**QUESTIONNAIRE TO SUBMIT IE REAL ESTATE COMPETITION II EDITION**

**THE NEW OXFORD CIRCUS**

**Q1. (300 words maximum + spaces)**

Write up a detailed study with documented references explaining what led to a strong retail group like Arcadia Topshop being liquidated and selling its flagship store to Ingka Investments, when only a few years ago it did not allow this to be installed in its building.

How has the pandemic affected retail? What has changed in its structure? Do you think there is a new way of shopping that affects not only what we buy, but where we buy? How does everything previously defined impact the real estate market?

**Q2. (300 words maximum + spaces)**

What do real estate, investment, technology, retail and cities have in common? Do you think that the future decisions on the real estate market will be impacted by these concepts?

**Q3. (300 words maximum + spaces)**

IKEA will install its urban retail store in this building, purchased by Ingka Investments. Do you think that the entire building should be dedicated to retail, or should it be combined with other uses such as offices or dwellings?

**Q4. (300 words maximum + spaces)**

Clean construction is key to reducing carbon emissions. The embodied carbon arises from any construction. What can be done in a historical building like Oxford Circus to repurpose the building? What strategy can the company use to reuse materials and switch to a low-carbon alternative?

**Q5. (300 words + spaces)**

There is an international design competition led by Westminster City Council and the Crown Estate, held by the Royal Institute of British Architects.

What would you propose for the spaces surrounding the project? How will you design a resilient, people-centered place? Detail five actions to promote a more vibrant, sustainable and inclusive neighborhood, including green mobility.

**Q6. (300 words + spaces)**

Define five sustainable actions in terms of emissions that the project must take—operational, embodied, and consumption-based.

Do you think that Ingka Investments, IKEA’s landlord, can achieve a net-zero emissions project? If so, explain how they might achieve this.

**Q7. (300 words + spaces)**

What would you ask or offer the local government if you were the developer? How could public and private sectors collaborate?

**Q8. (300 words + spaces)**

Explain the relationship between buying online, buying in a physical store or in the metaverse. Do you think that the presence of retail stores in the metaverse will help clients to purchase in the real world?

**Q9. (Optional: link/attachment)**

Summarize one possible path for exploration—technological or another type of solution—that could help address your ideas in one slide, utilizing a landscape format of 16:9 or 4:3.

Using a mixture of graphics and text, tell us why this particular path could lead to better, more interesting solutions than others. For more info about the site, check this link

For more info about the site, check this link

https://www.westminster.gov.uk/news/westminster-and-crown-estate-unveil-plans-iconic-oxford-circus

**\*\*\*IMPORTANT INFORMATION\*\*\***

**Submissions must be directly sent to Victor Aleñar, Senior Manager, Global Recruitment Team, IE University Email: victor.alenar@ie.edu**