



Call for Entries

For more info

- To apply, download the application form from our website:
www.ychhe.com.kh/applicationform
- Submit your application to:
marketing@ychhe.com.kh
- For any inquiries, please contact:
078 888 425 / 077 833 343

Open for registration
03 April-08 May, 2023
Scan Here >



Overview

As the sun rises over Phnom Penh, vendors begin preparing their stalls for another day of haggling in the city's bustling markets. Products displayed on tables and mats, umbrellas erected to shield from the heat of the sun – a whirlwind of colour, sound, and smell.

As the day wears on, the markets become more crowded and the bargaining more fierce. The vendors bellow prices and haggle with customers. The aroma of fresh fruits and spices permeate the air as people move through the market, searching for the best deals. The markets are not just a place to buy goods, but a place where locals gather to socialise and catch up on the latest news. A trip to the market is a journey into the heart of Cambodian culture.

Markets have been a fundamental part of human civilization for thousands of years, but not only have they served as centres of commerce, they also have provided a space for the development of cultures and communities. As civilisations grew, so too did their markets.



In Cambodia, markets have long been a part of daily life. They dot the countryside and crowd the city streets — a hub of activity – coming in many forms: traditional wet markets, night markets, and floating markets. For centuries, they have been a central part of the economy and a symbol of the country's rich culture. Scenes are even depicted in the ancient temples.

The markets in Cambodia are as vibrant as ever, a melting pot of sights, sounds, and smells. They continue to play a crucial role in the economy, but face challenges from the growth of department stores and supermarkets, as well as increasing competition from digital forms of commerce. This raises the question of what role markets will play in Cambodia's future.

Today, many cities around the world are investing in their markets, recognizing the important role they play in the economic and social life of the city. From farmers' markets to flea markets, these vibrant gathering places are adding to the character of the city and providing opportunities for people to come together, and connect.

What role will the markets of Phnom Penh play in the 21st Century?

Y Chhe Group launches a call for ideas to imagine a new marketplace on the riverside of Phnom Penh — where land meets water. **Participants will have the freedom to decide what the market is and who it is for.** Whether you envision a market that extends out into the river or a one that rises up to the sky, the choice is yours. Keep in mind the economic and social aspects of the proposal, and ensure that the design takes into account the challenges posed by climate change. We encourage you to think outside the box and push the boundaries of what a traditional market can be.

What the judges will be looking for

Urban vitality

The proposals should look to add social and cultural value to Phnom Penh, not just provide a space for commercial activity. The proposals should consider the market's role in promoting community engagement, facilitating interaction between different groups of people, and creating a sense of identity.

Climate adaptability and resilience

Consider how the market will respond to the effects of climate change, including rising temperatures, unpredictable weather patterns, and increasing water levels and flooding. The proposals should consider the appropriate use of materials and systems. This could be through the use of flood-resistant structures, green roofs, and passive cooling systems, to name a few.

Sustainability

Consider the use of materials and systems that minimise waste and pollution while also considering the social impacts of the market on the local community, including the workers, customers, and residents in the surrounding area. Could the proposals prioritise the use of local resources, promote social equity, and support the local economy?

Site

The market will be located on the riverside of Phnom Penh, opposite the night market and a stones throw away from old market – a prime location, accessible for both locals and tourists.

The riverside of Phnom Penh has always been a hub of activity and commerce – a vital lifeline for the city, providing not only a means of transport but also a source of food and livelihood for the people. In the past, fishermen and traders would use the river as a means of transportation, stopping at the riverside to sell their goods and trade with others.

Today, the riverside continues to be an important public space in Phnom Penh, where people gather to socialise, enjoy the views of the river, and take in the bustling atmosphere of the city.



Location:

https://earth.google.com/earth/d/1ZZp3Ga4xzZ_3mgw-PRiVO7ns9zxKDOJV?usp=sharing

Note: Download the attachment below for 2D drawing (DWG) of the context and site.

Attachments:

<https://drive.google.com/drive/folders/1p6KP7Jtavu-mINMPP-YX2ptMZfcvKEfb?usp=sharing>

*This location is an imaginary site that is used as part of "Our Market 2.0" competition only which does not affect the actual site.

Submission

You will be required to submit the following in order to take part in the competition:

> 1st Round

A. Presentation board in the size A0 (1189 x 841 mm) in landscape orientation (PDF, max file size 20 MB). Students are encouraged to consider the following:

- Design concept / conceptual ideas / design process
- The drawing as a tool that illustrates the project (sections, perspective sections, Isometrics) - the scale is up to the students.
- 3D views - we encourage you to consider a variety of mediums - renderings, models, sketches

B. A brief written summary of the project (300-500 words)

- A short written description of the submission that summarizes the key points and ways the proposal engages with the brief.
- Texts must be written in english.
- File to be submitted in PDF format.
- File Name: Team name, Team code - Project Summary, Team code - Presentation board

> 2nd Round

- Architectural Concept Model (any scale) (Modeling podium/plinth size (600x1200mm, H=750))
- Verbal Presentation
- Teams selected will be given a fund of \$100 to produce these requested deliverables

> Public Exhibition

Shortlisted teams will bring their submission on a presentation board with a model on Exhibition Day.

- Standard A0 presentation board
- Architectural Concept Model

Participant Eligibility

- To be eligible, participants must be currently studying and based in Phnom Penh.
- Architects, urban planners, and designers of all backgrounds are encouraged to participate in this competition.
- Applicant must collaborate in groups between 3 to 5 people.
- All work entries must display a great degree of innovation and originality with no copyright issue.

Application Requirement

- Application form
- Student ID Card & Identification Card
- Portfolio (if any), PDF format, Maximum size: 5MB

Note : All submissions must be in English

Key Dates

| | | |
|----------|---|-----------------------|
| 1 | Registration Open | 03 Apr – 08 May' 23 |
| 2 | Proposal Submission – Round 01 | 26 June' 23 |
| 3 | Proposal Review by Judging Panel | 27 June – 11 July' 23 |
| 4 | Shortlist Announcement | 15 July' 23 |
| 5 | Physical Model Submission – Round 02 | 07 Aug' 23 |
| 6 | Public Vote & Exhibition | 14 Aug – 19 Aug' 23 |
| 7 | Award Presentation | 26 Aug' 23 |

Awards

1st Prize

- **4,000,000 riels in cash**
- Crystal Award
- A certificate of achievement

3rd Prize

- Bronze Award
- A certificate of achievement



A Look Back at YCG Design Competition 2022



Learn more about Y Chhe Group Design Competition 2022
"OUR HOME 2030" at www.ychhe.com.kh/our-home-2030