



The Watford Group



ProRail



12th brunel awards
international railway
design competition

call for entries

Brunel

Amsterdam

2014



2014 BRUNEL AWARDS INTERNATIONAL RAILWAY DESIGN COMPETITION

The Watford Group, an association of professional international railway architects and designers, has authorized ProRail and Dutch Railways (NS) to conduct the 12th Brunel Awards International Railway Design Competition. The International Union of Railways (UIC) has joined the preparation of this prestigious event. The Brunel Awards Competition distinguishes the commissioners of the world's best projects in railway architecture, industrial design, graphics and art, technical infrastructure and environmental integration and rolling stock.

The aim of the awards is to promote customer attractivity, aesthetic quality, sustainability and economic efficiency across all sectors of the rail business.

The deadline for submission is **May 31, 2014**. A distinguished Jury composed of railway experts from the UIC, of internationally respected design professionals and customer advocates will judge the competition and announce the winners in July 2014.

The formal Brunel Awards ceremony will take place in Amsterdam on **October 15, 2014**. All winning and commended entries will receive the official Brunel Certificate of Recognition. Award-winning, commended and some selected projects will be published in a competition catalogue and all entries will be exhibited in Amsterdam and Paris.

HISTORY OF THE BRUNEL AWARDS

Established in 1985 by the Watford Group of International Railway Architects and Designers, the launch of the Brunel Awards Competition marked the 150th anniversary of the Great Western Railway in England. The competition is named after the noted British railway engineer, inventor and architect Isambard Kingdom Brunel (1806-1859), founder and builder of the Great Western Railway.

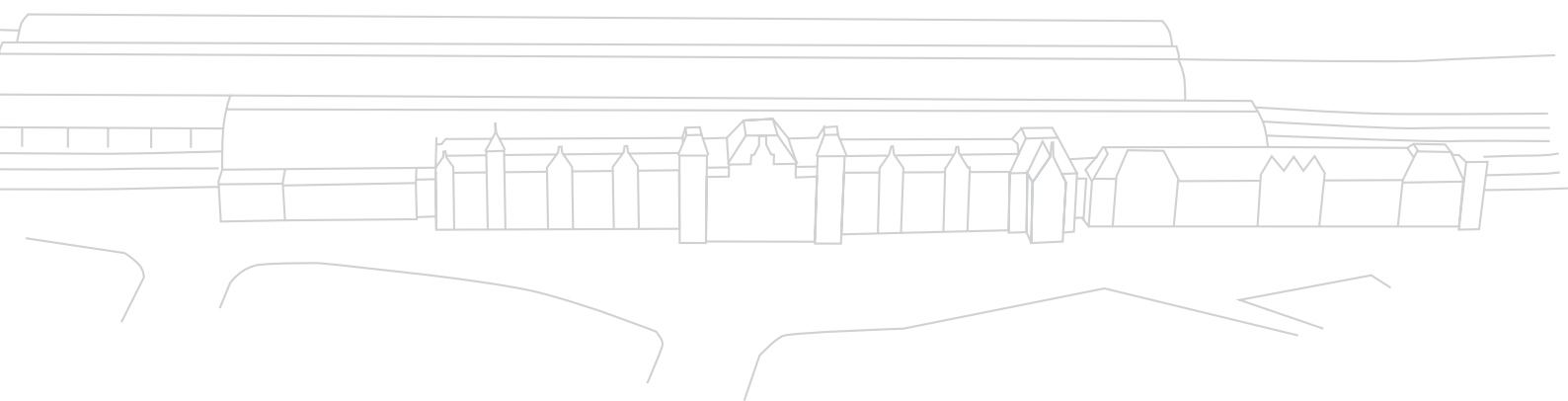
The first awards were held in Bristol on the occasion of the 150th anniversary of rail service on the Great Western Railway and presented by her majesty Queen Elizabeth II. In 2008, the International Union of Railways (UIC) joined the Watford Group as a co-sponsor of the BRUNEL AWARDS. The 12th edition will be held in Amsterdam in 2014 on the occasion of 175 years of rail transport in the Netherlands and the 125th anniversary of Amsterdam Central Station. On behalf of the Dutch Watford delegation the organizing body will be ProRail and NS, in close collaboration with the UIC and in conjunction with design professionals from engineering offices that share an interest in quality design in railroading.

THE WATFORD GROUP

The Watford Group is an international expert forum for railway design professionals. It was inaugurated in 1963 by the architects and designers from the railway administrations of Great Britain, the Netherlands and Sweden as part of the annual gathering of British Rail's regional architects and was named after the town in southern England where the original meetings were held.

The aim of the Watford Group is:

- To encourage the interchange of ideas across national boundaries, identifying best practices and promoting quality design thus helping to develop and maintain the highest standards of coordinated railway design.
- To make information available to institutions, administrations and political authorities and advise on railway-related issues in the fields of environmental protection, rural and urban development, rail property management, architecture and engineering, design of rolling stock, and design or other railway-related industrial products, as well as design of graphic and artwork.
- To preserve, promote, and carry forward the richness and magic of the railway mode into the future.



Today, the Watford Group is composed of railway organizations in 20 countries in Europe, Asia, and the Americas. The Watford Group has no membership fees and no income; therefore it has no budget or assets. All activities are financed independently by the member delegations on their own account. The Watford Conference is the annual general assembly of all delegations. The delegations select the host countries to hold future Conferences and authorizes the Brunel Awards. Further information on the Watford Group can be found on www.watford-group.org.

PARTICIPANTS

Entries may only be made by public or private heavy rail companies that own or operate common carrier rail services, or by public or private heavy rail infrastructure owners or operators. The entrants must have had some involvement in the project submitted, either by commissioning the work, owning the work, or overseeing or managing the design process or the construction of the work. For multi-owner, multi-operator or transnational projects, the submission is either made jointly by the different railway actors involved or by a single managing authority on behalf of the different companies. Projects on urban mass transit and light rail/ tram systems are not eligible.

The BRUNEL AWARDS are given to the party that commissioned the design or owns the work as set forth on the entry form in recognition of their commitment to quality design. In addition to the Brunel Award certificate, awards consist of public recognition of the design through a permanent monument or medallion to be affixed to the project. A traveling public display of the winning projects and a competition catalogue will be prepared after the Award ceremony.

BRUNEL AWARDS CATEGORIES

Projects can be sent in from the following categories:

CATEGORY 1 » STATIONS

- Train stops, canopies, small stations
- Medium size and large stations

CATEGORY 2 » INDUSTRIAL DESIGN, GRAPHICS AND ART

- Furniture and design products for trains and stations, employee uniforms and clothing
- Passenger information, timetables, tickets, advertising, signage
- Integration of art in railway sites, rolling stock and communication items

CATEGORY 3 » TECHNICAL INFRASTRUCTURE AND ENVIRONMENT

- Civil engineering, bridge and viaduct structures, tunnel heads, signal or catenary structures, etc.
- Railroad support buildings
- Integration of railway into the environment

CATEGORY 4 » ROLLING STOCK

- Short, medium and long distance passenger trains, new or renovated
- All kinds of passenger cars, new or renovated
- Tram-trains
- Locomotives

Participants can submit projects from one or more categories. Projects must be completed between January 2010 and December 2014 and must still be in service. A project previously submitted but not rewarded with a Brunel Award or Brunel Commendation may be re-submitted provided that it meets current entry requirements.



JUDGING AND ASSESSMENT CRITERIA

Twenty Awards in all categories combined will be made. Additionally, the Jury may issue Commendations to entries that may not meet all the criteria but exhibit quality design. The actual number of awards and commendations in each category is at the sole discretion of the Jury.

The Watford Group may also award a “Jury Prize for Overall Design Excellence” to the railway organization that best exhibits a holistic approach to design as evidenced by multiple submissions in all competition categories.

The Brunel Jury will be chaired by the Dutch State Architect prof. Frits van Dongen and will be composed of international leaders in architecture, engineering, and graphic design. In assessing entries, the Jury’s main focus will be the extent to which a project or product will support a favourable perception of the railway and its impact upon the entrant’s railway system and the customers it serves. The fundamental criterion will be the role that the entry plays or may play in enhancing the attractiveness of the rail mode and/or increasing the satisfaction of the railway’s customers.

The Jury will evaluate each entry on the following five criteria as applicable:

Customer Attractivity – showing specific focus on functionality, intermodality, accessibility, as well as ease and comfort of use.

- **Aesthetic Quality** – giving an emblematic value to the entrant’s organizational identity and branding through visual appeal, conceptual clarity, structural integrity, choice of materials and color, and selection of form and shape.
- **Sustainability and Reliability** – including durability of construction, innovative design, use of energy efficient technologies, integration of design into the environment, respect of existing historical qualities, and/ or incorporation of features to allow for expansion or upgrading in the future.
- **Economic Efficiency** – including the application of low maintenance and durable materials, reduction of operating costs through design, minimizing first cost while maintaining maximum benefits to the rail customer, and delivering better rail service through enhanced reliability of schedule or improved train performance.
- **Innovative Project or Product Delivery** - including use of creative design techniques to permit construction while maintaining reliable rail service, use of quality design to foster public-private partnering, adaptive reuse of infrastructure or rolling stock, and/or use of expedited delivery to achieve completion by a critical “in-service” date.

COPYRIGHT

All documents, photos, and information contained in entries must be free of copyright restrictions for CIDT, the Watford Group, the UIC, and the AAR to permit publication of the entries and competition results in the competition catalogue, the exhibition, as well as dissemination of the results via media, television, radio, internet, or other appropriate media venues.

ENTRY PREPARATION STANDARD

Projects entered must have been completed after January 1, 2010 and before December 31, 2014. To assure fairness in judging, each entry must be prepared to the following standards:

- each entry must be digitally composed in the form of one graphic panel presenting all the visual and written information about the project being submitted. The panel must be submitted in a single computer file in pdf or eps format. All files must be ready to print in full size display panel format with a minimum resolution of 300dpi,
- only one panel per project is allowed,
- the panel must be in the vertical format as illustrated measuring 120cm by 84cm (Size A0),
- in the upper left hand corner, a copy of the completed official Entry Form in Size A4 should be affixed. This form may be downloaded from www.watford-group.org/brunelaward. Minimum font size in the description block of the entry form is 9 point Arial,
- the entrant must assemble photos, illustrations, site and/or floor plans, text descriptions, and supporting information to clearly explain:
 - why the project was realized,
 - how it responds to the evaluation criteria and specifically which criterion is paramount,
 - in the case of renovation, addition or refurbishment, a before and after photographic comparison must be included in addition to a description of the design and execution sequence of the work,
 - the project's success with regard to criteria.
- the display panel is the only material the jury will evaluate in the final judging. ProRail will print and mount each entry for jury assessment and exhibition purposes.

ENTRY SUBMISSION REQUIREMENTS

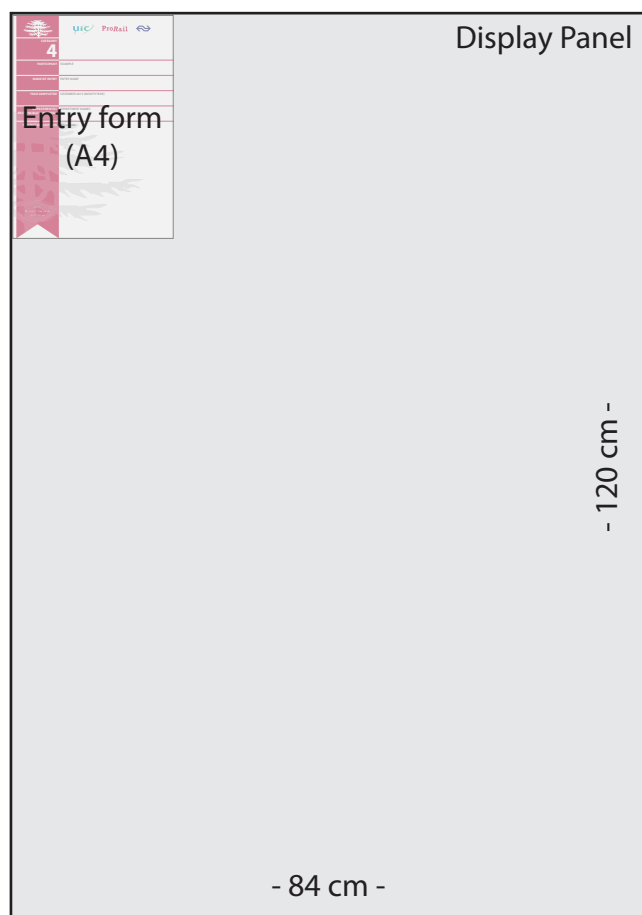
Send your entries in pdf or eps format. Include maximum of 4 images from your panel in maximum 2Mb JPEG for possible use in a Brunel Awards Catalogue. All related files should be in one folder with filenames relating to the project name. For each entry a fee of €50 contribution in printing costs should be transferred to NS Stations BV bank account: IBAN NL73RABO0100921906, mentioning 'Brunel 2014' and project name.

Judging will take place in June 2014. Winners will be announced in July. The Award Ceremony will take place in Amsterdam October 15, 2014.

SEND ENTRIES AND TRANSFER MONEY BEFORE MAY 31, 2014, 23:59 HOURS GMT TO:

entrybrunel@watford-group.org.

PREPARATION TEMPLATE



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