

The Carlsberg Brewhouse Project

Carlsberg Brand
& Experience Centre

Prequalification Material
May 2011

Competition Schedule

Competition announcement:
5th April 2011

Site visit:
6th May 2011

Prequalification entries deadline:
7th June 2011

Announcement of competing teams:
Early September 2011

Competition period:
September 2011 - 20th January 2012

Exhibition:
January/February 2012

Jury assessment:
February 2012

Announcement of winner:
March 2012

Contact

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Introduction

The competition held by Carlsberg A/S, is an international design competition to transform the New Carlsberg Brewhouse into Carlsberg's Brand & Experience Centre.

Carlsberg

The Carlsberg Group is the world's fourth largest brewery group. The Group employs 41,000 people and is characterised by a high diversity of brands, markets and cultures.

Background

The Carlsberg Group has established an internal Steering Committee to develop, guide and evaluate the process and outcome of the competition project to ensure a strong link to the Carlsberg business and brand.

Steering Committee

Jørgen Buhl Rasmussen
President, CEO

Roy Bagattini
Senior Vice President, Asia

Anne Marie Skov
Senior Vice President, Group Communications

Khalil Younes
Senior Vice President, Group Sales, Marketing and Innovation

Lars Holten
Director, Carlsberg Properties

Jesper Bo Jørgensen
CEO, Carlsberg Denmark

Janda Campos
Director, Group Corporate Social Responsibility Unit

Povl Krogsgaard-Larsen
Chairman of the Board, Carlsbergfondet

Secretary

Lone Johnsen,
Event Director

Anne Norgaard,
Strategic Planner

Jury

The Competition is judged by a jury including representatives from the Carlsberg Group as well as national and international representatives within brand experience design and architecture.

Procedure

The competition consists of two phases:

Phase 1: Prequalification

Businesses and teams within the fields of experiential design and development, branding and architecture will be invited to prequalify from the 5th of April 2011.

The purpose of this stage is to encourage as many and varied practices and/or consortia as possible and allow the Carlsberg Group to shortlist and select 4-6 teams to participate in the second phase of the competition.

Shortlisted teams will be those with proven capabilities in the design and delivery of successful brand experiences that also offer the most creatively exciting, brand relevant and commercially viable and sustainable initial proposals for bringing the new Carlsberg's Brand & Experience Centre to life.

Phase 2: Concept Competition

Shortlisted teams will then continue into the second phase of the competition. The detailed concept and proposals for the future Brand and Experience Centre will develop from the competition programme. The concept competition will run between September 2011 and January 2012.

Development of Concept to Delivery of Project.

Following the result of the design competition, the Carlsberg Group will then assess how the project might best be taken forward and delivered.

Assessment Criteria

Entries will be assessed on the basis of the following assessment criteria:

Creativity

The ability to develop a unifying, exciting and highly creative experiential concept for the new Carlsberg Brand & Experience Centre.

Content

The ability to develop a powerful, relevant and compelling experiential storyline for the total experience (pre, during and post visit) that re-enforces and that emphatically develops the branding potential of the Carlsberg Group.

Context

The ability to develop inspiring architectural and design proposals that can work with, develop and enhance the context of the existing Brewhouse, Elephant Gate and surrounding built environment.

Capability

The ability to deliver a team with the proven talent, experience and capability to deliver.

Connectivity

The ability to develop an experience that can reach-out and connect with the existing Visit Carlsberg, Carlsberg district and wider international Carlsberg community.

Commerciality

The ability to develop, deliver and sustain the operation of a financially sustainable experiential business.

Prequalification

Introduction

The contents of the application is designed to provide the Carlsberg Group with the information required to assess your company's suitability to become an eligible participant in the design competition in the second phase.

It is important to fully answer all the questions within this document and provide supporting documentation where applicable.

Failure to complete the questions in full or to provide the documentation requested may result in your application being rejected.

Please note the Carlsberg Group will not return any submitted information in relation to this competition including originals of any documentation.

All responses and submissions provided may form part of the contract should the applicant subsequently be successful.

All supporting documentation and/or additional pages must clearly state the company name.

Any information and/or documents submitted in response to this questionnaire must relate to the applicant only.

The applicant is the organization and/or corporate entity, which it is proposed will enter into a formal contract with the Carlsberg Group if awarded a contract.

General Requirements

Applicants must fulfill the following requirements for prequalification:

- Expertise within experiential design and development, branding and architecture to the highest standard.
- Experience in designing and delivering successful projects of similar scope, scales and programs.
- Experience with best-practice technology within digital visual and projection instruments
- Experience, ability and a willingness to collaborate closely with the Authority and additional partners, to ensure that the project meets the requirements, goals and expectations of the Authority.
- A fully integrated team with supporting working processes and practices to ensure effective collaboration between all parties.

The teams will be chosen by the Jury and the Steering Committee.

Contents of Application

- Vision Statement.
The statement must describe the teams' general view on and approach to experiential development, branding and architecture, as well as the specific approach to the competition project (max 3 pages). The statement should be a clear and concise description, which can guide the Jury and the Steering Committee in an overall understanding of the teams' creative and experiential vision for the new Carlsberg Brand & Experience Centre.
- Company name, address, telephone, telefax, contact person, e-mail address and website.
- Year of establishment.
- A description of the organisation.
- Information on number of employees and respective credentials.
- Names and proposed roles of all those responsible for the project with respective CV's and relevant personal experience
- Information about all companies and/or individuals that would constitute the team, and how the team will collaborate together.
- A declaration from an accountant documenting the company's financial performance over the last 3 years
- Information on competitions won over the last seven years.
- Reference projects delivered and/or initiated within the last seven years, which are relevant in relation to an advanced experiential centre situated in a central urban position. Contact details of relevant authorities to provide references to also be provided.
- Details of the company's IT skills and tools.
- Details of the companies' performance management processes.

Application Deadline

The application for prequalification must be delivered to Carlsberg A/S by the 7th of June 2011, 2 pm:

Carlsberg Group**Visit Carlsberg**

11 Gamle Carlsberg Vej

1799 Copenhagen V

Att.: Anne Norgaard, Strategic Planner

anne.norgaard@carlsberg.com

Enquiries must be made in writing to
anne.norgaard@carlsberg.com, at the latest by
the 1st of June 2011, 2 pm.

The application for prequalification must be
delivered in three hard-copies also to be sent
electronically.

Viewing

A group viewing of the New Carlsberg Brewhouse
and the Elephant Gate will be conducted on Friday
the 6th of May at 11 am.

Booking: anne.norgaard@carlsberg.com

Prequalification Result

The result of prequalification is expected to be made public in September 2011 by general press release as well as at www.carlsberggroup.com/brewhouseproject.

Teams that continue into the competitions second phase will be notified personally and then briefed on the requirements for the second stage of the competition.

Assessment on the competition's second phase is expected to be reached by the end of February 2012.

It is anticipated that an exhibition of the submissions will be held, prior to assessment, as part of the Carlsberg Groups vision to engage the general public and additional stakeholders.

Fees and expenses

Each finalist will receive a payment of DKK 150.000 to participate in the competition. All participants are responsible for their own expenses incurred during the competition.

Ownerships of submissions

No entries will be returned. All entries shall become the property of the Carlsberg Group and the Carlsberg Group shall be entitled to use ideas from the other entries. The Carlsberg Group reserves the right to exhibit, publish and/or to reproduce any and all entries. However, copyright of the design shall remain the intellectual property of the originator.

Competition Material

The competition material consists of the competition programme as well as updates and messages at www.carlsberggroup.com/brewhouseproject.

All communication involving the competition, contracts and negotiations to be conducted in English.

Carlsberg Group
100 Ny Carlsberg Vej
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Denmark

www.carlsberggroup.com