

# SWEET HOMES CHICAGO

THE NEIGHBORHOOD PRESERVATION DESIGN CHALLENGE

2012 DESIGN CHALLENGE PACKET

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.

**DESIGNMAKESCHANGE**  
A CHICAGO DESIGN INITIATIVE

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## PROJECT BRIEF

In cities across America, neighborhoods are struggling economically and socially because of high rates of home foreclosure and financial divestment. The Austin neighborhood on the Westside of Chicago is one example of a community that is working hard to persevere in the face of this crisis.

Austin is the largest of Chicago's 77 community areas. It is rich in infrastructural and community assets like beautiful, classic homes and buildings, two rapid transit lines, expansive parks, an active town hall, a public library, engaged religious congregations, block clubs, and hard working community and social justice organizations and the coalitions among them.

At the same time, Austin faces the highest foreclosure rate in Chicago and lacks strong commercial corridors. Businesses struggle and many institutional pillars of the community, such as schools, community banks and post offices are at risk of shutting their doors. All of this, and more, is impacting Austin's residents.

**This is a critical concern in your city and you are a designer. What will you do about it?**

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DesignMakesChange invites designers from all design disciplines, urban planners, architects including landscape architects, and civil engineers to participate in a creative challenge that addresses the housing crisis and other related social issues, at the neighborhood level.

Using Austin as a model for change, create a design or plan that helps to answer one or more of the following questions:

- How can design help the residents, businesses, and institutions in neighborhoods like Austin face and adapt to the current economic environment?
- How can design help keep people in their homes or get people back into their homes?
- Using Austin as a model, how can design help Americans stay invested and economically engaged in the places where we live?

#### **Other things to consider:**

- How can your design help create sustainable and “hyper-local” neighborhood economic development for the community of Austin?
- How can your design help struggling families be more fiscally strategic while also creating a positive impact on their environment and within their community? (e.g., community gardening, energy conservation, use of alternative transportation.)
- What are the barriers to financial education and financial well-being and how can your design help to eliminate these barriers?
- What is the role of your design when it comes to raising awareness and understanding of the effects of foreclosure on neighborhood health and well-being?
- How can your design help to best reflect and promote the area’s assets and improve the quality of life there?
- How can coop housing, land trusts, and more creative rental options be “redesigned” for greater relevancy to today’s financial challenges?
- What are the barriers to creating sustainable, affordable housing for low-income residents and what is the role of design in diminishing those barriers? What are creative solutions when it comes to financing home purchases and/or rehabs?
- What is the role of design when it comes to protecting current owners from predatory lenders?

Participating individuals and teams are encouraged to strive for a hyper-local viewpoint in their design process and to create solutions that are manageable, implementable and community-focused. We encourage you to partner with a city block, block club, building, school, or neighborhood organization. We encourage single or collaborative submissions from students, educators and professionals.

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## **Project essentials**

Show your design phases from research and 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 plan, process, program, or visual campaign, present all print media, interactive media, or packaging materials with a plan for implementation. Please also include a strategy for implementation, especially if you and/or your team reside outside the Chicago metropolitan area.

## **Most importantly:**

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

## **Jury**

Submissions will be evaluated by a multidisciplinary team of jurors from the fields of design, social justice, advocacy, activism, and community development. Our jury will identify the designs with the greatest potential for implementation and success. All submissions will be judged equally regardless of discipline or whether the submitter is a professional or academic. Judging will be based on design thinking, relevancy, efficacy and viability.

## **Exhibition details and awards**

Firstplace winner will receive seed money, starting at \$2,000, and a recommendation of professional assistance to help further develop and implement their design.

All participants will have the opportunity to participate in a juried exhibition at a gallery space in Chicago and be featured on our website, [www.designmakeschange.com](http://www.designmakeschange.com).

*Sweet Homes Chicago* will culminate in a reception, juried exhibition, and community workshop.

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## Important dates

Launch date: March 1, 2012.

Deadline for all submissions: October 19, 2012

Top entries announced: November 5, 2012

## Submission process and requirements

- Email completed entry form to [info@designmakeschange.com](mailto:info@designmakeschange.com) and mail a hard copy with entry form.
- 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 documentation of research including, but not limited to, a literature review, statistical data and/or quantitative and qualitative research. Use interviews, surveys, environmental data, relevant statistics, pictures and charts to help tell the story.
- Include 1-2 pages of 2-D sketches and/or 3-D sketches or models illustrating your design process.
- Storyboard and/or write a plan for implementation of your design that includes a timeline and budget.
- Include 2-5 refined, computer-generated illustrations and/or high-resolution 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](http://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 October 19, 2012.

## 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 project description. You are required to cover shipping costs.



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\_\_\_\_ Environmental 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 \_\_\_\_\_

\_\_\_\_\_



## **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](mailto:info@designmakeschange.com)

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**[www.designmakeschange.com](http://www.designmakeschange.com)**