

The ASID Indiana Chapter is excited to present an inclusive design project featuring a multi-story building, community cultural center, serving people of all ages, sizes, and abilities while highlighting a specific segment of the community. This competition is a deep dive into appreciating, highlighting, celebrating, and teaching others about a specific culture. The space is to house several functional components to support its location, while taking every advantage through the design to emphasize the importance of the culture.

Disclaimer: To provide a more realistic experience, we have worked with a very generous design firm to provide a realistic set of floor plans and building photos of an existing structure for the competition; the rest of the competition requirements are creative invention on our part.

Rules

- Each submission is to be competed individually and not as a team
- Each school/university may submit a total of five (5) projects for judging
Each school is to determine which projects are to be submitted, and arrange for the completed project documentation to be EMAILED any time earlier but no later than **5:00 PM EDT, Monday, March 29, 2021***: President@in.asid.org [*a change could happen]
- The exterior and interior structure, interior columns, stair and elevator towers cannot be changed. Landscaping, patios, and exterior painting are permitted.
- We have partnered with industry professionals representing tile, flooring, paint, wallcovering, upholstery, and furniture to support this competition and your design. The working relationship between designers and product representatives is key. The following representatives understand that the relationship starts before you graduate, and they are excited to work with you. Awards will be given for the best use of the manufacturer's materials that embrace and highlight the selected culture.

Example: If the culture is 'Native American' a detailed tile pattern on the walls leading to the public restrooms might be an interesting wayfinding and cultural reference.

Product	Company	Website	Rep Company	Rep Name
Tile	Daltile	www.daltile.com	Daltile	Robin Bradford
Paint	PPG	www.ppgpaints.com	PPG	Ruthann Hanlon
Flooring	Masland	www.maslandcarpets.com	The Dixie Group	Brian Welsh
Furniture	Nevins	nevins.co/en-us	Dan Binford	Dan Binford
	Gresso	gresscoltd.com	Associates	Kelly Kirkoff
	ERG	https://erginternational		
Wallcovering	Carnegie	carnegiefabrics.com	Dan Binford	Dan Binford
Upholstery			Associates	Kelly Kirkhoff

THE PROJECT

The two-story building is located in a city with a population close to 500,000 people. You can select the city, the culture, and the name of your facility for this competition. The location selected might inspire you to focus on a specific culture, as there might be a settlement of people that have created a 'pocket-culture' there. Or you might select a culture and a city that you admire and want to explore.

com · mu · ni · ty

/kə'myoʊnədəē/

1. a group of people living in the same place or having a particular characteristic in common.
2. a feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals.

cul · ture

/'kəlCHər/

1. the customs, arts, social institutions, and achievements of a particular nation, people, or other social group.

Similar: civilization, society, way of life, customs, heritage, traditions

We are in a critical time in our society to understand and appreciate all peoples regardless of their similarities and differences to ourselves. This project provides the opportunity to demonstrate the key aspects that make up the selected culture. Select carefully, there are so many cultures that could be represented. Find one that interests you, and that can provide a rich experience *through design* for the visitors of the center. Be it 'Japan' (wow, that is a broad topic), Hassidic Jews, German-Dutch, Hip-Hop, Drag-Queens, K-Pop, Burmese-Americans ... explore, and create something inspiring.

We have given examples of culture defined by nationalities, religious beliefs, and social beliefs. A culture could also be: the Mickey Mouse Club, Manchester United Football Fans, or Game of Thrones followers. However, these are already very well-known/well-branded entities; and it would be quite difficult to show these in a new way; this particular competition is not about brand. Use this design opportunity to highlight a culture with global relevance, which speaks to you.

TAKING ADVANTAGE THROUGH DESIGN TO EMPHASIZE THE CULTURE

The experience of the cultural community center starts as the visitor approaches and enters the building. Make the entry experience interesting and reflective of the culture.

Examples:

- *If the culture is 'Norse ship builders', the entry might include something to suggest the timbers of a wooden ship, or perhaps some sort of sail.*
- *If the culture is 'Japan' where shoes are frequently removed, then there could be an experience created at the entry for this 'ceremony'.*
- *If the culture is 'hip-hop' where shoes are key, then maybe a shoe-camera is part of the entry experience*

THE PROGRAM

Approximate square footages (s.f.) are given for each space that the client has requested.

'Approximate' means that the spaces could be slightly bigger or smaller than the stated square footage while providing the required function.

Entryway/ Reception, approximately 500 square feet

As the experience of the community cultural center begins with the visitor approaches and enters the building, design the entry experience to be interesting and reflective of the culture. A universal design/culturally representative reception desk and comfortable seating should be provided. A custom, detailed design featuring tile (wall/floor/both) is required in this area. Use the Daltile resources to assist you:

- Keystone product: <https://www.daltile.com/product/keystones>
- Tile Pattern Planner Ideas:
https://digitalassets.daltile.com/content/dam/Daltile/website/resources/products/pattern-guides/DAL_Keystones_TilePatternGuide.pdf

Interactive Space, approximately 12,000 square feet

This is a key component of the design. The Community needs a reason to come to and use the community center. Design a space that will meet that need, and link the need to the selected culture.

Example: If the culture is "Irish", "German", or Dutch", the Interactive Space might accommodate a gymnasium to accommodate dancing

Display area, approximately 1,000 square feet

A wall/room/space that allows the display of artifacts from the selected culture. This area should be located near the entry.

Retail area, approximately 1,000 square feet

A room or space that allows the display and purchase of items related to the culture. This space should be near the entry, and must be secured when it is not staffed.

Café, approximately 2,500 square feet

A space providing food and drink related to the selected culture. Keeping social distancing and universal design principals in mind, create a space where visitors can safely get and eat food. Be sure to represent the selected culture as part of the eating experience. A small commercial kitchen of 400 square feet should be a part of the square footage of the space, but does not need to be planned in detail. Provide the 400 (approx.) square feet for food prep (blocked off on the plan), areas for workers to expedite and serve the food, areas for trash/recycling and other general services as needed, and the accessible public eating area.

Example: If the culture is highlighting 'Korea', 'India', or 'Japan', then dining while sitting on the floor is typical. Factoring in social distancing and universal design would be an interesting design problem to tackle.

Community rooms, 4 total, approximately 2,000 square feet total for all 4 rooms

Provide a variety of room sizes to accommodate group gatherings, meetings, or celebrations. These can be located throughout the building or clustered together with the potential of opening up to make larger spaces.

Library, approximately 2,500 square feet

This space is a place for the public to come and explore the selected culture through books, magazines, journals, artifacts, and electronic media. An information desk, shelving, seating, computer areas, and quiet rooms should be considered within this space. The Library must be secured when staff is not present.

Amphitheater, approximately 4,000 square feet

A place theater comprised of a semi-circular/semi-hexagonal arrangement of raised seating looking onto a stage where presentations, films, or performances may be held.

Classrooms, 4 total, approximately 500 square feet each

The classrooms provide a place for the community to complete training or utilize technology for research or exploration of the selected culture or related topics. Plan for approximately 15–20 computer stations and an instructor station.

Administration office, approximately 10,000 square feet

- Reception

Welcoming space for greeting public and one person to have a work space and file storage. Seating for the public and some accommodation for refreshments is necessary.

- Closed offices, 15 total

To accommodate one employee with a desk, two guest chairs, file storage, collaborative space

- Open office Furniture for 40 people

To include a variety of workspace options that includes work space, seating, file storage, collaborative space.

- Break Room/Collaborative Space

More like a mini-lounge, this is a separate space that contains food support can larger collaborative space for the employees and volunteers for the community cultural center.

- Small conferencing, 2–6 functional rooms for up to 6 people

- Large conference, 2 functional rooms for up to 20 people

- Storage rooms, 2 to 4 rooms for files, supplies, and related office objects

- Copy areas, 2 total for copying, scanning, mailing, and support supplies

THE BUILDING

Instead of building a new facility, the Community Cultural Center will be housed in an existing building of roughly 50,000 square feet (reference the provided plan and elevations). The building they plan to use was once an educational facility. The building is located in an urban site in a town in the United States with a population of approximately 500,000 people (compare to Minneapolis, MN, Albuquerque, NM, Portland, OR, Tucson, AZ, Detroit, MI, Columbus, OH, Miami, FL, Raleigh, NC, Kansas City, KS, and Tulsa, OK).

An entry vestibule, restrooms, mechanical rooms, exterior exits, elevators, and stairwells have been provided for you. These features are to remain in their existing locations, and all structural elements must stay as is. Pay close attention to life–safety code and egress.

Note that there is a significant piece of the building that is open to both stories (identified as “open to below” on the second floor plan). Please leave this feature as a two–story ceiling height.

Ceiling and windows heights can be verified using the CAD plans showing the building sections and elevations. The space between floors is 12'-0". From each finished floor, it is 10'-0" AFF until the mechanicals are visible, and 11'-0" AFF to the structural elements for each floor. In the area marked 'open to below', there is 22'-0" AFF to the exposed mechanical, 23'-0" AFF to the underside of the structure for the roof.

DIGITAL Submittal Criteria

For the ease of everyone, we are asking that the submissions are in a PDF format. This allows us to extend the project work time, have a broader variety of judges, and to project the work at our annual Student Design Interaction Day on TBD April 2021 (once we all figure out what April will be like).

PDF Submission; provide the entire solution in a PDF format; a total of two to three 24 x 36 electronic pages/posters/boards must capture the project requirements. Judges will be emailed the projects and must be able to clearly read all included items.

The actual projects cannot have any indication of student name on the project boards.

Please create the file name that is submitted in this format:

first name.last name.university.PDF (example: chris.smith.university.PDF)

THE COMPETITION SUBMISSION PACKAGE

The following items must be included in the project; it is up to the designer to arrange the items into the overall solution package. The judges will specifically be looking for how well the project solution is communicated, not necessarily counting how many elevations or perspectives are included. Remember to highlight each of the furniture and finish selection areas required.

The submission is to include:

Inspiration Statement Describe the meaning of the design and where the design ideas originated from.

Applied knowledge Statement Describe and defend the design decisions made in creating the solution. Give detailed explanations for the various areas helping the judges to understand the design thinking behind the project. Include specific references to how the selected culture is represented throughout the design.

Conceptual → Programming → Solution Documentation Include images representing the process of the design from beginning to end. It is not necessary to include every sketch, but to represent the stages of the design thinking.

When working with clients, these checkpoints would be reviewed and the design development would be agreed upon during the development of the solution. In a competition setting, we don't have that opportunity for feedback or a shared understanding. Capturing the design process will help the judges understand why design decisions were made and add value to the final solution presented.

Plan view of Main and Second floors providing area designation and square footage.

Furniture selection and layout for the following areas:

- Entryway/Reception
- Café
- Classroom/Learning (at least 1 room),
- Administration
 - Reception
 - Private Office (at least 1)
 - Standard work stations, at least four (4)

3D View or Views which communicate the design intent

2D view/Detail of the custom tile design which occurs near the entryway.

Additional 2D view/s (elevations, section) may also be included as each designer sees fit to communicate the solution

Finish selections for the following spaces:

Provide a palette of appropriate materials and finishes which impact the overall concept for the building and client. Not every single area of the entire building is required to have a finish selection. Include Specifications of the areas where finishes have been selected.

Separate judging and prizes will be assigned to the best use of the following materials:

Daltile
PPG Paint
Masland flooring
Carnegie upholstery
Carnegie wallcovering

Awards and Prizes

Prizes will be awarded at our annual Student Interaction Day (April 2021). We have partnered with Industry Professionals to support this competition. A total of four (4) cash prizes are available.

- First and Second place overall design
- Best depth of cultural research and application
- Best use of manufacturer's materials which embrace and highlight the selected culture

Winners will also get certificates and have their work posted on our Chapter website with an announcement to all of our members.

Compliance with CIDA Standards

The Council for Interior Design Accreditation sets standards that are essential in design education. We understand how important it is to support our education in a meaningful way. This competition supports the CIDA 2020 Design Standards: <https://www.accredit-id.org/professional-standards>

4 d,e,f	5a,b,c	7 a,b,c,d,e	8 a,b,c,d,e,f,g,h,i,j,k,l
9 a,c,d,e,f	10 e	11 c,d	12 j, k, l
13 a,c,d,e	15 d,g, i, j	16 a,b,c,d,e	

Questions

Should you have questions, we welcome them!

We tried to provide as much detail as possible for you – but we might have missed something. Please ask if you have any questions.

It will be easier to manage answers if the instructors can batch questions and be the persons of contact to give responses. Responses will be given to all participating schools/universities so that everyone has the same information.

Please send your questions to:

President@in.asid.org

Our competition coordinator is Olivia (Livi) Snyder

How will the Competition Judges evaluate the projects?

It is our intent to collect feedback from the judges and provide this to the student designers after the competition completes and we announce the winners.

Independent judges from the Indiana design community have agreed to evaluate the competition submissions. All submissions are judged using a double-blind format: the students don't know the judges, the judges don't know whose work they are evaluating.

JUDGE SCORE SHEET

Basic Expectations <i>[*This is expected, judges can subtract points if this is not met]</i> ▪ Solution addresses each of the stated client expectations and meets the program criteria	0 pts
Creativity and Innovation ▪ The design solution displays creativity and innovative ideas above and beyond the project brief	20 pts
Clear communication of the overall design solution and the decision-making process to reach the solution has been demonstrated ▪ All written components use correct grammar and spelling, and clearly explain the inspiration and design intent ▪ Sketches, drawings, 2D and 3D views, and labeling, clearly explain the design intent ▪ PDF is easy to open and read	20 pts
Cultural Application ▪ The selected culture has been shown in various, multiple, and meaningful ways throughout the design of the space	20 pts
Codes / ADA <i>[*This is expected, judges can subtract points if this requirement is not met]</i> ▪ The design follows all appropriate codes and ADA regulations	0 pts
Space Planning ▪ The design thoughtfully considers both the basic functions required and includes creativity demonstrating a true understanding of the client	20 pts
Finishes ▪ Proposed finishes are appropriate for the design of the spaces	10 pts
Furnishings ▪ Proposed furnishings are appropriate to meet client needs and highlight the selected culture	10 pts
TOTAL	/100 pts

Please comment on each area of the score sheet on areas where the student designers succeeded or could improve: