

**PRELIMINARNI IZVJEŠTAJ ŽIRIJA**  
**JURY'S PRELIMINARY REPORT**

**KONKURS ZA IDEJNO ARHITEKTONSKO RJEŠENJE  
ADAPTIVNE PRENAMJENE ROBNE KUĆE „NA-MA“  
U PODGORICI**  
**COMPETITION FOR THE CONCEPTUAL ARCHITECTURAL  
DESIGN OF THE ADAPTIVE REUSE OF THE 'NA-MA'  
DEPARTMENT STORE IN PODGORICA**

**Glavni grad Podgorica**  
Ul. Njegoševa, br. 13, Podgorica  
Crna Gora  
[www.podgorica.me](http://www.podgorica.me)

## **1. OSNOVNI PODACI O KONKURSU / BASIC INFORMATION**

### **1.1. Naziv konkursa / Title of the Competition**

Konkurs za idejno arhitektonsko rješenje adaptivne prenamjene robne kuće „NA-MA“ u Podgorici

Competition for the Conceptual Architectural Design of the Adaptive Reuse of the 'NA-MA' Department Store in Podgorica.

### **1.2. Naziv raspisivača konkursa / Competition Announcer**

*Glavni grad Podgorica / Capital city Podgorica*

Ul. Njegoševa, br. 13, Podgorica

Crna Gora / Montenegro

[www.podgorica.me](http://www.podgorica.me)

## **2. CILJ KONKURSA / COMPETITION OBJECTIVE**

Primarni cilj konkursa je obezbjeđivanje vizije adaptivne prenamjene predmetnog objekata po principima održivosti, kako bi se mogao koristiti na savremen način uz očuvanje graditeljskog nasljeđa i urbane memorije grada.

Ovim projektom se želi postići više ciljeva, a ključni su:

- Očuvanje istorijske vrijednosti i kulturnog značaja u smislu urbane memorije grada na način da se objekat robne kuće sačuva kroz prenamjenu u fleksibilan radni prostor ali i kao centar za društvene i kulturne događaje;
- Stvaranje fleksibilnog i društveno povezanog Kreativnog centra koji podržava inovacije u srcu grada i omogućava kreiranje novih radnih mesta i mogućnosti za zapošljavanje, čime se stimuliše lokalna ekonomija i poboljšava kvalitet života. Fokus je na svim starosnim grupama - od mališana do starijih građana. Kreativni centar će služiti kao platforma za povezivanje ljudskog potencijala Podgorice, sa sadržajima koji podstiču pokretanje inovacija na svim nivoima: obrazovanje, start-up, dijeljenje ideja, događaji i slično;
- Iskorišćavanje strateške lokacije za urbanu revitalizaciju centra grada na način što će se robna kuća transformisati u prepoznatljivo mjesto na obodu glavnog gradskog trga sa snažnim vizuelnim identitetom.

Ovaj projekat treba da posluži kao model za promišljanje daljih projekata revitalizacije zapuštenih građevina u Podgorici, ali i čitavoj državi.

The primary goal of the competition is to provide a vision for the adaptive reuse of the subject building based on principles of sustainability, allowing for its modern use while preserving the architectural heritage and urban memory of the city.

This project seeks to achieve multiple objectives, with key ones including:

- Preservation of historical value and cultural significance in terms of urban memory by transforming the department store into a flexible workspace and a centre for social and cultural events.
- Creation of a flexible and socially connected Creative Hub that supports innovation in the heart of the city and facilitates the creation of new jobs and employment opportunities, thereby stimulating the local economy and improving quality of life. With a focus on all ages of the residents of Podgorica - from a toddler to a senior resident - the Creative Hub shall serve as a platform to connect Podgorica's human potential, with facilities that serve as a spark to help ignite innovation at all levels: education, start-up, ideas sharing, events etc.
- Utilisation of the strategic location for the urban revitalisation of the city centre by transforming the department store into a prominent site on the edge of the main city square with a strong visual identity.

This project should serve as a model for considering future projects aimed at revitalizing neglected buildings not only in Podgorica but throughout the entire country.

### **3. OBLIK KONKURSA / TYPE OF THE DESIGN COMPETITION**

Konkurs za idejno arhitektonsko rješenje je međunarodni, opšti, jednostepeni i anonimni.

Competition for conceptual design is international, general, one-phased and anonymous.

### **4. SASTAV ŽIRIJA I IZVJESTILACA / JURY AND REPORTERS**

Članovi konkursnog žirija su:

Members of the Competition jury are as follows:

- 1. Aleksander Vujović, SUPA;**
- 2. Dijana Vučinić, DVARP;**
- 3. Frane Šesnić, ZICER;**
- 4. Slobodan Radoman, RADDAR;**
- 5. Duška Mačić, glavna gradska arhitektica Glavnog grada Podgorica / Chief City Architect of the Capital City Podgorica.**

Stručni izvjestioci konkursa su: Ivana Ljumović, arhitektica, i Stefan Đukić, arhitekta.

Reporters of the Competition are: Ivana Ljumović, architect and Stefan Đukić, architect..

## **5. IZVJEŠTAJ O RADU ŽIRIJA / REPORT ON THE JURY'S WORK PROCESS**

Shodno Izvještaju o pristiglim radovima, žiri je konstatovao da je dostavljeno ukupno 54 rada. Izvjestioci su u prisustvu jednog člana žirija izvršili otvaranje, pregled i razvrstavanje pristiglih radova, o čemu je sačinjen Zapisnik od 27. septembra 2024. godine.

According to the Report on Submitted Works, the jury noted that a total of 54 works were submitted. The reporters, in the presence of one jury member, conducted the opening, review, and sorting of the submitted works, as documented in the report dated September 27<sup>th</sup>, 2024.

Žiri je na prvoj sjednici odlučio da uzme u razmatranje sve pristigle rade, bez obzira na formalne i neformalne nedostatke, osim rade koji su predati van definisanog roka.

At its first meeting, the jury decided to consider all submitted works, regardless of formal or informal deficiencies, except for those that were submitted after the specified deadline.

Izvjestioci su izdvojili foldere sa naznakom „PODACI O AUTORU“ na dalje čuvanje.

The reporters took folders marked „AUTHOR'S INFORMATION“ for keeping until the final decision.

Žiri je sve vrijeme radio u kompletnom sastavu, poštujući smjernice Pravilnika o načinu i postupku raspisivanja i sprovođenja javnog konkursa za idejno arhitektonsko rješenje, kao i Odluku o raspisivanju konkursa i Raspisa konkursa.

The jury worked in its entirety all the time, respecting the guidelines of the Rulebook on the method and procedure for the announcement and implementation of public competition for conceptual architectural design, as well as the Decision on the Competition Announcement and the Competition Announcement document.

## **6. TOK RADA ŽIRIJA / JURY'S WORK PROCESS**

Elektronske sjednice žirija u punom sastavu uz prisustvo izvjestilaca, održane su 2., 3., 7. i 8. oktobra 2024. godine.

The electronic meetings of the jury in full composition, with the presence of the reporters, were held on October 2<sup>nd</sup>, 3<sup>rd</sup>, 7<sup>th</sup> and 8<sup>th</sup> 2024.

Žiri je izvršio pregled 52 idejna rješenja. Žiri nije razmatrao rade pod šiframa **19910** i **13078** zbog dostave nakon predviđenog roka.

The jury reviewed 52 design proposals. The jury did not consider the works coded **19910** and **13078** due to their submission after the specified deadline.

Na prvoj i drugoj sjednici žirija najprije je pozitivnom metodom selekcije rade odabранo 12 rade koji su prošli u drugi krug: **MDFBBMAP, 5ka2409, 17900, 85296, 94924, 81722, robnakucapg.20124, 01445, 18616, 127056, 20211202 i 21921**

At its first and second session, the Jury has used a positive method of selection of works to select 12 designs to pass into the second round of the selection process: **MDFBBMAP, 5ka2409, 17900, 85296, 94924, 81722, robnakucapg.20124, 01445, 18616, 127056, 20211202** and **21921**.

Na trećoj sjednici, žiri je odabrao 6 radova koji su ušli u uži izbor za dodjelu nagrada i otkupa: **17900, 94924, 81722, 01445, 18616 i 127056**.

At the third session, the jury selected six works that made it to the shortlist for the awards and honorable mentions: **17900, 94924, 81722, 01445, 18616** and **127056**.

Nakon diskusija na četvrtoj sjednici žiri je zaključio da su se tri rada izdvojila od ostalih i ušla u finalnu rundu za izbor za prvu nagradu i to **17900, 01445 i 18616**. Međutim, žiri smatra da ovi radovi nijesu uspjeli u potpunosti odgovoriti na postavljeni zadatak. Inajući u vidu značaj lokacije objekta i složene izazove njegove adaptivne prenamjene, žiri je odlučio da u ovoj fazi nije opravданo odabratи prвoplasirani rad. Shodno tome, odlučeno je da se konkurs nastavi kao produženi Konkurs u skladu sa članom 5 Pravilnika o načinu i postupku raspisivanja i sprovođenja javnog konkursa za idejno arhitektonsko rješenje („Sl. list CG“, br. 19/18, 2/24 i 8/24).

After discussions during the fourth session, the jury concluded that three works stood out from the others and entered the final round for the selection of the first prize: **17900, 01445, and 18616**. However, the jury believes that these works did not fully meet the task requirements. Considering the importance of the location and the complex challenges of adaptive reuse of the building, the jury decided that at this stage, it is not justified to select a first-prize winner. Accordingly, it was decided that the competition would continue as an extended competition in accordance with Article 5 of the Rules on the Method and Procedure for Announcing and Conducting a Public Competition for Conceptual Architectural Design ("Official Gazette of Montenegro", no. 19/18, 2/24, and 8/24).

Žiri je jasno formulisao zadatke i obaveze jednakoplasiranim učesnicima u produženom konkursu, koji se dostavljaju učesnicima na dan objave ovog Izvještaja.

The jury clearly formulated the tasks and obligations for the equally ranked participants in the extended competition, which will be delivered to the participants on the day this report is published.

Rok za dostavljanje konkursnih radova korigovanih prema komentarima žirija je 4. novembra 2024. godine do 13:00h (Lokalno vrijeme u Crnoj Gori), nakon čega će žiri izvršiti evaluaciju navedenih konkursnih radova i utvrditi konačnu rang listu učesnika i donijeti odluku o raspodjeli nagrada.

The deadline for submitting competition entries, revised according to the jury's comments, is November 4<sup>th</sup>, 2024, by 1:00 PM (local time in Montenegro), after which the jury will evaluate the submitted entries, determine the final ranking of participants, and make a decision on the distribution of awards.

Radovi se dostavljaju na e-mail: [glavni.arhitekta@podgorica.me](mailto:glavni.arhitekta@podgorica.me)

The works should be submitted to the email: [glavni.arhitekta@podgorica.me](mailto:glavni.arhitekta@podgorica.me)

Finalni izvještaj žirija će biti objavljen do 15. novembra 2024. godine.

The final report of the jury will be published by November 15<sup>th</sup>, 2024.

## 7. ZAKLJUČAK / CONCLUSION

U razmatranju predloga, žiri je najviše cijenio projekte koji su uspješno balansirali adaptivnu prenamjenu, očuvanje objekta i urbani dizajn u nivou partera. U svojim programskim prijedlozima, uspješniji radovi su vidjeli potencijal u postojećem konstruktivnom rasteru, u hibridizaciji nove javno-privatne cirkulacije unutar objekta, uključujući iskorišćavanje dodatne javno-privatne upotrebe fasade. Sveukupno, s obzirom na zahtjeve konkursa da se lokacija pretvori u katalizator inovacija u gradu, žiri je očekivao kritičke istraživanje multifunkcionalnih prostora. S jedne strane, multifunkcionalni prostori bi trebalo da služe korisnicima zgrade, uključujući modularne prijedloge za privatne kancelarije, otvorene radne prostore, tih sobe za fokusiran rad i/ili telefonske pozive, hot-desks, neformalne sastanke, izložbe, predavanja; s druge strane, ovi prostori mogu pružiti prilike za širu javnost - posjetioce grada za socijalizaciju, šetnju, posmatranje kulturnih dogđaja, kao i – možda još važnije – izlaganje inovativnim aktivnostima koje će se odvijati u zgradama. Žiri je takođe očekivao detaljniju analizu prirodnog osvjetljenja u dubokim djelovima etaža i kako se takva analiza odnosi na programe koji zahtijevaju različite količine svjetlosti i/ili privatnosti; potencijal za performativno (nasuprot doslovnom) slavljenju naslijedene inovativne karakteristike zgrade predstavljene u prvom pokretnom stepeništu u gradu; slavljenje postojećih konstruktivnih elemenata – kako greda tako i stubova – kao ključne vrijednosti zgrade, nasuprot njihovom (nepotrebnom) uklanjanju.

In examining the proposals, the Jury valued the most the projects that balanced the adaptive reuse, the preservation, and the urban design of the project site. In proposing their program, the more successful proposals saw potential in the existing structural grid of the site, the public-private hybridization of the newly proposed building circulation, including capitalizing on the additional public-private use of the façade proposals. Overall, given the brief's requirement to turn the site into the city's innovation catalyst, the Jury had hoped for a more critical exploration of multipurpose spaces. On the one hand, the multipurpose spaces should serve the building patrons, including modular design proposals private offices, open work areas, quiet rooms for focused work and/or phone calls, hot desks, informal meetings, exhibitions, lectures; on the other hand, they could provide opportunities for the general city public to socialize, flaneur, consume cultural exhibitions as well as – and perhaps more importantly – expose themselves to the innovative activities that shall take place in the building. The Jury further sought a more thorough analysis of the daylight in building's deep floors, and how such analysis relates to programs which require different amounts of daylight and/or privacy; the potential for performative (as opposite to literal) celebration of building's innate innovative quality, reflected in the first escalator in the city; the celebration of the existing structural elements – both beams and columns – as a paramount quality of the building, as opposite to their (unnecessary) elimination.

Žiri vidi potencijal u gorenavedenim radovima za suptilnu, ali hrabru kapitalizaciju multifunkcionalnih prostora; inovativne modele vertikalne cirkulacije koji stimulišu spontane susrete između korisnika zgrade i šire javnosti; hrabre, ali racionalne prijedloge fasada koji su urbanistički i održivo osmišljeni, i koje slave aktivnosti zgrade ne samo kroz reklamiranje, već kroz pozivanje javnosti da iskusi aktivnosti u zgradama; konstruktivna unapređenja koja omogućavaju vizuelne, kao i fizičke prostorne veze koje inače ne bi bile izvodljive.

The Jury sees potential in the above three submissions for a subtle yet bold capitalization of the multipurpose spaces; innovative modes of vertical circulation that stimulate serendipitous encounters between the patrons and the general public; bold yet rational façade proposals which

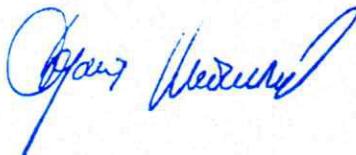
are urbanistically as well as sustainably sound, and which celebrate building's activities beyond a mere advertisement but by unveiling and inviting the public to experience the building's activities; structural enhancements that yield visual as well as physical spatial connections otherwise not feasible.

**KONKURSNI ŽIRI / JURY MEMBERS:**

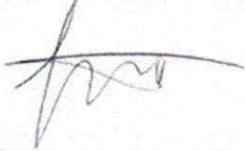
**Duška Mačić**, glavna gradska arhitektica / chief city architect - Head of the Jury



**Dijana Vučinić**, arhitektica – studio DVARP / architect – studio DVARP



**Slobodan Radoman**, arhitekta – studio RADDAR / architect - studio RADDAR



**Aleksander Vujović**, arhitekta – studio SUPA / architect - studio SUPA



**Frane Šesnić**, ZICER – Zagrebački inovacijski centar - direktor / ZICER - Zagreb Innovation Centre - director



*Podgorica, 11 oktobar 2024. godine / October 11<sup>th</sup> 2024*