Schindler Global Award 2017
Press Kit
We’re Schindler.
Schindler was founded in 1874 in Lucerne, Switzerland, and is today one of the world’s leading providers of elevators, escalators, and moving walks. Schindler designs, develops, manufactures, installs, maintains and modernizes elevators, escalators and moving walks. We’re also experts in developing innovative technologies and systems that combine our products into urban mobility solutions. The Schindler Group has more than 1,000 branch offices in over 100 countries worldwide, as well as production sites and research and development facilities in the USA, Brazil, Europe, China, and India. Over one billion people use Schindler urban mobility solutions every day.

Why the Schindler Global Award?
The Schindler Global Award is part of our company’s commitment to building sustainable urban environments. Since 1874, when we began making our first elevators near Lucerne, Switzerland, we have seen the cities of the world rise and grow – and we have played a large part in helping to build them. In the 20th century we made it possible for buildings – and people – to rise vertically above the earth’s surface to heights inconceivable in any earlier age. In the 21st century our cities present a new kind of challenge, as growing urbanization and globalization catalyze environmental, social and other changes. The Schindler Global Award is our effort to respond to the challenges of our current and future cities, by supporting those who will go on to create them: today’s students.

Schindler and the City
We make elevators, but we see the city as a skyline of interconnected vertical and horizontal mobility networks. From sky lobbies to train stations, our products help people move freely, safely and comfortably. We feel responsible for pushing forward innovations that support sustainable cities. All of our products are designed with efficient, energy conserving materials and manufacturing. Since 2004 Schindler has been certified to ISO 14001, a global third-party environmental management standard. When cities seek to integrate their public transportation infrastructure into the urban fabric of the 21st century, we make it happen. When buildings need complex traffic management systems to handle tens of thousands of daily movements by occupants, we have solutions. From the coordinated movements of multiple elevator zones in a skyscraper, to people travelling from home to work and back again, to a family riding up to their apartment from an underground car park, Schindler helps make cities possible.

Elevate or Escalate, Either Way We’re Going UP!
Since the launch of the modern-day elevator with Elisha Otis’s demonstration of the first mechanical safety system in 1854, our industry has scaled ever-higher heights, carried ever-larger traffic loads and met ever-changing environmental demands. At Schindler, we have always worked closely with architects, planners, developers and aligned industries to design and deliver safe, comfortable, convenient and highly efficient vertical mobility solutions. Schindler has innovated many times, making elevator travel faster, more sustainable and suitable for more and more complex projects. Destination management was our innovation; it is now becoming the accepted standard for both passenger comfort and building efficiency worldwide. Today, with The PORT Technology and the new myPORT, we still lead the world in elevator innovation.

Vertical Mobility as an Urban Service
We have a legacy of over 140 years of being not only a successful commercial company, but also of providing a vital public transport infrastructure service – the only public transport service in the world that is completely unsubsidized yet free to use around the clock! We take our duty of service very seriously; we see ourselves as an urban service provider to the billion-plus people who use our products every day. Over half of all Schindler employees (there are over 57,000 of us in total) work in installation and maintenance, yet we’re about much more than nuts and bolts. One of our latest innovations is a suite of digital apps that help our technicians care for our elevators. We worked with MIT to develop them, and made a movie about it with Apple. These apps help our engineers keep our products working optimally, safely and around the clock. They help to give our customers an instant overview or details about all or any of the elevators or escalators in their real estate portfolio – and they take you where you need to go.
April 25, 2017 – Today, Schindler announced the winners of the 14th annual Schindler Global Award, a one-of-a-kind urban design competition open to university students from around the world, at an awards ceremony in São Paulo, Brazil. A team of architecture students from FAUUSP – Faculdade de Arquitetura e Urbanismo da Universidade in Brazil won the first prize of US$ 25,000. Eleven other prizes were awarded to teams from around the world, including China and the United States. A total of US$ 105,000 in prize money was allocated.

The award, sponsored by Schindler, a leading global manufacturer of elevators and escalators, challenges the architects and urban planners of tomorrow to develop outstanding mobility design concepts for a project site in São Paulo, a thriving, densely populated city, with unique urban design challenges. A team of international experts and practitioners evaluated the entries to select and rank the twelve winners.

The Schindler Global Award is known for its holistic approach to sustainable urbanization using mobility as a catalyst for positive change. The award invites students to use urban-scale thinking to respond to the challenges of the cities of today and tomorrow. Student exposure to the competition format and common urbanistic issues on a global level is intended to foster a sense of competitive and collaborative work prior to professional practice.

“We see it as our responsibility to contribute knowledge about urbanization, both through our expertise and by supporting the work of students, experts and practitioners who shape the world through design and planning,” said Andre Inserra, CEO of Schindler Brazil.

The Schindler Global Award ceremony was the culmination of 10 months of project development and several vigorous rounds of judging. More than 150 teams representing 46 countries entered the competition, which was narrowed down to 12 finalist teams.

“Since our founding in 1874, Schindler has transformed from an engineering company that manufactures elevators and escalators to a company focused on transforming mobility solutions for the cities of today and tomorrow. The award is focused on the total urban environment because that is the context for our work, and it’s where all the major challenges lie for keeping the ever-growing populations of our cities mobile,” said Schindler CEO Thomas Oetterli. “We see mutual benefit in hosting a competition for these future city makers. We hope they will learn from the competition, and we know that we will learn from them.”

Schindler Group hosts the SGA with academic partner ETH Zurich. The Schindler Award was established in 2003, and since 2015 it has a global orientation. Competitions occur every two years, based in cities around the world, including Shenzhen, China in 2015 and São Paulo, Brazil in 2017.
Principle
The Schindler Global Award (SGA) is a student urban design competition with a focus on mobility. The SGA is an ideas competition, intended to engage students in formulating a response to complex conditions in cities across the globe. The 2017 competition is based in São Paulo, Brazil. Schindler Group hosts the SGA with academic partner ETH Zurich, led by the Chair of Architecture and Urban Design, Professor Kees Christiaanse. The competition language is English.

Participation
The SGA was open to students of architecture, landscape architecture, urban design and planning, in their final Bachelor degree year and Masters degree students in any year, including thesis. Students could participate individually or in teams, and each entry must had a faculty supervisor.

Brief and Site
The 2017 SGA brief was centered on the idea of “Transforming the urban core: Urban design for coexistence”. Students were asked to design a holistic response to specific challenges using a clear focus and background research. The site was located in a neighborhood in the heart of São Paulo, centered on the CEAGESP wholesale market. It is slated for future relocation, allowing a large area to become free for urban design-based interventions to impact all scales, from the local to the regional.

Prizes and Jury
An international jury of renowned experts will nominate the winning entries and allocate the awards, with a total prize sum of US$ 105,000.

Competition Management
The Schindler Global Award is sponsored by Schindler, a leading global manufacturer of elevators and escalators. Schindler runs the competition partnership with the ETH Zurich, Chair of Architecture and Urban Design and the Future Cities Laboratory (FCL), led by Professor Kees Christiaanse
Transforming the Urban Core: Urban Design for Coexistence in São Paulo, Brazil

Introduction
The Schindler Global Award (SGA) is a student urban design competition with a focus on mobility. The SGA is an ideas competition, intended to engage students in formulating a response to complex conditions in cities across the globe. The SGA is open to architecture, landscape architecture, urban design and planning students, in their final Bachelor degree year and Masters degree students. Students can participate individually or in teams, and each entry must have a faculty supervisor.

The 2017 competition site is in São Paulo, the main economic engine of Brazil and most populous city in South America. With a population of twelve million and more than twenty million people in the metropolitan region, the city is well established and embedded in global flows of resources, people and power. The city faces challenges at all scales, and the competition asks students to address them using urban design frameworks and strategies. The competition site is centered on the CEAGESP (Companhia de Entrepostos e Armazéns Gerais de São Paulo) wholesale market, along with its surrounding neighborhood and infrastructures. The CEAGESP will be relocated by the city in the coming years, freeing up a substantial part of the city for redevelopment and change. Its location in the center of São Paulo offers the potential for forward-thinking approaches to the creation of a new centrality within the city, connected and integrated into the local and regional context.

An international jury of renowned experts will evaluate the entries and allocate awards, with a total prize sum of US$ 105,000. The SGA competition begins with the release of this brief and the opening of registration on the 16th of June 2016; the registration deadline for the SGA is the 30th of October 2016. Entries are due on the 31st of December 2016, and prizes will be awarded in spring 2017.

Task

A. Framework
The task of the 2017 Schindler Global Award is to make a comprehensive urban design proposal to address the existing and future challenges on the CEAGESP wholesale market site. The locally focused urban design strategy should be embedded into its context, strengthening the city and the region as a whole. The central themes of the competition are connection and integration, using public space, mobility infrastructures, housing and workplaces as catalysts. Participants are asked to design a sustainable portion of the city by taking a comprehensive look at these topics.

The competition site, situated west of the old center of São Paulo, is located in close proximity to one of the functional gateways to the city, a strategic position, through which hundreds of thousands of commuters from outlying urban areas pass daily, on their way to and from work. The site is northwest of the current centralities of mostly high-paying jobs. This offers the potential to divert development in the city away from a southward direction by presenting an alternative in the northwest. The CEAGESP area could become a new centrality in a network of other new and existing centralities. Changes to the mix of uses on the site could offer new economic and housing opportunities.

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The CEAGESP area has been functioning for many decades as a wholesale market for perishable goods. It is an important local employer. Within a radius of approximately one kilometer are numerous commercial businesses, specialist retailers, and service companies that are directly associated with the CEAGESP, such as plant nurseries, garden furniture retailers, and event agencies. The city government of São Paulo wants to relocate the commercial activity in the near future, moving it from the 640,000 square meter site to the periphery near the Rodoanel Mário Covas beltway. The primary reason for relocation is the high level of traffic associated with the CEAGESP, which significantly contributes to congestion in city.

Consequently, for the purpose of the competition, the vision for the existing industrial and commercial area is to develop a lively district with a dense mixture of living, working and services, uniting urban and economic considerations. Locally based economies contribute to the diversity, stability and identity of neighborhoods. The mix of uses is therefore of great importance, as are questions of mobility to define where and how residents and workers from the designed neighborhood commute and access their needs in greater São Paulo. This can substantially impact quality of life, and includes everything from employment and living to leisure. For example, well-designed neighborhoods with varied uses and good mobility connections could significantly improve commutes for a portion of the population, by reducing transit distances and the time people need to reach essential destinations in their daily lives.

New, contemporary forms and modes of mobility, such as car-sharing concepts, should be part of the thinking behind the design. There is an urgent need to develop alternatives to problems of individual transport in car-dependent São Paulo. The role and function of public transportation is a key part of addressing these concerns.

The urban fabric of São Paulo is divided by massive road and rail infrastructures, many of which severely fragment the city. The question is whether – and how – infrastructure can support more diverse uses and functions. Infrastructure could enable more interfaces between uses and users, and become an integrated part of the public realm, rather than a mono-functional element that often isolates neighborhoods. The competition site contains the train station Ceasa, part of the CPTM (Companhia Paulista de Trens Metropolitanos) network. The station is segregated from the urban fabric and is only accessible from one side of the adjacent Pinheiros River. Changes to its range of uses and design could potentially create a new urban hub. The relationship of infrastructure elements to public space and how infrastructure functions as public space should be assessed. The design of the network of open spaces, roads and pathways, within and adjoining the competition site, should be planned and incorporated into the overall design.

The urban design should indicate how new buildings connect to public spaces, and address density along with urban form. São Paulo’s urban development, driven largely by the real estate market and informed by security concerns, has mostly resulted in walled high-rise towers. These self-contained living environments abandon the street as unattractive residual space. This should be looked at critically. For city residents the fear of robberies and burglaries is high, and this is reflected in the building typologies. Building setbacks, the relationship of public, private and semi-private areas, as well as outright security measures, such as fences, gates and guards, should be examined. Alternatives that better integrate public space with the tower-based typology should be tested.

Adjacent to the site boundary, some of the plots of land have already changed in use, as industry has shifted away from the area. The site was a place of active industry starting in the late 19th century, but this has been in decline since the mid-20th century. This is due in large part to shifts in the economy, technological progress and changes in land prices. The industrial past is still visible, evident in the large-scale plot configurations and former industrial buildings. This gives the area a strong spatial identity. New and interim uses, including film studios, event halls, car dealerships and residential towers should somehow be included or addressed in the design.
These new uses have attracted service industry businesses, such as restaurants and bars, which cater to workers and visitors. This progressive change is key to designing an area that can evolve over time, to become an increasingly complex and integrated part of the city. The residual space along the river, polluted and disconnected, is also a relic of the area’s industrial past. This dividing element could attain its full potential as a new connecting open space and recreational area.

As today’s city of nearly twelve million people continues to grow, pollution will worsen. Exhaust emissions from motorized private transport are of particular concern. Deliberations about São Paulo’s wastewater disposal and drainage problems should also be taken into account. The phenomenon of urban heat islands is common in São Paulo, where large portions of the urban surface are paved or covered by buildings, effectively sealing it. This means that evaporation is reduced and solar radiation is stored in buildings and road surfaces. Heat islands develop, raising surface temperatures significantly in certain areas. Additionally, because rainwater cannot percolate into the ground it immediately becomes surface runoff. This routinely overburdens the wastewater infrastructure and frequently leads to flooding and, even worse, to landslides. Consideration should be given to how the design of the new district can avoid exacerbating these negative environmental conditions and offer a high quality of life year-round.

Inherent in a holistic approach is the integration of found conditions into designs. Designs can draw on the historical identity of the CEAGESP site as they assimilate new ideas. These new ideas must engage the present-day situation and its requirements, to bring flexibility and adaptability for future development. The quality of life of the local residents should be a central concern and should be used to identify approaches that result in high quality urban development overall.

B. Topics
The choice of a focus for the design is essential, but the comprehensive nature of the competition means that a multifaceted response is required. Four essential topics are meant to guide proposals, and serve as the benchmarks for the evaluation of entries. Students are free to define additional considerations, but the following topics should be used to ensure holistic designs:

1. Regional and local urban design impact
2. Mobility and public space integration
3. Urban living, urban economy and creation of jobs
4. Cultural, social and architectural heritage

Designs should be grounded and linked to research and analysis. This allows a spectrum of pragmatism and imagination, generated from realistic starting points.

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C. **Key Questions**
The following questions are linked to the framework and topics of the competition. Designs should take each question into account. The Key Questions are the criteria by which the jury will evaluate entries.

By taking a holistic approach urban design proposals should address the following aspects:

**A. Regional and local urban design impact**
1. What implications and gains are proposed for the immediate neighborhood?
2. How does the strategic gateway position of the site and its potential as a new centrality work in connection with other already existing centralities in the city and the region, in a condition of polycentrality?

**B. Mobility and public space integration**
1. How are the design suggestions integrated into the city’s existing public spaces and transportation network?
2. How are the surrounding areas and mobility infrastructures on both sides of the river connected and made accessible?
3. How is the expected increase in mobility demands met, and what is the spatial and functional integration of the existing CPTM train station, and any new mobility access points? What are the spatial and functional qualities of these transfer points and transport interface nodes?
4. What new concepts and forms of mobility could help the site overall, such as those that result in lower emissions and traffic congestion?
5. How can the design of a high-quality public street network help to avoid or reduce the effects of urban heat islands and help with storm- and wastewater issues?
6. What is the green open space concept?

**C. Urban living, urban economy and creation of jobs**
1. How can a diversity and density of people, uses and offers – a frequency and interaction density – be achieved, to avoid, for example, dormitory quarters and areas that are dead outside of shop and office working hours?
2. How is safety and security balanced with the desire to improve public space and street relationships, especially considering the city’s tendency toward walled towers?
3. Mixed-use: How are local businesses integrated? How can integrating mixed-use concepts encourage the creation of jobs, such as those related to urban manufacturing or new forms of urban production?

**D. Cultural, social and architectural heritage**
1. How is the existing urban fabric and the heritage of the site part of the design?
2. How is the transformation of the existing industrial site treated?
Schindler Global Award 2017
Jury Members

The Jury Schindler Global Award met in February 2017 in São Paulo, Brazil. The two-day process was filled with lively debate about the student projects and methods of urban intervention. Jury president Anna Dietzsch guided the jurors in selecting twelve nominees from over 150 qualified competition entries. A final ranking of the winners was conducted at the close of the final session. The jury members were:

Ms. Anna Dietzsch (President)
AIA, Architect, Managing Director, Davis Brody Bond Architects and Planners, New York, USA and São Paulo, Brazil

Mr. Claudio Bernardes
Chairman of the Advisory Board of Secovi São Paulo, São Paulo, Brazil

Prof. Dr. Ciro Biderman
Economist, Professor of Public Administration and Government at Fundação Getúlio Vargas EASP; Chief of Innovation Office at City of São Paulo, Brazil

Mr. Jose Castillo
Architect and Urban Planner, Design Critic in Urban Planning and Design at Harvard University, Cambridge, USA; co-founder of arquitectura 911sc, Mexico City, Mexico

Dr. Elisabete França
Architect, Director of Planning at CDHU, State of São Paulo, Brazil

Prof. Hubert Klumpner
Architect, Professor of Architecture and Urban Design at ETH Zurich, Switzerland; Partner, Urban Think Tank, Zurich, Switzerland

Ms. Adriana Levisky
Architect and Urbanist, Levisky Architects, São Paulo, Brazil

Dr. Fernando Mello de Franco
Architect, former Municipal Secretary of Urban Development, City of São Paulo, Brazil

Mr. Sandro Pincherle
Director of FIABCI Brazil, Advisor to Secovi São Paulo, São Paulo Brazil

Mr. Neil Runcieman
Communications Director, Schindler Group, Ebikon, Switzerland

Prof. Georgeen Theodore
AIA, Architect, Urban Designer, Director and Associate Professor at New Jersey Institute of Technology, USA; Principal, Interboro Partners, New York, USA

Prof. Dr. Dr. h.c. Paola Viganò
Architect, Professor of Urban Theory and Urban Design at EPF Lausanne, Switzerland and Università IUAV of Venice, Italy; Principal, Studio Paola Viganò, Milan, Italy

Jury, from left to right: Hubert Klumpner, Kees Christiaanse (moderator), Paola Viganò, Anna Dietzsch (president), Claudio Bernardes, Georgeen Theodore, Carlos Leite, Sandro Pincherle, Fernando Mello de Franco, Neil Runcieman, Adriana Levisky, Elisabete França, Jose Castillo, Ciro Biderman (Credit: Dimitri Kron)
Schindler Global Award 2017
Winners

**First Prize**
Team 829
Students: – Eduardo Ganança, Luiz Boschi Grecco, Jessica Luchesi
Academic Supervision: – Prof. Dr. Fábio Mariz Gonçalves
– FAUUSP – Faculdade de Arquitetura e Urbanismo da Universidade de São Paulo, Brazil

**Second Prize**
Team 1023
Students: – Niti Malik, Alisa Labrenz
Academic Supervision: – Prof. Dr. Marc Angéli, Guillaume Dopchie, Guillermo Dürig, Marcin Ganczarski, Ciro Miguel
– ETH Zurich, Switzerland

**Third Prize**
Team 969
Students: – Jianfeng Lin, Luqing Liu, Yangwenbo Xue, Fenghuang Zheng
Academic Supervision: – Prof. Dr. Chia-Peng Chou, Assoc. Prof. Zhihong Yu, Assoc. Prof. Zheng Wu, Wei Xu
– Fujian University of Technology (FJUT), China

**First Honorable Mention**
Team 919
Students: – Jorge Saliba Abdalla, Carol Almeida, Fábio Alberto Alzate Martinez, Renata Arcelli Doro, Fernanda Barreiros Rosa, Giovanna Lis Bellinello, Lívia Biaiso Bacha Martins, Andrea Calderon Lama, Tales Eduardo Ferretti Pacheco, Isabella Game, Maria Teresa Muniz da Silva, Carolina Pessoa de Souza Bitelli, Eric Eduardo Ribeiro Sene dese
Academic Supervision: – Prof. Sérgio Sandler
– Fundação Armando Alvareis Penteado, Brazil

**Second Honorable Mention**
Team 974
Students: – Spoorthi Bhatta, Guan Yi Chuah, Thomas Dores, Alexis Luna, Brian Mourato, Brandon Muir, Chit Yee Ng, Pier Paolo Pala, Kanisha Patel, Elliott Perez, Vinh Phung, Christopher Santos, Roman Schorniy, Liliana Torres, Chau Tran
Academic Supervision: – Ass. Prof. Dr. Jesse LeCavalier
– New Jersey Institute of Technology

**Third Honorable Mention**
Team 996
Students: – Urška Eler, Dominik Jakša, Nina Jakša, Tjaša Kimovec
Academic Supervision: – Ass. Prof. Darja Matjašec, Nejc Florjanc, Tomaž Pipan
– University of Ljubljana, Biotechnical Faculty, Department of Landscape Architecture, Slovenia
Travel grant
Team 746
Students:
– Beatriz Sippach Vasconcellos
Academic Supervision:
– Prof. Peter Staub, Georgia Papathanasiou
– University of Liechtenstein, Liechtenstein

Travel grant
Team 913
Students:
– Sultan Al Zadjali, Sheung Chi Ho, Oleksandra Telenkova
Academic Supervision:
– Prof. Peter Staub, Georgia Papathanasiou
– University of Liechtenstein, Liechtenstein

Travel grant
Team 976
Students:
– Magnus Lidman, Silvio Rutishauser
Academic Supervision:
– Prof. Dr. Marc Angilili, Marcin Ganczarski, Guillaume Dopchie, Guillermo Dürig, Ciro Miguel
– ETH Zurich, Switzerland

Travel grant
Team 986
Students:
– Fu-Hou Zhang
Academic Supervision:
– Prof. Robin Dripps
– University of Virginia, USA

Travel grant
Team 997
Students:
– Tadeja Ažman, Lara Bolkovič, Nejc Greben
Academic Supervision:
– Ass. Prof. Darja Matjašec, Nejc Florjanc, Tomaž Pipan
– University of Ljubljana, Biotechnical Faculty, Department of Landscape Architecture, Slovenia

Travel grant
Team 998
Students:
– Tine Horvat, Barbara Kostanjšek, Petra Pečan
Academic Supervision:
– Ass. Prof. Darja Matjašec, Nejc Florjanc, Tomaž Pipan
– University of Ljubljana, Biotechnical Faculty, Department of Landscape Architecture, Slovenia
Across the world there is a rising engagement with the creation of sustainable and livable cities. At the forefront of this interest and involvement are the design disciplines, in partnership with national, sub-national and local government and experts from diverse fields. The Schindler Global Award invites students to apply their ideas about the cities of today and tomorrow, through an urban design competition.

The Schindler Global Award 2017 was focused on São Paulo, Brazil. A site in the central area of the city was chosen, and students were guided by the competition brief, “Transforming the Urban Core: Urban Design for Coexistence”. The book Schindler Global Award 2017 documents the results of the 2017 award cycle. The twelve winning entries are published, along with essays by leading practitioners and thinkers related to the competition.

The Schindler Global Award 2017 book includes essays by Harvard Professor Diane Davis and São Paulo’s Chief Innovation Officer Ciro Biderman, along with other public officials and leading practitioners, including Elisabete França, Fernando Mello de Franco and Georgeen Theodore.

The essays cover a range of topics, such as public space and public engagement, along with mobility and housing. The scope of subjects reflects the unique expertise of the contributors, guided by the principles of the competition. The book Schindler Global Award 2017 is a contribution to the international dialogue about making better urban environments for everyone.
Schindler Global Award 2017
Management Committee

Organization
The Schindler Global Award is sponsored by Schindler, a leading global manufacturer of elevators and escalators. Schindler organizes the event in partnership with the ETH Zurich, Chair of Architecture and Urban Design and the Future Cities Laboratory (FCL), led by Professor Kees Christiaanse.

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