

bulhorn

CEMBRIT DESIGN COMPETITION
HELSINKI 2012

URBAN TRANSIT



Content



CEMBRIT DESIGN COMPETITION

HELSINKI 2012

0. Why Bullhorn

- Strategic targets
- Outcome
- Process

1. During Bullhorn

- Cembrit Campaign
- Local press
- Partner campaigns

2. After the competition

- Local press

3. Evaluation of the competition

- Questionnaire among participants
- Marketing family interviews



Why do we do it?



CEMBRIT DESIGN COMPETITION

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Because Cembrit wants to:

- Build 2nd to none relationship with architects
- Promote Cembrit as the courageous player that fights for architectural diversity.
- Provide inspiration for people who want outstanding life settings
- Drive market-back product innovation
- Gain knowledge (an out-side-in perspective on Cembrit)
- Position fibre cement as an attractive material in general and as for transit areas in specific

What is Bullhorn?



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An international design competition that celebrates designs creating outstanding life settings with fibre cement. The concept is to address a *global* problem through a *local* case.

Global responsibility

- Stations and transit hubs are important both functionally and as identity-building elements in urban environments. The city dwellers spent a significant part of their day connected to various transit hubs. These areas are often worn out and unappealing non-places.

Local case

- Develop concept designs with innovative use of fibre-cement that can transform one of Helsinki's biggest suburban transit areas, Malmi Station, into an outstanding and experimental landmark that will improve the quality of life for thousands of urban commuters each day.

What is Bullhorn?



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Why the name "Bullhorn"?

The bullhorn is both the horn of the Cimbrian bull and a megaphone, combining the bull's solidity, strength and courage with the megaphone's leadership and attention grabbing characteristics. The bullhorn is the tip of the bull – made for breakthroughs.

Prizes & Publicity

Monetary prizes

- 1st prize 10.000 eur
- 2nd prize 7.500 eur
- 3rd prize 5.000 eur
- + Audience Award

Publicity

- The awarded entries will be exhibited during World Design Capital Helsinki 2012 and subsequently as part of a European traveling exhibition..
- The awarded entries can be offered to further develop their visions for fibre cement in co-operation with Cembrit
- Awardees will receive international recognition through Cembrit and partner networks.

Who can participate?

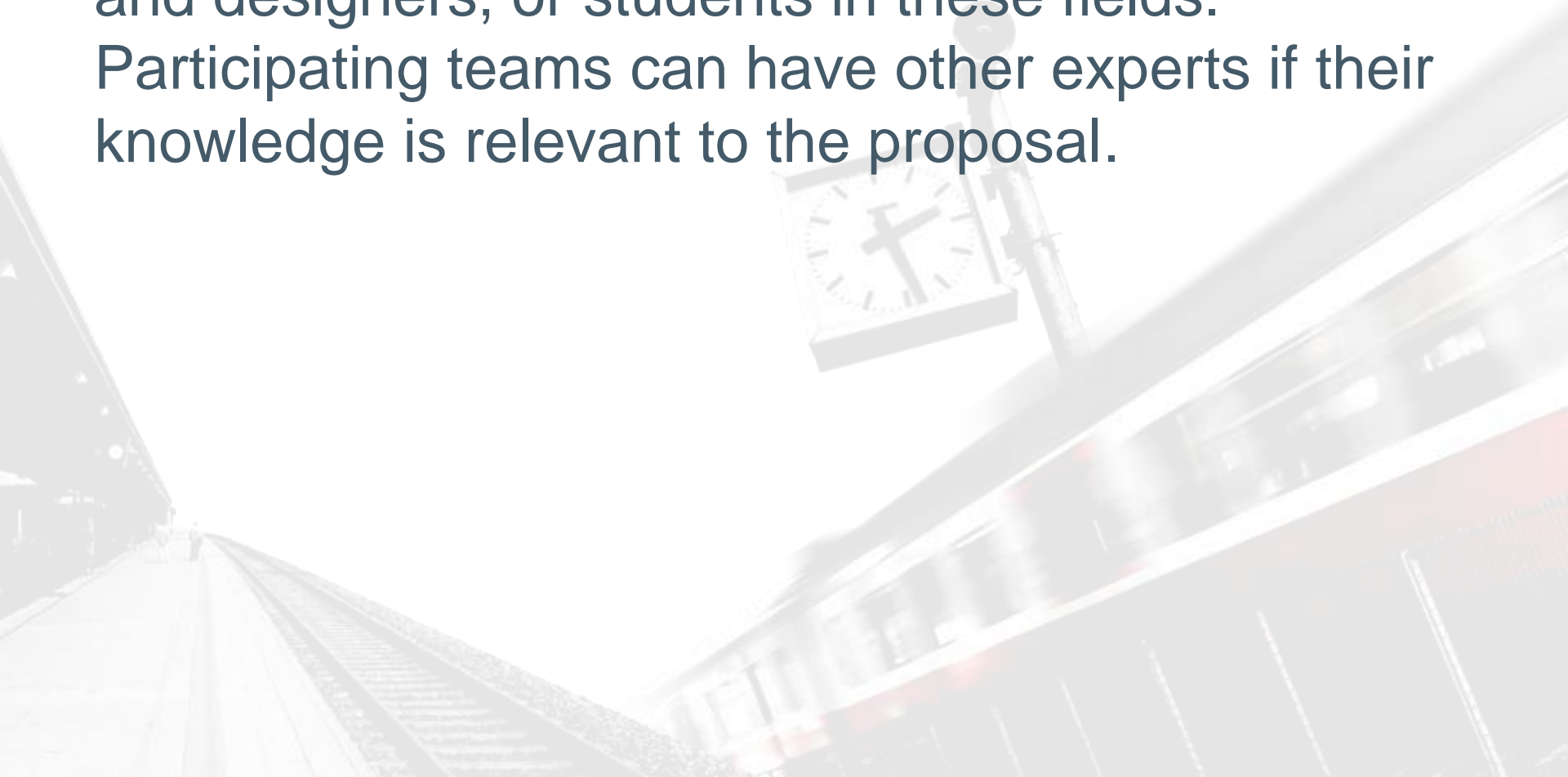


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The competition is aimed at professional architects and designers, or students in these fields.

Participating teams can have other experts if their knowledge is relevant to the proposal.



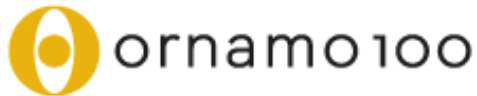
Partners



CEMBRIT DESIGN COMPETITION
HELSINKI 2012

SAFA

pentagon design*



Bullhorn – Cembrit Design Competition is part of the official program of World Design Capital Helsinki 2012.

Finnish Association of Architects (SAFA) and Finnish Association of Designers (ORNAMO) has been involved in writing the competition program ensuring that it is according to best international practice.

Helsinki City Planning Department acts as enthusiastic case provider that brings the abstract problem of urban transit areas into context.

pentagon design is an innovative soul mate of Cembrit and has taken an active part in developing the concept "Bullhorn – Cembrit Design Competition" from the very beginning.

Jury

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- Esa Ruskeepää, Architect, Heikkinen-Komonen Architects (FI)
- Jari Paukkonen, Managing Director, Cembrit (FI)
- Arni Aromaa, MA/IDBM, CEO Pentagon Design Oy (FI)
- Thomas Carstens, Architect MAA, Arkitema Partner (DK)
- Ulla-Kirsti Junntila, Urban Designer, Senior Adviser, Sito Oy (FI)
- Elias Rainio, Architect, Helsinki City Planning Department (FI)
- Monica Förster, Designer, Monica Förster Design Studio (SE)

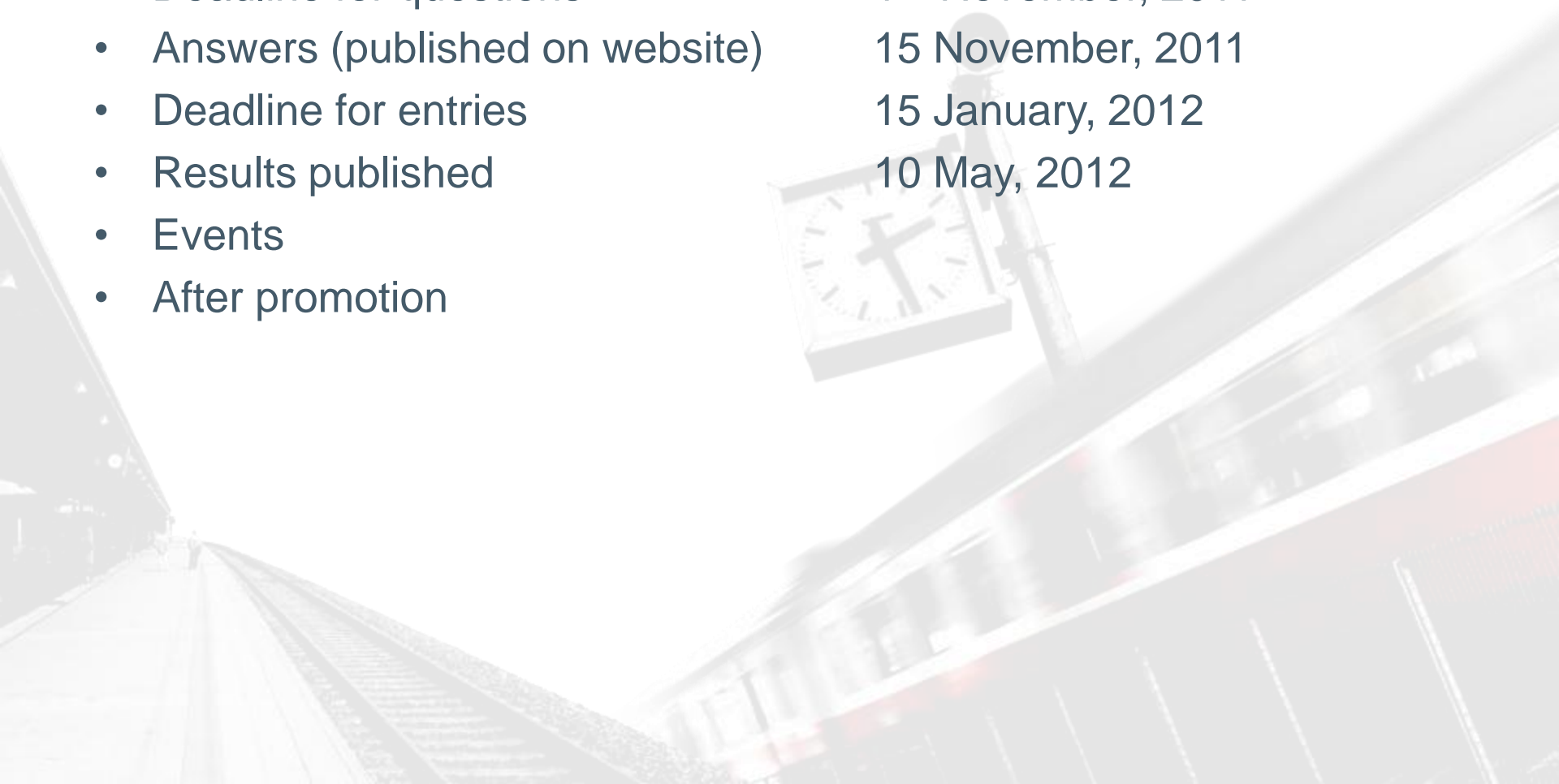
Timeline



CEMBRIT DESIGN COMPETITION

HELSINKI 2012

- Competition launch 3rd October, 2011
- Deadline for questions 1st November, 2011
- Answers (published on website) 15 November, 2011
- Deadline for entries 15 January, 2012
- Results published 10 May, 2012
- Events
- After promotion



International participation

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CEMBRIT DESIGN COMPETITION

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Albania Armenia **Australia** Austria
Bulgaria Croatia Czech Republic
Denmark Estonia Finland France
Germany Greece Hungary **India**
Indonesia Ireland Italy **Japan**
Lithuania **Malaysia** **Mexico** Poland
Portugal Russia Slovakia South
Korea Spain Sweden The
Netherlands Turkey UK Ukraine **USA**

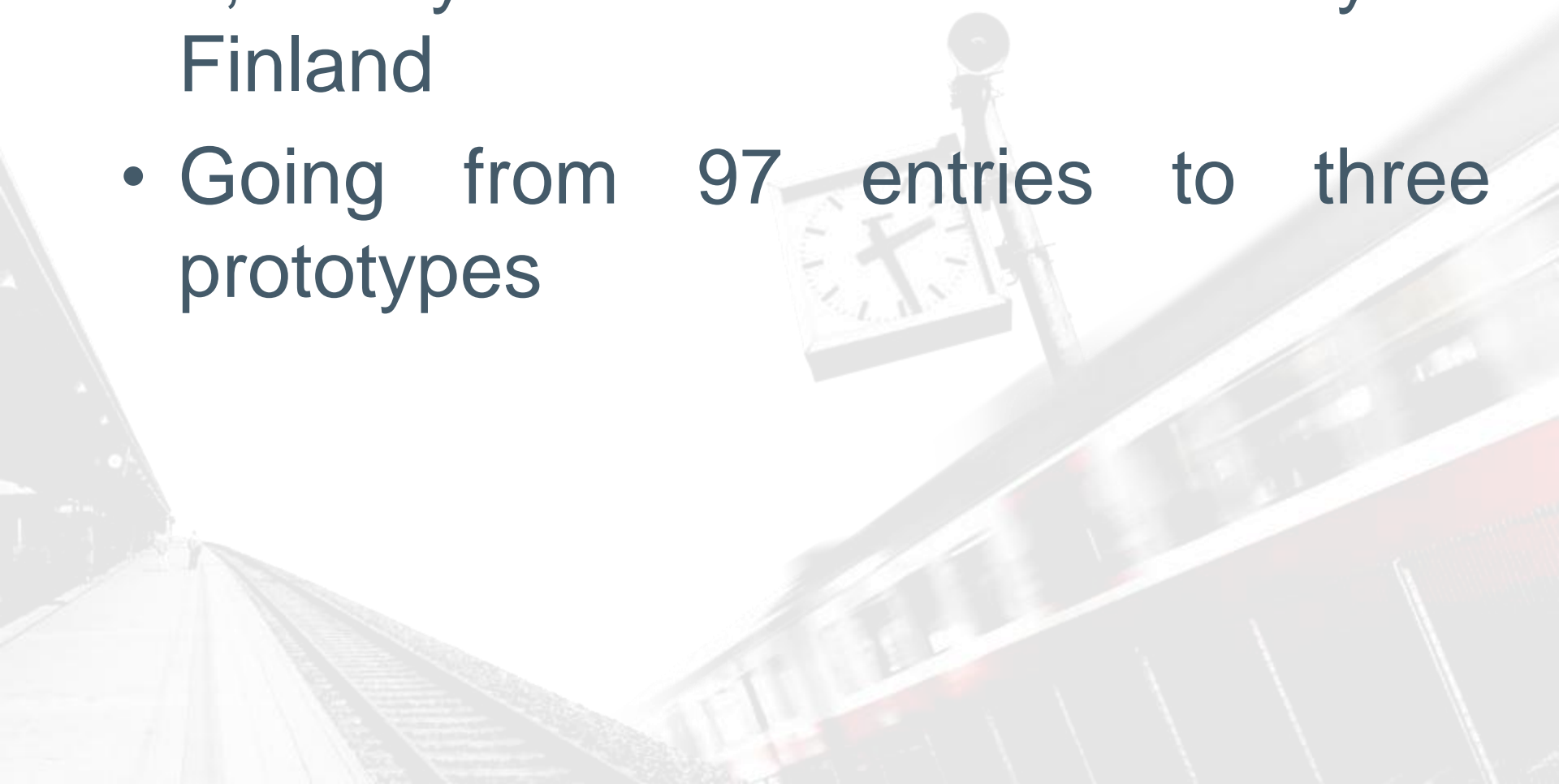
1. Jury session

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CEMBRIT DESIGN COMPETITION

HELSINKI 2012

- 1,5 day at the Cembrit factory in Finland
- Going from 97 entries to three prototypes





LIGHTWAVE

LIGHTWAVE

Lightwave
CAMPUS DESIGN CONSULTING

RENDERINGS

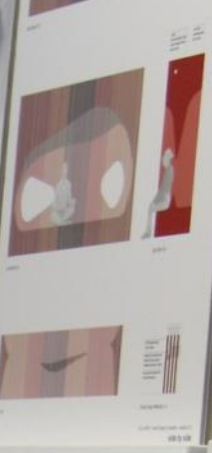
Lightwave
Campus Design Consulting
1000 University Avenue
Berkeley, CA 94720
415.848.1234
www.lightwavecd.com













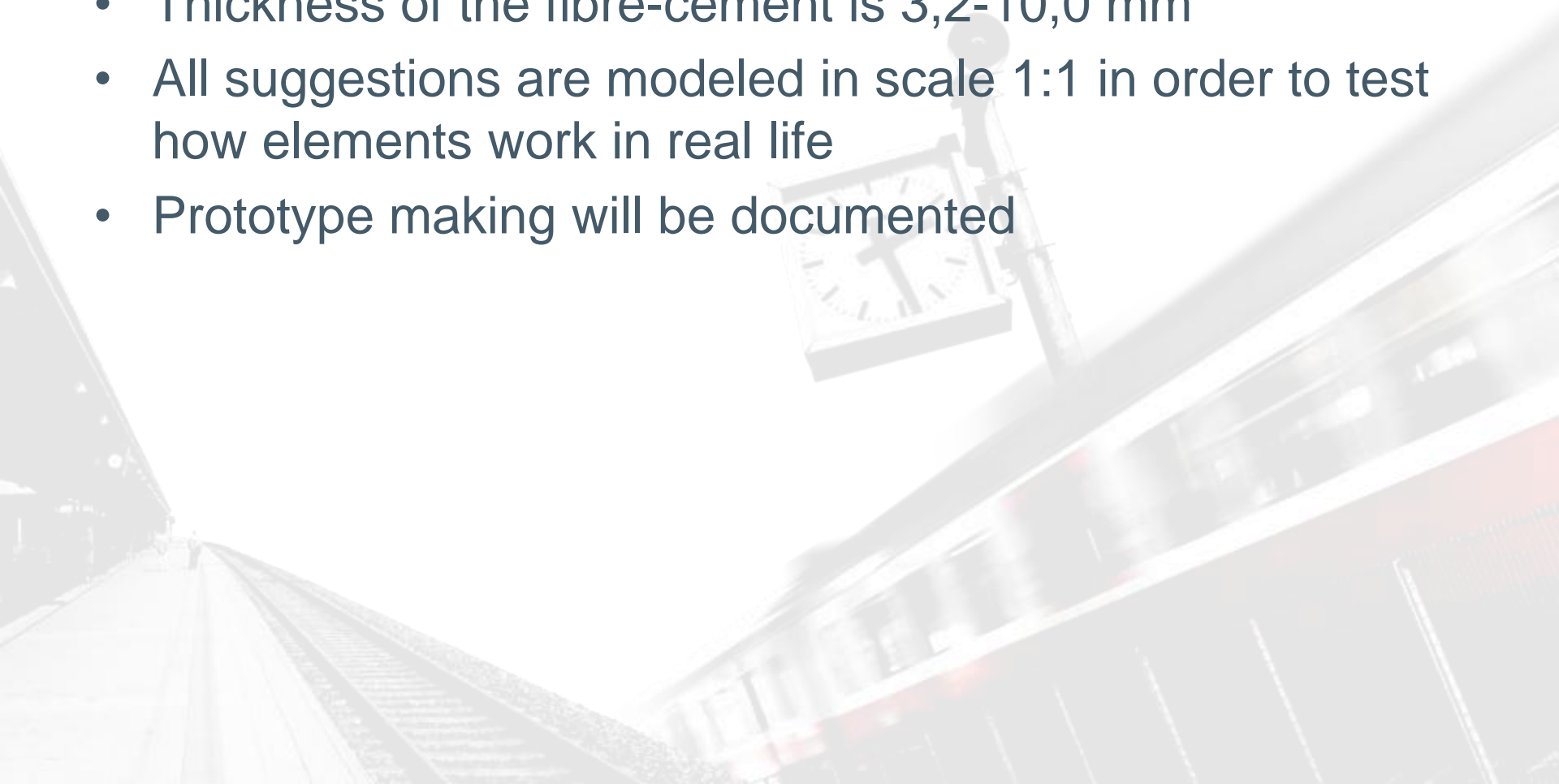
Prototype material and scale

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- Material of prototypes is white fibre-cement
- Thickness of the fibre-cement is 3,2-10,0 mm
- All suggestions are modeled in scale 1:1 in order to test how elements work in real life
- Prototype making will be documented



Malmiwaffles



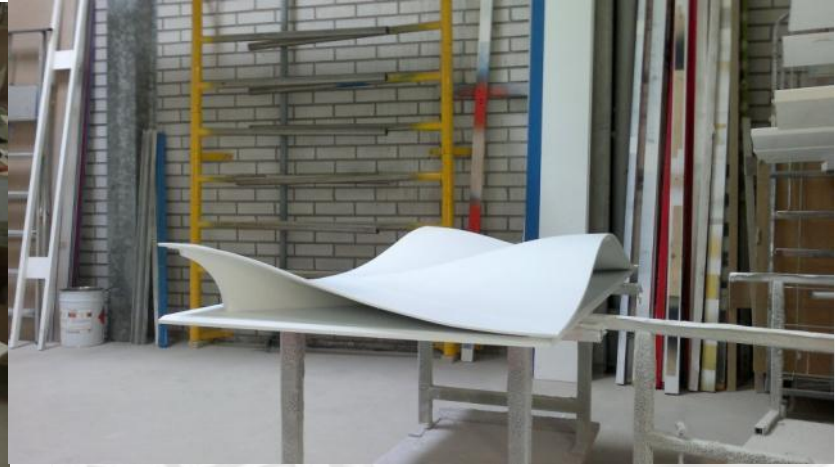
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HELSINKI 2012



Papilio

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MDSUPR

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2. Jury session

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- Deciding the winner based on the three prototypes.



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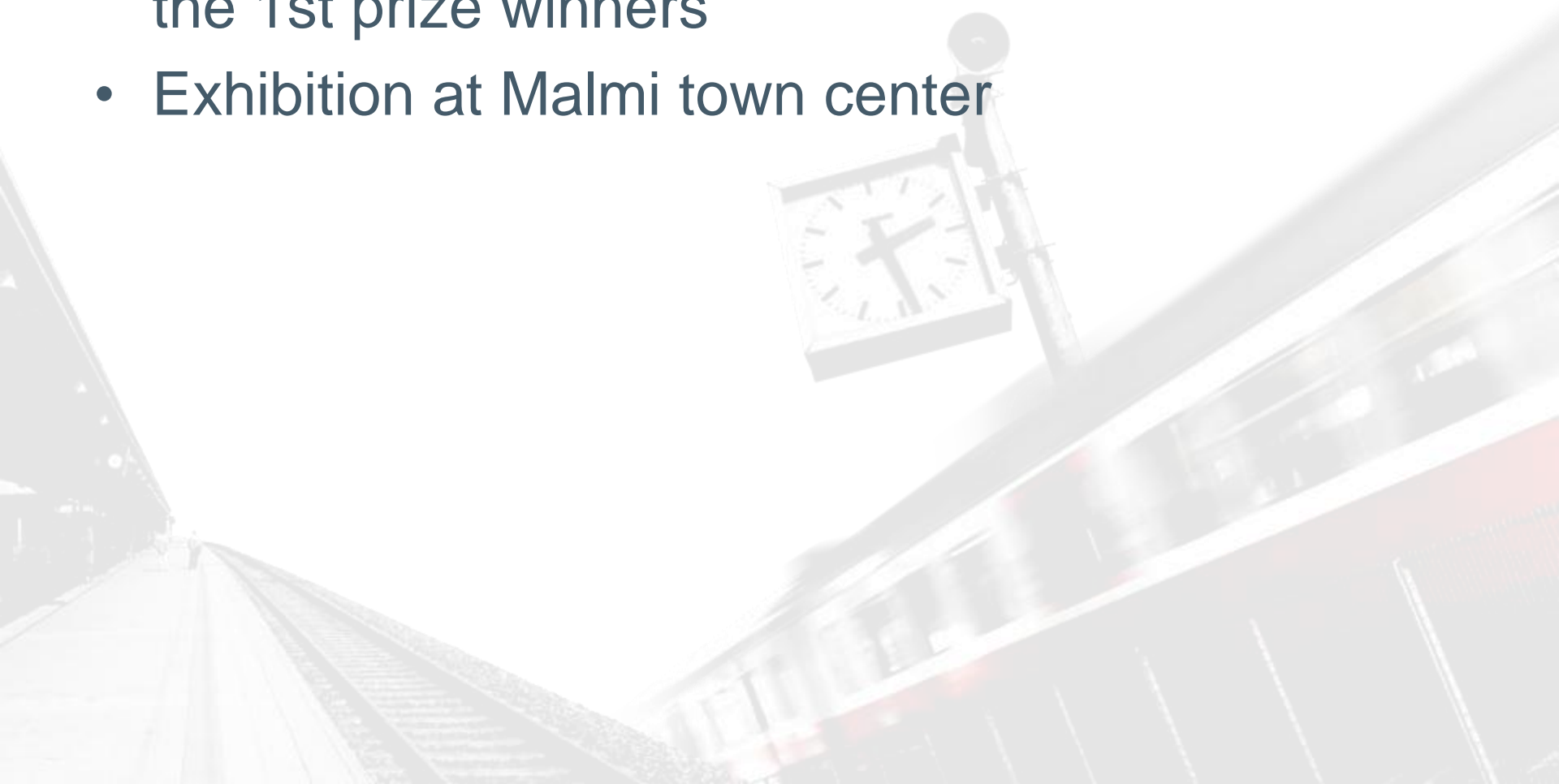
Winner ceremony

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- Celebrating the three winners and announcing the 1st prize winners
- Exhibition at Malmi town center



Winner ceremony

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HELSINKI 2012



Winner ceremony

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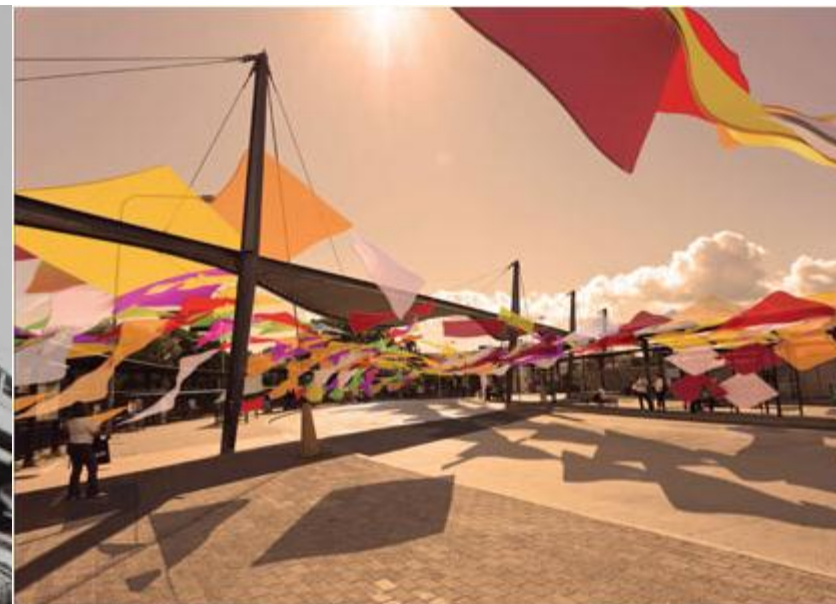


Winner Papilio (S)

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Audience Awards

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- The 12 shortlisted entries was used as a launch of our facebook page
- Audience should choose their favorite via facebook voting



facebook Søg efter personer, steder og ting Hardkåre

Du slår op, kommenterer og synes godt om på vegne af Hardkåre Berentz-Nicolaisen — Skift til Cembrit

Cembrit Audience Award 2012 Synes godt om

Bullhorn – Cembrit Design Competition with the sole purpose of improving the quality of life for thousands of urban commuters.

Which ideas do you find the most inspiring?
The official jury found their top three. Now we leave it to you and your peers to choose. Vote for the shortlisted entries that you find most courageous, inspiring or simply outstanding. The winning entry will be rewarded with a MacBook Pro and by voting you will get the chance to win an iPad.

Vote to win an iPad

Project: MORKR
Name: Michal Kratky
Country: Slovakia Republic
View entry: http://cembr.it/_Morkr_
13 Votes
Share

Audience Award Winner Team Ang (US)

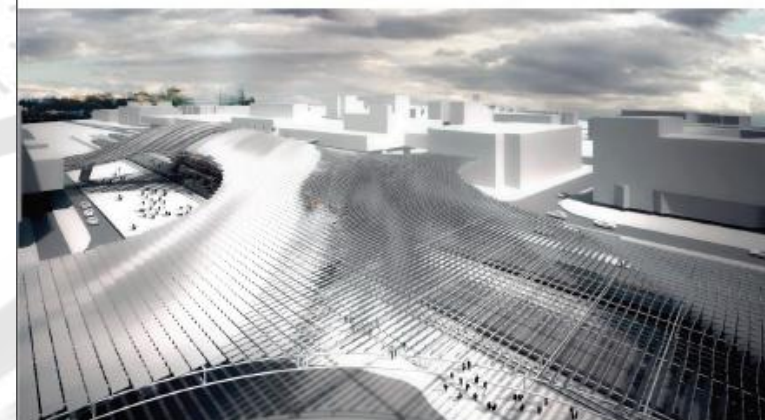
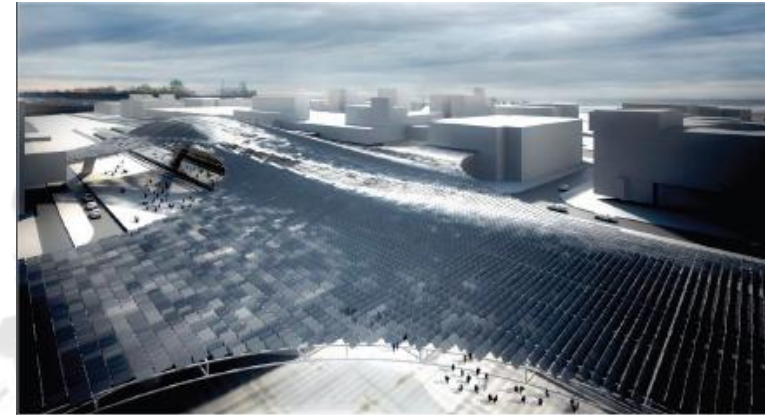
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 **Cembrit**
5. april

With help from our American partner [Cladding Corp](#), we had the pleasure of handing over the prize to the winners of Bullhorn Cembrit Design Competition - Audience Award, Team Ang, represented by team member Daekwon Park in Boston, US. Thank...[See more](#)



The process in numbers



CEMBRIT DESIGN COMPETITION
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1	Winner
1	Audience Award Winner
3	Exhibition venues
3	Entries prototyped
15	Entries shortlisted
97	Entries submitted
1000	Facebook Likes
2000	E-mail permission
2300	Downloads of brief
500000	Unique visits to www
???????	Hours of engagement

During Bulhorn

- From October 2011 until May 2012
From Launch Till Winners Were
Selected

- Cembrit Campaign:

- Competition website
- Competition brief
- Print Ads
- Email banners
- Press release
- Website
- Local & International newsletter
- Sales presentations
- Promotion through export partners (mainly USA)

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CEMBRIT DESIGN COMPETITION

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Competition Brief

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CEMBRIT DESIGN COMPETITION

HELSINKI 2012



- 43 pages
- Case description
- Focus areas
- Evaluation criteria
- About fibre cement

Cembrit Campaign

- Bullhorn.cembrit.com
 - 2300 downloads of Competition Brief

The screenshot shows a web browser window displaying the Bullhorn website. The browser's address bar shows the URL 'http://www.bullhorn.cembrit.com'. The website header features the Bullhorn logo in red and the text 'CEMBRIT DESIGN COMPETITION HELSINKI 2012'. Below the header is a navigation menu with links for HOME, PARTICIPATE, CASE DESCRIPTION, REWARDS, JURY, PARTNERS, ABOUT BULLHORN, and NEWS. The main content area is divided into two columns. The left column contains a section titled 'GLOBAL RESPONSIBILITY' with a paragraph about the importance of stations and transit hubs. Below this is a section titled 'LOCAL CASE' with a paragraph about the Malmi Station project. The right column contains a 'REQUEST COMPETITION BRIEF' form with fields for Name, Profession, Company, Country, and Email. There is also a checkbox for 'Keep me updated about the competition' and a 'REQUEST COMPETITION BRIEF' button. Social media sharing icons for Like, Tweet, and RSS are visible next to the form.

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CEMBRIT DESIGN COMPETITION
HELSINKI 2012

CALL FOR ENTRIES!
Request the competition brief to learn more

HOME | PARTICIPATE | CASE DESCRIPTION | REWARDS | JURY | PARTNERS | ABOUT BULLHORN | NEWS

GLOBAL RESPONSIBILITY
Stations and transit hubs are important both functionally and as identity-building elements in urban environments. The city dwellers spent a significant part of their day connected to various transit hubs. These areas are often worn out and unappealing non-places.

LOCAL CASE
Develop concept designs with innovative use of fibre-cement that can transform one of Helsinki's biggest suburban transit areas, Malmi Station, into an outstanding and experimental landmark that will improve the quality of life for thousands of urban commuters each day.

REQUEST COMPETITION BRIEF

Name:
Profession:
Company:
Country:
Email:

Keep me updated about the competition

REQUEST COMPETITION BRIEF

Cembrit Campaign

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Awareness on own platforms, News and banners

[Forside](#) | [Tilmeld nyhedsbrev](#) | [Download/Bestil informationsmateriale](#) | [Sitemap](#) | [Kontakt](#) | [English](#)



[Produkt inspiration](#) | [Produkter](#) | [Medarbejdere](#) | [Her køber du](#) | [Værd at vide](#) | [Skifttag](#)

Vedligeholdelsesfri fibercement til tag & facade

- Privatkunde
- Håndværker
- Arkitekter
- Forhandler

Bestil prøver
og brochurer

[Gå til bestilling](#)

ÅBEN IDEKONKURRENCE!

Vind €10.000 og få
international anerkendelse

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CEMBRIT DESIGN COMPETITION
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[LÆS MERE HER](#)



Aktuelt [Gå til arkiv](#)

Cembrit håndplukket til byggeprojekt

Nybyggeri i Nuuk på
Grønland ser i disse år stor
vækst.

Cembrit inviterer til åben idekonkurrence

Vind 10.000 Euro og få
international anerkendelse

Cembrit uddanner byggematerialer

Tag- og facadeplader fra
Cembrit bliver nu endnu
mere intelligente

Cembrit Garanti

[Læs mere](#)



Besøg
[skifttag.dk](#)

Cembrit inviterer til åben idekonkurrence

ÅBEN IDEKONKURRENCE!

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CEMBRIT DESIGN COMPETITION
HELSINKI 2012



Vind 10.000 Euro og få international anerkendelse

Cembrit inviterer hermed arkitekter og designere til at deltage i "Bullhorn - Cembrit Design Competition". Dette er din chance for at vinde 1. præmien på 10.000 Euro og samtidig få international anerkendelse. Ydermere kan dit design eller din ide være med til at skabe fremtidens byggematerialer. Læs mere om konkurrencen (på engelsk) på [cembrit.com/bullhorn](#).

Få en plads på den internationale arena

Konkurrencen er en del af det officielle program for "World Design Capital, Verdens Design Hovedstad, 2012 Helsinki. Udover pengepræmien vil vinderne kunne drage fordel af det internationale rampelys, der er på Helsinki under WDC 2012. Vinderne bliver endvidere inviteret til en ceremoni i Helsinki, hvor de har mulighed for at deltage i de mange aktiviteter, der er i forbindelse med WDC 2012.

Det globale tema: Urbane Transit Områder

Kongstanke med "Bullhorn - Cembrit Design Competition" er at tiltrække opmærksomhed

Facadebeklædning

• Se vores produkter



Indervægsbeklædning

• Se vores produkter



Tagbeklædning

• Se vores produkter



Cembrit sender dig og din familie
de bedste ønsker om en
glædelig jul og et godt
og lykkeligt nytår

Cembrit

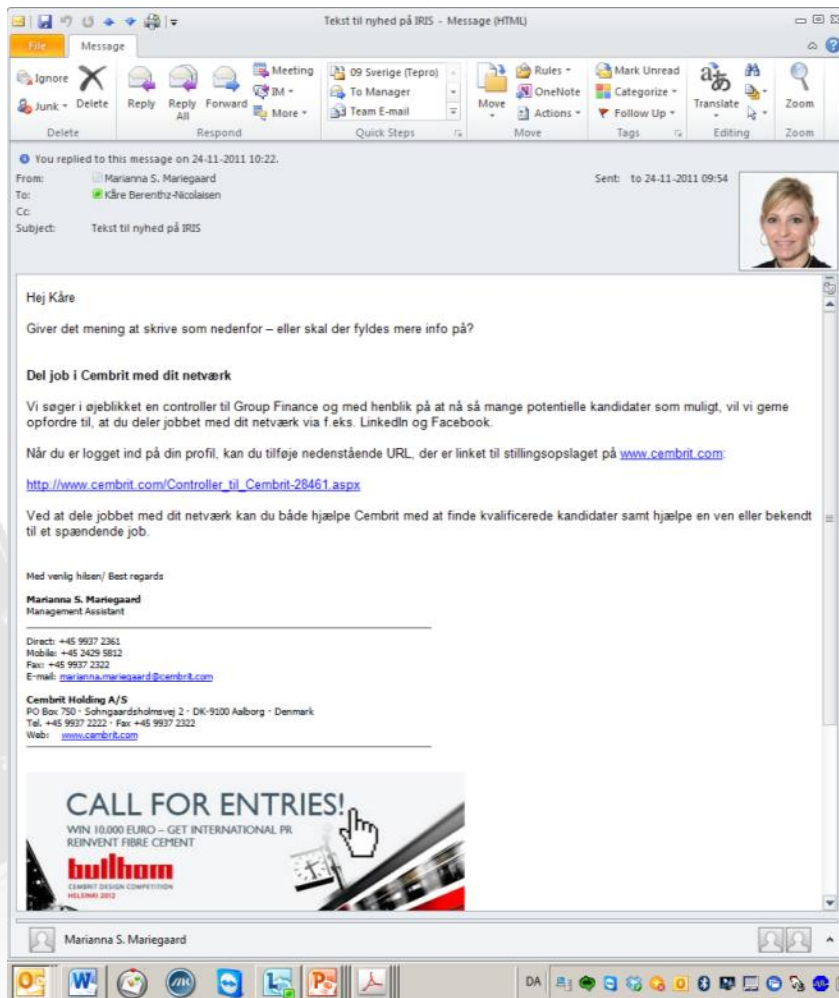
Cembrit Campaign

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CEMBRIT DESIGN COMPETITION

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- Email banners



Competition Newsletters

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CEMBRIT DESIGN COMPETITION

HELSINKI 2012

No	Recipients	Opens	Clicks
1	925	531	192
2	1542	740	270
3	1923	1126	593
4	1924	901	218
5	1912	1065	481
6	1908	829	350
7	1903	762	290

Global responsibility | Find the answers

Is this email not displaying correctly?
[View it in your browser.](#)



Dear << Test Full name >>

You can now find answers to all the questions posed. We highly appreciate the received questions and take them as a sign of great interest in the Bullhorn Cembrit Design Competition as well as curiosity for the possibilities of fibre cement. We look forward to seeing your curiosity unfold into courageous ideas of how to turn Malmi station into an outstanding transit area.

[Read more about Bullhorn...](#)



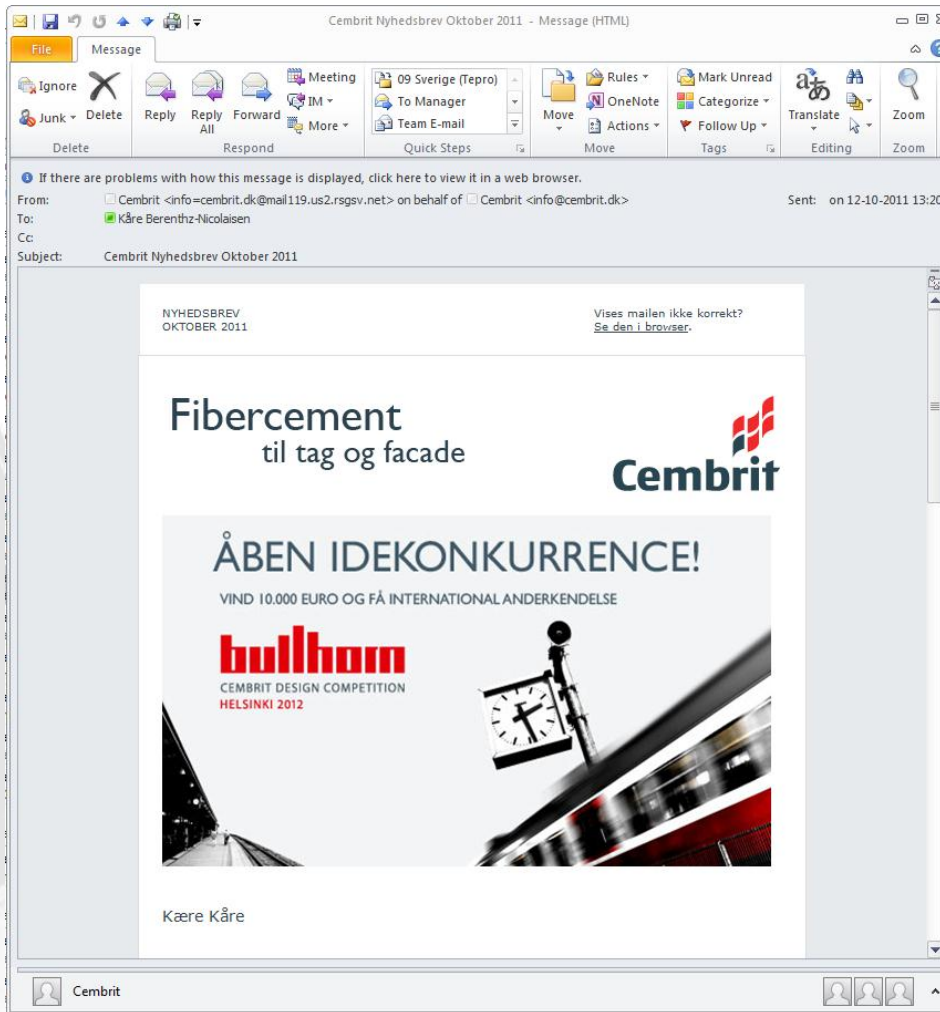
Cembrit campaign

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- Local newsletters



Local press



CEMBRIT DESIGN COMPETITION
HELSINKI 2012

FORM NORDISK ARKITEKTUR OCH DESIGN

HEM

OM FORM

AKTUELLT NUMMER

NYHETER

Arkiv

BLOGGAR

ARTIKLAR

HISTORISKA FORM

PRENUMERERA

ANNONSERA

KONTAKT

SVENSK FORM

◀ ALLA NYHETER



CEMBRIT DESIGN COMPETITION
HELSINKI 2012

2011-11-28

Bullhorn - Cembrit design competition

Danska fibercementtillverkaren Cembrit bjuder in formgivare och arkitekter från hela världen till en öppen tävling om att återuppfinna fibercement i urbana miljöer. Tävlingen, kallad Bullhorn, tar avstamp i Helsinki World Design Capital 2012.

Tävlingen går ut på att utveckla ett designkoncept med fibercement åt Malmis järnvägsstation, i Helsingforsförorten Malm.

Första pris är hela 10 000 euro samt resa till Helsingfors för att närvara vid vinnarceremonin och utställningen som följer.

Läs om tävlingen här

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The Bullhorn Competition, Cembrit Architecture Contest, Malmi Station Helsinki

The Bullhorn Design Competition : Cembrit Design Contest

The Bullhorn Architecture Competition - Malmi Station, Helsinki

14 Oct 2011

The Bullhorn Design Competition

Part of the World Design Capital Helsinki 2012 programme

"The Bullhorn" International design competition invites architects to improve the living environment of urban dwellers.

Cembrit, a company specialising in the manufacture of fibre cement based building materials, is organising an international architecture competition. The theme of the competition being transit areas. Cembrit invites architects and designers to create solutions that improve the environment around railway station areas. The case study is Malmi Station, which is one of the largest public transport transit hubs in Helsinki. A significant cash prize will be awarded to competition entries in which fibre cement is used creatively, enriching the urban environment. The aim of the competition is to act as a voice for a better built environment. The competition is part of the World Design Capital Helsinki 2012 programme.



Local press -UK

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CEMBRIT DESIGN COMPETITION
HELSINKI 2012



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Type your search

ASC

"The Bullhorn" International design competition invites architects to improve the living environment of urban dwellers

Cembrit

"The Bullhorn" International design competition invites architects to improve the living environment of urban dwellers

Published Date: 11 Oct 2011

Cembrit, a company specialising in the manufacture of fibre cement based building materials, is organising an international architecture competition.

The theme of the competition being urban transit areas. Cembrit invites architects and designers from around Europe to create solutions that improve the living environment around railway station areas. The case study is Meini Station, which is one of the largest public transport transit hubs in Helsinki. A significant cash prize will be awarded to the competition entries in which fibre cement is used creatively, enriching the urban environment. The aim of the competition is to act as a voice for a better built environment. The competition is part of the World Design Capital Helsinki 2012 programme.

The people living and working in cities spend increasing amounts of time at stations and transit areas, which are often generic, dull and unappealing. The objective of "The Bullhorn" International design competition is to create aesthetic and lively solutions which bring about functional improvements by utilising fibre-cement boards. Focus is on people's arrival at the station - by bus, train, car, bicycle or foot. Functionally new, aesthetic and high-quality competition proposals are sought which challenge standardised solutions.

The competition is organised jointly with Helsinki City Planning Office and their Suburban Project. One of the themes of the World Design Capital Helsinki 2012 is to find solutions to urban development challenges that have an impact on people's living environment as well as their well-being. The idea is well suited for Cembrit's objective of creating outstanding living environments.



20 October 2011 - Building Design - Services & Construction Products Index



[Ads by Google](#) [Flat Roof](#) [Wall Cladding](#) [Insulation UK](#) [Roof Tiles](#)

CEMBRIT - Part Of The World Design Capital Helsinki 2012 Programme



"The Bullhorn" International design competition invites architects to improve the living environment of urban dwellers.

Cembrit, a company specialising in the manufacture of fibre cement based building materials, is organising an international architecture competition. The theme of the competition being urban transit areas. Cembrit invites architects and designers from around Europe to create solutions that improve the living environment around railway station areas. The case study is Meini Station, which is one of the largest public transport transit hubs in Helsinki. A significant cash prize will be awarded to the competition entries in which fibre cement is used creatively, enriching the urban environment. The aim of the competition is to act as a voice for a better built environment. The competition is part of the World Design Capital Helsinki 2012 programme.

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CEMBRIT - Part Of The World Design Capital Helsinki 2012 Programme



"The Bullhorn" International design competition invites architects to improve the living environment of urban dwellers. Cembrit, a company specialising in the manufacture of fibre cement based building materials, is organising an international architecture competition. The theme of the competition being urban transit areas. Cembrit invites architects and designers from around Europe to create solutions that improve the living environment around railway station... [Read More](#)

[Cembrit Product Information](#)

e-mail [Cembrit](#)

Local press - UK



bdonline.co.uk

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Bullhorn: Cembrit Design Competition

19 October 2011



Stations and transit hubs are important both functionally and as identity-building environments. The city dwellers spent a significant part of their day connecting. These areas are often worn out and unappealing non-place

Local case

Develop concept designs with innovative use of fibre-cement that can transform one suburban transit areas, Malmi Station, into an outstanding and experimental landmark quality of life for thousands of urban commuters each day.

Download the competition brief at <http://www.cembrit.dk/bullhorn>

The competition is endorsed by Icsid and part of World Design Capital Helsinki 2012

Open to:

All

Submission deadline:

15/01/2012



FI-Helsinki 15.01.2012 Tender (ID 88457)

Bullhorn – Cembrit Design Competition: Urban Transit:

PROJECT DATA

Application deadline	15.01.2012
Procedure	Open contest
Eligible participants	Architects, Designers, Students of architecture
Type of building	Railway Stations, Railway installations, Transport
Type of service	Building design / Building planning
Language	English
Cash awards/Honorarium	22.500 EUR
Assignment	Architects and designers are invited to participate in an international design competition to reinvent the urban transit areas and the station area of Malmi where the competition proposals are to be implemented. Entrants are asked to think about the "Arrival" means: train, bus, car, bicycle and walking. The arrival has specific areas to be addressed. The emphasis should also address the challenge on a global scale. The emphasis should be placed on the overall quality of life for thousands of urban commuters each day. Participants will do so using fibre-cement. The organizers warmly invite ideas-level proposals to be submitted in the competition to be evaluated by a distinguished international jury.

ARCH-TIMES Architecture

HOME ABOUT

Bullhorn – Cembrit Design Competition

Courtesy of Cembrit Endorsed by Icsid and part of World Design Capital Helsinki 2012. Cembrit Design Competition challenges participants to design and develop Malmi Station suburban transit area into an outstanding and experimental landmark quality of life for thousands of urban commuters each day. Participants will do so using fibre-cement.



See more here
[Bullhorn – Cembrit Design Competition](#)



Courtesy of Cembrit

Endorsed by Icsid and part of World Design Capital Helsinki 2012. Cembrit Design Competition challenges participants to design and develop Malmi Station suburban transit area into an outstanding and experimental landmark quality of life for thousands of urban commuters each day. Participants will do so using fibre-cement.

Local press - FI

[Rakentaminen](#) | [Kiinteistöt](#) | [Talotekniikka](#) | [Infra](#)

Rakennuslehti

15.10.2012

Sähköpostiosoite

Muista minut tällä kon

[Unoh](#)

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CEMBRIT DESIGN COMPETITION
HELSINKI 2012

Etusivu

Uutiset

Rakentaminen

Talotekniikka

Kiinteistöt

Projektit

Talous

Infra

Rakennustuote

Energiatehokkuus

Pientalo

► Suunnittelu

Lehtiarkisto

Keskustelu

Näkökulma

Tapahtumakalenteri

Tietoa rakennusalasta

Linkit

Rakentajat verkossa

[« Takaisin](#)

[Tulosta sivu](#)

Malmin asemalle Helsingissä haetaan uusia ratkaisuja suunnittelukilpailulla

05.10.2011 11:42 [SUUNNITTELU](#)

Osana World Design Capital Helsinki 2012 -ohjelmaa järjestetään kansainvälinen suunnittelukilpailu, jonka teemana on parantaa urbaanien liikkujien elinympäristöä. Arkkitehdit ja muotoilijat ympäri Eurooppaa kutsutaan luomaan elinympäristöä parantavia ratkaisuja asemansuodulle. Suunnittelukohteena on Malmin asema, joka on yksi Helsingin suurimmista joukkoliikenteen keskuksista.

"The Bullhorn" -suunnittelukilpailun tavoitteena on luoda Malmin asemalle esteettisesti elävöittäviä ja toiminnallisesti parantavia ratkaisuja kuitusementtiä hyödyntäen. Painopiste on asemalle saapumisessa - joko bussilla, junalla, autolla, polkupyörällä tai kävellen. Siihen halutaan löytää toiminnallisesti uusia, esteettisesti korkeatasoisia kilpailuehdotuksia, jotka haastavat standardiratkaisut.

Helsingin kaupunki kehittää Malmin aluetta aktiivisena ja kilpailukykyisenä aluekeskuksena. Sen nykyisiä toimintoja ja asuinmahdollisuuksia vahvistetaan muun muassa Ormuspeltoon rakennettavalla uudella asuinalueella sekä tulevalla joukkoliikenteen poikittaisella runkolinjalla, Jokeri II:lla. Uusia hyviä ideoita edistetään yhteistyössä alueen asukkaiden, yritysten ja kaupungin viranomaisten kanssa.

"Liikennekeskusten uudistamisen haasteena on luoda houkuttelevia paikkoja samalla niin alueen asukkaille kuin matkustajille - huomioiden liikenteen aiheuttama melu ja muut häiriötekijät. Riittävä pysäköinti tulee järjestää aiheuttamatta ympäristöön laajoja passiivisia ja epäesteettisiä alueita. Julkisen liikenteen tilat ovat kovalla kulutuksella, mikä on huomioitava myös tilojen rakenteissa ja ylläpidossa", arkkitehti Elias Rainio Helsingin kaupunkisuunnitteluvirastosta toteaa.

Suunnittelukilpailun järjestävät Helsingin kaupunkisuunnitteluvirasto ja Lähiöprojekti yhdessä kuitusementtien tasolevyjen valmistukseen erikoistuneen Cembrit Oy:n kanssa.

"Rakennusmateriaalien valmistajana Cembitillä on vastuu tuottaa elementtejä tulevaisuuden rakennettuja ympäristöjä varten. Onnistuaksemme siinä tarvitsemme näkemyksiä ja visioita ihmisiltä, jotka hyödyntävät tuotteitamme työssään - kuten arkkitehteiltä ja muotoilijoilta". Cembitin konsernin toimitusjohtaja Jan Deding sanoo.

**Yhteistyö-
BLOGI**



Gimmo Huttunen:

Suunnittelijoiden

Local press - FI



CEMBRIT DESIGN COMPETITION

HELSINKI 2012



- Finnish public broadcasting company (Yleisradio) interviewed Elias from Helsinki City Planning Council about Cembrit Design Competition

Local press – RU Russian architecture portal

bullhorn
CEMBRIT DESIGN COMPETITION

РОССИЙСКАЯ АРХИТЕКТУРА

www.archi.ru

ПРЕССА

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BULLHORN-ХЕЛЬСИНКИ 2012 - МЕЖДУНАРОДНЫЙ КОНКУРС КОМПАНИИ CEMBRIT

конкурс | международный | открытый | современная архитектура

dead-line регистрации: 15.01.2012

dead-line подачи проектов: 15.01.2012

дата объявления результатов: 10.05.2012

страна: Финляндия

город: Хельсинки

открыт для: архитекторов, дизайнеров, студ

регистрационный взнос: нет

награда: 1-я премия - 10 000 евро, 2-я приза - 5 000 евро

жюри: Mr Esa Ruskeepää, Architect, Helsinki
Mr Jan Deding, CEO Cembrit (DK)
Mr Arni Aromaa, MA/IDBM, CEO Pentagon Design
Mr Thomas Carstens, Architect MAA
Ms Ulla-Kirsti Junttila, Urban Designer
Mr Elias Rainio, Architect, Helsinki
Ms Monica Förster, Designer, MAA

организатор: Компания Cembrit и Pentagon Design
градостроительства Хельсинки.

ссылки: официальный сайт конкурса

BULLHORN - Cembrit Idea Competition - Helsinki 2012

пресс-релиз:



www.archi.ru

НОВОСТИ

СПРАВОЧНИК

ИНОСТРАНЦЫ В РОССИИ

события

пресса

постройки

архитекторы

мастерские

← вернуться ↴

BULLHORN-ХЕЛЬСИНКИ 2012 - МЕЖДУНАРОДНЫЙ КОНКУРС КОМПАНИИ CEMBRIT

конкурс | международный | открытый | современная архитектура

дата: 15.01.2012

город: Хельсинки

организатор: Компания Cembrit и Pentagon Design совместно с департаментом градостроительства Хельсинки.

ссылки: официальный сайт конкурса

BULLHORN ‐ Cembrit Idea Competition ‐ Helsinki 2012

пресс-релиз:

Конкурс идей посвящен использованию фиброцемента для трансформации городской среды. Он проводится в рамках программы World Design Capital Helsinki 2012.

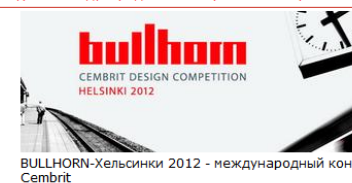
Задание конкурса посвящено железнодорожной станции Мальми и ее окрестностям, расположенным в одноименном районе Хельсинки.

Городские транспортные узлы часто производят неприятное впечатление, тем не менее, жители проводят там немалую часть времени. Участникам конкурса предлагается подумать над темой прибытия в Мальми. Это может быть функциональный (прибытие пассажира на пересадочную или конечную станцию путешествия), психологический (ориентация на месте и узнаваемость местности) или визуальный аспекты.

Как может использование фиброцемента улучшить качество среды?

Участники должны выбрать для своего проекта как минимум три из следующих тем:

- Прибытие на поезде
- Прибытие на автобусе
- Прибытие на автомобиле
- Прибытие на велосипеде
- Прибытие на пешеходе



Local press - RU

bullhorn

CEMBRIT DESIGN COMPETITION
HELSINKI 2012

архи
НОВОСТИ
новости архитектуры и дизайна

АРХИ КОНКУРС
ПРИСЫЛАЙТЕ ЗАЯВКИ НА УЧАСТИЕ!

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**Специальные условия
для дизайнеров
и архитекторов!**

Рубрика: [Анонсы](#)

Бабочки из фиброцемента – победители международного конкурса Bullhorn – Cembrit.

В 2011 году стартовал дизайн-конкурс Bullhorn – Cembrit, в котором приняли участие 97 проектов из 25 стран от Индии до Италии. Архитекторы и дизайнеры со всего мира имели возможность проявить свою фантазию и внести свой вклад в решение глобальных проблем на локальном примере. Глобальной темой этого года стали «городские транспортные узлы», а локальным примером – станция Мальми, один из крупнейших узлов общественного транспорта города Хельсинки. Призовой фонд конкурса составил 22 500 евро. **Первое место досталось шведам – Selime Osman и Ilyas Awadh за проект «Papilio».** Им же достался приз 10000 евро.



arhinovost...

Живые формы, большой потенциал применения, необычность – именно этим проект «Papilio» заинтересовал жюри. Вдохновение дизайнеры почерпнули, наблюдая за порханием бабочек.

Рубрики

3D

[Video Mapping](#)

[Video Дизайн](#)

[Архиконкурс 2009](#)

[Архиконкурс 2012](#)

[Архитектура](#)

[Бизнес-центры](#)

[Вокзалы и порты](#)

с: 01.11.2011
по: 15.01.2012
Хельсинки (Финляндия)
BULLHORN-Хельсинки 2012 -
международный конкурс компании
Cembrit

Изображения




Partner Campaigns

bulhorn

CEMBRIT DESIGN COMPETITION

HELSINKI 2012

Pentagon newsletter

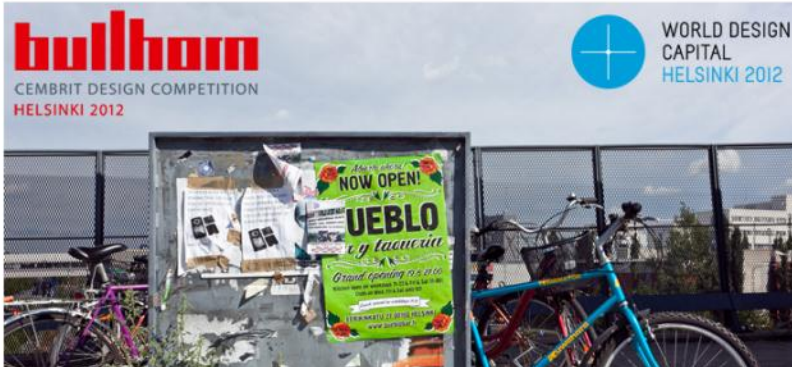
To:  Kåre Berentz-Nicolaisen
Cc:
Subject: Pentagon Design Newsletter 10/2011

Email not displaying correctly? [View it in your browser.](#)

pentagon design*
re inventing the everyday

Pentagon Design Newsletter 10/2011

Pentagon Design Newsletter - current launches, events and interesting design news. The next newsletter is out in November.



Partner Campaigns



CEMBRIT DESIGN COMPETITION
HELSINKI 2012

- Icsid Newsletter

The screenshot shows the Icsid website interface. At the top left is the Icsid IDA logo with the text "International Council of Societies of Industrial Design" and "A Partner of the International Design Alliance". Below this is the tagline "Design for a better world" and social media icons for Twitter and Facebook. A navigation menu includes "ABOUT | NEWS | EVENTS | FEATURES | PROJECTS | RESOURCES | MEMBERS | EDUCATION | MEDIA". A search bar labeled "SITE SEARCH" is in the top right. The main content area features a vertical orange bar on the left with the word "events" written vertically. Below this is a section for "ENDORSED EVENTS" and "PHOTO GALLERY". The main article is titled "THE BULLHORN INTERNATIONAL DESIGN COMPETITION" and includes a large image of a train at a station with a clock tower. The text describes the competition organized by Cembrit, aimed at improving the urban transit environment around railway stations in Helsinki. A "Key dates" section lists: "1 November 2011 Deadline for questions", "15 November 2011 Answers (published on website)", "15 January 2012 Deadline for entries", and "10 May 2012 Results published". At the bottom right, there is a smaller version of the Bullhorn logo and the text "Official website".

icsid
IDA
International Council
of Societies of Industrial Design
A Partner of the International
Design Alliance
Design for a better world

ABOUT | NEWS | **EVENTS** | FEATURES | PROJECTS | RESOURCES | MEMBERS | EDUCATION | MEDIA

CALENDAR
ENDORSED EVENTS
PHOTO GALLERY

events

bullhorn
CEMBRIT DESIGN COMPETITION
HELSINKI 2012

18 October - 15 January 2012

THE BULLHORN INTERNATIONAL DESIGN COMPETITION

Cembrit, a company specialising in the manufacture of fibre cement based building materials, is organising an international architecture competition. The theme of the competition being urban transit areas. Cembrit invites architects and designers from around Europe to create solutions that improve the living environment around railway station areas. The case study is Malmi Station, which is one of the largest public transport transit hubs in Helsinki. The aim of the competition is to act as a voice for a better built environment. The competition is part of the **World Design Capital Helsinki 2012 programme.**

Key dates

- 1 November 2011**
Deadline for questions
- 15 November 2011**
Answers (published on website)
- 15 January 2012**
Deadline for entries
- 10 May 2012**
Results published

Official website

Partner Campaigns



CEMBRIT DESIGN COMPETITION
HELSINKI 2012

- WDC Helsinki 2012

▼ Browse by theme

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HELSINKI 2012

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NEWS - HELSINKI, URBAN PLANNING, COMPETITION

MALMI RAILWAY STATION TO BE DEVELOPED AS A RESULT OF A DESIGN COMPETITION

CEMBRIT DESIGN COMPETITION
HELSINKI 2012

The Bullhorn design competition is targeting the development of the area around Malmi Railway Station. The competition focuses on the use of fibre-cement in an urban environment.

Malmi Station is one of Helsinki's busiest suburban transit stations and, by developing it, we can improve the daily lives of thousands of commuters. The station is surrounded by commercial companies and an extensive residential area, and to its east lies the hub of bus transportation for northern Helsinki. People living and working in the towns are spending an

Partner campaigns

bulhorn

CEMBRIT DESIGN COMPETITION

HELSINKI 2012

- Finnish architect association

SAFA | SUOMEN ARKKITEHTILIITTO | FINLANDS ARKITEKTERFÖRBAND

SAFA

AJANKOHTAISTA

JÄSENYYS

KILPAILU

BULLHORN Cembrit Design Competition – Helsinki 2012

▶ Information in English:

Kuitusementtisiin tasolevyihin erikoistunut Cembrit Oy järjestää kansainvälisen suunnittelukilpailun, jonka teemana on urbaani liikkuminen. Arkkitehdit ja muotoilijat ympäri Eurooppaa kutsutaan luomaan elinympäristöä parantavia ratkaisuja asemanseduille. Suunnittelukohteena on Malmin asema, yksi Helsingin suurimmista joukkoliikenteen keskuksista.

SAFAn nimeämä tuomariston asiantuntija: **Esa Ruskeepää**, arkkitehti SAFAn.

▼ **Lehdistötiedote 3.10.2011**
DOC 36Kt

▶ www.cembrit.com

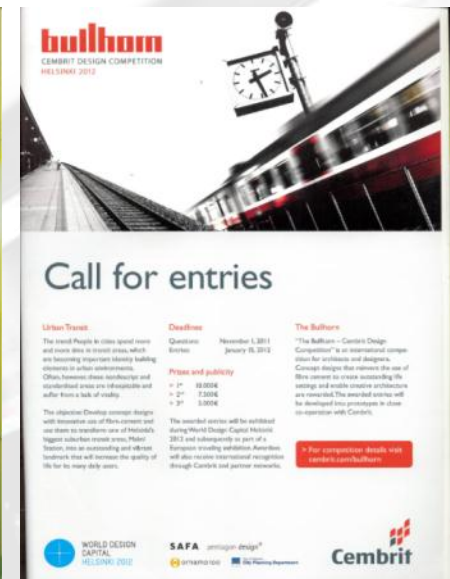


International magazines

bulhorn

CEMBRIT DESIGN COMPETITION
HELSINKI 2012

- MARK – OCT/NOV + WEBSITE + NEWSLETTER
- A10 – NOV/DEC

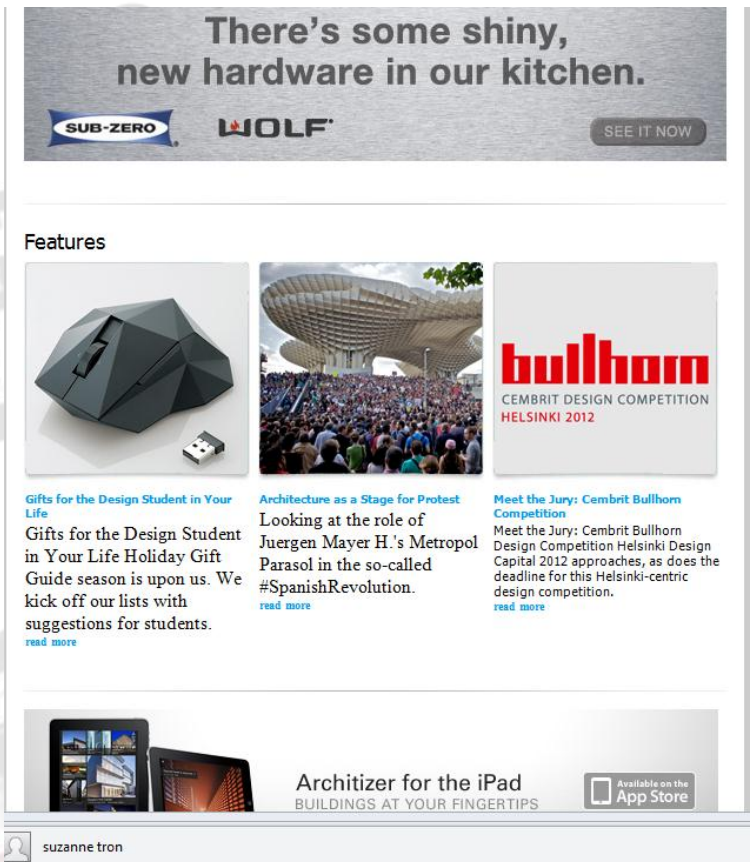
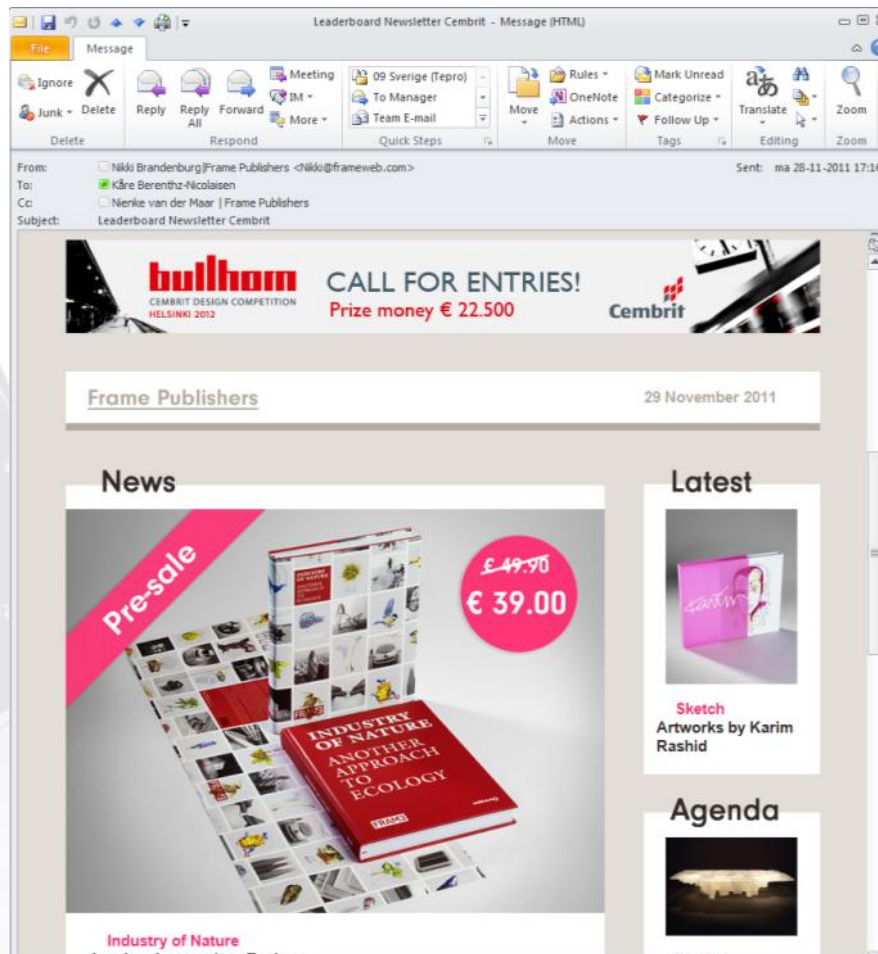


International newsletters

bulhorn

CEMBRIT DESIGN COMPETITION
HELSINKI 2012

- Banner ads in Frame + Architizer



International portals



CEMBRIT DESIGN COMPETITION
HELSINKI 2012



✓ Synes godt om Hardkåre Berentz-Nicolaisen, Alex dette.

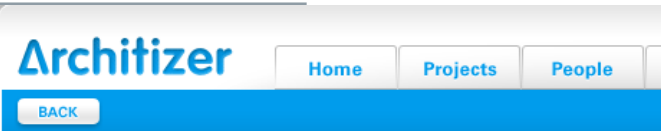
Bullhorn – Cembrit Design Competition
by Alison Furuto — Filed under: Competitions, mini, Finland, Helsinki

Bookmark Share 3 Tweet



Courtesy of Cembit

Endorsed by Icsid and part of World Design Capital 2012



Competitions on Architizer

Bullhorn - Cembrit Design Competition ✓ Synes godt om 12

Deadline 15. PRIZE MONEY € 22.5

WORLD DESIGN CAPITAL HELSINKI 2012

Prize: €10,000 for First Place
Eligibility: Open to All

The Harlem Edge Design / Cultivating Connections Competition

The Harlem Edge Design / Cultivating Connections Competition

Call for Entries
Deadline Jan 16, 2012

Prize: \$5K 1st, \$2.5K 2nd, \$1K 3rd, \$1K Student
Eligibility: Young Professionals and Design Students

VIEW COMPETITION



Deadlines
return to list

34 Days to Register **Bullhorn - Cembrit Design Competition Helsinki 2012**
34 Days to Submit **World Design Capital Helsinki 2012**

Category	International	Description	ARRIVAL TO MALMI TRANSIT AREA SOLUTIONS UTILIZING FIBRE CEMENT
Type	Open		
Registration Deadline	01/15/2012		
Submission Deadline	01/15/2012		
Open To	Professionals and students in the design professions		
Entry Fee	None		
Awards	EURO 22,500 Total plus 3 finalists have prototypes built		
Jury	Esa Ruskeepaa, Jan Deding, Arni Aromaa, Thomas Carstens, Ulla-Kirsti Junttila, Elias Rainio and Monica Förster		
Web Site	Competition Web Site		

The organizers invite participants to think about transit areas and the challenges they provide. The Malmi station area in Helsinki has been selected to represent transit areas as the context for generating ideas. The station areas and their surroundings are a mixture of different residential, commercial and public uses. The entries should create something unique and experiential that addresses the problems of urban transit areas. The competition entry should be a concept level idea that is applied to predefined areas within the Malmi station area and its immediate surroundings.

APPLICATION AREAS
Participants should think about the arrival to Malmi as a functional (transit and commuting), mental (orientation and identity of the area) and visual experience. How could fibre cement be used to improve the quality of the environment? The concept level idea should be explained on a general level and the applications should provide an example of the flexibility of the concept. The entrants should select at least three of the following application areas to

Social aspects



World Design Capital 2012 Helsinki

An international competition for creative architects to solve issues around a busy transport hub in Helsinki. Read more:

Se oversættelse



Malmi Railway Station to be developed as a result of a design competition | World Design Capital Helsinki 2012

The Bullhorn design competition is targeting the development of the area around Malmi Railway Station. The competition focuses on the use of fibre-cement in an urban environment.

Synes ikke godt om længere · Tilføj kommentar · Del · 12. oktober kl. 13:27 ·

Du og 12 andre synes godt om dette.

Delt 1 gang

Skriv en kommentar...



Architizer

Finland has one of the world's most comprehensive transportation grid. A new competition from fiber cement producer Cembrit is offering €10,000 for a design to further update the functionality and aesthetics of a major Helsinki commuter rail hub.

Se oversættelse



A Competition to Redesign Helsinki's Busiest Commuter Rail Station

www.architizer.com

Scandinavian capital cities pioneered mass transit-served suburban planning in the post-War years. Copenhagen, for example, was famous for its "five finger" plan, which wove together an expansive number of suburban areas with amazing efficiency. These days, as suburban development slows to a halt ...

Synes godt om · Tilføj kommentar · Del · 14. november kl. 18:45 ·

97 personer synes godt om dette.

Delt 16 gange



Constantin Dudu

14. november kl. 19:39 · Synes godt om



James Elliott Lol €10,000!? tight wads. Offer some real money if you want a good design!

15. november kl. 03:09 · Synes godt om



Monster Ali Its not so bad. You get bragging rights!

15. november kl. 07:08 · Synes godt om

bullhorn CEMBRIT-DESIGN-COMPETITION HELSINKI 2012



sebastianjansso Sebastian Jansson

A Competition to Redesign Helsinki's Busiest Commuter Rail Station architizer.com/en_us/blog/dyn...

14 Nov



... of fibre cement.

Cembit

HOME PARTICIPATE CASE DESCRIPTION REWARDS JURY PARTNERS ABOUT BULLHORN NEWS

GLOBAL RESPONSIBILITY

REQUEST COMPETITION BRIEF

Like 127 Tweet



bullhorn

CEMBRIT DESIGN COMPETITION

HELSINKI 2012

After Bullhorn

- From May 2012 - Now

After Winners Have Been Selected

Exhibitions



CEMBRIT DESIGN COMPETITION

HELSINKI 2012

- 10.5.-8.6.2012
Malmihouse, Malmitalo Cultural Centre
Ala-Malmin tori 1, Malmi
www.malmitalo.fi
- 12.6.-4.8.2012
Helsinki City Planning Department's information and exhibition
space Laituri
Narinkkatori, Kamppi
www.laituri.hel.fi
- 26.10.2012 - 25.11.2012
Form/ Design Center
Malmö (SE)
<http://www.formdesigncenter.com/>

Local Press - FI



Malmi-lehti.net 10.5.2012 (front page)



VOITTO "PAPILIO" -EHDOTUKSELLE

Thursday, May 10, 2012

Kansainvälinen Bullhorn-suunnittelukilpailu keräsi lähes sata ehdotusta Malmin asemanseudun kehittämiseksi Capital Helsinki 2012 -ohjelmaa järjestettävän kilpailun voiton vei ruotsalainen arkkitehtikaksikko ehdotukse "Malmiwaffles" ja kolmanneksi sijoittui venäläisarkkitehtien ehdotus "MDSUPR". Tuomariston valitsemat 15

www.helsinginuutiset.fi/artikkeli/108087-malmin-suunnittelukilpailun-voittaja-sai-insp...

Malmin suunnittelukilpailun voittaja sai inspiraation perhosista

Kuva: SELIME OSMAN JA ILYAS AWAD

PAIKALLISET
10.5.2012 14:00, Päivitetty: 10.5.2012 14:11

Malmin Bullhorn-suunnittelukilpailun voitti ehdotus "Papilio".

Malmin asemanseudun kehittämiseksi järjestetyn Bullhorn-suunnittelukilpailun voittanut ruotsalaisten ehdotus "Papilio".

...ruotsalaisen arkkitehtitoimiston "Malmiwaffles" ja kolmanneksi sijoittui venäläisarkkitehtien ehdotus "MDSUPR".

Kommentoi Suos...

Local press – FI - The city of Helsinki

bulhorn

CEMBRIT DESIGN COMPETITION
HELSINKI 2012

hel.fi/hki/Helsinki/fi/uutiset/malmin+aseman+kilpailun

finsk ▼ Vil du oversætte den? Oversæt Nej Valgm

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 **Helsingin kaupunki**

Haku kaupungin sivuilta: HAE

Sivukartta
Hae puhelinnumeroita

15.10.2012 Sää +7 ☀



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- Kaavoitus ja rakentaminen
- Kulttuuri ja kirjastot
- Koulutus ja opiskelu
- Liikunta ja ulkoilu
- Matkailu ja vapaa-aika
- Sosiaali- ja perhepalvelut
- Terveyspalvelut
- Työ ja yrittäminen
- Palveluja asukasryhmittäin
- Päätöksenteko
- Osallistuminen
- Hallinto ja talous
- Virastot ja laitokset
- Tietoa Helsingistä
- Yhteystiedot ja palaute

Uutiset Kuuntele 

"Perhosenkeveä" ehdotus voitti Malmin aseman kilpailun
14.05.12



— Jos Papilio toteutuisi, tulisi Malmin aseman turistikohde. Masi tulisi nauttia Malmin ilman aktiivisen liikunnan lisäksi kahvipöydästä, arvellee Malmin johtaja Antti Männinen.
Myös Malmi-seuran puheenjohtaja Maria Laurila

MALMI **VÄRIKÄS VOITTAJA JÄÄ RAKENTAMATTA**

Ilmassa leijuvan näköisen Papilio voittoaikin toteuttaa väripöyhöketusta, kolmiokittetseksi muotoillaista kulttuurikeskuksesta, jolla Malmin aseman laiturit katetaan.

Raha ei riitä Papilioon

Jos Papilio toteutuisi, tulisi Malmin aseman turistikohde.

LIEKINEN KUOROKITTI
Lapin rabeat on tuottanut laulajia, muusikoita ja viikkulehtiä. Seuran puolesta on ollut Maria.

LIEKINEN KUOROKITTI
Kokkei Papilio toteutua on kokkei aseman turistikohde. Seuran puolesta on ollut Maria.

97 ehdotusta
16. huhtikuuta esillä oli 97 ehdotusta Malmin aseman kilpailuun. Seuraksi voitti kolme ehdotusta.

Värin hahmot
Omalta suunnitelmasta lähtien, Malmin aseman kaipa- n kaksikokkei. Seuran puolesta on ollut Maria.

Ruskeoppiä
Papilio sovel- tuisi onnensaimaksi myös seiniin ja kattoihin.

TEESA LOPONEN
© CEMBRIT DESIGN

Cembritin suunnittelukilpailun voitto Ruotsiin

ANNE KORHONEN

■ Kuitusementtilevyihin erikoistuneen Cembrin konsernin järjestämän Bullhorn-kilpailun voitti ruotsalainen arkkitehtikaksikko **Selime Osman** ja **Ilyas Awadh** ehdotuksellaan "Papilio". Pääpalkinnon arvo oli 10 000 euroa. Toiseksi kilpailussa sijoittui ruotsalaistiimi ehdotuksellaan "Malmiwaffles". Tiimiin kuuluivat **Alexander Marek**, **Mats Karlsson** ja **Tomas Lauri**.

Cembrin järjesti suunnittelukilpailun yhteistyössä Helsingin kaupunkisuunnitteluviraston ja Lähiöprojektin, Pentagon Design Oy:n sekä Suomen Arkkitehtiliitto Safan ja Teollisuustaideteen Liitto Ornamon kanssa.

Uusia ideoita tuotekehitykseen

Toinen voittaneen työn arkkitehteistä, Selime Osman kertoi palkintojen jakotilaisuudessa, että idea tvöhön oli tul-



Cembrin

Ruotsalaisen arkkitehtikaksikon Selime Osmanin ja Ilyas Awadhin Papilio-ehdotukses-



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CEMBRIT DESIGN COMPETITION
HELSINKI 2012



Ilyas Awadh och Selime Osman har vunnit arkitekturpris i Helsingfors. Foto: PRMAT

Helsingborgare vann designtävling

HALLÅ DÄR

Arkitekten Ilyas Awadh från Helsingborg som, tillsammans med flickvännen och arkitektstuderande Selime Osman vid Lunds universitet, vunnit en internationell designtävling i Helsingfors. Designtävlingen heter Bullhorn - Cembrit Design Competition 2012, där 97 lag från hela världen medverkade.

Gottis, vad gick ert förelag glökt ut på?

Det handlar om att liva upp ett betongområde och i det här fallet stationen Marni utanför Helsingfors. Vi ar-

betade med materialer fibercement, som har väldigt goda formegenskaper, och vårt tema var fjärilar.

Fjärilar?

Tanken är att fjärilar från närliggande landskap besöker platsen. Fjärilarnas kontoulinjer sig med byråttiga fasader, de skapar tak, hållplatser, stöplattor och flyger runt för att skapa färg och kretslöp.

Runt 100 000 kronor i svenska kronor i pris är blev det. Vad ska ni få pengarna?

Vi har just förlovat och snart väntar gifteplaner. Efter bröllopet tänker vi att åka på semester till Istanbul.

Arkitektstudenter prisas för fjärilssvärm

Arkitektstudenterna Selime Osman och Ilyas Awadh vann en arkitektävling, Bullhorn - Cembrit Design Competition, i Helsingfors i hård konkurrens med ett 100-tal andra arkitektteam. Deras tävlingsbidrag "Papilio" som inspirerats av en svärm fjärilar belönad med 10 000 euro.

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Helsingborgare vann designtävling

HD Lokalt 18. Maj 2012 12:52

Arkitekten Ilyas Awadh från Helsingborg har, tillsammans med arkitektstuderande Selime Osman vid Lunds universitet, vunnit en internationell designtävling i Helsingfors. De två presenterade förslaget Papilio, där fjärilar av fibercement användes för att liva upp ett grått och fiktivt stationsområde. Designtävlingen heter Bullhorn - Cembrit Design Competition 2012, där 97 lag från hela världen medverkade.

Läs mer om [Bullhorn Cembrit Design Competition, Helsingborg, Helsingfors.De, Papilio](#) och [Selime Osman](#).



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Helsingborgare vann designtävling

HELSINGBORG-HELSINGFORS. Arkitekten Ilyyas Awadh från Helsingborg har, tillsammans med arkitektstuderande Selime Osman vid Lunds universitet, vunnit en internationell designtävling i Helsingfors.

De två presenterade förslaget "Papilio", där fjärilar av fibercement användes för att liva upp ett grått och fiktivt stationsområde.

Designtävlingen heter Bullhorn – Cembrit Design Competition 2012, där 97 lag från hela världen medverkade.



Framtidens arkitektur föds i vrån

Bostad. En stor del i Ilyyas Awadh och Selime Osmans liv kretsar runt vad som kan bli bra

Författare: Lena Forsfält
Publicerad 5 juli 2012 10.53
Uppdaterad 5 juli 2012 11.00

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BULLHORN – CEMBRIT DESIGN COMPETITION

De vinnande bidragen i arkitekttävlingen Bullhorn som arrangeras av danskägda Cembrit. Uppgiften har varit att skapa en mänskligare vardag i urbana transitmiljöer med stationen Malmi i Helsingfors som fallstudie.

26.10 – 25.11

Ilyas Awadh är utbildad arkitekt. I grunden är han konstnär och har ägnat sig åt många olika konstformer. Idag ser han arkitektur som ännu en konstform. Foto: Frida Nilson

Prisad arkitekt blickar framåt

Frida Nilson

Tipsa en vän Skriv ut Bildgalleri Dela

BOSTAD. Arkitekten Ilyas Awadh har mer än en gång slagit motståndet på fingrarna – senast i en stor internationell arkitekttävling. Men att vinna tävlingar är bara delmål. – Jag siktar alltid högre än vinsten – det är då man vinner, säger han.

Ilyas Awadh är konstnären och arkitekten som ser konst överallt och som med sitt skapande vill ge tillbaka den kunskap han har fått. – Mitt mål har varit att samla på mig kunskaper och sedan putsa på mina färdigheter tills jag fyller 30 år. I år fyller jag 30 och då tycker jag att jag har ett ansvar att använda mina kunskaper, och ge tillbaka till samhället, säger han.

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Fiber Cement Butterflies Win Bullhorn - Cembrit Design Competition
from *Architect*



The proposal "Papilio" by Swedish architect duo Selime Osman and Ilyas Awadh has taken the first prize of EUR 10,000 (USD 12,770) in the Bullhorn - Cembrit Design Competition. The winning entry [...]

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Fiber Cement Butterflies Win Bullhorn – Cembrit Design Competition

Wednesday, August 8th 2012



The international competition, The Bullhorn – Cembrit Design Competition was finally over. This competition was being followed by nearly one hundred teams of architects and designers from around the world. After being carefully selected by the Jury The proposal "Panilio" by Swedish architect duo Selime Osman and Ilyas

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Pentagon Design Newsletter 05/2012

Pentagon Design Newsletter - current launches, events and interesting design news.



The R2 coffee table for Koleksiyon

In 2010 Pentagon Design started cooperation with Turkish furniture manufacturer Koleksiyon. Operating in the office and home sectors, brand and manufacturing high quality interior objects in Turkish and European markets. Koleksiyon opened a showroom in London.

The R2 coffee table is designed for public places as airports, hospitals, restaurants, hotels etc. It can also be used in small meeting areas in offices. Its unique mushroom shape provides an organic look that softens the environment and provides a clean and attractive look. Table has an integrated electricity and internet, which are accessible through covers on the table top. More information info@pentagondesign.fi.



Fibre-cement "Butterflies" won The Bullhorn – Cembrit Competition

Cembrit Ltd. organized in cooperation with Pentagon Design Helsinki City Planning Department the Bullhorn – Cembrit

Competition which is a part of the official WDC Helsinki 2012 programme. The Competition accepted 100 proposals from nearly one hundred teams of architects and designers from all around the world. The goal was to improve the life settings in urban transit areas with Malmi station area in Helsinki as a pilot project. A Swedish architect duo Selime Osman and Ilyas Awadh took the first prize with their proposal "Papilio", which in a very poetic way transformed fibre-cement into a swarm of light flying butterflies. The competition was arranged in cooperation with the Finnish Association of Architects SAFA and the Finnish Association of Designers Ornamo. More information info@pentagondesign.fi.

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HOW WILL YOU CELEBRATE WORLD INDUSTRIAL DESIGN DAY THIS 29 JUNE?

Montreal (Canada) - Encouraged by the international response already received, interested individuals should continue to submit their creative videos until 1 June 2012. Following that, Icsid will compile a global definition of industrial design on 29 June 2012, World Industrial Design Day. [\[read more\]](#)

news



ESTABLISHMENT OF BEIJING-NAIROBI INNOVATION & DESIGN RESEARCH CENTER

Beijing (China) - On 27 March 2012, the opening ceremony of the Beijing-Nairobi Innovation & Design Research Center was held at the University of Nairobi, Kenya, where it serves as a platform to exchange creative design and culture between China and Africa. [\[read more\]](#)

Icsid endorses a wide range of national, regional and international design-related events including competitions, conferences, award schemes and exhibitions.

Upcoming Events

	Australian International Design Awards Sydney, Australia Status: Final assessments Date: 14-18 May 2012
	Braun Prize 2012 Kronberg, Germany Status: Jury Session Date: 4 - 6 Jun 2012
	China Red Star Design Award Beijing, China Status: Call for entries Date: Mar 15 - 30 Jun 2012



FIBRE-CEMENT BUTTERFLIES SELECTED AS WINNER OF BULLHORN-CEMBRIT DESIGN COMPETITION

Helsinki (Finland) - The Bullhorn-Cembrit Design Competition announced the first prize winners as the Swedish architect duo Selime Osman and Ilyas Awadh. They took the first prize with their proposal "Papilio", which, in a very poetic way, transformed fibre-cement into a swarm of light flying butterflies. [\[read more\]](#)



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Lunds Tekniska Högskola (LTH) · 2.585 synes godt om

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👍 Synes godt om

Arkitektstudenterna Selime Osman och Ilyas Awadh från LTH har vunnit Cembrit Design Competition i Helsingfors i hård konkurrens. Grattis!

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Bullhorn – Cembrit Design Competition

www.cembrit.com

The Swedish architect duo Selime Osman and Ilyas Awadh took the first prize of EUR 10,000 with their proposal "Papilio" which in a very poetic way transmorphed fibre-

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👍 Hardkåre Berentz-Nicolaisen, Anna Ranow og 2 andre synes godt om dette.



Anna Ranow Grattis!

25. maj kl. 00:20

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Fiber Cement Butterflies Win Bullhorn - Cembrit Design Competition

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Alexander Walter May 21 '12 0 1



First Prize: Papilio by Selime Osman and Ilyas Awadh (Sweden)

“ The proposal “Papilio” by Swedish architect duo Selime Osman and Ilyas Awadh has taken the first prize of EUR 10,000 (USD 12,770) in the Bullhorn - Cembrit Design Competition. The winning entry transmorphs fiber cement in a very poetic way into a swarm of light flying butterflies. The brief was to improve life settings in urban transit areas with the Malmi station area in Helsinki, Finland as case. – [bustler.net](#) ”



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Cembrit Bullhorn Competition
A new exhibition will feature winners and shortlisted projects from the Cembrit Bullhorn Competition

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Fiber Cement Butterflies Win Bullhorn Competition

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The proposal "Papilio" by Swedish architect duo Selime Osmani has taken the first prize of EUR 10,000 (USD 12,770) in the Bullhorn Competition. The winning entry transmorphs fiber cement into a swarm of light flying butterflies. The brief was to improve public areas with the Malmi station area in Helsinki, Finland as a part of the Cembrit Design Competition.

The international competition attracted nearly one hundred designers from around the world. The top 15 proposals will be on display in selected venues around Europe.

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Bullhorn - Cembrit Design Competition



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Posted by swl at 12:20 AM

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Malmin suunnittelukilpailun voittajat saivat i perhosista

Malmin asemanseudon kehittämiseksi järjestetyn Bullhorn-suunnittelukilpailun voitti ruotsalainen ehdotus on kohta Lundin yliopistosta arkkitehdiksi valmistuvan **Selime Osmanin** ja arkkitehti Ilyas Awadhin laatima.

Perhosparvesta inspiraation saanut ehdotus käsittää kolmiulotteisen kuitusementtikolmuodon ja värien myötä "Papilio" tuo luonnon betoniseen asemaympäristöön.

Toiselle sijalle kiri ruotsalaisen arkkitehtitoimiston "Malmivaffes" ja kolmanneksi sijoittui "MDSUPR".

"Kilpailun tuomariston mukaan voittotyöllä on monipuoliset kehitys- ja sovellusmahdollisuudet. Sellaisenaan niitä ei kuitenkaan olla toteuttamassa.

Bullhorn-suunnittelukilpailun järjestivät Cembrit-konserni yhteistyössä Helsingin kaavoitusviraston, Pentagon Design Oy:n sekä Suomen Arkkitehtiiliiton ja Teollisuus-



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Above: Papilio, the winning design by architect duo Ilyas Awadh and Selime Osman.

15 May 2012

FIBRE-CEMENT BUTTERFLIES SELECTED AS WINNER OF BULLHORN-CEMBRIT DESIGN COMPETITION

Helsinki (Finland) - Bullhorn - Cembrit Design Competition attracted nearly one hundred teams of architects and designers from around the world. The brief was to improve life settings in urban transit areas with Malmi station area in Helsinki as a case study. The Swedish architect duo Selime Osman and Ilyas Awadh took the first prize of EUR 10,000 with their proposal "Papilio", which, in a very poetic way, transmorphed fiber-cement into a swarm of light flying butterflies. The winning design was selected by the jury.