

# PLACE BUZZ. INSTALLATIONS ON THE POLLINATOR HIGHWAY

Competition rules

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## 1. Purpose and introduction

The purpose of the competition is to find conceptual designs to establish three different installations on the Pollinator Highway. They will be constructed in the spring and summer of 2022. The installations must remain on site at least until the end of 2023.

We are looking for innovative location-specific, environmentally sensitive and community-friendly contemporary installations which are either semi-permanent or permanent art works or (landscape) architectural objects. The installations can be in any format and medium (including land art, intervention, installation, sculpture, architecton or small architectural form). The priority of the competition is to highlight sections of the Pollinator Highway by making the most of its existing space and the potential of its elements as well as to turn the monotonous environments into more lively ones. We ask you to base your decisions on the principles of sustainability and the materials' lifecycles when creating the installations and choosing your materials. The aim of the installation competition is to find conceptual designs that can be used later throughout the city. We will select three designs to be realised on the Pollinator Highway. Two winners will be selected by the jury and one will be selected by the public via online voting on the Maptionnaire platform.

### 1.1. Background

The Pollinator Highway is a species-rich meadow-like natural environment, a green corridor that passes through six districts of Tallinn as well as a movement corridor for pedestrians and cyclists. The Pollinator Highway mainly runs alongside a former rail line and a high voltage corridor.

The name Pollinator Highway refers to an already existing movement corridor used by pollinators (butterflies, bumblebees and honeybees) and other groups of animals to move from one green area to another. In the future, the Pollinator Highway will become a vibrant city-wide linear park, a public space offering new green mobility connections and various opportunities for activities.

The project is led by the Tallinn Strategy Centre's Spatial Design Competence Centre. The competition task was completed in cooperation with the Pollinator Highway's working group. The competition is based on the concept of the Pollinator Highway, the development strategy Tallinn 2035 and Tallinn's values as the Green Capital of Europe 2023. The project is developed with the support of B.Green, a European Union project funded by the Interreg Central Baltic Program, which supports cross-border cooperation, sustainable urban mobility, and cohesive communities.

## 2. Area and surroundings

The competition area is the Pollinator Highway's route from Paldiski Road to Hiiu. Five sections (Mustjõe, Veskimetsa, Väike-Õismäe, Astangu and Vana-Mustamäe&Hiiu) are included in the competition (Annex "1.2 Spatial sections"). Each section's description and set of problems are described in the relevant page on the Pollinator Highway's website <https://www.putukavail.ee>. We also recommend that you traverse the Pollinator Highway's route in full – this will allow you to experience it for yourself and get a better feeling for the space.

There are no restrictions on choosing the specific site within the area of the Pollinator Highway. You can pick a suitable spot along the route or use the whole competition area of the Pollinator Highway. The installation can be a spatial intervention traversing the entire route or just one spot on it.

### 3. Competition task

- Create a conceptual plan for a location-specific and community-friendly contemporary work of art or (landscape) architectural object that is either semi-permanent or permanent.
- Design an installation or (multipurpose) small architectural form in any form and medium related to the Pollinator Highway.
- Convey a message that supports the environment, community and urban mobility.

The Centre for Applied Anthropology of Estonia conducted a study on the perception and use of the space of the Pollinator Highway that helped them map how people perceive and use the various spatial sections of the Pollinator Highway. The materials of the study are included in the annex of the competition task. The results can be used as inspiration for selecting the location and devising the concept for an installation.

The Pollinator Highway is made up of nine spatial sections. We divided the Pollinator Highway into sections on the principle that their borders are defined by distinct urban structural interruptions that intersect the light traffic roads, such as wide multi-lane highways (like Paldiski Road and Ehitajate Road) or clear changes in the urban or natural environment. The division is subjective, as research has shown that people sense the various borders of the spatial sections that the Pollinator Highway passes through differently. The individual sections lack their own strong and clear identity.

We want to revive and activate the parts of the Pollinator Highway that people found dull and monotonous and that need a stronger identity and sense of place. One of our goals is to make the sections of the Pollinator Highway feel more like a whole by connecting the different intersections where the main route of the Pollinator Highway crosses with local roads. Active users of the Pollinator Highway also feel that there is a lack of attractive views, opportunities for activities, places to rest and variety in the space. They would like there to be more areas to spend their free time in without the pressure to consume anything. The audience and potential users of the installations are both the local people and other inhabitants, including various flora and fauna.

#### 3.1. Competition general requirements

1. To enrich the public space and add variety to it in order to create a diverse user-friendly space that is more artistic and better planned.
2. To communicate the concept of the Pollinator Highway that is centred around the environment, community and urban mobility and strengthen its identity.
3. To activate the monotonous and less popular sections, create more connections between them and highlight either individual sections or the Pollinator Highway's identity as a whole.
4. The installations will be constructed in the spring and summer of 2022 and must remain on site at least until the end of 2023.
5. Choose the materials for the installation based on the principals of sustainability and their life cycles.

#### 3.2. Competition task's feasibility

A successful entry must be feasible and fit into the prescribed budget. The budget for one installation is €20,000. The budget includes:

- 4,000€ prize and artist fee;
- 16,000€ production costs (includes sketching, producing, installing and deinstalling).

The installation can require a construction notice at most. It must not be higher than five metres or

require an excavation permit. The author is responsible for the complete deinstallation of the artwork and the life cycle of the materials.

In the interests of the installations' feasibility, we recommend that you choose land that is municipal property (you can find the map in the annex of the competition task). If you wish to construct the installation on private land, you will be responsible for coordinating with the land owners and getting their approval.

Please do not count on electricity connections when designing your work. If electricity is needed for the functioning of the installation, you must first determine if establishing an electricity connection is possible at your selected location.

If any ground investigations are needed for the implementation of the installation, they will be carried out after selecting the winner and financed from the production budget.

If the jury does not find a winning proposal suitable for the location chosen by the author or if several award-worthy designs have been submitted to the same location, the jury has the right to assign a specific location to each awarded installation. The participant is not authorised to change the location of the installation retrospectively, except in the case of unforeseen circumstances that make it impossible to build the installation at the planned site. If the author refuses the proposal for a new location determined by the jury, the procurement contract for the production of the awarded design will not be concluded.

## 4. Competition submission format

Submit your installation as an A3 PDF-file in landscape orientation that includes the following materials:

- A layout with a scale of your choosing, a situation scheme and diagrams describing the installation
- Schemes and diagrams that best describe the concept of the installation
- A short written explanation describing the installation and its concept (including information on the materials' life cycle)
- A budget estimate
- 3D visuals, collages or photomontages illustrating the installation

Additional materials (including a video, a model, an audio recording, etc.) explaining the concept may be submitted.

## 5. Annex

1. [Anthropological study of the Pollinator Highway](#)
  - 1.1. Overview of the study
  - 1.2. Spatial sections
  - 1.3. Interruptions
  - 1.4. Personas
2. Diagrams
  - 2.1. [Map of municipally owned land](#)
  - 2.2. [Perception of the Pollinator Highway's spatial sections](#)
  - 2.3. [Use of the Pollinator Highway](#)