can be used in buildings to store carbon. Wood is not just our earliest building material, we know it can also be the most practical and modern one.**

Lunawood Urban Challenge calls for participants to **re-imagine and re-design urban environments by using Lunawood Thermowood.**

The participant chooses an existing non-renewable urban space, which he/she re-designs by embracing the possibilities of Lunawood Thermowood.

Entrants can freely implement their wildest vision and imagination to re-create a more natural - yet modern environment for urban people. The entrant can choose **any existing public construction or space** as a starting point for the visualization.

In the Lunawood Urban Challenge, the participant can utilize **Lunawood's digital design tools** for Revit and ArchiCad.

The entrant can freely choose, which Lunawood BIM-objects to explore and use.

The main material for the competition's visualization is preferably Lunawood Thermowood. The emphasis on the competition is in original thinking, creativity and visuality.

This competition's purpose is to highlight the possibilities of Lunawood Thermowood as a building material to create a healthier and more sustainable environment. By doing so, we can reconnect nature with urban life.

## BIM Library

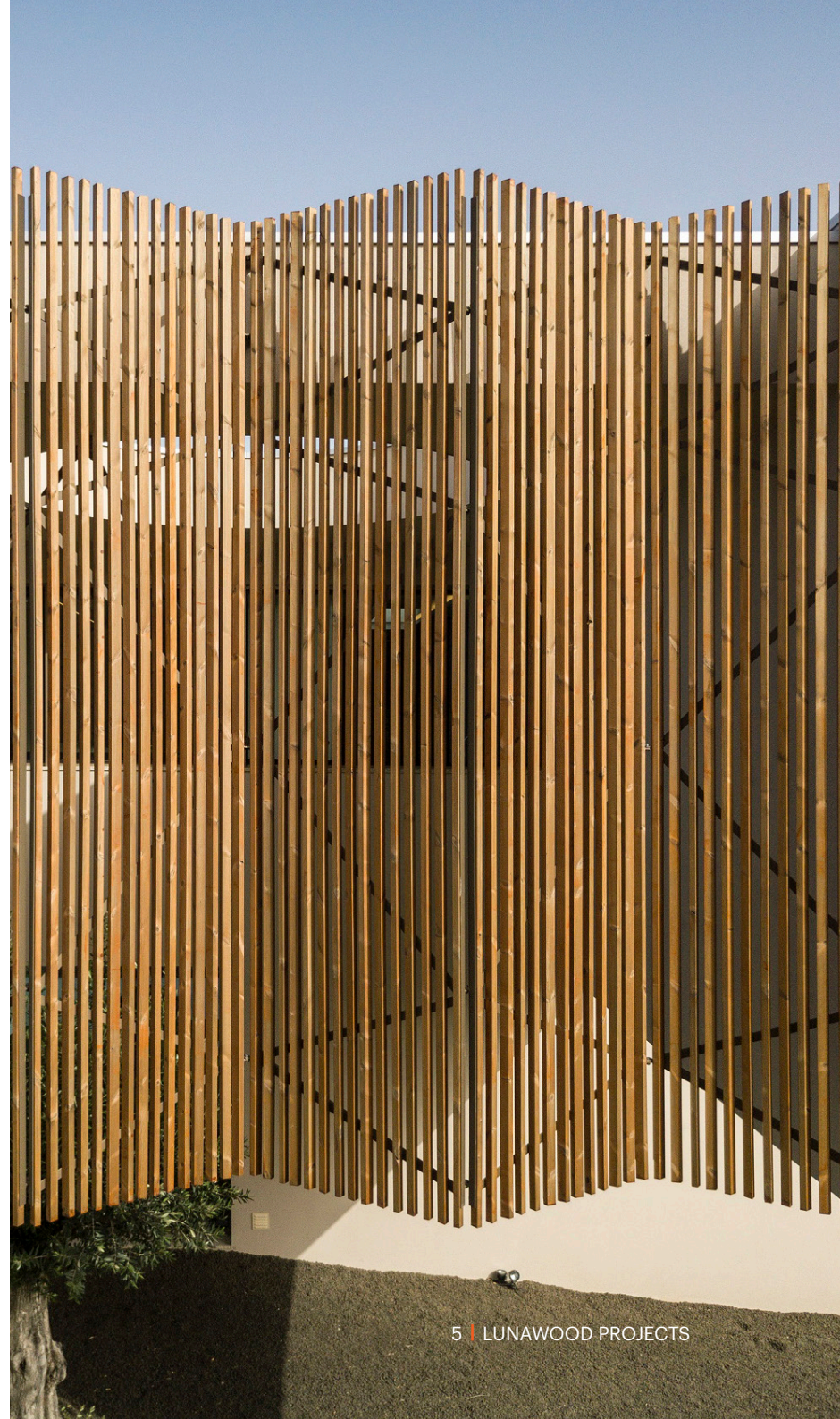
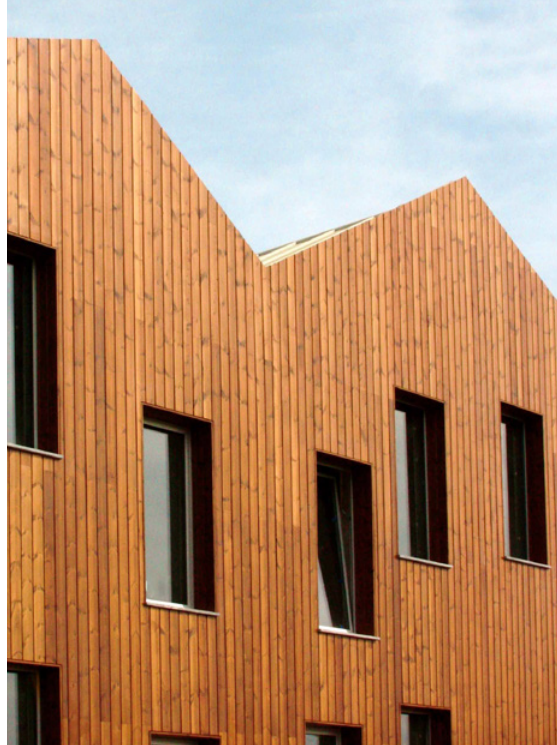
The BIM-objects can be found at [lunawood.com/bim-library/](https://lunawood.com/bim-library/)

## References

Visit [lunawood.com/projects/](https://lunawood.com/projects/) to have a first-hand look at reference pictures of Lunawood products used in various projects











# SUBMISSION AND FORMAT

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**STEP 1.** Take a **picture** of a building or open space in its original condition.

**STEP 2.** Download the **digital design tools** from the BIM library (Archicad, Revit or material maps).

**STEP 3.** Start your **visual transformation** using the BIM objects, keeping the format rules in mind.

**STEP 4.** Write a design story describing overall design, surroundings and experience offered to urban people

**STEP 5.** Submit the **"before" picture** with your **own transformational design** and **design story** before the deadline.

## THE FORMAT

The entrants must complete their online submission **no later than 24.6.2019**. All files must be zipped in only one .ZIP file (maximum size 10 mb).

The name of the .ZIP file must include:

**Urban Challenge + name of the entrie + name of the competition work**,  
for example:  
"Urban Challenge\_First name\_Family name\_Project X.ZIP"

## THE .ZIP FILE MUST INCLUDE:

### A. PHOTO

of the urban environment in its current state before the competition proposal/design (JPG)

**A**



Photo of the urban environment

**B**



3D visualization showing the design and its original surroundings

### B. 3D VISUALIZATION/RENDERING

**showing the design and its surroundings** (A2, 594 x 420 mm):

- The visualisation based on Revit or ArchiCad
- The visualization must be executed using Lunawood BIM-tools. The participant may decide which BIM-objects to use. Using other BIM-objects and materials are allowed, but the main focus of the design is preferred to be on Lunawood Thermowood.
- Maximum size 8 mb
- Horizontal or vertical
- Name of the competition work to be mentioned on the top right-hand corner of the sheet

### C. DESIGN STORY (100-150 words) .doc.:

word text describing overall design, surroundings and experience offered to urban people

### (D.) If participating as a team:

- Team description (A4) : brief introduction of team members

#### BIM Library

The BIM-objects can be found at [lunawood.com/bim-library/](https://lunawood.com/bim-library/)





# THE JURY

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**SUSANA CARVALHO**  
ARCHITECT,  
HEAD OF THE MUNICIPAL  
PROJECTS AND CONSTRUCTION  
DIVISION IN MAIA, PORTUGAL



**GEDIMINAS AISMONTAS**  
SENIOR ARCHITECT,  
DO ARCHITECTS



**SERGIO BARAGAÑO**  
DIRECTOR ARCHITECT,  
BARAGAÑO ARCHITECTS



**MAIJA MASALIN**  
MARKETING DIRECTOR,  
LUNAWOOD

Please notice, that the jury members shall under no circumstances be contacted by competition participants or their representatives.  
**For any questions please contact us at [communications@lunawood.com](mailto:communications@lunawood.com).**





# JUDGING CRITERIA

All entries that are in compliance with all terms and conditions of the competition's rules will be judged on the basis of the following criteria (the "Criteria"), each of which will be given equal weight.

## INNOVATION AND INVENTIVENESS:

- The design "pushes the visual envelope" by enhancing innovative use of Thermowood
- Transforming and breathing life into buildings and public spaces
- Emphasizing the technical features of Thermowood being dimensionally stable compared to normal wood

## CREATIVITY:

- Promoting Lunawood Thermowood in an urban context and environment
- Creating an experience with complete transformations
- Bringing out wood in a new way

## BIM DIGITAL DESIGN TOOLS:

- The ability to create stunning and visual transformations by utilizing BIM digital design tools
- Capable of using the material maps for rendering





# RULES AND REGULATIONS

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**To participate you must be an architectural or design student, an architect or a designer by profession.**

**By submitting content, you confirm that you wish to enter the Lunawood Urban Challenge and you confirm your agreement to the official rules and other terms and condition of this document.**

**Below are the official rules.**

## OBJECT OF THE COMPETITION

The object of the competition is to create a 3D BIM-object design that meets the format, content and other requirements identified in the competition headline ("The Challenge").

Lunawood BIM-objects are the main focus in the design process and can be used freely.

## ELIGIBILITY

The competition is open only to natural persons who, at the time of entry, are Design or Architecture professionals or enrolled at a higher education institution, studying architecture or design, and must be over the age of eighteen (18) years old.

## USER CONDUCT

- This competition is designed to create a design event for purposes of re-designing existing public construction or spaces.
- BIM-tools from Lunawood's BIM-library are used in the design.
- You agree to participate in this event lawfully.
- You represent, and agree that no materials you submit, upload, provide,

share, publish or display ("Post"), to fulfil competition requirements, including text, data, information, images, graphics, drawings, photographs and renderings ("Content") infringe upon any personal or proprietary rights of a third party.

- You may not copy, reproduce, modify, download, transfer, create derivative works, publish, display, or save any Content from the Site that you do not own or have permission to do so.
- In the event you become aware of any potential third-party claim relating to Content posted by you as a participant, you shall notify the Lunawood Urban Challenge within 24 hours of becoming aware of such claim at [communications@lunawood.com](mailto:communications@lunawood.com)
- Lunawood shall gain the ownership rights of all submissions. Please refer to section "User materials" in Terms & Conditions for more detailed information.

## DEADLINE

The competition begins at May 2nd 2019 (the "Start Date"). Entries for the Competition must be received by no later than 11:59 p.m (EEST) on June 24th 2019 (the "Deadline").

## HOW TO ENTER

You may only enter once for the competition. All entries must comply with the entry requirements identified on the competition page of Lunawood Urban Challenge. It is each participant's responsibility to ensure compliance with those requirements.





The way to enter is as follows:

- First create your Design.
- When your Design is ready to be submitted to the Competition, visit the Competition page and follow the instructions on 'Format & Submit'.

### **WINNER SELECTION**

There will be a total of three main winning prizes for this competition, and all the winners receive free publicity. There will be honorable mentions chosen based on certain criteria highlighted by the judges. The winner will be selected and published on August 28th 2019 at the page of Lunawood Urban Challenge. Please refer to "Prizes" on the page of Lunawood Urban Challenge for an overview of the winning prizes.

### **USER MATERIALS**

- With participation in this competition, the participant grants a perpetual royalty-free and sub-licensable worldwide license to Oy Lunawood Ltd (and its partners and other sub-licensees) to use any Content provided for the purposes of promoting, planning and conducting future events and advancing Lunawood Thermowood and Lunawood's (and partners') other products, services and digital design tools, which may be done by way of electronic and printed publications, educational events and other forms of public display. The aforementioned license shall also include the right to alter the works and right to transfer the rights to others. Content posted by the participant may also be used for purposes of promoting, planning and conducting future events.

### **DUTIES**

- Lunawood assumes no responsibility for design or content posted by the participant. Backup copies of design and content are the sole responsibility of the participant, at their own expense and cost.
- Under no circumstance shall the participant take any action against Lunawood for claims of impropriety relating to the conducting, judging,

organizing, management, and running of the competition for which the event has been created.

### **DISCLAIMERS**

- Lunawood is not liable for the activities and conduct of any user of this hosted site where all entries will be uploaded.
- Lunawood will also bear no responsibility for any loss or damage, including loss or damage to the participant's content that may be directly or indirectly related to any service disruption.
- The participants should not contact the jury under any circumstances.
- Lunawood and each of its directors, officers, employees, or partners are not liable to any participant, or anyone else for any indirect, consequential, exemplary, incidental, special or punitive content damages.

### **JURISDICTION**

- By using the Site, the participant is submitted to the laws and jurisdiction of Finland. Should the participant initiate any claim or action against Lunawood, they shall do so only in a Finnish court of law.

### **LUNAWOOD URBAN CHALLENGE TEAM LEGAL DISCLAIMER**

- The participant in Lunawood Urban Challenge hereby accepts and acknowledges that it has no right, contractual or otherwise, to be recognized as an award's winner. Event winners are determined, and prizes are awarded in the sole and absolute discretion of the appointed panel.
- The participant hereby accepts and acknowledges that the panel's decisions in selecting the awards winners are final and non-appealable. The participant will hold Lunawood and appointed panel harmless from, against and in respect of any and all liabilities, damages, losses, deficiencies, costs, judgments, amounts paid in settlement, interest, and penalties.







# PRIZES

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**All the Winners and Honourable mentions will be published on Lunawood website August 28th 2019. All the winners will receive a certificate for the achievement.**

## **1ST PRIZE**

**€ 5000**

## **2ND PRIZE**

**€ 2000**

## **3RD PRIZE**

**€ 1000**

## **+ 2 HONOURABLE MENTIONS**

The awards received from Lunawood Urban Competition are taxable earnings for the recipient in accordance with the applicable tax law of the respective jurisdiction. The recipient shall be responsible for all potentially required taxes and other similar payments and/or any tax reports or declarations related to the awards as required in the local tax law. Lunawood shall not undertake to withhold or report any non-Finnish taxes.



# ABOUT LUNAWOOD

**Lunawood is a pioneer and global market leader of Thermowood. Our mission is to reconnect nature with people in urban environments by bringing the soothing effect of the forest available to all.**

Lunawood transforms the very best Nordic pine and spruce into beautiful and long-lasting Lunawood Thermowood. It is a beautiful, sustainable wood material produced by using natural methods, heat and steam. Thermal modification process improves the wood's properties, thereby expanding the range of applications in which the wood can be used. It is the ideal material for an ecological and healthy way of designing, building and living.

Non-toxic Lunawood Thermowood is suitable for all climates and types of weather. Dimensionally stable and resin-free Lunawood Thermowood is a solid foundation for a multitude of wood surfaces. The products are highly suitable for facades, solar shades, deckings, interiors and for industrial end use.

Founded in 2000, Lunawood employs 90 professionals in Finland, at its production units in Iisalmi, Kaskinen and Joensuu, as well as at its head office in Lahti and in its main export markets.



#### **DIMENSIONAL STABILITY**

Retains its shape better than untreated wood



#### **ALL CLIMATES**

Can be used in indoors and outdoors in all climate conditions



#### **WEATHER ENDURANCE**

Durable and weather resistant, Lunawood Thermo-D has Class 2 decay resistance



#### **NON TOXIC**

Completely natural and toxic-free material



#### **THERMAL INSULATION**

Decreased heat transmission compared to untreated wood



#### **RESIN FREE**

Resin is removed in the Thermal modification process



#### **SUSTAINABLE FORESTRY**

Raw material is grown in sustainable and certified Nordic forests



#### **CERTIFIED QUALITY**

Trademarked product produced by patented and annually audited process







#LUNAWOODURBANCHALLENGE

# QUERIES

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Please feel free to write to us regarding any queries that you may have related to the brief or the competition. Send us your questions to '**communications@lunawood.com**' with 'LUNAWOOD DESIGN CHALLENGE' subject.

We request the participants to keep checking our website **Lunawood.com** along with our **social media channels** frequently to be updated about additional information provided.

## Follow us on social media



@lunawood.official



Lunawood



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