

# “Petrol Station of the Future” design competition.

## 1. Initial situation

### Organiser

The Swiss Oil Association (Erdöl-Vereinigung), whose members in Switzerland operate more than 3,000 petrol stations. Origin: «Your petrol stations – always in motion».

### Current campaign

Initial ideas for the “Petrol Station of the Future” were developed in 2017 and presented for the first time on a specially dedicated stand at the 2018 Motor Show. The focus of the concept was on fuel (hydrogen as a new power source) and suggestions for new services to be provided at petrol stations (see pictures). This guiding theme will be pursued and expanded on in the coming years.

More information is available at:  
[immer-in-bewegung.ch/de/autosalon-genf-2018](http://immer-in-bewegung.ch/de/autosalon-genf-2018)

A separate campaign was also launched that went live at the end of April 2018, “Your petrol stations – always in motion” (see pictures). It is presented online at [immer-in-bewegung.ch](http://immer-in-bewegung.ch). “Always in motion” is a reference to petrol stations that are constantly evolving and customising their range of products and services to meet the mobility demands and requirements of their customers. The campaign draws attention to some exciting mobility-related questions behind this trend.

“Your petrol stations – always in motion” is an Swiss Oil Association initiative.

### The petrol station...

Petrol stations are the lifeblood of personal mobility. We are always popping into petrol stations – and not just to fill up our cars. In a rapidly changing world, petrol stations provide a sense of comfort and familiarity. They are something we can count on. Petrol stations are where brief encounters occur between all types of people who are constantly coming and going.

### ... of the future

Fuel diversification is one of the mega trends that will influence the petrol stations of the future. Petrol stations will be more varied, and offer round-the-clock service to the mobile population. Petrol stations have been much more than just fuel suppliers for some time now.

During the past few years, many petrol stations have become genuine **mobility hotspots**. They “power” the ever increasing mobility needs of our society and economy, in both the literal and figurative senses of the word.

A petrol station is also a “social meeting place”. Petrol stations are destined to be more than mere energy providers on account of their density, accessibility and distribution across the

country. The iconography of petrol stations is also symbolic in urban and rural environments.

The sky's the limit for the petrol stations of the future, both in terms of innovative fuels and customer preferences.

At the same time, new forms of cooperation and new services that were hardly conceivable a few years ago are also emerging due to today's fast-paced digital transformation.

### **Objective**

The aim is to find creative ways of developing petrol stations into mobility hotspots that go beyond all the current models and services.

## 2. Task

An open design competition is being held to collect ideas for new products and services and suggestions regarding the use, importance, architecture and design of the mobility hotspots of the future. Trends should be picked up on, integrated or expanded on in order to keep the offer attractive for the target group. Thanks to their location, dimension, history and design, petrol stations can take on completely new functions in society. We are interested to discover how young creative talents (designers, trend researchers, architects etc.) see the future significance and design of these places.

### Target group

Broad creative industry: young designers, architects, artists, interior designers, brand experts, graphic designers etc.

The competition is only open to Swiss citizens or persons domiciled in Switzerland.

### Framework

1. Show us your petrol station of the future and explore its environment. Possibilities for the environment of a petrol station: urban, large city or small town, surrounding agglomeration, cut-off rural mountain region or thoroughfare position for travellers (e.g. motorway service station, near a main rail station, etc.). The environment should be relevant to Switzerland. You can draw inspiration from real-life examples.
2. We are looking for visionary approaches that can be imagined from today's perspective. They do not necessarily have to be feasible, but must adopt a realistic approach. Ideally, suggestions should reflect a current or future need. The petrol station of the future should take on functions that go beyond providing energy, food and shopping etc.
3. The idea or vision should answer the following questions in an innovative manner (thinking both analogically and digitally whilst incorporating new media and services):
  - What are the innovative elements of your concept?
  - What makes the petrol station so unique in the chosen environment?
  - What does an innovative range of products look like?
  - Which new services should be offered and which customer needs will they cover?
  - Are there ranges of products or services that could be offered in cooperation with neighbouring companies or institutions?
  - Who will use the services of this new petrol station and who will provide them?
  - Naming and possibly a suggestion for branding
  - What will the petrol station of the future look like, inside and out?
4. Give your innovative concept a name which emphasises the pioneering nature of your idea.
5. Visualise your concept with an attractive architectural and design concept using photo montages, plans, renderings, sketches etc. of both inside and out. We are looking for unusual new and exciting visualisations of your idea. If you wish, you can also incorporate existing elements and components of a petrol station into your idea.

6. You should also illustrate how your new service and product ideas can be transferred to the interior of the mobility hotspot. Always remember that your idea should remain true to life and be suitable for potential implementation in the future.

### **Scope**

- A concise headline & summary of the project
- Concept presentation
  - a. 2000 characters maximum (approx. 1 written page of A4) explaining your concept/idea with reference to the questions in points 2 and 3.
  - b. A 2 to 3-minute video presentation produced in a simple manner e.g. using an iPhone
- A maximum of 8 visualisations in the form of pictures, plans, renderings etc.
- 4000 characters maximum (approx. 2 written page of A4) describing the visualisations
- Entries must be in a national language of Switzerland or in English
- Entries must be submitted digitally via the website [immer-in-bewegung.ch](http://immer-in-bewegung.ch)

### **Tone**

Neutral

### **Compulsory requirements**

The following elements are not permitted in competition entries:

- Only use image material for which you own the full copyright or for which you can transfer the exclusive rights to the client if necessary.
- Image material from third parties must be clearly labelled.
- Representations of weapons, violence etc.
- Sexist or racist illustrations

### **Evaluation criteria**

- Originality and unique nature of the idea
- Function and desirability of the vision presented
- Quality of the visualisations
- Feasibility of the idea
- Consideration of potential partners
- Overall impression

## 7. Prize money

One winning project and 3 runner-up projects will be selected from the entries submitted.

1. 1st prize CHF 10,000
2. 2nd to 4th prize CHF 2,500 each

The winning project will be presented at the Swiss Oil Association stand for 12 days during the next Motor Show in 2019. A preparation phase involving the winners is planned from December onwards.

The runner-up competition entries will also be featured (nature and extent to be determined). The Geneva Motor Show attracts around 700,000 visitors each year.

## 8. Timing/Organisation

|                       |  |
|-----------------------|--|
| Early September 18:   | Publication of the competition (open registration)   |
| 15 October 18:        | Closing date for registrations                       |
| By 11 November 18:    | Submission of all projects                           |
| Early December 18:    | Announcement of the winners                          |
| By early February 19: | Preparation of project(s) for the 2019 Motor Show    |
| 5 and 6 March 19:     | Start of the Motor Show and attendance on press days |

## 9. Submission

Projects are submitted after logging in. All candidates have the same criteria for submitting their work via a standardised template in the back end.

Your profile must also be completed in full.

Questions can be sent on an individual basis to the contact address [info@immer-in-bewegung.ch](mailto:info@immer-in-bewegung.ch).

*Please observe the participation conditions.*

Links and further information  
[www.immer-in-bewegung.ch](http://www.immer-in-bewegung.ch)  
[www.gims.swiss/en/](http://www.gims.swiss/en/)  
[www.erdoel.ch](http://www.erdoel.ch)