

RULES

1. Students must work on this project individually.
2. This competition will be a faculty-sponsored part of program curriculum in the 2023 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, Mural, 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, 5TH year students enrolled into a 5-year Master's program, or in a 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. **FOR FINAL SUBMISSION OF PROJECTS:** 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 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 6, 2023.**
 - 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 13, 2023 – January 17, 2024).

9. **BEFORE SUBMITTING YOUR 2 SUBMISSIONS, please verify your students are available to travel on Feb. 19-21, 2024, for the in-person 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
Response times may vary; however, our goal will be to respond within 48 hours. The Q+A period begins on **September 11, 2023**, and the deadline for submitting questions is **September 29, 2023**.
15. All submissions are due at 5pm PST on **December 6, 2023**. 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 both their original submission into the competition for (blind judging) and their final submittals for the (verbal) presentations delivered in person to the judges.

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. We **suggest** you choose an area (not a room) that demonstrates your design intent.
- Perspective renderings (**minimum of 7, maximum of 12**). A **minimum of 5 renderings** must be full bleed renderings. **PLEASE NOTE THE SPACES THAT REQUIRE RENDERINGS ON THE PROGRAM DOCUMENT.**
- 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 progressive and global architecture and interior design firm based in Los Angeles, California. We were founded in 1976 and continue to innovate and work with leading clients around the world in corporate workplace, healthcare, education, aviation, hospitality, and sports. We have 27 office locations around the world and are looking to expand to more locations in the next couple of years. We have 3000 employees.

We value our team and hire people with a growth and learning mindset. We embrace all walks of life and value the creativity everyone brings to our organization. We are committed to enhancing people's lives through our designs and continue to put sustainability, diversity, equity and inclusion at the forefront of what we do for our company and the communities we serve.

NEXT is a single profit center where we work collaboratively with each other in all our offices. We pick the best teams from a variety of our offices to collaborate with each other so that we can provide our clients with the best talent and targeted design solutions.

NEXT is opening a new office in Dallas, Texas. We have several clients based in this area and it's important for us to build new workplace locations where we can connect in a meaningful way with our clients. We would like to create a design taskforce team that ensures new ideas and creativity by asking YOU to be on our committee in developing the overall design for this new office. You have been working with us for 2 years as an intern and junior designer and we value the fresh perspective you bring. We want you to imagine a new space and not be bogged down with replicating the designs of our previous offices or the images you see from our design firm competitors.

We know that Gen Z is reshaping the workplace and will represent approximately 30% of the global workforce by 2025. Your generation will play a big role in shaping attitudes and perceptions in the workplace. We want to know what YOUR generation would want in a future office that will also consider the functional needs and experiences of the entire team who represent other generations.

JUDGING CRITERIA

Judging will be based on a 100-point scale:

1. **CONCEPT (10 POINTS):** Did the student provide a clear concept statement with proof of how research informed design process as well as how the concept links to solving the client's needs.
2. **RESEARCH (15 POINTS):** Is it clear the student exhibited evidence-based design reasoning with their design solutions.
3. **PROCESS (10 POINTS):** Was the student's iterative design process clearly shown? Did their concept development process have supporting graphics with sketches, bubble diagrams, concept models, etc.?
4. **PLANNING AND DESIGN (35 POINTS):** Did the student optimize the use of total built environment into their design solution, and did they incorporate their research? Are all of the program requirements met and are there any ADA code issues that were overlooked?
5. **PRESENTATION/GRAPHICS (30 POINTS):** Overall presentation quality: visual submission and quality formatting and flow. Graphics, visuals, renderings, and sketches are well developed with 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 Steelcase "NEXT" Student Design Competition, Entrant (and their university) agrees, acknowledges and understands that all Submissions may be posted on the Steelcase Inc. website, within Steelcase Work Better 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.

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