

11th BRUNEL AWARDS INTERNATIONAL RAILWAY DESIGN COMPETITION – WASHINGTON, DC

To promote quality of design and publicly display the results achieved by the railway organizations of the world, the Watford Group created the BRUNEL AWARDS International Railway Design Competition in 1985. This competition is named after the renowned 19th century British railway pioneer, Isambard Kingdom Brunel (1806-1859) founder and builder of the Great Western Railway. The first awards were held in Bristol on the occasion of the 150th anniversary of rail service on the Great Western Railway and presented by her majesty Queen Elizabeth II. In 2008, the International Union of Railways (UIC) joined the Watford Group as a co-sponsor of the BRUNEL AWARDS.

The 11th Edition of the BRUNEL AWARDS will be held in Washington DC in recognition of the nation's renewed interest in the railway as a pre eminent means of transportation and commerce. Organizing body for the competition is the Center for Industrial Design in Transportation, Inc. on behalf of the US Watford Delegation. In addition to the UIC, the Association of American Railroads (AAR) will join as a co-host of the event in conjunction with other government, trade and design professional organizations that share an interest in quality design in railroading. The prestigious BRUNEL AWARDS competition brings out the best in railway architecture, engineering, landscape and environmental design, product design, locomotive and car design, graphic arts and overall design quality among the world's railways. Award ceremonies will take place in October, 2011 in Washington, DC. Additional information may be obtained from the Center for Industrial Design in Transportation, Inc. at brunel2011@c4idt.org



WHO MAY ENTER

Entrants need not be members of the Watford Group; submissions may only be made by public and private railway organizations that own or operate common carrier rail services on classic mainline or high-speed rail infrastructure, or public or private rail infrastructure owner/managers. The entrants must have some involvement in the project, either by commissioning the work, owning the work, managing the design process or overseeing the construction of the work. For multi-owner, multi-operator or transnational projects, the submission is either made jointly by the different railway participants or by a single managing authority on behalf of the different organizations. Projects on urban mass transit and light rail/tram systems are not eligible. The BRUNEL AWARDS are given to the party that commissioned the design or owns the work as set forth on the entry form in recognition of their commitment to quality design. Awards consist of public recognition of the design through a permanent monument or medallion to be affixed to the project. A public display of the winning projects and a competition catalogue will be prepared after the Award ceremony.

A maximum of 20 Awards in all categories combined will be made. Additionally, the Jury may issue Commendations to entries that may not meet all the criteria but exhibit quality design. The actual number of awards and commendations each category is at the sole discretion of the Jury.

The Watford Group also awards a "Jury Prize for Overall Design Excellence" to the railway organization that best exhibits a holistic approach to design as evidenced by multiple submissions in each competition category.



The Austrian Railways hosted the 2008 BRUNEL AWARDS in Vienna.

Each submission must be assigned a category by the entrant on the official entry form. The Chairman of the Jury reserves the right to reclassify an entry category to place it in context with all other submissions received. **Entries must have been completed after January 1, 2006 and must still be in service as of June 1, 2011.** A project previously submitted to the BRUNEL AWARDS that did not receive formal recognition, may be resubmitted provided it meets the current rules.

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COMPETITION CATEGORIES

Entries must be made in one of the following categories. Each railway organization is limited to a total of ten entries which may be assigned in any of the categories. .

CATEGORY 1 – Passenger Station Buildings

- Small stations; renovated, restructured, or newly constructed
- Medium or large stations; renovated, or newly constructed
- Station boarding platforms and/or canopies
- Accessibility facilities and improvements,
- Interior architecture and interior design

CATEGORY 2 – Technical Infrastructure and Environment

- Civil engineering of right-of-ways , including protective structures such as noise control barriers, innovative grading, use of natural features
- Bridges, viaducts, tunnel portals and miscellaneous structures such as pedestrian bridges and underpasses, integrated car park structures
- Electrification /Catenary structures, signal structures, site lighting structures
- Design for compliance to environmental rules, landscape architecture, mitigation of visual or environmental impact, preservation of natural or historical features

CATEGORY 3 – Freight and Railway Support Buildings

- Rolling stock workshops, new or renovated
- Freight terminals, Intermodal/container facilities or individual buildings within freight terminals
- Signal buildings,, trains control offices, railway office buildings, employee facilities, new or renovated
- Rail infrastructure maintenance buildings and workshops, new or renovated

CATEGORY 4 – Industrial Design, Graphics and Art, Branding

- Furniture and designed products for use in stations and on trains
- Graphic design for signage, advertising, information services, timetables and ticketing, vehicle paint schemes, business branding
- Employee uniforms and clothing, including protective clothing for railway specific activities
- Passenger information systems, electronic communication
- Integration of art in railway projects, rolling stock, and communication items

CATEGORY 5 – Rolling Stock

- Locomotives of all types
- Passenger cars, new or renovated
- Freight rolling stock
- Rail mounted maintenance equipment, special purpose technical cars and trains
- Integrated trainsets for short, medium and long distance travel
- Historical restoration of rolling stock for use in public, scheduled train service

JUDGING AND ASSESSMENT CRITERIA

The BRUNEL Jury will be composed of international leaders in architecture, engineering, and graphic design and will be chaired by Prof. Ronald Kemnitzer, FIDSA, former Chairman of the Board of the Industrial Design Society of America and head of the Virginia Polytechnic University Industrial Design program. In assessing entries, the Jury's main focus will be the extent to which a project or product will support a favorable perception of the railway and its impact upon the entrant's railway system and the customers it serves. The fundamental criterion will be the role that the entry plays or may play in enhancing the attractiveness of the rail mode and/or increasing the satisfaction of the railway's customers. The Jury will evaluate each entry on the following four criteria as applicable:

1. **Aesthetic Quality** – giving an emblematic value to the entrant's organizational identity and branding through visual appeal, conceptual clarity, structural integrity, choice of materials and color, and selection of form and shape in a manner that serves the customers of the railway and brings positive public recognition of quality design.
2. **Sustainability and Reliability** – including durability of construction, innovative design, use of energy efficient technologies, integration of design into the environment, respect of existing historical qualities, and/or incorporation of features to allow for expansion or upgrading in the future.
3. **Economic Efficiency** – including the application of low maintenance and durable materials, reduction of operating costs through design, minimizing first cost while maintain maximum benefits to the rail customer, and delivering better rail service through enhanced reliability of schedule or improved train performance.
4. **Innovative Project or Product Delivery** - including use of creative design techniques to permit construction while maintaining reliable rail service, use of quality design to foster public-private partnering, adaptive reuse of infrastructure or rolling stock, and/or use of expedited delivery to achieve completion by a critical "in-service" date.

THE WATFORD GROUP

The Watford Group is an international voluntary organization consisting of professionals involved in railway architecture, engineering and industrial design of infrastructure, rolling stock, and business identity of freight and passenger "mainline" rail transport and its associated environment.

The individuals of the Watford Group come from railway administrations, educational and professional institutions, rail companies and their subsidiaries, government ministries and departments, and rail infrastructure managers/owners. The participants are organized into country delegations that elect leaders and manage their own affairs. Individual membership is excluded.



The aim of the Watford Group is:

- To encourage the interchange of ideas across national boundaries, identifying best practices and promoting quality design thus helping to develop and maintain the highest standards of coordinated railway design.
- To make information available to institutions, administrations and political authorities and advise on railway-related issues in the fields of environmental protection, rural and urban development, rail property management, architecture and engineering, design of rolling stock, and design or other railway-related industrial products, as well as design of graphic and artwork.
- To preserve, promote, and carry forward the richness and magic of the railway mode into the future.

The Watford Group sponsors an annual technical conference and general assembly of the country delegations that serves as the policy-making body establishing aims and programmatic direction of the organization. The general assembly elects the steering group and Secretary, who serves as the chief administrative officer. The general assembly also selects the host countries for future Watford Conferences and authorizes the sponsorship of the BRUNEL AWARDS International Railway Design Competition.

The Watford Group has no membership fees and no income; therefore it has no budget or assets. All activities are financed independently by the member delegations on their own account... Further information on the Watford Group can be found on www.watford-group.org

HISTORY

The Watford Group was inaugurated in 1963 by the architects and designers from the railway administrations of Great Britain, Holland, and Sweden as part of the annual gathering of British Rail's regional architects and was named after the town in southern England where the original meetings were held.

During the decades of the 70s and 80s, more and more guests from European countries were invited to attend the Watford Conference and make presentations on their design efforts. The continual expansion of participation provided a forum to espouse international aspects of railway practices. In 1989, the Watford Conference was convened under the auspices of the Swiss Federal Railways SBB/CFF/FFS in Lugano, as a follow-on to an international transport forum being held there concurrently. On this occasion, it was decided to make the Watford Conference a traveling event with different host country each year. The 1990 host was the SNCF in France.

Since then, the Watford Conference has been organized by most of the participating European countries, by USA in 1994, and by Japan in 2006, thus responding to a more international context of railway architecture and design. Today, the Watford Group is composed of railway organizations in 20 countries in Europe, Asia, and the Americas.

WATFORD SECRETARIAT

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