

2011 DESIGN CHALLENGE PACKET

The AiR We BREATHe



THE CHICAGO CLEAN AIR DESIGN CHALLENGE

DESIGNMAKESCHANGE
A CHICAGO DESIGN INITIATIVE

UNIT2
COLLECTIVE

Design Makes Change is a Chicago-based initiative created to organize and support annual design competitions that address environmental, social, and infrastructural issues in Chicago neighborhoods. Design Makes Change is made possible through the support of unpaid volunteers and through a collaboration with the non-profit organization Unit 2 Collective.

The Air We Breathe



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your challenge: call for entries

The Air We Breathe; The Chicago Clean Air Design Challenge is a regional design competition focusing on clean air in two of Chicago's most affected neighborhoods- Pilsen and Little Village. Poor air quality is an issue that affects all Chicagoans. However, residents of Pilsen and Little Village live below two coal powered plants that regularly emit lead and other toxins into the air. High rates of asthma and other air-quality illnesses are pressing concerns for the residents of these neighborhoods and for much of Chicago. This is the critical environmental concern of the moment in your city and you are a designer. *What will you do about it?*

This contest is to find out what designers in industrial design, graphic design, interior architecture, architecture, and public space design will envision to address issues of respiratory health, raising awareness about air-borne contaminants, and improving overall quality of life for the people who live (and breathe) in neighborhoods nestled amongst the coal burning power plants.

Take a hyper-local viewpoint in your design process and your research methods. Use research that is accessible, focused, and relevant. Choose a focus and dive in: a neighborhood, a city block, a school, a health care facility, or another type of business. Paint the picture of the problem you are addressing and who will be impacted the most by your design.

We encourage you to collaborate with the individuals and groups whom you are designing for and to strive for viability in your design proposal. Bring to the table a design that is sustainable and a valid means to solving the problem. We encourage cross-disciplinary collaboration and submissions can come from a class, a group, a partnership, or an individual.

Show your design phases from concept to resolution. If your solution is an object, structure, or space, show us your finished design through detailed drawings, 3-D renderings, and/or prototypes and physical models. If your solution is a graphic one, present all print, interactive media, or packaging materials with a plan for implementation.

for more information, please contact

info@designmakeschange.com or visit designmakeschange.com

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project parameters

- Take a local viewpoint to the issue of poor air quality in the neighborhoods of Pilsen, Little Village, and/or an adjacent Chicago community that is most affected by the coal powered plants.
- Make your project relevant to the issue of clean air as this relates to health, the environment, and quality of life in these communities.
- Focus on design solutions that are viable means to solving the problem.

project essentials

- Show depth of thinking and quality in your design
- Communicate the feasibility of your concept
- Show supporting evidence to prove relevance and importance. Tell us why your idea is the best idea.
- Show a strategy for implementation

the jury

- Submissions will be judged by a multi-disciplinary team of jurors from the fields of design, environmental policy and advocacy, community development, and medicine. This will offer a holistic perspective in identifying the designs with the greatest potential for implementation and success. All submissions will be judged together regardless of discipline, professional, or academic. We are looking for the best solutions.

important dates

All submissions due April 18, 2011
Top entries announced May 6, 2011
Exhibition T.B.D

exhibition details and awards

- Outstanding entries will be selected to be in a juried exhibition at a gallery space in Chicago.
- Awards will be given to 3 of the top entries with a grand prize of \$2,000 in seed money for the most outstanding entry. The recipient of the grand prize will also receive professional assistance to help further develop and implement their design. More details can be found on www.designmakeschange.com.

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submission requirements

- Complete entry form, email to info@designmakeschange.com and mail with entry
- Include a project overview in the format of a one-page 8.5" x 11" document. This should briefly explain your design process and provide a description of your design
- Show visual documentation of research including but not limited to a literature review, statistical data, quantitative, and qualitative research. Use interviews, surveys, environmental data, relevant statistics, pictures, and charts to help tell the story.
- Include 1- 2 Pages of 2D sketches and/or 3D sketches models illustrating your design process
- Storyboard and/or write a plan for implementation of your design including time line and budget
- Include 2-5 refined computer generated illustrations and/or high-res images of prototypes or physical models of your final design
- Optional: Create a blog that documents the process of your project. Your blog will be linked to www.designmakeschange.com.

how to submit your entry

- Mail CD or DVD of all project materials (pdf and high-res jpegs) along with \$15 (application processing fee) to:
Design Makes Change c/o Unit 2 Collective
2041 W Carroll Ave, Suite C-212
Chicago, IL, 60612
- Include contact information and project title on CD/DVD and all printed materials
- Submissions should be postmarked no later than April 18, 2011

if your entry is chosen for the exhibition

- We will contact you to request an additional \$25 contribution to help cover exhibition costs.
- We will print and mount your print materials (sketches, photos, charts, renderings, etc.) in the form of 1 or more 3'x5' posters.
- If your design includes physical models or prototypes, we will display these along with your poster/s and a project description. You are required to cover any shipping costs.
- We will provide a printed Spanish translation of your project description

for more information, please contact

info@designmakeschange.com or visit designmakeschange.com



THE CHICAGO CLEAN AIR DESIGN CHALLENGE

date received
(office use only): ____ - ____ - ____

ENTRY FORM

date submitted: ____ - ____ - ____

name/team name: _____

project name: _____

project description: _____

project area of focus

Graphic Design _____ Industrial Design _____ Product Design _____ Interior Design _____
Architecture _____ Urban Planning _____ Public Space Design _____ Other _____

principal contact

Name: _____

Phone: _____ Email: _____

Current Affiliation (School or Professional): _____

supporting contact (if entry is group project or collaboration):

Name: _____

Phone: _____ Email: _____

Current Affiliation (School or Professional): _____

additional contacts (if entry is group project or collaboration):

Name: _____ Email: _____

Current Affiliation (School or Professional): _____

Name: _____ Email: _____

Current Affiliation (School or Professional): _____

Name: _____ Email: _____

Current Affiliation (School or Professional): _____

SIGNATURE/AGREEMENT:

I attest that this entry will be the original work of the individuals listed above. Any visuals, language, information, or data that has not been created by the above parties will be used only as background information and all sources will be cited appropriately. I understand that the images and content provided with my entry are free of any copyright infringement and may appear in all print and digital mediums and public venues.

Name: _____

Signature: _____ Date: _____

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SUBMISSION CHECKLIST (for your use)

1. ____ Complete entry form
2. ____ Burn CD or DVD with all documents and images
Including but not limited to...
 - Project overview
 - Documentation of research
 - Images of sketches and sketch models
 - Images of final design
 - Plan for implementation
3. ____ Include check for \$15 for application processing
Make check payable to Design Makes Change c/o Unit 2 Collective
4. ____ Mail check, entry form, and CD/DVD to:
Design Makes Change c/o Unit 2 Collective
2041 W Carroll Ave, Suite C-212
Chicago, IL, 60612
5. ____ Wait 5-10 business days and look out for email confirming receipt of your entry. Reply will be sent to principal and supporting contacts.

questions/concerns

info@designmakeschange.com

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siobhan@designmakeschange.com

Wendy Uhlman, Unit 2 Collective, Executive Director
wendy@designmakeschange.com

visit:
www.designmakeschange.com