

## RULES

1. Students must work on this project individually.
  2. This competition will be a faculty-sponsored part of program curriculum in the 2021 fall term or an independent study project.
  3. 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 presentation "board" that is on one or two pages that requires the judge to zoom in on the screen to navigate/evaluate the content. That is not a good user experience for the judges.
  4. 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.
  5. Each submission (2 per program\*\*) must be emailed separately to [design4next@gmail.com](mailto: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 studios/classes. 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.*
6. 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**.
  7. Submissions must come **FROM THE PROFESSOR** no later than 5pm PST on **Wednesday, December 8, 2021**.
    - Submissions received directly 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 must still come from YOU as the sponsoring faculty
  8. The body of the email needs to contain the student's best contact email address during the judging period (December 15, 2021 – January 12, 2022).

9. **BEFORE SUBMITTING YOUR 2 SUBMISSIONS, please verify your students are available to travel on Feb. 21-23, 2022 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 North America - U.S./Canada/Mexico); however, the **student must be present to be considered. Failure to attend in person will disqualify your student.**
10. The submission is to be the equivalent of a design development presentation to your client, NEXT.
11. 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.
12. 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.
13. 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 be "custom" as applicable for feature areas. However, custom applications should remain economically feasible as most clients do not budget for a completely customized project.
14. Questions must be submitted **by professors only** via email at: [design4next@steelcase.com](mailto:design4next@steelcase.com)  
Response times may vary; however, our goal will be to respond within 48 hours. The Q+A period begins on **September 13, 2021** and the deadline for submitting questions is **October 1, 2021**
15. All submissions are due at 5pm PST on **December 8, 2021**. Late submissions will not be considered.
16. All submissions need to be self-explanatory for the judges to evaluate. Only the semifinalists will have the opportunity to present their project to the panel. Judge's comments will only be provided to the semifinalists and honorable mention recipients.
17. 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.**
18. **PLEASE NOTE**, the examples of prior projects (semifinalists) shown on the NEXT website are the final submittals for the (verbal) presentations delivered in person to the judges. These are **NOT** the initial submittals and have been edited/refined slightly by removing content that would not be appropriate for a visual/verbal presentation (some of the technical pages have been removed).

**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 **Work Cafe and Reception areas**. Include a legend with ceiling heights identified. Scale: 1/8" = 1'-0" (0.3175cm = 0.3048m).
- A **minimum of one elevation section** is required to illustrate the **stair design** and how the 7<sup>th</sup> and 8<sup>th</sup> floor flow together.
- 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 start-up clean beauty cosmetics company that is based in the heart of New York City. NEXT was founded by a woman whose family migrated to the U.S. from Korea when she was 9 years old. As she started experimenting with a variety of cosmetics in her teens, she not only realized that some caused her skin irritation but also, she had difficulty finding solutions to match her skin tone. This was the spark that is now being realized with the launch of NEXT.

NEXT aspires to be an inclusive and diverse company that embraces all walks of life and celebrates the greatness of individuals as well as being vegan, cruelty-free, and sustainable. NEXT is inspired by New York City's deep-rooted culture which is a melting pot of many different core values. NEXT has decided they will be partnering with Steelcase to provide the furnishings for their new office space because of Steelcase's commitment to innovation, diversity, inclusion, and sustainability. They feel strongly that they want to partner with companies that match their core values.

NEXT needs your help to design their new office. NEXT would like the new space to not only reflect their overall company brand and culture but draw inspiration from the local region. NEXT is committed to being a collaborative and team-based organization. They want to make sure that their new environment supports the way they work and how they might work in the future, considering adjustments promoting health and safety in the workplace Post-Pandemic. Technology continues to transform how they maintain connection with other teammates as they work from both home and office to provide ultimate flexibility for work. They want to be prepared to use virtual reality in the future to connect with potential retailers, influencers, and customers.

## JUDGING CRITERIA

Judging will be based on a 100-point scale:

1. **CONCEPT (10 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. Some examples include: (hand sketches, bubble diagrams, concept models, etc.)
4. **PLANNING AND DESIGN (35 POINTS):** Optimized use of total built environment and application of research and insights to design solutions.
5. **PRESENTATION/GRAPHICS (30 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.