

## **RULES OF PARTICIPATION FOR THE DESIGN OF THE OUTDOOR & WELLNESS EXPERIENCE 2025**

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### **1. INTRODUCTION**

THE PISCINA BARCELONA TRADE FAIR OF FIRA INTERNACIONAL DE BARCELONA, in collaboration with the Spanish Association of Landscapers - Asociación Española de Paisajistas (AEP), issues a call to design the Outdoor & Wellness Experience (OWE) space aimed at landscapers and architects.

The Salón Piscina Barcelona trade fair is one of the most important events in Europe, is held every two years and brings together the leading international professionals and exhibitors in everything related to the pool, wellness and outdoor sector.

The OWE will consist in recreating a 1,000 m<sup>2</sup> green space, vegetation and how to integrate it in the concept will be the common thread of the whole design. The space will be a place to go for a stroll, to spend some time and to exhibit the elements related to the outdoors and wellness. These elements will be presented as an integral part of the design, so that their exhibition is naturally integrated in the environment. Subsequently, a functional programme will be designed that will specify the elements of urban furniture included in the exhibition. Therefore, the design must be sufficiently flexible to adapt to the final elements that will be exhibited.

It is important to stress that the stand is an ephemeral item and will be assembled for 7 days at most in the Show. Every construction structure or element must be removable and self-supporting. It may not be bolted down or attached in any way to the floor.

When selecting and installing the vegetation, it is important to bear in mind that the stand will be covered and will not have natural light. However, given that the event will last for just 4 days, the plants will be indoors for a maximum of 9 days. It is essential that the system contain the soil, be it by means of plant pots, flower pots and other containers suggested by the designer, which must be temporary and easy to assemble and disassemble.

The Outdoor & Wellness Experience will be a sustainable space from an economic, functional and environmental perspective, located in a green environment. In this space, key equipment, products, facilities and materials of the sector will be dynamically exhibited. It will offer the exhibiting companies at the Piscina Show the opportunity to present the latest trends and developments in the wellness and outdoor industry. This successful model, endorsed by experts, aims to provide ideas and solutions in design, management, marketing and products. A list of materials and products that must be provided by exhibitors and co-exhibitors will be drawn up, which will be prepared by the participant who wins the contest, in collaboration with the members of the wellness work committee. This space will be accessible and free of charge to all visitors to the Fair.

It is proposed in this competition that the design of the OWE should respond to the Sustainable Development Goals (SDGs) set by the United Nations in order, among others, to protect the planet against deterioration.

Of the 17 goals, the design of the OWE focuses on 2 of them:

Goal 3 – Ensure healthy lives and promote well-being for all at all ages.

Goal 12 – Ensure sustainable consumption and production patterns.

With these criteria, a stand must be designed that will reuse part of the materials used for its construction as elements that contribute to people's healthy lives. The use of sustainable, economical and recyclable or reusable materials shall be taken into account.

In addition, the OWE must be an example of technological innovation, in which digitalisation and connectivity must be integrated into the design of the space.

## **2. ACTIONS TO BE CARRIED OUT**

The actions to be carried out by the winner of this competition are described below:

- Design of the Outdoor & Wellness Experience (OWE) activity, with the development of design and construction plans, to define in detail the assembly of the stand.
- Development of lighting, power and irrigation installations. For the purification facilities of the swimming pools, it will have the collaboration of Fira Barcelona.
- The design should be carried out taking into account sustainability criteria and cost efficiency.

### 3. OWE FUNCTIONAL PROPOSAL

The approximate surface area of the OWE space will be 1,000 m<sup>2</sup> and its shape is defined in the attached plan. All the areas will be integrated into the same outdoor space.

**1- Wellness Area** in which different spaces will be designed with the following functional programme:

- A pool measuring approx. 5.50 x 5.50 that will be raised 1.50 m above the floor of the stand, so it has to have a beach around at least two metres at the same level around its perimeter. Different types of activities related to health and well-being will take place inside the pool, so the pool needs to be purified and fed with warm water, so an adjacent technical room of at least 45 m is needed.
- Two or three water elements such as a jacuzzi or similar, with an approximate diameter of 2.5 m; these elements can also go on the pool platform, or not, as the designer sees fit
- A sauna area, 3 saunas of approximately 2.50 x 1.50 are considered
- A 45 m<sup>2</sup> changing room area
- A treatment area with 4 spaces of at least 15 m<sup>2</sup> where beauty treatment and physiotherapy activities will be carried out

All surface areas and dimensions mentioned are indicative

**2- Outdoor Area** in which all kinds of products related to the outdoors will be exhibited: urban furniture in general, benches, pergolas, lighting, outdoor kitchens, hammocks, flooring, children's games, etc.

These products should be displayed within a plant environment that envelops us and transports us to a real outdoor area.

In the Outdoor Area, some of the elements of the wellness area that can be found outdoors could be integrated, such as saunas, jacuzzis, etc.

**3- Presentations Space.** It will be the focus of most of the speeches and presentations at the Piscina Barcelona Show and will have a capacity for 150 seated people.

**4- VIP Zone.** Space for catering to speakers and guests, with a small coffee and beverage service.

## 4. CONTESTANTS

The competition is national in scope and is aimed at landscape architects and architects who have their qualifications recognised in Spain. Participants may register individually or in multidisciplinary teams. Only one proposal per contestant will be allowed, and it will not be possible to participate simultaneously in two teams.

## 5. REGISTRATION AND DOCUMENTATION

Interested parties must register on the platform designed for this (participation is free of charge), where they will find the forms to fill out and send the required documentation through it.

The registration process will be as follows:

A. Registration through an entry form that will appear together with the terms and conditions on the Piscina & Wellness Barcelona website <https://app.bipeek.com/registro-evento/eDzslI7BoumnLEUQRXUS8FFYgwFyF8qBOvj8J5UDvJS0VkmgDo0qILm02rTD>

Each participant will be given a username and password so as to enter and update their application at any time at this address: <https://app.bipeek.com/iniciar-sesion/salon-piscina-barcelona-2025> . All entrants must attach the following information to this form:

- Name(s) of the team member(s) entrant(s)
- Address
- Email address
- Contact phone number
- A document that proves the applicant is qualified as a Landscaper or Architect

B. The deadline for registration and for receiving the information is **2 pm on January 31, 2025**. Registration will be effective once all the documentation detailed in point 5 of these terms and conditions has been received, and a confirmation email will be sent attesting that all the relevant documentation has been received.

The organisation will send an email informing the contact person indicated by the company in the registration form on whether it has been accepted to participate in the OWE. This notification will be sent **from 7 January 2025 onwards**.

## 6. SUBMISSION OF PROPOSALS

Registration will be carried out on the Platform provided by Fira Barcelona for this purpose, before **2:00 p.m. on January 31, 2025**.

**From January 7, 2025**, the technical secretariat will contact you to request your project sheet (you will need to complete the second form, which must be submitted by the deadline of **February 7, 2025**).

The proposals must be presented in PDF, DIN-A1 format vertically, where the proposed stand is clearly explained through texts, plans, images and infographics, as the designer sees fit.

The works will be presented with a pseudonym, which must appear in the name of the file and in the DIN-A1 that is presented, in such a way that they remain anonymous until the prizes have been awarded.

All documentation must be submitted in PDF format, in 2 packages: Envelope A slogan and Envelope B slogan.

Envelope A shall contain the DIN-1 with the proposal with the pseudonym, anonymously

Envelope B shall contain a PDF with the entrant's full name, qualifications, telephone number and email address. This envelope will only be opened once the winner's pseudonym has been selected.

## 7. PANEL OF JUDGES

The panel of judges will be made up of members selected jointly by the Salón de la Piscina and the Spanish Association of Landscapers (AEP) and the COAC.

In order for the judges to issue their decision, the presence of more than half of the panel's voting members will be necessary in all judging sessions.

On **13 February 2025**, the prizes will be awarded and the minutes of the judges' decision must be drawn up, which will contain the reasoned opinion that supports the decision adopted by the panel of judges. Each member of the panel has the right to record separately the reasons for their vote.

The announcement of the awards will be made in a public ceremony, in which Envelope B of the winning proposal will be opened.

The role of the panel of judges will comprise:

- Opening the envelopes. - Analysis of the documentation and definitive acceptance of the final entries.
- Proposal with a rationale to exclude those entries that are not accepted, which shall be included in the minutes.
- Analysis and assessment of the proposals submitted. The judges may seek advice if they see fit to do so.
- Vigilance and strict anonymity in examining the documentation.
- The final decision: the decision that closes the competition must be supported by a rationale that addresses the ideas received for the prizes. This rationale must be included in the minutes of the decision. In any event, the said decision shall be final and may declare that no prize has been awarded.
- The secretary of the panel of judges will draft the minutes of all actions that they take.

## 8. SCORING CRITERIA

The proposals submitted must include at the level of concept, formalisation, design, materials, requirements in execution and maintenance needs the goals of the programme of needs of this contest.

In the selection of entries, the judges will take the following aspects into consideration:

- **Concept:** the originality and consistency of the proposals will be assessed to include the sustainability factor in a garden and wellness project.
- **Design:** the formal quality and material specificity of the proposal will be assessed.
- **Feasibility:** the quality, feasibility, simplicity and originality of the proposed construction solutions will be evaluated.

- **Innovation:** innovation factors will be analysed from the point of view of the materials and ideas proposed.
- **Reuse and recyclability** of the proposal.

## 9. PRIZE

The winning contestant will develop their project to carry out the construction at the next edition of the Saló n Piscina Barcelona, which will be held from 17 to 20 November 2025. It will have the advice and technical assistance of Fira Barcelona and the AEP to guarantee the constructive viability of the architectural solution. The winning proposal will be exhibited at the Outdoor & Wellness Experience and will receive a cash prize of €7000.

The winner will also gain visibility in Piscina Barcelona's communications (social media, press release, newsletter).

## 10. PROPERTY RIGHTS

The designers will retain the intellectual property of the entries submitted, None of them, not even the award-winners, may be used for other purposes or as material for the writing of other projects by landscape architects or other professionals other than the respective designers. The winners of the competition will transfer the rights to execute the project to the Saló n Piscina Barcelona. The contestants will transfer to Saló n Piscina the exploitation rights in respect of the publication and exhibition of the works awarded in the contest, or those other purposes that are considered of special interest in relation to the purpose and scope of this contest. With regard to the intellectual property rights over the winning project, said project may not be modified or transferred, without the express consent of its designers. The promoter of the competition will inform the contestants when they will be able to collect the non-awarded entries.

## 11. INELIGIBILITY

Anyone who is in a situation that would disqualify them with respect to the work that is the subject of the competition may not take part in the competition. Anyone who has a relationship of kinship, habitual collaboration or association with any of the contestants that determines a legal or professional ethical duty of abstention may not serve as judges.

## 12. GROUNDS FOR EXCLUSION

Any proposal in which any of the following circumstances occur will be excluded from the competition, according to the Judges' decision, which is final and shall admit no appeals:

- Delivery of the documentation after the deadline.
- Presenting essential contradictions, inaccuracies or incomprehensible aspects.
- Not strictly adhering to anonymity requirements or filing rules.
- Attempt to influence the decision of the Judges by any means.
- Any other cause that could be reasonably determined by the Judges

## 13. TECHNICAL SECRETARIAT

The Technical Secretariat for the documentation required to participate in this call is Int Meetings. For inquiries about this call, you may contact the following email address:

[congresos@firabarcelona.com](mailto:congresos@firabarcelona.com).

## 14. PRIVACY POLICY AND INFORMATION REGARDING PERSONAL DATA PROTECTION

**Data Controller:** FIRA INTERNACIONAL DE BARCELONA, with Tax ID number Q-0873006-A and registered address: Av. Reina M<sup>a</sup> Cristina s/n, 08004 Barcelona and its investee companies Alimentaria Exhibitions S. L. U. and Fira Barcelona International Exhibitions and Services S. L.



**Purpose:** To process your data in relation to your participation in WE 2023 and send you promotional and/or advertising information about the EVENT and the activities which are carried out, including via electronic means. Conversely, the purpose of the processing will also be the maintenance of lists of people to whom commercial mailing must not be sent if they have informed us that they do not want to receive promotional/advertising information by electronic means. Finally, also with regard to maintaining data deletion/cancellation lists if you have exercised your right to cancellation of your data. These will remain blocked and with restricted access for the minimum period established by law.

**Legal basis:** Consent granted by the data subject.

**Recipients:** Your data shall not be transferred to third parties.

**Rights:** You have the right to access, rectify and erase your personal data, as well as the rights of portability and restriction of its processing, as set out in the additional information section.

**Additional information:** you may view additional detailed information on data protection on our website [www.firabarcelona.com](http://www.firabarcelona.com), in the "Privacy Policy" section.

**LSSI:** In accordance with Law 34/2002, of 11 July, on Information Society Services you can authorise the sending, by any means, of information relating to our trade fairs that may be of interest to you.

## 15. ACCEPTANCE OF THESE TERMS AND CONDITIONS

Participation in the Call for the OWE design entails full acceptance of these terms and conditions.

A declaration of non-acceptance of all or part of the rules will result in the exclusion of the participant and, as a consequence, the organisation will be exempted from fulfilling its obligation towards this participant.

FIRA DE BARCELONA reserves the right to eliminate the participation, justifiably, of any person who defrauds, alters or disables the proper functioning and the normal and regulatory course of this promotion.

For the resolution of any dispute or disagreement that may arise regarding the interpretation or application of these Terms and Conditions, both Fira de Barcelona and the participants in the promotion expressly submit to the jurisdiction of the Courts of Barcelona, expressly waiving the right to any jurisdiction that may apply to them.

## **16. AMENDMENTS TO THE TERMS AND CONDITIONS**

FIRA DE BARCELONA reserves the right to make any amendments, deletions and/or additions to these terms and conditions at any time. These changes will be communicated to registered participants.

## **17. ATTACHED DOCUMENTS**

- 1- DWG plan of the implementation area within Hall 1 of the Salón de la Piscina.
- 2.- Indicative photos of the Salón de la Piscina space in previous editions.

All this information is available at the following link:

<https://www.piscinabarcelona.es/the-event/call-outdoor-wellness-experience/>