

STEELCASE NEXT STUDENT DESIGN CONTEST

The Steelcase NEXT Student Design Contest (“Contest”) begins September 4, 2018 12:01a.m. Eastern Daylight Time (“EDT”) and ends on February 15, 2019 at 11:59 p.m. Eastern Standard Time (“EST”) (the “Contest Period”). Contest is sponsored by Steelcase Inc., 901—44th Street SE, Grand Rapids, MI 49508 (“Sponsor”).

Eligibility. Contest is open to undergraduate junior- and senior-level students, five-year master’s programs where there is no bachelor’s degree offered or Master’s programs where the students have no bachelor’s degree in design and/or experience, who are legal U.S. or Canada residents, physically residing in the United States, DC and Canada, who are the age of majority in their home state as of the start date of the Contest (“Contestant”). This Contest is void outside of the United States and Canada, in Puerto Rico, the U.S. Virgin Islands, U.S. Military installations in foreign countries, all other U.S. territories and possessions, and wherever else restricted or prohibited by law. Employees, shareholders, officers, directors, agents, representatives of Sponsor, the legal, promotion and advertising agencies of Sponsor, and their immediate family members and those living in their household, and each person or entity connected with the production or administration of the Contest, and each parent company, affiliate, subsidiary, agent and representative of any aforementioned entity, are not eligible to enter.

How to Enter.

1. Students must work on this project individually.
2. This competition will be a faculty-sponsored part of program curriculum in the fall term, 2018 or an independent study project.
3. All submissions will be submitted electronically to this address: design4next@gmail.com
4. When submitting an entry, it should be able to open or launch as a complete presentation for the judges, including the concept statement. This should be one PDF. It should not be individual files for the judges to navigate through. No videos, Prezi’s or PowerPoint formats will be permitted.
 - a. **PLEASE NOTE:** Judges will be viewing on a computer screen. It is easier for judges to navigate multiple pages vs. creating a board that is on one or two pages and requiring the judge to zoom in to navigate content. That is not a good user experience.
5. All student participants must be currently registered as juniors or seniors in their design program, or in a 5-year master’s program where there is no bachelor’s degree offered or a master’s program where the students have no bachelor’s degree in design or other previous design experience.
6. Professors will be responsible to self-jury their students and only submit the best two projects (2) per independently taught class/studio for judging in this competition.
7. Naming of entries shall be **FIRST NAME_LAST NAME_UNIVERSITY NAME.pdf**. Your name or school should **NOT** be listed within the presentation itself - **only in the name of the file.**

8. The submission is to be the equivalent of a design development presentation to your client, NEXT.
9. The student's goal, through your submission, is to convince NEXT that your design will provide them the work environment they need to meet their goals.
10. Students will receive information about the client, general program requirements, client's mission and interests via the competition website: [NEXT Website](#)
From this, students will know the type of space the client desires, what excites them and what their goals and needs are.
11. Students must use products (furniture, technology and architectural solutions) from the entire Steelcase Inc. portfolio (**Steelcase, Coalesse, Turnstone, Steelcase Health, Steelcase Education, Designtex, Polyvision and the following partners: Bluedot, Viccarbe, Mitchell Gold + Bob Williams, Extremis outdoor furniture and FLOS lighting**) for the project. Students are allowed to have up to 20% of the project "custom" as applicable for feature areas. However, custom applications should remain economically feasible as most clients do not budget for a completely customized project.
12. Questions must be submitted **by professors only** via email at: design4next@steelcase.com Response times may vary; however, our goal will be to respond within 48 hours. The Q+A period begins on **September 10, 2018** and the deadline for submitting questions is **October 8, 2018**
13. All submissions are due at 5pm PST on **December 7, 2018**. Late submissions will not be considered.
14. All submissions need to be self-explanatory for the judges to evaluate. Only the semi-finalists will have the opportunity to present their project to the panel. Judge's comments will only be provided to the semi-finalists and honorable mention recipients.

LIMIT one entry per natural person. Sponsor is not responsible for late, lost, delayed, damaged, misdirected, incomplete, illegible, unintelligible, corrupted, or postage-due entries. Sponsor reserves the right to disqualify false entries or entries suspected of being false. Only complete, valid submissions will be accepted. Sponsor will not verify receipt of entries. All entries submitted become the sole property of Sponsor and will not be acknowledged or returned.

Submission Guidelines. In addition to the other terms and conditions contained in these Official Rules, your Submission must include the following (but not limited to) and be in the form of:

- a. Design concept statement (max 250 words). This should **clearly articulate** your inspiration for the design, how it is reflected in your solution and how it meets the client's requirements.
- b. Inspiration images that impacted your final solution. Images shall be compiled on a labeled, digital board.
- c. Clear explanation and visuals of how your research informed your Evidence Based Design solution

- d. Show concept development process (hand sketches, bubble diagrams, concept models, etc.)
- e. Rendered floor plan with rooms labeled and furniture shown. Scale: 1/8" = 1'-0" (0.3175cm = 0.3048m)
- f. Reflected ceiling plan for the WorkCafe and an Open Office Area / Individual Work Area. Include a legend with ceiling heights identified. Scale: 1/8" = 1'-0" (0.3175cm = 0.3048m).
- g. One elevation within the WorkCafe and an Open Office Area / Individual Work Area.
- h. **UPDATED: September 29, 2018:**
Perspective renderings (minimum of 5, maximum of 10).
- i. High quality digital images of furniture, finish materials and lighting selections per area. All selections must be labeled and coded back to the room location. Please place all images, with labels, on a digital board(s).
- j. Student developed graphic logo for NEXT will be incorporated holistically reflecting their brand and culture in the space as part of the submission

Submissions may not contain any illegal, offensive or obscene subject matter and any such Submission shall be disqualified without notification to Contestant. Contestants may not use third party trademarks or trade dress in their Submission. Contestants may not copy or otherwise plagiarize the Submission from any source, nor may the Submissions include third party copyrighted material. Sponsor is not responsible for legal protection or clearance of Submissions in any form. Contestant agrees to indemnify Sponsor against any and all claims from any third party for any use by Sponsor of Submission. If, in the sole discretion of Sponsor, your Submission constitutes copyright infringement, trademark infringement or otherwise violates the rights of any third party, the Submission will be disqualified and Contestant will have no recourse to be reconsidered. Sponsor may request evidence that Submissions are an original work of authorship within the meaning of U.S. Copyright law at any time during or after the Contest Period.

Judging Criteria. Judging will be completed in two (2) rounds. All Submissions submitted during the Contest Period will be prescreened by submitting professors to insure Submissions have correctly met the Submission Guidelines and meet with Sponsor's general standards and practices prior to any judging ("Qualified Submissions"). Judging of all Qualified Submissions will begin on or about December 10, 2018.

A panel of qualified judges and evaluators will evaluate each Qualified Submission. Judging will be based on a 100-point scale:

1. **CONCEPT (20 POINTS):** Clear concept statement with proof of research informed design process as well as how the concept links to solving the client's needs.

2. **RESEARCH (15 POINTS):** Exhibit evidence-based design reasoning with your design solutions.
3. **PROCESS (10 POINTS):** Clearly show your concept development process.
4. **PLANNING AND DESIGN (20 POINTS):** Optimized use of total built environment and application of research and insights to design solutions.
5. **CREATIVITY (20 POINTS):** Originality.
6. **PRESENTATION/GRAPHICS (15 POINTS):** Overall presentation quality: visual submission and quality formatting and flow. Graphics, visuals, and renderings (no typos and easy to read).

Note: It is expected that **all** submissions comply with regulatory guidelines, adhere to green building principles and maintain the integrity of the building structure. As part of school jury process, **professor must review all plans to ensure they comply with planning guidelines/codes.**

The Contestants with the ten (10) highest point totals will be deemed a Selected Contestant and will be eligible to win a Prize. In the event of a tie, the tying entries will be rescored to determine a Selected Contestant.

The Contestants with the five (5) highest point totals will be deemed a Semi-Finalist Contestant and will be eligible to win a Semi-Finalist Prize. In the event of a tie, the tying entries will be rescored to determine a Selected Contestant. The Semi-Finalists must present their submission to the Judges on or about February 2018 in Grand Rapids, Michigan. This date will be communicated to Semi-Finalists on or about January 18, 2019. These presentations will result in the determination of the Winning Contestant by the Judges.

After presentation in Grand Rapids, the Contestant with the one (1) highest point total will be deemed a Winning Contestant and will be eligible to win a Top Contestant Prize. In the event of a tie, the tying entries will be rescored to determine a Selected Contestant.

Selection and Notification of “Selected Contestants.” On or about January 18, 2019, Selected Contestants will be contacted by a representative of Sponsor using the information submitted during the entry process. All Selected Contestants will be required to respond as directed to the email notification within 72 hours of attempted notification. Failure to respond timely to the notification may result in forfeiture of the prize and, in such case, Sponsor may select a contestant with the next highest score. Each Selected Contestant may also be sent an affidavit of eligibility / liability / publicity release (“Release”). Unless restricted by law, each Selected Contestant will be required to complete and return the Release within the time period specified therein. An alternate Selected Contestant may be chosen, from among the remaining eligible contest Contestants if a Selected Contestant: (i) cannot be reached; (ii) fails to obtain all

signatures on the Release and to return the documents in a timely manner as required pursuant to these Official Rules; (iii) or cannot accept or receive the prize for any reason.

On or about March 1, 2019, all winning Submissions and the names and hometowns of Selected Contestants may be posted for viewing on the Steelcase web site. There is no value associated with this Prize. This prize is for entertainment purposes only.

Prizes. The ten (10) Selected Contestants will each receive the following prize ("Prize):

- Custom-ordered Think chair

Approximate Retail Value ("ARV") for each individual prize: \$1,100.00 (USD)

The five (5) Semi-Finalist Contestants will each receive the following additional prize ("Semi-Finalist Prize):

- All-expenses paid trip to Steelcase University to present project to judges panel, meetings with Steelcase executives and other learning opportunities

One (1) trip for one person to attend the Steelcase University Learning Center in Grand Rapids, MI.

The trips include airfare and 2 nights lodging at the JW Marriott Hotel in Grand Rapids, MI. Trip must be taken during the time indicated by the Sponsor. Departure flights will leave on the earliest date indicated and the return flights will be on the latest day indicated for the trip selected. No substitutions. In the event that Selected Contestant cannot make the trip dates, prize is forfeited, and Selected Contestant will not be entitled to the prize. No part of this trip is redeemable for cash. All meals and travel not expressly listed here are the responsibility of Winner, including airport fees. No substitutions, except by Sponsor. If for any reason, the prize as listed cannot be awarded, Sponsor will substitute a prize of equal or greater value. Selected air travel for Contestant must commence from nearest major metropolitan airport. Airport transfers are not included.

Approximate Retail Value ("ARV") for each individual prize: \$3,000.00 (USD)

The one (1) Winning Contestant will receive the following additional prize ("Top Contestant Prize):

- \$2,500 (USD) for the student
- \$2,500 (USD) contribution to school's design program or to a charity of their choice

Approximate Retail Value ("ARV") for each individual prize: \$5,000.00 (USD)

Choice of airline(s), hotel(s), and/or itineraries shall be at the discretion of Sponsor. Prize may be awarded in the form of coupon(s) and/or gift card(s). Actual value of travel prizes may vary based on point of departure and airfare fluctuations. Once airline tickets and hotel reservations have been issued, they shall not be changed, re-sold, endorsed, exchanged, transferred or in any other manner modified by Selected Contestant. Travel

must be completed by the dates determined by the Sponsor. Travel arrangements are subject to availability and to the terms of conditions of the airline, the hotel(s), and/or tour operator(s). Semi-Finalist Contestant is solely responsible for any other unspecified expenses related to the travel prize, including without limitation meals, ground transportation, gratuities, incidental hotel expenses, excess baggage charges, upgrades and any and all federal, state, and local taxes on prize, including special airport taxes and fees. Semi-Finalist Contestant must notify Sponsor of requested travel times at least ten (10) days in advance; otherwise Sponsor reserves the right to alter the request to accommodate availability. Semi-Finalist Contestant not entitled to any surplus between actual retail value of prize and stated ARV and any difference between stated ARV and actual value of the prize will not be awarded. No substitution, transfer, or cash redemption of prize, provided however that Sponsor reserves the right to substitute a prize with another prize of equal or greater value should the advertised prize become unavailable for any reason. Any and all activities related to the prize, including without limitation flying, are at the Semi-Finalist Contestant's own risk and subject to whatever restrictions are imposed by the entities that govern the activities.

License. By entering, Contestants are granting Sponsor and its affiliates a worldwide, royalty-free, perpetual, unrestricted, irrevocable and fully sub licensable right and license to consider, display, re-post, disclose, use, re-use, reproduce, modify, digitize or enhance, adapt, change, publish, translate, create derivative works from, distribute, re-distribute, publicly perform and/or display Contestant's Submission (in whole or in part) and/or incorporate all or part of the Submission in other works, all in any form, format, media or technology now known or later developed or invented. CONTESTANTS WILL NOT BE PAID FOR THEIR SUBMISSION or for granting Sponsor any of these rights. Additionally, while Sponsor will seek to post the Submission in the form as provided at the time of entry, Contestants agree that due to technical limitations, Submission may be altered from its original form. Sponsor shall have no liability as to posting of Submissions. By entering the Contest, Contestants agree to waive all claims to and shall receive no royalties of any kind now or in the future from Sponsor for use of their Submission and represent and warrant that no other party is entitled to claim royalties from the use of the Submission as set forth in these Official Rules. Contestants may not resell, assign or transfer any of their rights under these Official Rules.

Publicity. Sponsor reserves the right to use the entry submissions to the Contest for publicity purposes prior to or after the Contest end date, in any media, and to use the name, likeness, and hometown name of any Contestant, including all or part of Submissions throughout the world, without any compensation or prior review unless specifically prohibited by law.

Conditions. Contest is subject to these official rules. By participating, Contestants agree to be bound by these complete Official Rules, including Sponsor's terms of use and privacy policy guidelines. Contestants agree that the decisions of Sponsor are final and binding; and agree to waive any right to claim ambiguity in the Contest or these Official Rules, except where prohibited by law. Taxes, if any, are the sole responsibility of Selected Contestant, and Contestants may be issued an IRS Form 1099 for the ARV of any awarded prize. This Contest is void where prohibited or restricted by law, and subject to applicable federal, state provincial and local laws. By accepting a prize, winner agrees to release Sponsor, its attorneys, affiliates, together with the respective directors, employees, officers, licensees, licensors and agents of each, including without limitation, their respective advertising and promotion entities and any person or entity associated

with the production, judging, or administration of the Contest, (collectively, the Releasees) from any and all liability, loss or damage arising from or in connection with awarding, receipt and/or use or misuse of prize or participation in any prize-related activities. Sponsor reserves the right to disqualify any Contestant it finds to be tampering with the entry process or the operation of the Contest or violating these Official Rules. The Releasees shall not be liable for: (i) late, lost, delayed, stolen, misdirected, incomplete communications or affidavits, regardless of the method of transmission; (ii) telephone system, telephone or computer hardware, software or other technical or computer malfunctions, lost connections, disconnections, delays or transmission errors; (iii) data corruption, theft, destruction, unauthorized access to or alteration of entry or other materials; (iv) any injuries, losses or damages of any kind caused by the prize or resulting from acceptance, possession or use of a prize, or from participation in the Contest; or (v) any printing, typographical, administrative or technological errors in any materials associated with the Contest, including these official rules. Sponsor disclaims any liability for damage to any computer system resulting from participating in, or accessing or downloading information in connection with this Contest, and reserves the right, in its sole discretion, to cancel, modify or suspend the Contest should a virus, bug, computer problem, unauthorized intervention or other causes beyond Sponsor's control, corrupt the administration, security or proper play of the Contest. Sponsor may prohibit a Contestant from participating in the Contest or winning prize if, in its sole discretion, it determines such Contestant is attempting to undermine the legitimate operation of the Contest or undermine the purpose of the Contest in any way by cheating, hacking, deception, or any other unfair playing practices of intending to annoy, abuse, threaten or harass third parties, any other players or Sponsor representatives. Use of any automated system to participate is strictly prohibited and will result in immediate disqualification. Disputes regarding these Official Rules and/or this Contest will be governed by the internal laws of the State of California in the United States. Any and all legal actions or claims arising in connection with this Contest must be brought in a court of competent jurisdiction within the United States. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST OR THE PETITION PROCESS MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND WILL RESULT IN DISQUALIFICATION FROM PARTICIPATION IN THE CONTEST. SHOULD SUCH AN ATTEMPT BE MADE, SPONSORS RESERVE THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY FEES) TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

Privacy. All personal information collected by Sponsor will be used for the administration of the Contest and in conjunction with these Official Rules. Please refer to Sponsor's privacy policy located at http://www.steelcase.com/na/privacy_policy_cnav.aspx?f=10033 for important information regarding the collection, use and disclosure of personal information by Sponsor.

Official Rules. For a copy of these official rules, please visit: [NEXT Website](#) until 90 days after the end of the Contest.

Winners List. For names of prize winners, available until 90 days after the selection of winner, log on to [NEXT Website](#)

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