

**ARCHITEXT**  
BOOKS FOR ARCHITECTS



Australian  
Institute of  
Architects

Colorbond®



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# ARCHITEXT POP-UP BOOKSHOP DESIGN BRIEF

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Showcase your excellence in creativity and design and help enhance the delegate experience by designing and coordinating the construction of the Architext pop-up bookshop for the 2014 National Architecture Conference. Inspired by the Western Australian landscape, you will design a pop-up bookshop in COLORBOND® steel's new range of colours: BASALT®, WALLABY®, GULLY®, COVE®, MANGROVE® and TERRAIN®.

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## WHO CAN ENTER?

You must be a WA-based Institute member and either a student of architecture or within 15 years of graduation to enter this competition. You may enter as an individual or as a team.

## THE CLIENT

The Australian Institute of Architects and BlueScope.

## THE PROJECT

To design the Architext pop-up bookshop for the National Architecture Conference to be held at the Perth Convention Centre on Friday 9 and Saturday 10 May 2014. You are invited to address the 2014 conference theme: Making.

The Architext pop-up bookshop design is based on the idea of 3 units: the shelving, the display and the point of sale. These can be designed as 3 separate units or incorporated into one.

### 1. The Shelving Unit

The shelving unit is that part of the shop which carries most of the books. Books are placed with their spines facing out. The total length of the shelving will be a minimum of 7 linear meters with an extra 10% allowance if required (linear metreage can be provided by 1, 2, 3 or 4 shelves). Allowing for the weight of the books is a critical factor; the unit must be able to carry 10kg per linear meter. This means you will need to consider the

dimensions of the shelving in relation to the weight of the books and provide appropriate support. The following dimensions apply:

- 300mm minimum shelf width
- 1,200mm maximum shelving height for the position of the top shelf
- 400mm minimum between shelves
- 400mm minimum height for the bottom shelf

### 2. The Display Unit

The design requires an operative 3sqm of display space. The display area must be between 700mm to 900mm in height. The shape of the display unit is left to the designer but the display area must be either flat or pitch so that books can be displayed face out, so you can see the cover of the book.

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‘We are interested in the act of making; in the dirtiness, directness and honesty of architecture. Our interest lies in both the machinations of the process, and the beauty, delight and surprise of excellence.’ - *2014 Creative Directors*.

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### 3. The Point of Sale Unit

The point of sale requires 1.5sqm in area and a height of 900mm. Allow space for two people to use the desk surface at the same time.

Don't forget to also allow space for:

- Laptop (top of desk)
- Services for 1x EFTPOS machine (top of desk)
- Receipt printers (top of desk)
- Cash till (under or beside desk depending on your design)

- Paper bags (under or beside desk surface depending on your design)
- Small amount stationery (under or beside desk depending on your design)
- Small paper waste bin (under desk)
- Staff bags (under desk)
- Storage space for stock that is not on display

### 4. General Requirements

There must be enough space incorporated within the design for seating for customers to peruse books.

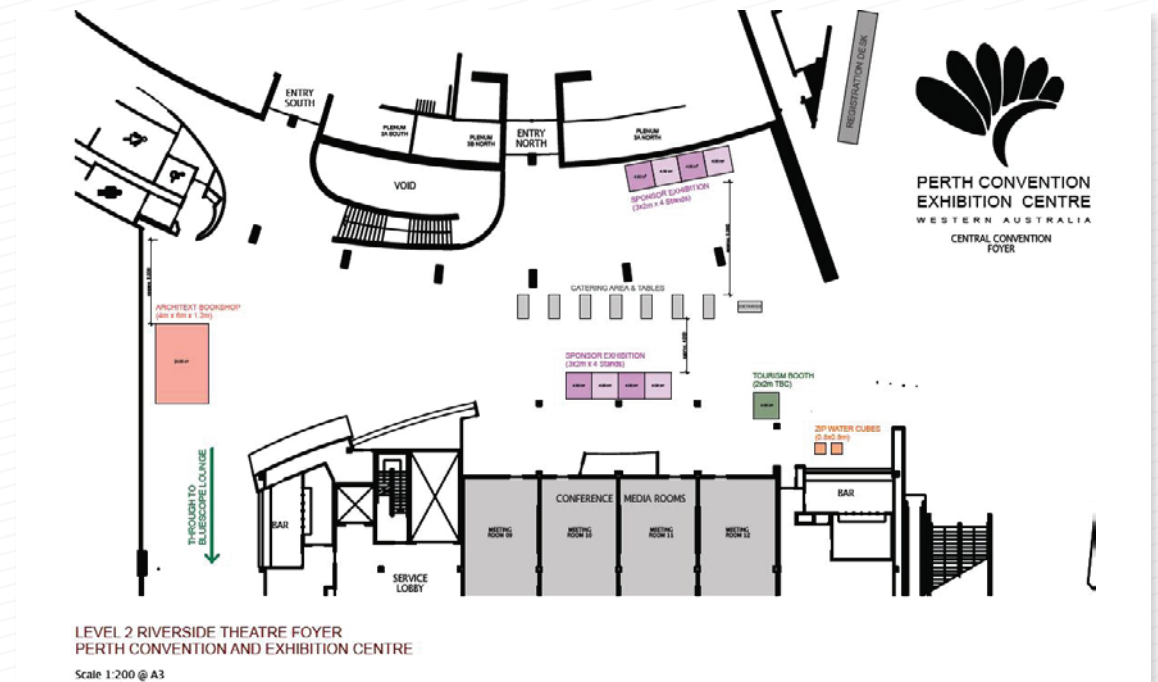
The shelving unit and display unit both must allow for circulation space, for example: for people to pause and browse, and for others to move behind them.

For safety reasons, it will be a requirement to design out sharp corners, due to the nature of steel.

The design must not block the view of the windows from the rest of the lobby.

## THE SITE

Riverside Theatre Foyer, Perth Convention Centre WA



The Architext bookshop can be any size or shape, so long as it fits within the volume: 4m x 6m x1.2m.

## THE MATERIALS

Our friends at BlueScope have kindly offered COLORBOND® steel in their new range of colours:

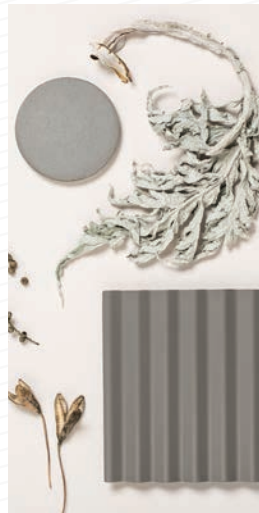
### BASALT®

a deep neutral cool grey



### WALLABY®

a mid-neutral cool grey with a warm tone



### GULLY®

a warm, neutral mid-grey/green



### COVE®

a warm, mid-grey with a golden overtone



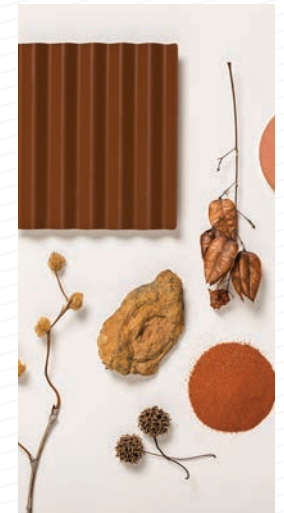
### MANGROVE®

a new direction in green, with an olive/grey/eucalypt tone



### TERRAIN®

a rich, earthy, red/brown inspired by inland Australia



For COLORBOND® steel specification information, refer to [www.steel.com.au](http://www.steel.com.au).

Use the Where to Buy locator at [www.steel.com.au/network/suppliers](http://www.steel.com.au/network/suppliers) to select a distributor that is located in Perth. This will determine what profiles of COLORBOND® steel is available for you to use in the project. Please note, not all profiles will be available in Perth so it will be imperative you refer to the supplier lists.

For rollforming, please refer to [www.steel.com.au](http://www.steel.com.au) and review the rollformers' websites located in Perth WA. The rollformers will have a listing of available profiles that can be used in the design of the bookshop. BlueScope will cover the cost of the product via the rollformer so this will not need to be included in your budget.

Whilst COLORBOND® steel will be utilised for cladding purposes, you are welcome to use other materials for substrates and fixings. We encourage utilising salvaged materials and all other additional materials will be included in the budget (see below).



## CONSTRUCTION AND DISMANTLE

You will have two weeks to construct the Architext pop-up bookshop. To provide guidance around safety and working with steel, a BlueScope representative will provide advice throughout the construction process. On Friday 9 May you will have access to the Perth Convention Centre from 4:00am until 7:30am. Please note, the only access to the Riverside Theatre Foyer is via the goods lift which measures 6m (length) x 2.6m (width) x 2.2m (height) and has a maximum load of 4,050kg. You will not be required to dismantle the bookshop.

## SAFETY AND COMPLIANCE

The construction must be sturdy and safe, presenting no risk of collapse or injury to conference attendees.

## THE BUDGET

You will have a budget of \$2,000.00 inc. GST for additional materials. A proposed budget must be submitted with your bookshop design.

## IMPORTANT DATES

Friday 14 March	competition opens
Monday 7 April	competition closes
Wednesday 9 April	winner announced and submission workshopped
Tuesday 22 April	final design due and approved by Perth Convention Centre
Thursday 24 April	bookshop construction commences
Friday 9 May	bump into Perth Convention Centre
Saturday 10 May	removal of bookshop

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After the event, the Australian Institute of Architects and BlueScope will manage and store the bookshop for their potential future use

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## THE COMMITMENT

If you are the winning designer of this competition you will agree to:

- Workshop and potentially alter your design to client requirements to ensure its suitability for the event
- Prepare weekly progress reports
- Manage the construction and delivery of the bookshop components
- After the event, the Australian Institute of Architects and BlueScope will manage and store the bookshop for their potential future use

## CRITERIA

There are three core criteria:

1. Innovation
2. Functionality
3. Style – to be inspired by the WA landscape by bringing to life COLORBOND® steel's new range of colours

## SUBMISSION REQUIREMENTS

- Design proposal – maximum 4 x A4 pages, submitted as a PDF (maximum file size 4MB)
- Budget proposal – 1 x A4 page, submitted as a PDF
- Submit electronically to [loren.bates@architecture.com.au](mailto:loren.bates@architecture.com.au)

## THE JURY

- Sam Crawford, 2014 National Architecture Conference Creative Director
- Michael Appleby, Manager - Architect
- Elvin Raj Chatergon, WA EmAGN Chair
- Kylie Maxfield, 2014 National Architecture Conference SONA representative
- Jason Walker, WA Business Development Account Manager - BlueScope
- Georgina Greenland, National Manager Membership Development – Australian Institute of Architects

## THE PRIZE

The winning individual or team will receive:

- \$2,000 inc GST
- Complimentary ticket to the 2014 National Architecture Conference and the BlueScope Business Lounge

## MORE INFO

For questions about the design brief, please contact:

### Georgina Greenland

National Manager Membership Development  
[georgina.greenland@architecture.com.au](mailto:georgina.greenland@architecture.com.au) | 03 8620 3843

### Loren Bates

National Membership Programs Officer  
[loren.bates@architecture.com.au](mailto:loren.bates@architecture.com.au) | 03 8620 3804

For questions about working with BlueScope steel, please contact:

### Jason Walker

Business Development Manager  
Commercial & Industrial WA  
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