



**ARCHSTORMING**  
ARCHITECTURE COMPETITIONS

# TULUM PLASTIC SCHOOL

ART, WELLNESS, ENVIRONMENT

/ARCHITECTURE COMPETITION/

in collaboration with

**MOM,  
I'M FINE**

and

**LADLE** *Ac.*  
LOS AMIGOS DE LA ESQUINA

# INTRODUCTION

Education, art, cooperation, sustainability, recycling... the current competition will give you a chance to work on several subjects.

This time, Archstorming is partnering up with the NGOs MOM I'M FINE Project and Los Amigos de la Esquina. They both had a dream, they wanted to help other people creating something for those who need it the most. While trying to accomplish that, they met each other. Jonathan Kubben, creator of MOM I'M FINE, was looking for a place to build a school. On the other hand, the NGO Los Amigos de la Esquina, had the place, but needed the building.

The chosen place is Tulum, a beautiful town in the Caribbean coast of Mexico. In this competition, participants will have the chance to design a school that will focus on art, wellness and environment. Three subjects that unfortunately are most of the time forgotten in traditional schools.

We will also have the chance to do something unique. We will discuss about the current problem of the plastic pollution in Mexico. And not only that, but also the main material of the school will be precisely that one: recycled plastic. We have a chance to show the world what design and architecture is capable of, to create something that can be a world landmark for its uniqueness.

Let's all work together to create a less polluted, more educated world.



# WHO IS MOM I'M FINE

In March 2016, **Jonathan Kubben** gathered all his family & friends to announce a life changing decision - **he had quit his job, sold his car and bought a one-way ticket to travel the world.**

The very next day he landed in Cuba and took his first step into the new chapter of his life.

Aware of his mom's concern, he searched for a way to reassure her and finally found a simple solution that brought to life MOM I'M FINE...

**On April 1st 2016 Jonathan introduced MOM I'M FINE to the world on Instagram.** As he travelled through Latin America the account began to gain an impressive following and continued to grow each day.

All along his journey he witnessed breathtaking landscapes and crossed paths with interesting locals. He had also adopted a new philosophy - 'living life on the edge' - and before he knew it he was jumping out of airplanes, climbing mountains 6,088 meters high, scuba diving among sharks in the depths of the ocean, hanging with the Colombian army, exploring the glory of Poseidon and playing around with crocodiles in Mexico. **As he was living all these memorable moments he always made sure to leave his mom a special message 'MOM I'M FINE' one picture at a time.**

Today Jonathan and his 'MOM I'M FINE' sign have become an Internet sensation. His story has appeared on multiple media platforms (magazines, radio, TV) worldwide and has caught the attention of a few famous faces. MOM I'M FINE continues to expand its international reach at an extraordinary rate.



# WHO ARE LADLE

**Los Amigos de la Esquina** is a learning community that generates experiences through recreational activities for children in Mexico.

The project was born in 2017, when its two founders, **Jaime Kohen and Francisco Rocha**, bought a plot in Tulum. They hired some architects and they started with ideas and plans to build a house. While the project was being developed, they began to clean up the space. **The children of the area approached organically, offering help to restore the place, painting and cleaning.** At the beginning there were 3, then 10, then 20 until there were around 30 children every day at La Esquina. With the effort of all, the place was transformed and renewed, becoming a **social space of the neighborhood.** Jaime and Francisco became fond of each child, and it occurred to them to start doing casual activities to use the space while construction began. What they did not know, is that they were founding a much larger movement...

Since La Esquina is an open space, many people passed and approached, **little by little people from all over the world began to come and volunteer to give workshops of all kinds.**

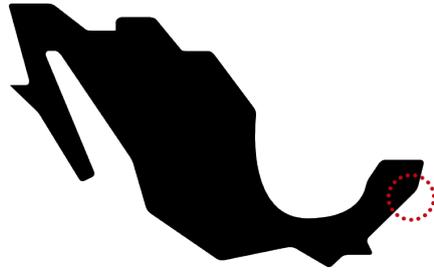
The time to start building the house came, which meant that **this project had to find a new place, or it would end.** But finally, after contemplating and observing, both decided not to build the house and leave the Esquina, so that the project can continue, flourish and grow. **The name of "Los Amigos de la Esquina" was born (LADLE) and became an official NGO in August of 2017.**

Their mission is to empower and improve the quality of life of children in Tulum, their first learning community. They encourage inclusion, sociocultural exchange, raise of consciousness, cognitive and socio-active development. They focus on:

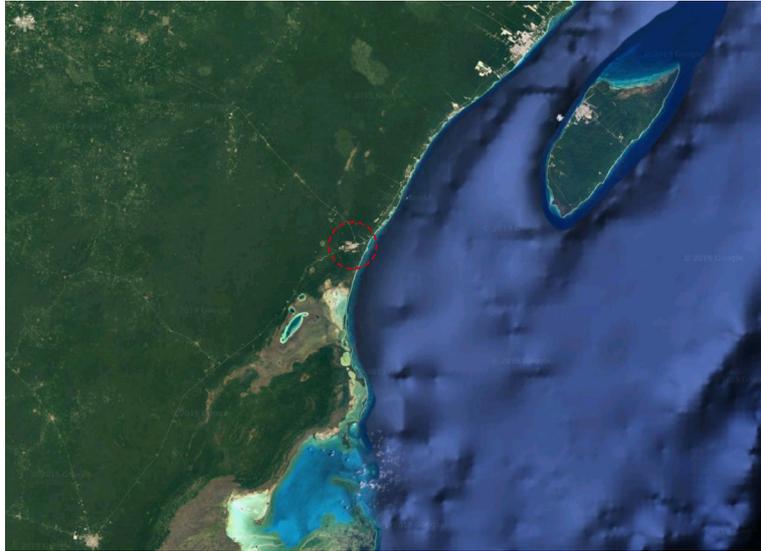
- **ART:** Art heals in a natural way. It connects us to a Universal language and expands us. LADLE impart music, dance, painting, murals, singing, scriptwriting, film, cooking, photography, hand crafts, theatre, amongst other workshops.
- **WELLNESS:** Through this type of activities they teach children that we are composed of mind, body, soul and spirit. They have imparted Chi Kung, Meditation, Theta Healing, Reiki, BioEnergetic Healing, Martial Arts, Connecting with your Angel, Family Constellations amongst others.
- **ENVIRONMENT:** Nature is the common home to all of humanity. To teach responsibility, to take care of it and preserve it, is essential for them. They have given workshops of recycling, trash collection in beaches and jungles, take care of their pets and local animals, create your own orchard to name a few.



# LOCATION



MEXICO



TULUM



LA ESQUINA TULUM

**ARCHSTORMING is calling for proposals to design a new art school for the NGO MOM I'M FINE Project, with the help of Los Amigos de la Esquina.**

The school will be located in the current plot owned by LADLE, in Tulum, between the streets Calle 2 Pte and Calle 4 Ote.

Tulum is a town located in the Mexican Riviera Maya. Its population is approximately 18,200 and it's just some meters away of the Tulum ruins, one of the most visited archaeological sites in the world.

# TULUM: CLIMATE

The climate in the Mayan Riviera is subtropical and has one of the **highest sunny day proportions in the world**. The average annual temperature is 25.5 °C.

From June to September temperatures can occasionally exceed 40°C, although **the average is around 30°C**, the sun rises at 05:00 and sunset is at 20:00. During nights the temperatures can descend to 25 °C.

From December to March temperatures are more moderate, with maximums that reach 35 °C and minimums that can descend to 15 °C during nights. The thermal amplitude is usually large due to the action of the sea.

**Temperatures are fairly constant in the Riviera.** However, the heat during summer months may be a bit excessive for some people. The rest of the year is much smoother and more pleasant.

**The rainy season begins in May and continues into November.** During the wet season, visitors can expect frequent heavy rain showers on most days. The showers typically arrive in late afternoon and last for at least a few hours. The dry season begins in late November and ends in February. During these months it still rains, but infrequently.

The threat of hurricanes does exist in the Mayan Riviera, though it is not as risky as it is on the other side of the peninsula. Hurricane season is officially from June to October, with the end of the season seeing the highest chance of hurricane activity. Tropical storms are frequent during this time, but, fortunately, most do not develop into hurricanes. Even if they do, direct hits to the mainland are very rare and only occur once every 10 or 12 years, on average. Strong winds and heavy rains are common in the wet season, but they normally do not last long.



# THE PLASTIC PROBLEM

It was not very long ago when soft drinks and beer purchased in Mexico came in glass bottles that were always returned to the bottlers and reused. Then the bottling companies successfully petitioned the government to use plastic and aluminum containers on the condition that they would be responsible for recycling. Those arrangements quickly fell apart and the bottlers no longer take responsibility for the complete lifecycle of their products. Aluminum is usually not a problem, because there is sufficient financial incentive for these cans to be recycled, but not so with plastic.

Most recyclables end up in dumps. When plastics were collected, they were usually shipped to Progreso, the port near Merida, where they were loaded on ships destined for recycling in China. However, this solution may no longer be viable since China announced that they are no longer accepting "dirty" plastic for recycling.

Even if there are currently no scientific studies analyzing the plastic problem specifically on the beaches of Quintana Roo, **Mexico in general generates half a million tons of plastic waste that ends up in the sea. Mexico ranks as the 12th largest plastics consumer in the world, consuming over 5 million tons of plastic each year.**

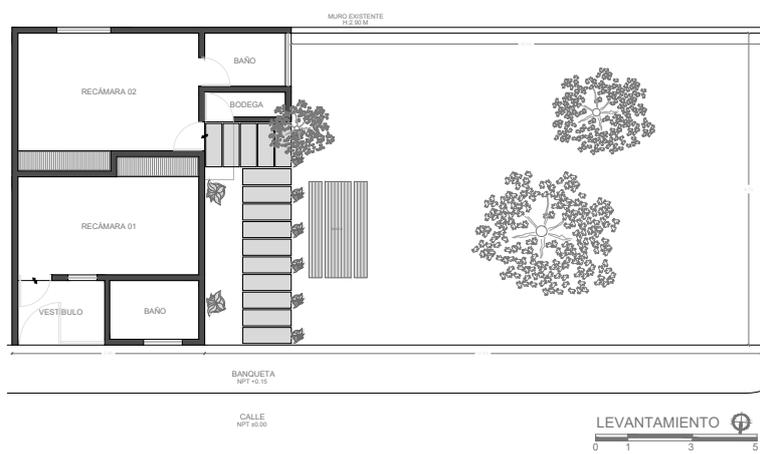
In recent years, the effort in Mexico has increased significantly to clean the 10,000-kilometer-long beaches. Still according to the annual beach cleaning activities organized by volunteers or government agencies, **plastics are the most common solid waste returning with ocean currents from different areas. It is not enough done against the pollution of the seas. There is new trash on the beach every day.**



*Los Amigos de la Esquina came up with a fun recycling system for the kids of the school.*



# PROJECT SITE



Los Amigos de la Esquina's plot in Tulum measures 9,73m x 23,21m. It already has a building that they use for their "Residencies Program". It consists of two studios used as accommodation for specialists (artists, teachers, doctors, etc.) that collaborate with LADLE and go to Tulum to teach or help in different ways.

The usable space for the new building will be the yard next to the studios, and has the following characteristics:

- Its dimensions are **14,55m x 9,73m**.
- The plot has **two trees in the middle**. The biggest one has to be **maintained in the same place**. The smaller one, next to it, must also be kept but can be moved if the project needs that. The species of the trees is *Spathodea campanulata*
- The **neighbor wall** in the north has a height of 2,90m.
- It is **completely flat**, so there's no need to consider any slope.

Elevations and plans will be sent after registration.



# THE CHALLENGE

For this competition, participants have to design a new school for MOM I'M FINE Project with the help of Los Amigos de la Esquina. The winning proposal will be built.

## PROGRAM

The building can have one or two stories and it will have the following program:

- **CLASSROOM:** a typical school classroom, with tables and chairs for approximately 20 kids.
- **MULTIPURPOSE SPACE:** an empty space, with no furniture in it, to be used for multiple purposes.
- **SINK:** small space with a sink to clean glasses, dishes, cutlery and to store them.
- **RESTROOMS:** with three toilets, one for only adults, one for boys and one for girls.
- **STORAGE 1:** shelves and storage where kids can have access so they can keep all their art and wellness material such as crayons, paints, yoga mats, foldable tables and chairs.
- **STORAGE 2:** storage room for cleaning materials.
- **FOOT SHOWER:** a space where kids can wash their feet before doing any activity such as yoga.
- **OFFICE:** big enough to fit two people working with computers and a meeting room for 3 to 4 people.
- **PROJECTOR:** a wall or a screen where they can use a projector (3m x 3m), white and flat.
- A mural artist (it might be the Brazilian artist **Eduardo Kobra (@kobrastreet)**) will collaborate with MOM I'M FINE and he **will be painting a mural in one of the walls of the school**. Make sure your design considers a big wall where he can do it.
- The logo of MOM I'M FINE has to appear in a visible spot of the school.



# THE CHALLENGE

## MATERIALS

**The main goal of this competition is that the school will have to be built using as many recycled plastics as possible.**

Since, as we've seen, the plastic is a really important matter not only in the Riviera Maya, but in the whole world, this school wants to set a precedent and show the limitless possibilities of the recycled plastic.

**You can consider any type and form of plastic, such as bottles or crushed plastic. Make sure the constructive system you propose is realistic and can be built by local workers.**

**The structure of the building, including foundations, can be designed using traditional materials and techniques (such as bricks or concrete).**

**If you know a company that creates building materials with recycled plastic you can use them for your proposal, but make sure they can build in Mexico and their costs don't exceed the budget.**

Focus on creating something that can inspire the whole world, a unique school made out of recycled plastic.

**Remember that your proposal's constructive system has to be easy and cheap to maintain.** It should bear with the hot summers and the heavy rains of the zone.

## BUDGET

**The budget for the construction of the school is 50.000€, or in local currency 1.070.000 MXN.**

After registration, we will send you a file with the approximate local costs of construction.

## SUSTAINABLE BUILDING

One of the main subjects LADLE teach to kids is sustainability. That's why the building will have to consider matters such as **energy, heating and ventilation efficiency.**

**Also, each participant can design a system to collect rainwater.** Keep in mind that Mexico has pronounced wet and dry seasons. Most of the country experiences a rainy season from June to mid-October and significantly less rain during the remainder of the year.

**The installation of solar panels is also advisable.** Make sure you consider its cost in the budget.

Plants and trees are a very important matter for LADLE, you should not forget about them in your proposals.



# COMPETITION DETAILS

## ELEGIBILITY

Any architecture student or actual architect can participate in TULUM PLASTIC SCHOOL, regardless of their nationality. Likewise, people from other disciplines can also participate, such as engineers, sociologists, photographers, etc. Not being necessary the presence of an architect in the team.

Teams may be formed by a maximum of four (4) members and a minimum of one (1).

All team members must be 18 years of age or older.

The registration fee must be paid per team, regardless of the number of members (1-4 people).

In the event that a team or participant wants to participate with more than one proposal, it will be necessary to register twice (or as many times as proposals will be submitted), paying the full price corresponding to each registration.

Under no circumstances may jurors, the organization or persons directly related to the jury participate in this competition.

## AWARDS

When competition reaches 500 participating teams, registration will be immediately closed and prizes will be 20.000€, broken down as follows:

1st PRIZE  
**10.000€**  
**+ PROJECT CONSTRUCTION**

2nd PRIZE  
**5.000€**

3rd PRIZE  
**3.000€**

4th PRIZE  
**1.500€**

5th PRIZE  
**500€**

+10 HONORABLE MENTIONS

Prizes will depend on how many teams have registered successfully after registration deadline. If, after that date, teams don't reach 500, prizes will be:

001-100 registered teams:	1  2.000€	2  1.000€	3  500€
101-201 registered teams:	1  3.000€	2  1.500€	3  500€
201-300 registered teams:	1  4.000€	2  2.500€	3  1.000€
301-350 registered teams:	1  5.000€	2  3.500€	3  1.500€
351-400 registered teams:	1  6.000€	2  3.500€	3  1.500€
	4  1.000€	5  500€	
401-450 registered teams:	1  8.000€	2  4.000	3  1.500€
	4  1.000€	5  500€	
451-475 registered teams:	1  9.000€	2  4.500	3  2.000€
	4  1.500€	5  500€	
476-500 registered teams:	1  10.000€	2  5.000	3  3.000€
	4  1.500€	5  500€	

\*Depending on the country of residence of the winners, the prize may be subject to the withholding or payment of taxes foreseen in the law of that country.

# COMPETITION DETAILS

## CALENDAR

APRIL 12th 2019 REGISTRATION OPENS

JULY 3rd 2019 REGISTRATION CLOSES

**JULY 3rd 2019 SUBMISSION DEADLINE**

JULY 12th 2019 WINNERS ANNOUNCED

\* Registration can close earlier if the competition reaches 500 teams registered. In that scenario, submission deadline won't change

\*No submissions will be accepted after the general deadline indicated above: 23:59:59 Los Angeles time (UCT / GMT-8) or CDT.

## PAYMENT

Registration fees will depend on how many teams are already registered in the moment of registration, and will evolve as follows:

001-100 registered teams: **50€+ VAT**

101-201 registered teams: **65€+ VAT**

201-300 registered teams: **80€+ VAT**

301-350 registered teams: **100€+VAT**

351-400 registered teams: **110€+ VAT**

301-450 registered teams: **120€+ VAT**

451-475 registered teams: **135€+ VAT**

476-500 registered teams: **150€+ VAT**

VAT: 21%

Registration process must be completed on the official Archstorming website. In order for the registration to be successful, the team must pay the fee corresponding to the registration date. Once the registration and payment process have been completed, there will be no refunds.

## PAYMENT METHODS

Visa, Mastercard, Discover and American Express credit or debit cards may be used. The Archstorming team will not have access to credit card details. Please provide the information on the card as it appears on it.

Likewise, payments are accepted through Paypal.

## REGISTRATION

Just after registration and payment, the Archstorming Team will send a confirmation email that will include working material such as plans, pictures, budget etc. and the registration number. This number is the Order # of the email and must be placed in a visible spot on the team's competition board, preferably the lower right corner.

At the time of completing the submission form when sending the proposals, the registration number will also be required to identify the team.

<http://www.archstorming.com/register.html>



# COMPETITION DETAILS

## SUBMISSION MATERIALS

Participants must submit **one (1) A1 format board** (594x841 mm or 23.4x33.1 inches) oriented either landscape or portrait with the registration number in the lower right corner.

The content of the boards is open, as long as the idea that the participants want to communicate is clearly expressed. However, it is important to detail the proposal with the materials and constructive systems thought. The boards must be delivered in JPEG or JPG format and its name must be the registration number provided by the Archstorming Team (eg 340118156.jpg)

In addition, **one (1) description of the project no longer than 400 words** must be submitted, including the project budget (the budget doesn't count for the 400 words). The description must be submitted in PDF format and its name must be the registration number provided by the Archstorming Team (eg 340118156.pdf)

All the materials must be submitted in the Submit section on the Archstorming's website.

<http://www.archstorming.com/submit.html>

## EVALUATION CRITERIA

The jury will evaluate the projects based on the proposed objectives, the main being the creation of a new school for the NGO MOM I'M FINE Project, that doesn't exceed the budget and uses recycled plastic as the main construction material.

The jury is free to add other criteria that they consider important for the project needs.

A total of 50 proposals will be selected for the final round. Among the 50 finalists, the jury will choose the winner, the second and third place, and the 10 honorable mentions.

## FAQ

You can check the most common questions in the corresponding section on the Archstorming website:

<http://www.archstorming.com/faq.html>

Also, during the competition, all questions sent by email will be answered individually and uploaded to the section of the website mentioned above.

# COMPETITION DETAILS

## INTELLECTUAL PROPERTY AND COPYRIGHT

All materials submitted to the competition will become property of Archstorming, and therefore give Archstorming all rights to that material from that moment on.

Archstorming will publish all materials given appropriate attributes to the authors.

Archstorming reserves the right to modify the proposals and text in order to better adapt them to any publication format, without changing the essence of the proposal itself and since the project is going to be built in a near future, we reserve the right to modify the winner proposal according to the real needs of the place, always keeping the essence of the idea and working along with the author.

The participant is responsible for using copyright-free images. Archstorming is not responsible for the use of protected images by the participants.

## THE CONSTRUCTION

MOM I'M FINE PROJECT is the NGO in charge of the project, along with LADLE. **They plan to start the construction by the end of 2019.** Archstorming is collaborating with the project but not responsible of the school construction. It is totally managed by the NGO and it is also the one in charge of the construction timeline as well as the details of the option of going to the construction place. If for any reason the NGO in charge of the project finally decides not to build it, Archstorming will not be responsible of the fact.

## NOTES

Archstorming reserves the right to make any changes in the rules of the competition (dates, requirements, etc.). It is the obligation of the participants to check on a regular basis the website of Archstorming to verify if the Terms and Conditions or the competition information have been modified.

Archstorming is not responsible for any research done by participants in the area.

The breach of the norms and terms defined in this briefing or in the Terms and Conditions of the website of Archstorming will result in the immediate disqualification of the team without any refund of the payments made.

Archstorming reserves the right to cancel this contest in case it does not reach a minimum number of participants, defined in the Terms and Conditions. In that case Archstorming will return the full amount of registration fees to the participants enrolled at the time of cancellation.

<http://www.archstorming.com/terms.html>

