



MANIATAKEION IΔPYMA

## **Announcement of an open competition to select proposals relating to unification of archaeological, religious and tourist sites in Koroni into a single Cultural Park**

### **Content and Specifications**

As part of its cultural and developmental activities, the Board of Directors of the Maniatakeion Foundation decided (Decision No. 24/26.8.2009) to announce an open competition for an integrated design (the Project) relating to unification of the archaeological, religious and cultural sites of Koroni into a single Cultural Park, respecting both the environment and tradition.

The design, which relates to unification of the sites as well as management and promotion thereof, will seek to highlight the historical importance and role of Koroni and the beauty of the local area by combining the monuments, the environment and the interconnecting routes in a single whole.

Of the top three designs chosen, a prize will be awarded to the first and commendations to the second and third. The winning design will also receive a cash prize.

The purpose of this document is to provide the necessary information about the competition and its specifications.

### **Frame of Reference**

The Maniatakeion Foundation is a body governed by private law and is a public benefit, not-for-profit organisation based in Athens, which plans to relocate to Koroni, in Messinia, where its main activities are carried on. It was established in 1995 by Dimitris Antonis Maniatakis, economist, businessman and husband of the author Eleni Tagonidi-Maniataki. Its Board of Directors is comprised of:

Dimitris Maniatakis	Chairman
Eleni Tagonidi-Maniataki	Vice Chairman
Evgenia Kokkevi	Secretary
Angelos Kyriopoulos	Treasurer
Panagis Koumantos	Member
Panagiotis Mourdokoutas	Member



## MANIATAKEION IAPYMA

Andrea Nanetti	Member
Christos Reppas	Member
Theodoros Salandis	Member

The Foundation is assisted in its work by an Advisory Committee which issues opinions on topics raised by the Board of Directors, makes recommendations of activities and measures which it considers should be included in the Foundation's schedule of activities, and so on. The Advisory Committee is comprised of:

Konstantinos Aivalis, Economist  
Christos Alexiou, Businessman  
Christos Arvanitis, Historian  
Eleni Vassos, Honorary Consul of the Republic of Mauritius and Chairman of the Euronet for Africa NGO  
Emmanuel Giannakoudakis, Prof. of IT, Athens Economics University  
Angeliki Gonou-Mitrou, Prof. of French Language and Literature  
Nikolaos Deas, Civil Engineer  
Denis Zacharopoulos, Management Consultant  
Giorgos Kalofolias, Publisher  
Dimitris Kouvatsos, Economist  
Dimitrios Kyriazopoulos, General  
Aikaterini Lalaouni  
Antonis Lykiardopoulos, Businessman  
Stefanos Makris, Economist – Businessman  
Panagiotis Michalos, Businessman  
Giorgos Bizos, Lawyer  
Panagiotis Mylonas, Musicologist  
Notis Mitarakis, Former Chairman of the Hellenic Bankers Association of Great Britain  
Konstantinos Panousopoulos, Investment Consultant  
Mary Paraponiari, Journalist  
Effie Parissi, HR Development Consultant  
Andreas Riziotis, Author  
Christin Schroeder, Building Contractor and Travel Agency owner  
Evangelos Sorongas, Asst. Prof. of Communication & Mass Media, Athens National & Capodistrian University  
Katie Tagonidi, Architect – Archaeologist  
Rigas Tzelepoglou, Visiting Professor of Strategy at Kingston University, London, UK and Chairman of the ICBS Business Schools.  
Chris P. Tomaras, Chairman of the Panhellenic Scholarship Foundation  
Symeon Tsomokos, Businessman



## MANIATAKEION ΙΔΡΥΜΑ

Joseph Hassid, Professor and Dean of the Dept. of Economic Science / Piraeus University.

The main purpose of the Foundation is to systematically highlight the historical and cultural role of Messinian castle-town of Koroni throughout the history of Hellenism and to support the cultural, economic and social development of the municipality.

### **Purpose of the Project**

- To safeguard and highlight the natural and cultural heritage of the area, and all values which that heritage encapsulates.
- To highlight Koroni and its archaeological, historical, religious and tourist sites as a modern town that offers its residents good living standards and as a destination of major interest for visitors.

### **Physical scope of the project**

The sites to be included in the unification design are the Castle of Koroni, the Church of Panagia Eleistria and Zangas Beach. These locations are connected together by a combination of roads or paths and the objective of the design is, among other things, to treat these paths and roads as part of a whole. The design must not preclude the possibility of sea connections, provided that there is no environmental barrier to this.

### **Design requirements**

The design shall consist of the specific chapters enumerated below but we cannot rule out other information being included. Inclusion of such information may be necessary given the complex nature of the project.

1. **Branding.** Branding relates to all aspects of the Cultural Park (the Project) and is of vital importance for its overall image. To ensure that the aforementioned objectives are correctly implemented, the branding must be direct, comprehensible and easy to communicate. The Cultural Park's identity must not only stand out but also transmit its message easily and clearly. A major aspect in branding will be the proposed name for the Cultural Park.



## MANIATAKEION IΔPYMA

2. **Communication and advertising plan.** The communication and advertising plan will relate to the communication and advertising strategy and measures for the Cultural Park and will be aimed at both local residents and the rest of Greece and abroad, to make the park a major attraction for visitors.
3. **Business synergy plan.** The business synergy plan will relate to the inclusion and integration of Koroni's commercial areas into the unified sites so that businessmen in the town can benefit from unification.
4. **Info-material - signage proposals** This chapter will relate to ideas for the creation of well-researched and attractively presented info-material (in both hard copy and electronic format) for visitors to the specific sites and the interconnecting routes, and will include improvements to signage to facilitate visitors.
5. **Landscaping** This chapter will relate to landscaping designs for the sites and the establishment of additional green areas or improvements to existing ones using trees, shrubs and other decorative plants which are suitable for / compatible with the area.
6. **Financial analysis and budget.** The financial analysis and budget should estimate the cost of each proposal separately and present the financial benefits arising from implementation of each proposal. An overall budget should also be included. The financial analysis should indicate European and national programmes which could be utilised to finance the design and should propose groupings which would be entitled to submit applications in this regard.
7. **Implementation strategy and timeframe.** The implementation strategy and timeframe should outline the order in which work to carry out the design proposals will be carried out, any preliminary work which may be required and the timeframes within which work should be carried out.

### Competition deliverables

The competition deliverables are:

- A document containing the aforementioned chapters
- Maps and photographs of the proposals
- Annexes with specific and overall budgets



## MANIATAKEION IΔPYMA

The deliverables should be submitted in hard copy and electronic format and may be submitted in either Greek or English.

Deliverables should be sent to:  
The Koroni Cultural Park Committee  
Maniatakeion Foundation  
2 Papdiamantopoulou St.  
Tel. 210 7297700  
E-mail: info@maniatakeion.gr

### **Competitor particulars**

Competitors must submit the following information along with the deliverables: corporate name of legal entity or name of natural person, address, phone / fax number, representative's name, members of the working group and their roles.

### **Eligibility**

Companies, foundations, groups of natural persons or universities are eligible to participate in the competition.

### **Competition Committee**

The competition will be organised and managed by a committee comprised of one representative from the world of tourism, the church, the Ministry of Culture, university academics, a representative of the Municipality of Koroni and of the Prefecture of Messinia as well as a representative of the Foundation.

### **Fee and Prize**

The cash prize for the design which is selected will be € 10,000. This figure includes all manner of withholdings. An award will also be conferred on the winning design in addition to the cash prize for the selected design, and commendations will be presented for the second and third designs chosen by the Committee.

The Foundation reserves the right not to select any of the designs submitted.

### **Terms and Conditions:**

- The design must be submitted by a team of design consultants with one coordinator.



## ΜΑΝΙΑΤΑΚΕΙΟΝ ΙΔΡΥΜΑ

- The design must not be part of a doctoral thesis or dissertation for a postgraduate course of studies.
- The design must not be part of a design project or research programme funded by another body.

### **Submission date for designs.**

The last date for submitting designs is 30.4.2010. The results will be announced on 30.11.2010.

### **Contact details.**

Information and clarifications are available from the Maniatakeion Foundation, 2 Papdiamantopoulou St., 210-7297700 and on the website [www.maniatakeion.gr](http://www.maniatakeion.gr).  
Email: [info@maniatakeion.gr](mailto:info@maniatakeion.gr).