RULES

1. Students must work on this project individually.
2. This competition will be a faculty-sponsored part of program curriculum in the fall term, 2020 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.
   • 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. Each submission (2 per program**) must be emailed separately to design4next@gmail.com (please note: this is a different email address than has been used during the competition (this is going to a gmail account and is a third party email address to ensure identity of program is not revealed)
   **Please note 2 per program = 2 per individually taught studio/class. Example: one studio with two professors may submit a total of two entries. Two different studios with different class schedules and/or different instructors/students can submit two entries for each studio.
7. Naming of entries shall be “SCHOOL NAME – STUDENT LAST NAME, STUDENT FIRST NAME” .pdf. Your student’s name or name of school should NOT be listed within the presentation itself - only in the name of the file.
8. Submissions must come FROM THE PROFESSOR no later than 5pm PST on Wednesday, December 9th
   • Submissions received from students will not be accepted to ensure these are the approved submittals from each program.
   • If you are a professor that is sponsoring students who are participating through self-study (not part of your class curriculum) – the submission still must come from YOU as the sponsoring faculty
9. The body of the email needs to contain the student’s best contact email address during the judging period (December 14, 2020 – January 15, 2021).
10. BEFORE SUBMITTING YOUR 2 SUBMISSIONS, please verify your students are available to travel on Feb. 22-24, 2021 for the final judging/presentations at our headquarters in Grand
Rapids if they are chosen as one of our five semifinalists. All travel arrangements and expenses will be made and covered by Steelcase (only flights originating and returning domestically in the U.S.); however, the student must be present to be considered. Failure to attend in person will disqualify your student.

11. The submission is to be the equivalent of a design development presentation to your client, NEXT.

12. 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.

13. 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.

14. Students must use products (furniture, technology and architectural solutions) available from the variety of all Steelcase Brands in our portfolio (including any Partner Brands) 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.

15. 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 14, 2020 and the deadline for submitting questions is October 5, 2020

16. All submissions are due at 5pm PST on December 9, 2020. Late submissions will not be considered.

17. 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.

18. Files should be in PDF format and be sized for easy review by our judges on a computer screen (FILE SIZES SHOULDN’T EXCEED 20MB). It is a better experience for the judges to review as a series of slides (in landscape format) versus submitting as one or two page “virtual boards” that must be zoomed in on for review.

19. Submissions must include the following (but not limited to):

- 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.
- Inspiration images that impacted your final solution. Images shall be compiled on a labeled, digital board.
- Clear explanation and visuals of how your research informed your Evidence Based Design solution
- Show concept development process (hand sketches, bubble diagrams, concept models, etc.)
• Rendered floor plan with rooms labeled and furniture shown. Scale: 1/8" = 1'-0" (0.3175cm = 0.3048m)
• Reflected ceiling plans are (required) for the Open Office/Individual Work Area, WorkCafe, and Inspiration Zone. Include a legend with ceiling heights identified. Scale: 1/8" = 1'-0" (0.3175cm = 0.3048m).
• A minimum of one elevation (each) within the Open Office/Individual Work Area and WorkCafe.
• Perspective renderings (minimum of 5, maximum of 10).
• 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).
• Student developed graphic logo for NEXT will be incorporated holistically reflecting their brand and culture in the space as part of the submission

**DESIGN CHALLENGE**

NEXT is a global technology company specializing in all aspects of health and wellness to improve the general happiness of people all over the world. The company has several aspects of focus from guided meditation practices through their app, relaxation and sleep aids, as well as providing clients the latest pertinent articles and education on self-improvement. Just about to celebrate a decade anniversary, NEXT has been in business for just under 10 years. The company began as a small start-up in San Francisco, and still is headquartered there. As part of creating a diverse talent base as well as offering staff more opportunity to work remote, NEXT will be opening their first of many planned satellite offices in Atlanta, GA. Along with this satellite expansion, NEXT is also providing a more robust option to an already progressive work from home policy. They have plans to expand not only in United States but globally in Europe and Asia over the next five years.

The recent decision to expand into a brand-new location in the midtown area of Atlanta was planned prior to the recent global Pandemic, however, fits perfectly with their expansion strategies moving forward Post-Pandemic. Reducing density and population in San Francisco will not only assist in providing staff there with a safe environment, it will also allow for some to choose a city with a lower cost of living and different amenities. This will also allow NEXT to hire more diverse talent from other secondary markets, such as Atlanta.
JUDGING CRITERIA

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.

**Disclaimer:** By entering the “design4next” Contest, Entrant (and their university) agrees, acknowledges and understands that all Submissions may be posted on the Steelcase Inc. website, within Steelcase 360 publications or used in future promotional campaigns for viewing by the general public and grants Steelcase Inc. in perpetuity a royalty-free, worldwide, non-exclusive license to publish, display, reproduce or otherwise use the Submission for Steelcase Inc. and its designees in its sole discretion whatsoever and without further notice or compensation. Steelcase Inc. does not guarantee the posting of any Submission and reserves the right not to post a Submission for any or no reason. All Entrants’ Submissions become the property of Steelcase Inc. and will not be returned to the Entrant. Steelcase Inc. is not responsible for any lost or altered files when submissions are uploaded.