

# ELEVATE

Bringing urban spaces to life.



Img\_1: Connected to the cloud, yet disconnected within - A concept

# Premise

**Technology** has miraculously enabled people to stay connected, informed, and entertained, almost everywhere. We can now text, tweet, Skype, check Facebook updates, email and feed on news from a subway stop or street corner.

It is usual for someone to stare at their screens despite being surrounded by people in public spaces. Even though these spaces are designed to offer respite from the constant hubbub of urban life while fostering interactions between strangers. **Social interaction is a way to communicate ideas**, meet new people and share conversations in a social setting. However, this definition is changing with the introduction of new companions in the form of devices that accompany people everywhere we go. This raises the question of whether we have **surrendered ourselves** to devices that in turn **isolate us from those around?**

**Or conversely, is the real world not interesting enough?**



Img 2: The bare cities that take shape in the name of human centric design - A concept

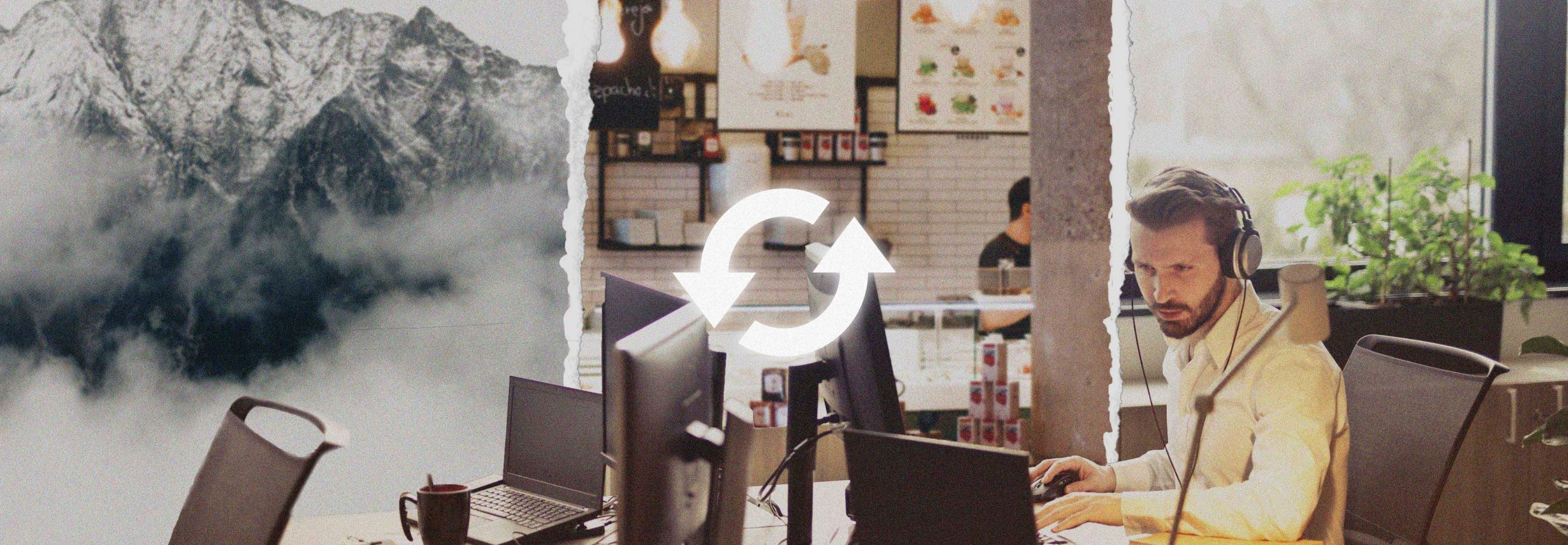
# Human centric?

Wikipedia defines **human-centered design** (HCD) as “a design and management framework that develops solutions by involving the human perspective in all steps of the problem-solving process.”

Our entire existence has been about involving the human perspective in all steps of the process. We are very aware of the vast and powerful interplay between the parts and pieces that surround us, but we continue to see the world as one big show unfolding in service to us. When you get right down to it, human-centered design is just an extension of this belief in both name and execution.

The whole world has been built anthropocentrically and so is the technology we use. This core idea has also framed the cities we live in and homes we dwell in.





Img\_3: A person can be anywhere but is nowhere as well - A concept

# Issue

This **connectivity continuum**, on its outset has enabled to **do more than what we could** in the past. In a way this has also implied that we can be present anywhere anytime without actually being there. For instance, it is usual to respond an official email while being out on a lunch, or taking a phone call from a distant friend during a business meeting. In times when multitasking is a enviable quality, this is the utopian dream we had been waiting for - **but why doesn't it feel like one?**

This hyper productivity mindset with passing time has eventually made humans more dissatisfied and caught up with things **in the name of efficiency**. And our feelings for role of public spaces in general are no different from this fundamental idea. Its this similar mindset that propels the civic planners to squeeze in an extra office block, or a housing unit, or a road for quick mobility - instead of creating actual quality public space for plenty reasons - but mostly in the name of 'efficient' and 'cost effective' city planning.

Does this mean our devices are getting better but our public spaces are not?





As these applications constantly feed on our attention - how can our public spaces keep up with refreshing updates as well? Is the only solution possible is to **break this encroaching screentime (connectivity continuum) to appreciate life?**





Img\_4: Elevate and disconnect for a while.

# Brief

Rationally, breaking the continuum might not be the best way to approach a problem with deep roots like these. Cities in the context of today are tough places to live. Everyday, the push for survival actually requires more than usual time and mental space as a price to live in them. The efficiency problem of the cities extends to our lives every day where we forget the element of play or fun. Conversely, we find it absolutely irrelevant as we age to being adults.

Not just us, even kids are glued to these devices as much as we are. Thanks to this new dimension of gaming and networking that is hard to evade in peer pressure, even for them.

**Design questions:** What can we do for these outdated poorly performing public spaces/streets suffering with this quality crisis and outdated design? If we can't break this connectivity continuum, how can we break the screen time for a short while to disconnect and reconnect, even for a few seconds? If not possible to break the screen time then how can we use these devices in our hands to make our public spaces relevant again?



# Objectives



## Lively

Should be a vibrant part of the streetscape.



## Inviting

Should be open/accessible for people to be a part of.



## Relevant

Uses fun / fresh / digital mediums to engage.



## Inclusive

Should be able to connect a wide age groups.

Design challenge: ***The design challenge is to create an installation in the public realm, that has the ability elevate its people from these busy streams of thought / break their long screen time / introduce an element of play in their busy urban lives.***

The term 'elevate' is stated here metaphorically and is open for interpretation by the participants. This activity / function / installation can be a permanent / temporary / or just a minor functional deviation everyday that can brighten city lives even in the most unplanned places. The following objectives can be a point of beginning to conceive this design. Participants can assume their own contexts and audience before initiating their design process.



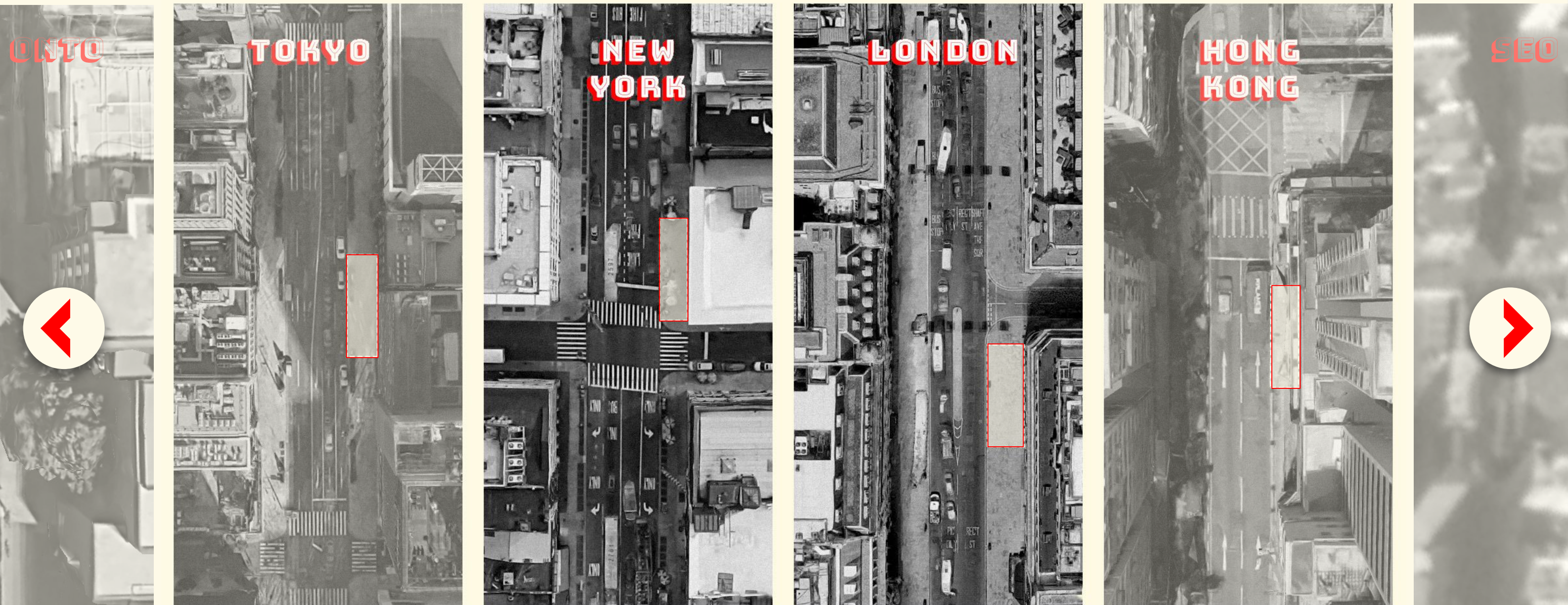


Img\_5: Megacities of the world - A montage.

# Cities

The cities we live in might be different from each other from the outside but are elementally very similar when we see them from up top. The **chaos**, **stresses** and **disconnectedness** of urban lives flow synonymously through these streets. Be it Seoul, New York, London or Hong Kong or any upcoming city of the world. The context is set to these megacities of the world where there is a paradox of a **life that everyone aspires** and we have **forgotten the element of play** while living in them.



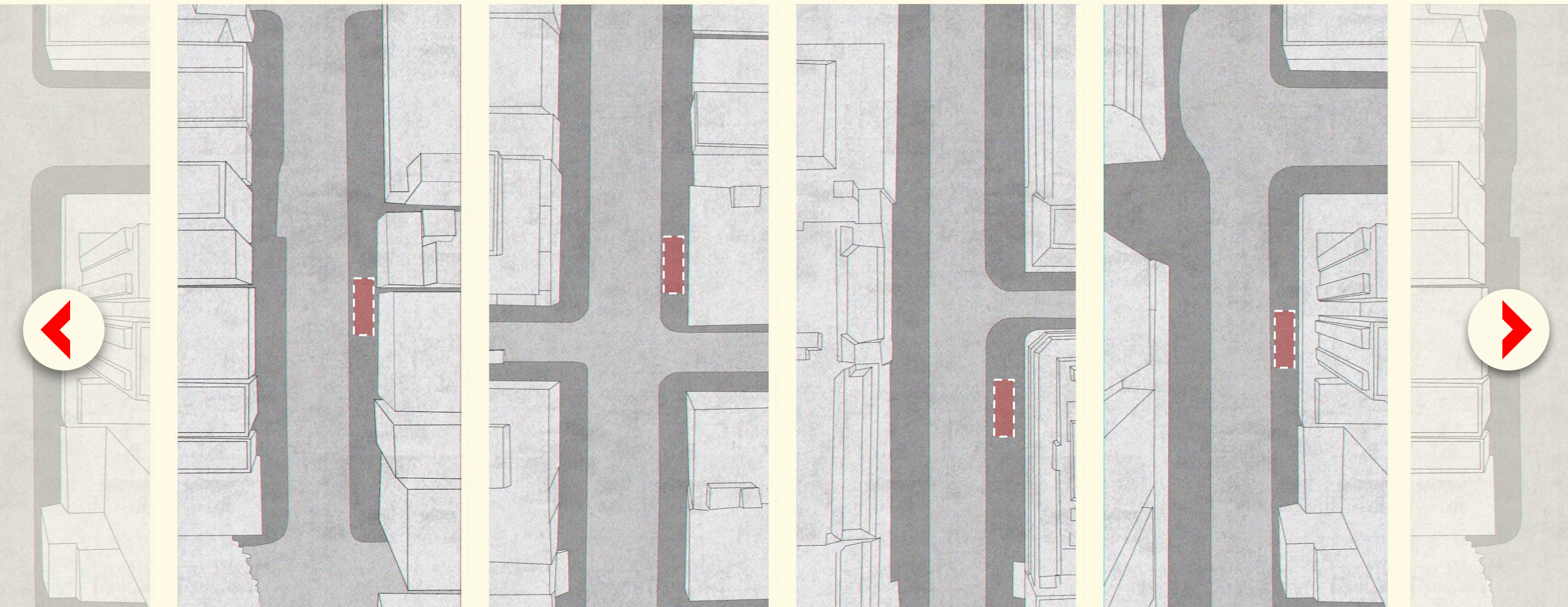


Img 6: Their streets and similarities - A montage.

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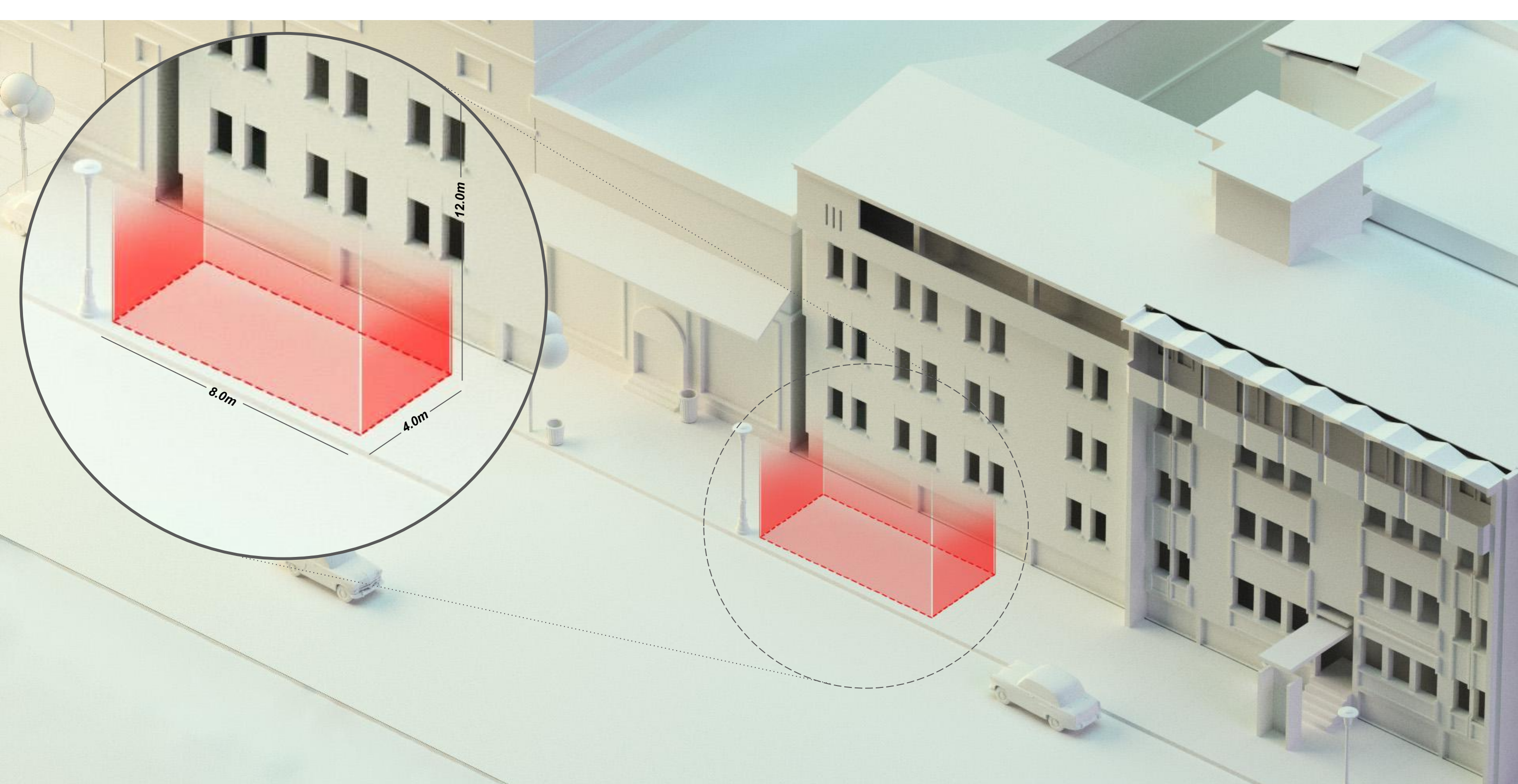


Imq 7: Buildings - Streets - Sidewalks a consistent element of mobility within the city.

# Elements

Beyond public spaces, the most common forms of public scapes are the streets which are universal form of mobility - for both pedestrian and vehicular. It usually has three significant components, the roads - the built and sidewalks. The priority in design goes in the same sequence as the statement before. The roads are designed first for fostering vehicular mobility, Builtform are the second for living-working and the pedestrian priorities are usually the last. How can we **elevate** this last priority where life actually happens.





Img 8: A generic view of a street.

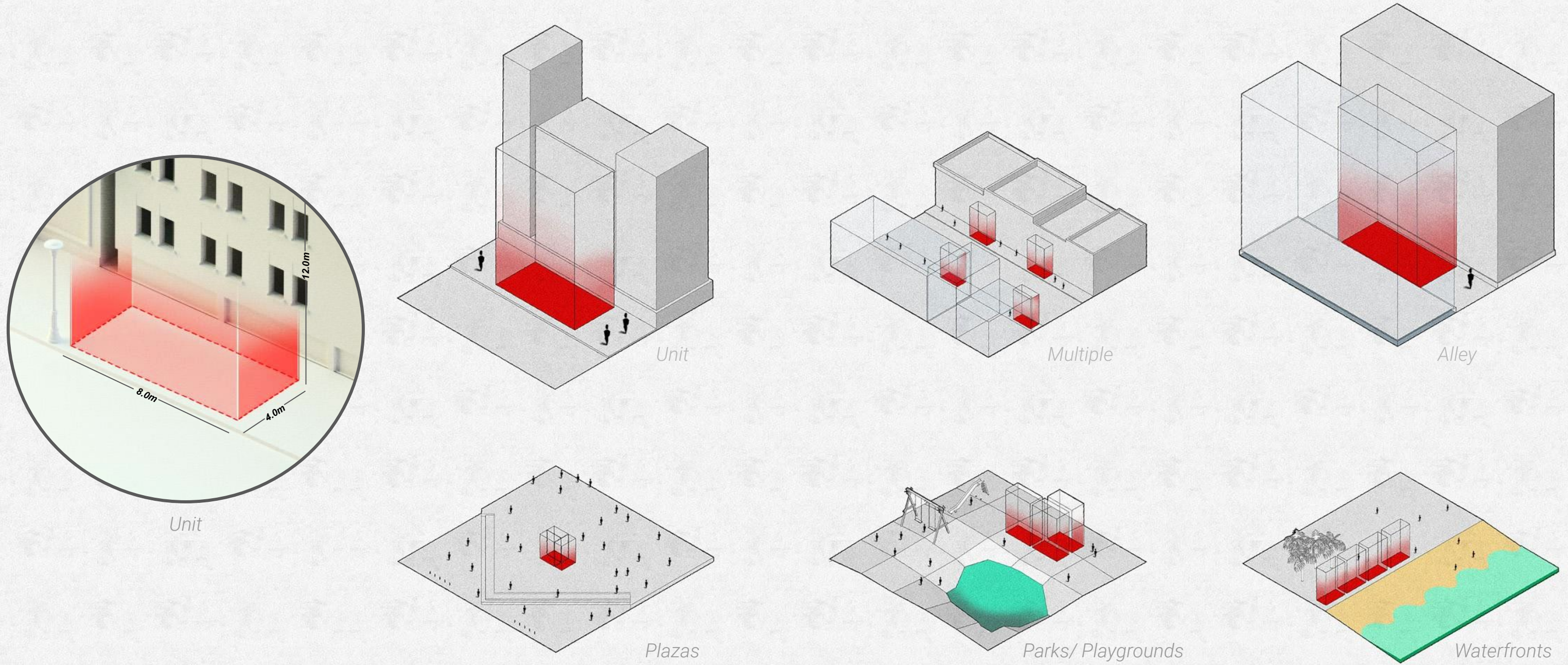
# Site - Volume of intervention

The design site is conceived as an adaptive volume, which can fit to almost any generous sidewalk of a major city. The streets are the most accessible form of public spaces, where we happen to pass through almost every day. We begin with streets as our first point of elevating public life. The size of this volume is derived after referring to various street configurations around these megacities of context and averaging the available spaces within them. The height is restricted at 12m, but participants may consider a variety of uses when put in different locations, multiple configuration or contexts (as shown in pg.12). Participants can begin from a single city, or generic urban condition to kickstart the design process - but the design outcome should communicate to the generic urban scenarios of the world.

**Location:** Urban - Universal  
**Volume:** 4m(L) x 8m (B) x 12m (H)

Participants can design one or more than one application.





Imq 9: Various configurations of the volume in different contexts.

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# Submission

- A maximum of 8 sheets. – [ **2362px x 3544px** ] or [ **400mm x 600mm in 150 dpi** ] in portrait digital format (JPEG).
- Each image should be less than **15MB**
- You can find the preset PSD, AI and INDD template files in this [link](#) and the 'Additional resources folder'.

This additional resources folder contains: FAQ Questions, Sketchup Model of the volume of intervention.

Minimum requisites in the sheets (For a complete submission):

- Site plan (Compulsory)
- Key conceptual sections x 1 (Minimum)
- 3D views x 4
- Cover image/Thumbnail of size 2000 x 1000 px or larger in aspect ratio 2:1..
- Floor plans, images, sketches (if any) can be added to support the entry in the form of additional images.
- 6 FAQ answers questions in the discussion section as given on the 'additional resources folder'.

- 
- + Use exploded views to discuss multi levelled conceptual models better.
  - + Ensure that the final sheets which are submitted do not include your name or any other mark of identification.
  - + Mention sheet number on corner of every sheet.
  - + Plagiarism of any idea / form / design / image will be disqualified with a notice.

**Registration page here:** <http://competitions.uni.xyz/elevate>

**Submission Deadline: October 10, 2019**

Submission closes this day.

**Public Voting begins: October 23, 2019**

Submitted entries are open for voting.

**Public Voting ends: November 13, 2019**

Voting ends on this date.

**Result Announcement: November 20, 2019**

Result day!



# Rewards

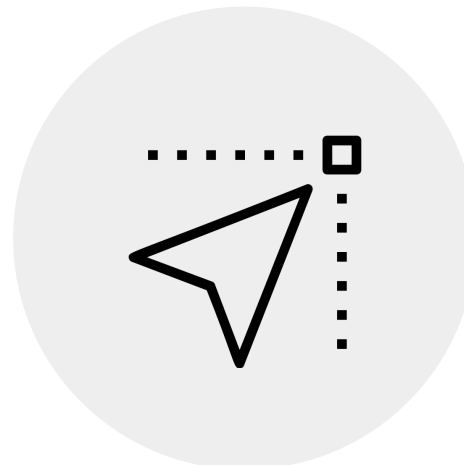


Grants of up to a total of **15,000\$** can be won on this challenge. Learn more about the full conditions on the competition page [here](#).



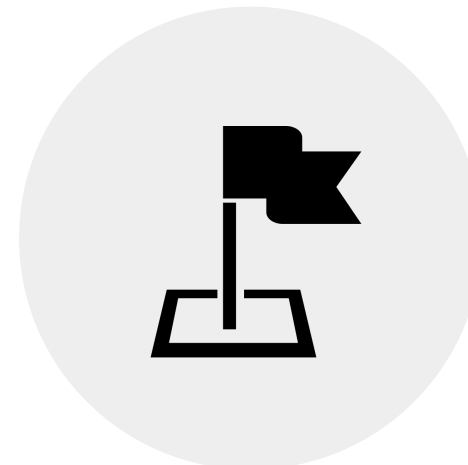
# Judging Criteria

The entries will be judged by an international jury of the competition - the full list available on competition page:



## Presentation

The quality of transferring thought in a visual medium.



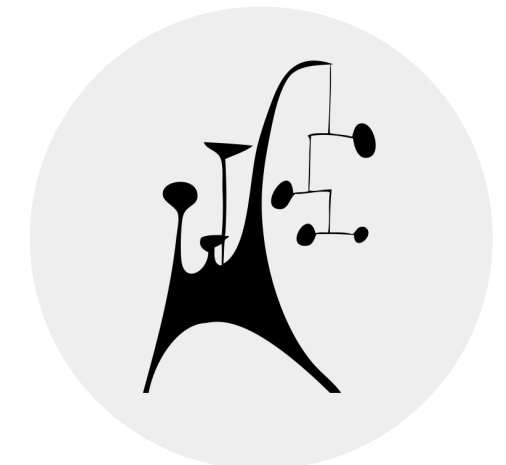
## Purpose

Reason behind the kind of installation you propose.



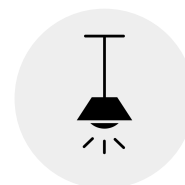
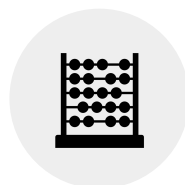
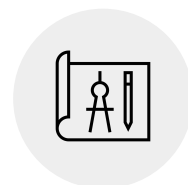
## Concept

The concept behind the design and the execution.



## Outcome

The final design outcome of the solution.



The judging panel can also add other criterions based on their internal discussions - which will be in line with the problem statement. Eg. Materials, Installation, Material use, etc. Participants are advised to fulfil above given criterions first in their design.

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Unist Subscription™ is world's only premium pass to compete in various design competitions at a flat fare. Unist subscription is aimed to enable participants to compete better - faster - stronger in world class design challenges. You also save on various gateway charges and can make multiple teams for various challenges. Click to learn more.

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## About



**BOUN** serves as a unit block for UNI in the field of furniture design. It serves as a platform for experimentation and conceptual exchange of ideas for furniture designs happening at various levels. The program intends to get designers from around the world and encourage them to share their extraordinary design ideas.

Through our furniture design competition at BOUN, we intend to create a dialogue among designers where they have full freedom to create contextual and user-centric design. Our furniture design awards will identify and acknowledge young and budding designers from across the globe. This approach towards design would serve in refurbishing the profession's identity and will help the product to reach masses through our leading media and industry partners.

Queries: [support@uni.xyz](mailto:support@uni.xyz)

Discover other competitions: <http://competitions.uni.xyz>

Facebook: <https://www.facebook.com/unidesigntogether/>

Instagram: <https://www.instagram.com/uni.xyz/>

Discover FAQ's about this competition on our help forum here: <http://help.uni.xyz/>





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