



## JURY'S REPORT

### **TITLE OF THE COMPETITION:**

International Competition for the concept and content of the exhibition setup in the National Pavilion of Montenegro at the World Expo 2025 Osaka

### **COMPETITION ANNOUNCER:**

Ministry of Economic Development

Rimski trg 46

81000 Podgorica

[www.gov.me/mek](http://www.gov.me/mek)

### **TYPE AND FORM OF THE COMPETITION:**

International Competition for the concept and content of the exhibition setup in the National Pavilion of Montenegro at the World Expo 2025 Osaka is international, general, single-stage and anonymous.

### **THE LANGUAGE IN WHICH THE COMPETITION IS ANNOUNCED AND CONDUCTED**

The Announcer announces and conducts the Competition in Montenegrin and English.

### **SUBJECT OF THE COMPETITION:**

The subject of this competition is the creation of a conceptual solution for the exhibition setup in the National Pavilion of Montenegro at the Expo Osaka World Exhibition 2025.

The competition work should contain an installation, shaped and graphically integrated solution that will present Montenegro in a unique and interesting way, and in accordance with the Expo 2025 Osaka theme "Designing the Future Society for Our Lives" and the selected sub-theme "Connecting Life".

The competition work must be harmonized with the objectives of Montenegro's participation in the World Exhibition, program basics and other important documents that are an integral part of the competition material. The competitive work must comply with all other conditions specified in the competitive documentation.

### **AIM OF THE COMPETITION:**

The aim of this competition is to come up with the best conceptual solution for the pavilion of Montenegro at the Expo 2025 Osaka World Exhibition, which will be harmonized with the exhibition, adapted to the space where the exhibition will be held and which will fulfill the following requirements with the conceptual solution:

- In a unique and innovative way, align the concept of the exhibition with the Expo 2025 Osaka umbrella theme "Designing Future Society for Our Lives" and the sub-theme "Connecting Lives";
- Provide a solution that will present Montenegro in an authentic way with a special focus on the values of coexistence and diversity, tradition, cultural specificities, and potential for a sustainable future;
- Provide a sustainable technical - technological and economically rational solution in accordance with the given space.

### **COMPETITION DEADLINE:**

The deadline for submission of works is 23:59 (CET - Central European Time Zone) on Thursday, June 27, 2024.

### **JURY AND RAPPORTEURS:**

#### **Members of the Competition Jury are:**

1. **PhD Sonja Radović Jelovac**, Architect, President of the Jury;
2. **Prince Nikola Petrović Njegoš**, Architect and General Commissioner of the Pavilion of Montenegro at the Expo 2025 Osaka World Exhibition, member;
3. **Novica Mitrović**, Architect, President of the Professional Chamber of Architects at the Chamber of Engineers of Montenegro, member;
4. **PhD Svetlana Perović**, Architect, Dean of the Faculty of Architecture, University of Montenegro, member;
5. **Associate Prof. Aljoša Dekleva**, B.Sc.Arch, M.Arch (Dist) AA, member;
6. **PhD Vladislav Šćepanović**, Director of the Museum of Contemporary Art of Montenegro, member;
7. **Ivona Savićević**, MSc, Director General of the Directorate for International Cooperation, European Integration and Implementation of EU Funds in the Ministry of Economic Development, member.

#### **Rapporteurs:**

1. **Maja Delić**, member of the Executive board of the Professional Chamber of Architects CEM,
2. **Ljubiša Pavićević**, Ministry of Economic Development.

## **COMPETITION JURY'S WORKFLOW:**

The opening of the competition work was conducted on July 2, 2024.

It was noted that by the specified deadline, i.e., by 23:59 (local time in Montenegro) on Thursday, June 27, 2024, 14 competition entries were received, while two e-mails were received whose content was rejected by the server.

After consultation with the IT sector, the competent Ministry of Public Administration and the consent of the jury members, request was sent to these two e-mail addresses for the delivery of the competition works in the original content, with a note that a check will be made as to whether the submitted pdf files were created within the deadlines defined by the competition, a competition work was delivered to the e-mail address of the announcer from one of the addresses. Until the end of the sessions of the jury, the material from the other e-mail address was not received.

The rapporteurs took the folders marked "information about the author" for safekeeping, which the jury does not have access to until the final ranking of participants is determined and the decision on the distribution of awards is signed.

Three sessions of the jury were held on July 23, 24 and 26, 2024.

### **A/ First session of the Jury**

At the first session, held on July 23, review and evaluation of all 15 competition works that received within the stipulated period was conducted.

The jury concluded that there are certain ambiguities in the majority of competition works in the part of the presentation of the application of the ecological aspect, the realized net areas and the framework assessment of the investment.

The jury reviewed the content of the competition works that were submitted on time and identified 10 entries that possess qualities for further evaluation, works by the following codes:

The jury reviewed the content of the works received in a timely manner, and singled out 10 works that possess the qualities for further evaluation, namely the works under the codes:

During the evaluation of the previously selected 9 works that were candidates for the second round of evaluation, the jury stated that the works under the codes:

57740, 73925, 61490, 53427, 58402, 13549, 85374, 32168, 31275.

During the evaluation of the previously selected 9 works that were nominated for the second round of evaluation, the jury determined that the entries with the codes:

73925, 61490, 53427, 58402, 31275.

possess the qualities for the third round of evaluation.

### **B/ Second session of the Jury**

At the second session held on July 24, it was conducted a detailed review and evaluation of 5 competition works which were previously selected.

Based on the criteria specified in the competition announcement a review of works was conducted in details:

1. Spatial criteria/ The character of the solution in the national pavilion and the context of the joint pavilion, achieved compliance with general needs and ambient values
2. Program criteria/ Content distribution and functionality, goals achieved in accordance with the competition task
3. Aesthetic criteria/ Architectural expression and realized visual effect
4. Economic criteria/ Program and market sustainability
5. Technical - technological criteria/ Feasibility and rationality of the proposed solution

and on the basis of the criteria prescribed in the Competition, unanimously determined the final ranking list of awarded works, which follows below:

No	Prize	Author's code	Amount	Points
1.	First prize	<b>73925</b>	10.000,00€	86
2.	Second prize	<b>61490</b>	6.000,00€	74
3.	Third prize	<b>53427</b>	4.000,00€	71

### **C/ Third session of the Jury**

At the third session held on July 26, the Jury's report was prepared with comments for all three award-winning works, as well as the Jury's Recommendations for the first-prized work.

After that, the folder with information about the authors was opened.

## REPORT OF THE JURY ON THE COMPETITION WORK

### 1. COMPETITION WORK CODE "73925" (first prize)

#### "Celebrating Togetherness"

According to the assessment of the majority of the jury members, this competition work gave the best answer to the theme of the World Exhibition Expo 2025 Osaka " Designing Future Society for Our Lives ", i.e. to the sub-theme "Connecting lives", with a personal impression of the experience and presentation of Montenegro.

The authors start from the thesis that Montenegro has an important opportunity to "tell its story or even create a new one with its geography, culture, past and future" at EXPO 2025 in Osaka.

By defining the theme of the Montenegrin pavilion "Celebrating Togetherness", the authors additionally accentuate the sub-theme defined by the competition, engaging the phenomenon of unity as the core of the author's concept. The thematic setting "Celebration Togetherness" is reflected through the ambient values of the national pavilion, which integrate the "multiplicity" and "diversity" of the Montenegrin context, but also without striving for "uniformity". The thematic starting point of the author is very skillfully incorporated into the spatial setting and atmosphere of the pavilion.

The pavilion strives to interpret the unity of Montenegro, through the overlapping of the two phenomena, "the geography that forms the foundation of civilization and the human conditions that emerge on this geography".

The maximum abstinence from design interventions that would point to a significant physical division of the pavilion is visible. The authors meaningfully treated the space as an integral two-part pavilion unit. In the first zone, the aim is to express the topic and content in the "purest and simplest" way. The initial intervention is a model of the Zeta valley produced from woven prints and threads, which with an innovative approach accentuates the topography of Montenegro and effectively establishes a design narrative. In the main area of the pavilion, Montenegrin "geography is interpreted tectonically" through four different textures and creates an atmosphere with the aim of simultaneously "conveying a feeling beyond visual and auditory communication". The use of local materials and techniques further strengthens the authenticity and contextuality of the design. The main element of the entrance facade, the stone wall, "dissolves" and integrates into the ground and then "disappears" into the "texture of the landscape". "Reflective surfaces visually expand the space and serve as an exhibition surface that changes visibility by digitally transforming into a screen." The use of reflective surfaces can have a multiple role, not only in the capacity of experimenting with objects that emit a reflection, in addition to the visual, artistic, it also includes a spiritual, psychological component, dealing with the past, spiritual vertical, visions of the future, etc., while allowing the visitor to create own image of reality, the coexistence of fictitious and/or real, everyday, usual, but also different, more innovative, to which every, even Montenegrin, cultural context aspires.

According to the jury's assessment, the quality of the solution is recognized through the functional and spatial unity of the pavilion, visual and aesthetic values, and the complexity expressed through

simplicity and unencumberedness that "celebrates coexistence and the potential that coexistence provides". The authors leave the possibility for the visitor to experience the "feeling, state or way of life" of the Montenegrin context.

The jury stated that the criteria of economic and technological sustainability, rationality and feasibility of the solution were met.

The chosen project of the exhibition pavilion of Montenegro for Expo 2025 in Japan has the potential to significantly contribute to the presentation of Montenegro on the world stage.

The pavilion succeeds in conveying the essence of the Montenegrin context in an innovative and artistic way, which can have a significant impact on the global perception and tourist attraction of the country during this world exhibition.

<b>WORK UNDER THE CODE "73925" – total 86 points</b>			
<b>CRITERIA</b>		<b>POINTS</b>	<b>POINTS EARNED</b>
<b>1.</b>	<b>Spatial criteria</b> The character of the solution in the national pavilion and the context of the joint pavilion, achieved compliance with general needs and ambient values	<b>0 - 30 points</b>	<b>28</b>
<b>2.</b>	<b>Program criteria</b> Content distribution and functionality, goals achieved in accordance with the competition task	<b>0 - 35 points</b>	<b>30</b>
<b>3.</b>	<b>Aesthetic criteria</b> Architectural expression and realized visual effect	<b>0 - 20 points</b>	<b>17</b>
<b>4.</b>	<b>Economic criteria</b> Program and market sustainability	<b>0 - 5 points</b>	<b>1</b>
<b>5.</b>	<b>Technical - technological criteria</b> Feasibility and rationality of the proposed solution	<b>0 - 10 points</b>	<b>10</b>

#### **The Jury's recommendations for the first prize-winning design:**

1. Consider the use of video presentations on parts of the side walls in the form of LED screens integrated into reflective surfaces. At the same time, reconsider the display of content on the transparent ceiling for the purpose of presenting high-quality video content;
2. Dimension and shape the curved part shown in the seating diagrams with an ergonomic function that allows comfort in two to three rows of seats;
3. Review the materialization and more precisely define the maintenance of the grassy part.

The expert members of the Jury pointed out that the first-prize competition entry needs to be corrected according to the recommendations within 10 days from the date of publication of the competition results and that the corrected conceptual design needs to be submitted via email [expokonkurs2025@mek.gov.me](mailto:expokonkurs2025@mek.gov.me) in pdf and dwg format. The authors of the first prize-winning

competition entry are required to make corrections in communication with the competition jury and the experts representing the Ministry of Economic Development.

## **2. COMPETITION WORK CODE "61490" (second prize)**

### **"Connecting Life" (subtheme defined by competition)**

The jury judged that in this work, the concept of connection with nature and isolation was successfully realized at the same time. The project combines two different environments: a wooden path "surrounded by water" that provides a more natural feeling and an island, a space that offers a sense of protection and allows visitors to mentally disconnect from everyday life.

The focus of the concept is "guvno", a recognizable traditional element of Montenegrin heritage, which the authors "transfer" to the pavilion in its original form and material.

Guvno as a symbol of gathering, connection, dialogue, but also symbolically, a circle as a sign that interprets the connection of life. At the same time, the proposed guvno, according to the author's concept, has a "deep connection with stone in Japanese culture".

The design of the pavilion provides harmony through the "culture-nature" dialogue, creating a space that invites introspection and interaction with the environment and people. This work managed to combine aesthetic appeal with functionality.

The concept and content of the pavilion are presented integrally, in such a way that the concept rests entirely on the content.

The work aims to enable visitors to engage all their senses and create a perception based on a new experience that symbolizes the values of living together, "connecting life", diversity and interaction. In a functional sense, the division into "antre" as a gathering place and "guvno" as a place of events was well evaluated, however, this division resulted in a significant reduction of the usable area. Small distances between large wall surfaces intended for multimedia further limited the functionality of the space.

In addition, during the duration of the exhibition, it is planned to use a fixed 360° camera to directly show five characteristic places in Montenegro with the aim of "giving visitors a sense of physical presence in Montenegro, even though it is far from Japan." According to the jury, this can be a big challenge.

The majority of Jury members concluded that this type of pavilion would be more adequate as one segment of a larger-scale pavilion, but that in this form it has certain spatial and functional limitations.

The jury also concluded that the presentation of costs is unrealistic, given that the solution envisages the activation of all multimedia walls. This aspect would require additional attention and optimization to ensure the sustainability of the project.

According to the jury, this work deserved the second prize.

<b>WORK UNDER THE CODE "61490" – total 74 points</b>			
<b>CRITERIA</b>		<b>POINTS</b>	<b>POINTS EARNED</b>
<b>1.</b>	<b>Spatial criteria</b> The character of the solution in the national pavilion and the context of the joint pavilion, achieved compliance with general needs and ambient values	<b>0 - 30 points</b>	<b>24</b>
<b>2.</b>	<b>Program criteria</b> Content distribution and functionality, goals achieved in accordance with the competition task	<b>0 - 35 points</b>	<b>28</b>
<b>3.</b>	<b>Aesthetic criteria</b> Architectural expression and realized visual effect	<b>0 - 20 points</b>	<b>16</b>
<b>4.</b>	<b>Economic criteria</b> Program and market sustainability	<b>0 - 5 points</b>	<b>2</b>
<b>5.</b>	<b>Technical - technological criteria</b> Feasibility and rationality of the proposed solution	<b>0 - 10 points</b>	<b>4</b>

### **3. COMPETITION WORK CODE "53472" (third prize)**

#### **"SOUNDSCAPE"**

The jury highly appreciated the effort of the author of this work from the aspect of designing an "interactive musical installation", which becomes a kind of experiment, but at the same time it also creates concern for the final epilogue in achieving the desired experience of the visitors. The authors did not examine enough the specificity of the sound produced by the fiddle and the choice of materials used to achieve it in their work and offer a convincing solution.

The primary engagement of the sense of sound dominates the author's concept of this solution, with a thematic focus on the "soundscape", whereby, in the end, sound becomes the central motif of the spatial installation and the generator of the pavilion's atmosphere.

Aluminum pipes shape the interior of the pavilion as a whole, the arrangement of which generates dynamic forms with which "various Montenegrin landscapes and atmospheres" are interpreted. According to the authors, the symphony of visual and sound experience should reflect "the natural beauty and cultural heritage of Montenegro". The movement of visitors is monitored by intelligent motion detectors that generate music using controlled aluminum elements.



The central goal is to use metal pipes to "produce the same notes as in the case of gusle, a traditional Montenegrin musical instrument, known for its unique sound". The spatial installation integrates different visual and acoustic sensations through the past, present and future, ie through "echoes of history", "consequences of actions" and "A bright sight". The authors strive to translate the Montenegrin aesthetics into a modern abstract form, but also to recognize difficulties, challenges, as well as the resilience and strength of the Montenegrin people through the sounds of the "symphony" to optimistic messages for a brighter future.

According to the jury's assessment, the technical and technological feasibility of the solution represents a challenge in the case of this solution. The jury had certain reservations in relation to the limitations that this type of pavilion provides.

According to the jury, this work deserved the third prize.

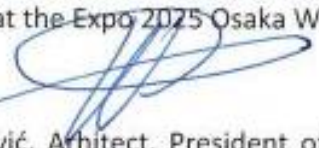
<b>WORK UNDER THE CODE "53472" – total 71 points</b>			
<b>CRITERIA</b>		<b>POINTS</b>	<b>POINTS EARNED</b>
<b>1.</b>	<b>Spatial criteria</b> The character of the solution in the national pavilion and the context of the joint pavilion, achieved compliance with general needs and ambient values	<b>0 - 30 points</b>	<b>20</b>
<b>2.</b>	<b>Program criteria</b> Content distribution and functionality, goals achieved in accordance with the competition task	<b>0 - 35 points</b>	<b>28</b>
<b>3.</b>	<b>Aesthetic criteria</b> Architectural expression and realized visual effect	<b>0 - 20 points</b>	<b>16</b>
<b>4.</b>	<b>Economic criteria</b> Program and market sustainability	<b>0 - 5 points</b>	<b>3</b>
<b>5.</b>	<b>Technical - technological criteria</b> Feasibility and rationality of the proposed solution	<b>0 - 10 points</b>	<b>4</b>

COMPETITION JURY:

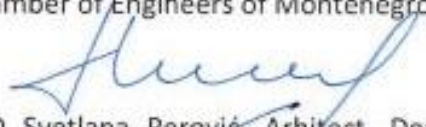
- PhD Sonja Radović Jelovac, Architect, President of the Jury;



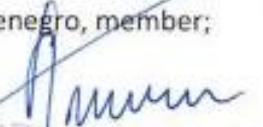
- Prince Nikóla Petrović Njegoš, Architect and General Commissioner of the Pavilion of Montenegro at the Expo 2025 Osaka World Exhibition, member;



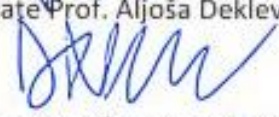
- Novica Mitrović, Architect, President of the Professional Chamber of Architects at the Chamber of Engineers of Montenegro, member;



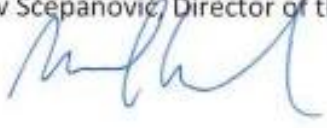
- PhD Svetlana Perović, Architect, Dean of the Faculty of Architecture, University of Montenegro, member;



- Associate Prof. Aljoša Dekleva, B.Sc.Arch., M.Arch (Dist) AA, member;



- PhD Vladislav Šćepanović, Director of the Museum of Contemporary Art of Montenegro, member;



- Ivona Savićević, MSc, Director General of the Directorate for International Cooperation, European Integration and Implementation of EU Funds in the Ministry of Economic Development, member.

