



## JURY DECISION SPRING HOTELS DESIGN CHALLENGE | TENERIFE

### The Jury

- **Miguel Villarroya** | CEO in Spring Hotels Group
- **Raúl Domínguez** | Director of Marketing and Innovation in Spring Hotels Group
- **Javier Molowny** | Co-founder associate in Arquideas Platform

### Jury Decision

The members of the jury of this international competition of ideas Spring Hotels Design Challenge, having thoroughly considered all 55 proposals submitted from 17 different countries, have made a two-stage evaluation in order to unify criteria and issue a fair verdict.

The jury, having considered all evaluation criteria specified in the Terms and Conditions of this competition, such as architectural proposal, ability to clearly express the project's concept, ability to pivot the marketing strategy, as well as the ability to meet the demands of the program, have chosen 11 finalists at the first evaluation stage.

A second evaluation stage would be necessary to choose the 3 winning proposals and the honourable mention.

All proposals reflect the values pursued by this competition, tackling challenges from various talented and well-thought-out approaches.



**FINALISTS**

**SHDC 1021**

Jesús Alfonso Valenzuela Gutiérrez  
*Instituto Tecnológico Superior de Cajeme, Mexico*

**SHDC 1153**

Eneida Estupiñán Vesga  
*Universidad Francisco Paula Santander, Colombia*

**SHDC 1035**

Pablo Alonso González  
*Universidad Las Palmas de Gran Canaria, Spain*

**SHDC 1162**

Aythami Gabriel Ruiz Moreno  
*Spain*

**SHDC 1040**

Alejandro Cruz Castro  
*Universidad Nacional de Colombia, Colombia*

**SHDC 1175**

Giulia Cao  
Marco Giaco  
Luca Zamuner  
*Università degli Studi di Udine, Italy*

**SHDC 1090**

Markel Urriaga  
*Escuela Técnica Superior de Arquitectura Madrid, Spain*

**SHDC 1186**

Aritz Herrera García  
Sandra Diz Ramos  
*Escuela Técnica Superior de Arquitectura de Madrid, Spain*

**SHDC 1103**

Laura Angel Orozco  
Manuel Alejandro Díaz Morales  
Sebastián Rivera Rangel  
*Universidad Católica de Pereira, Colombia*

**SHDC 1195**

Josu Vega Etxeberria  
*Escuela Técnica Superior de Arquitectura de San Sebastián, Spain*

**SHDC 1126**

Cristian Seguel Medina  
Constanza Sandoval  
*Universidad Diego Portales, Chile*

## HONOURABLE MENTION

### SHDC 1142

Cristian Ovidiu Pavel  
*Sapienza Università di Roma, Italy*

The members of the jury especially appreciate the ability of the proposal to detect key aspects in user's experience and use them as a starting point for developing the proposal. In addition, attention should be drawn to the courageous proposal of elements and spaces working at the service of an accurate passive marketing strategy whose goal is to generate moments that are worthy of being shared by tourists on social media.

The proposal offers various user experiences with different environments for various types of customers, providing an iconic image of great similitude to certain charming places of Ibiza's coastline. The project incorporates a distant landscape to the user's experience, with the sea as a background.

It is appreciated that the plot is organised around the terraces and the endemic vegetation, common to all islands.

## WINNERS

### 1<sup>st</sup> Prize: SHDC 1030

Alberto Carbonell  
*Universidad de Alicante, Spain*

The members of the jury appreciate the proposal aims to build a developed landscaped using the different possibilities provided by the ground plane. The topography generates a range of elevations and depressions that, attending to the different uses they contain, support the functional programme of the proposal as if they were polders.

These concavities and convexities give proper solutions for the free spaces inside the plot, wisely incorporating elements that were built following the same criteria.

The jury would like to highlight the incorporation of the proposed intangible element of reference that, as if it were a geyser, works as landmark for the new tourist space.

An innovative proposal that solves the proposed functional programme by reinterpreting elements and aspects from the Canary Island's landscape.

**2<sup>nd</sup> Prize: SHDC 1064**

Egehan Savgi  
Ihsanerdem Er  
Mehmet Emin Turan  
*Yildiz Technical University, Turkey*

The jury appreciates the proposal aims to acknowledge an element as meaningful as the Canary Island's ports and tries to incorporate as initial idea for the project.

Attention should be drawn to the different user experiences proposed which are intended for different types of customers and their leisure requirements.

The proposal generates new uses enabling the development of activities above and below. A combination of elements that come together attending to the different requirements of the proposed functional programme.

The use of a module system that builds a serialised structure results in a strategy that finds solutions for the program's requirements, and at the same time it can be read as a scaled intervention that is environmentally friendly. A clear and concise line.

An architecture that invites to journey into the landscape proposed for the hotel. An approach that picks natural elements and gather them in an easy and respectful tour.

**3<sup>rd</sup> Prize: SHDC 1194**

Carlos Sánchez Sanabria  
Verónica Rodríguez Vergara  
*Universidad de Sevilla, Spain*

The members of the jury appreciate the realism and authenticity of the proposal and would like to acknowledge the way the water organises different open spaces.

The jury highlights the palapa proposed that provides shade for users in the open space and stands out as main figure in the project.

It should also be emphasized the attention given to the free spaces in the proposal, as well as the incorporation of the endemic vegetation to the project.

## Acknowledgments

Arquideas would like to thank all the participants for their effort and dedication in this contest and congratulate them for the quality of the proposals that were presented.

Arquideas would also like to thank the members of the Jury of this contest for their cooperation and dedication and the Spring Hotels Group for the involvement in the contest.



The Arquideas Team

