

PROGRAMMING

Welcome to the ASID 2024 Student Competition!

You have just signed a lease and you are getting ready to design a space for your Cupcakery that will be opening at a new location in Brooklyn, New York. The space will serve multiple purposes containing an eat-in café dining area including a dining bar, an experiential kitchen for cupcake decorating classes, and an event space to be rented out for special occasions.

You have based your business off a special recipe that represents a tie to a culture or heritage. Choose a culture/heritage that is meaningful to you; one that you can research and explore.

Examples of cultural elements include music, art, and film movements. Heritage might include a country or area where people are from, such as Dutch, Japanese, Burmese. Brooklyn has many cultural and heritage touchstones, which could be used as your inspiration...or not, perhaps you are passionate about other areas.

You want to share this concept with your customers by bringing them a cultural/heritage **experience** through both your baking options and bakery design. You chose Brooklyn, New York because this area is unique, busy, and has a rich, historical aesthetic. Your business, open from 5:00 AM – 9:30 PM, will serve baked goods and beverages including coffee, tea, and non-alcoholic drinks. Because you value the environment you are engaging in sustainable practices, which includes and is not limited to recycling, tableware choices, materials and finish selection, use of natural daylighting / solar gain/ and energy efficient lighting controls, and the use of water efficient fixtures. The cupcakery offers dine-in service (glasses/cups/plates/cutlery) and take-away service (compostable containers/cutlery).

For reference, check out the very open service lines and kitchen plans of these bakeries:

- o [Crumble Cookies](#)
- o [Crave Cupcake](#)

For this design challenge, you will take an existing space and design the following:

- Food/Beverage ordering counter with pickup location(s) for in-store and online orders
- A universally accessible linear Dining Bar where patrons can sit, sip, work, read, etc.. (include outlets)
- Creative retail and merchandise area/containment. The items for sale should be specific to your concept. Design for theft prevention.
- Flexible seating area with various options (incorporate accessibility)
 - o Booth and/or banquette seating
 - o Open table seating, could be a mixture of high-top (36”h - 42”h), standard (30”h), or low (18”h – 24”h)
- Service/Prep area/Open kitchen block – designed for those who want to see and smell baked goods coming out of the oven. This area can be open to both the ordering counter and to the seated areas. It is not necessary for this space to have a sight line to *every* dining seat. Consider the workflow from this space where goods are mixed and baked all the way through to where a server dishes up the food and drink for the patron.

- Staff Areas
 - Private Office that includes a place to meet with customers
 - Break Room
- Events/Experiences
 - Partitioned Experience Kitchen for +/- 30 guests. There will be no baking in the kitchen space, only decorating.
 - Event space large enough to hold +/- 100 guests.
 - The two spaces can be rented out separately or together based on your event calendar.

Competition Product Partners

Generous companies in our state are sponsoring this competition. To help you get to know these companies and their products better, you will be required to use their materials in your design.

[Cambria](#)
[Kohler](#)

[Table Logix](#)
[Daltile](#)

The following articles can be used as a starting reference for your project programming research:

[Why restaurants should offer cooking classes \(restaurant-hospitality.com\)](#)

[Food Is a Window to Cultural Diversity | U.S. News \(usnews.com\)](#)

[What You Need to Know Before Opening a Restaurant Event Space | SevenRooms](#)

BUILDING DETAILS

- The existing building includes approximately 6,400 SQ. FT. of retail space on the first floor, with residential spaces provided on floors 2 – 4.
- DOORS
 - Existing exterior doors cannot be moved.
- WALLS
 - Existing interior walls can be moved, removed, or you can create openings, leaving the existing columns in place as noted on the floor plan.
 - Walls surrounding the staircases cannot be moved or changed. Materials may be added to the side of the walls facing the cupcakery to change the appearance.
 - Wall legend



Steel Stud, with 5/8" drywall on each side (3 5/8" thick)



Concrete Block Fire Wall (red slashes) with 2.5" air space and 3.5" Steel Studs clad in 5/8" drywall on each side (12" thick)



Concrete block wall clad in 5/8" drywall on each side (5 5/8" thick)



Concrete block wall clad in 5/8" drywall on each side (3 5/8" thick)

- WINDOWS

Existing windows cannot be moved, and **no** additional exterior windows may be added

- Sill Height: 1'- 8" AFF

- o Header Height: 10' - 0" AFF
- Ceiling height is 14' - 0" AFF to bottom of exposed deck, with a 12" space below for mechanical piping that serves the first and second floors, and joists for the floor above.
- The existing bathroom can be moved or changed in size.
- The existing floor is concrete slab. It is permissible to cut into floor for plumbing relocation, etc.
- Exterior building is mixed materials: brick and limestone.
- CODES: Since the project is located in the state of New York, please reference codes applicable to this jurisdiction.
 - o NY Building Codes
 - o NY Plumbing Codes
 - o [ADA Standards](#).
 - o You can reference [UpCodes](#) to determine which codes are appropriate for use in for New York.

SPACE REQUIREMENTS

- **ENTRY/WAITING** (+/- 200 SQ FT)
 - o Create an entry that supports your culture/heritage that accounts for traffic patterns and climate control.
 - o Create separation between guests waiting to order and those who have already placed order
 - o Provide seating options for those who are waiting
- **ORDERING** (+/- 300 SQ FT)
 - o Ordering counter, consider wayfinding and traffic patterns carefully.
 - o Food Pick-up: be sure to include wayfinding and proper pathways for both in-store pick-up and on-line ordering pick-up.
- **RETAIL/MERCHANDISE** (+/- 20 SQ FT)
 - o Vertical, horizontal, and/or linear display
 - o Include items that are relevant to your culture/heritage and concept
- **DINING BAR** (+/- 200 SQ FT)
 - o Universally accessible countertop area for up to 12 people
 - o Include outlets and charging options
- **PRIMARY DINING** (+/- 800 SQ FT)
 - o Seating for up to 48 people
 - o Multiple seating arrangements
 - o Electrical outlets / charging options
 - o Include and document ADA compliant seating
 - o Consider acoustic control and visual interest to support the concept through design of the floor, ceiling, and wall planes
- **EXPERIENCE KITCHEN** (+/- 450 SQ FT)
 - o Seating for 30 people
 - Provide two (2) distinct layouts showing the possibilities for how events could be set up within the space
 - Include:
 - A clear 'front' of the room so that a demonstration can be seen, consider the tools/technology needed to make seeing the demonstration easy/clear.
 - Different areas for patrons to decorate either seated or standing
 - Cultural/Heritage influence should be very evident
 - o Linear storage with countertop and sink for the demonstrator

- o Creative wash-up station(s)
 - o Dish and Trash management – make it easy to know where used dishes/cutlery/tools should go and where trash can be contained
 - o Consider acoustic control and visual interest to support the concept through design of the floor, ceiling, and wall planes
 - o Flexible barrier separating this space and the Event Space
- **EVENT SPACE** (+/- 1500 SQ FT)
 - o Varied and flexible seating for 100 people
 - o 20 linear ft of 'buffet-type' serving space
 - o Dish and trash management
 - o Consider acoustic control and visual interest to support the concept through design of the floor, ceiling, and wall planes
 - o Flexible barrier separating this space and the Experience Kitchen
- **COMMERCIAL BAKING DISPLAY KITCHEN BLOCK** (+/- 400)
 - o Typical Commercial equipment for bakery, portions of the kitchen should be visible to some of the seating in the cupcakery. IT IS NOT REQUIRED TO LAY OUT THE KITCHEN EQUIPMENT.
- **PREP/SERVICE STATION** (+/- 300 SQ FT)
 - o Min. 20 linear ft
 - o Include order pick up for in-person and for on-line orders
- **PRIVATE OFFICE** (+/- 400 SQ FT)
 - o Include desk with area to meet with clients (rentals, special orders, party planning)
 - o Consider various ways that product can be displayed/featured
 - o The concept should be incorporated into this space
- **BREAK ROOM** (+/- 100 SQ FT)
 - o Seating for 4-6 people
 - o Mini kitchen
- **BATHROOM** (+/- 400 SQ FT)
 - o Refer to NYC Plumbing Code and ADA
 - o Carefully consider how this space is actually used, especially for those who may have mobility or cognitive challenges
 - o Incorporate the culture/heritage into this experience as well
- **STORAGE** 250 SQ FT total *throughout the space* (food should not be stored WITH the cleaning products)
 - o Utility: cleaning supplies and equipment, include sink
 - o Food/compostable goods/equipment storage/office supplies

DELIVERABLES

The following components should be included in your final PDF formatted design package submission in the best way that tells the story of your design. No more than 10 pages.

BRAND IMAGE: Logo/Branding/Signage Graphic to represent your business, concept and design

PROGRAMMING RESEARCH SUMMARY: 2-3 Paragraphs summarizing your research

CONCEPT STATEMENT: 100-250 words that capture design intent and why your solution is exceptional

SPACE PLANNING: Include a minimum of two (2) annotated bubble/block plans that communicate how your solution addresses adjacencies/traffic flow/use of daylight/etc. One block should be chosen to complement your final design with explanation.

FURNITURE/FIXTURE PLAN: A furniture plan and selections are required for:

- Dining Bar Seating
- Primary Café Dining Seating
- Experiential Kitchen:
 - Show two (2) distinct layouts of this space illustrating the flexibility of different experiences
- Event Space
 - Show two (2) distinct layouts of this space illustrating the flexibility of different experiences
- Private office / Meeting space with clients / Product Display
- Break Room

LIGHTING PLAN: The lighting plan is to include egress, security, general, display, and specialty lighting. Provide images and CRI information. Address thermal control as it relates to use of daylighting and sustainability (active/passive solar)

CODE PLAN: (ADA/EGRESS): The codes plan should identify the key traffic areas for patrons and staff, necessary egress points, and ADA accommodations for the patrons who are dining, in the event and experience spaces, shopping, and using the bathroom facilities.

ELEVATIONS/PERSPECTIVES: A minimum of three (3) views of the interior are required, either elevations, perspectives, or a combination. Additional views can be included to communicate the design intent.

SECTION CUT THROUGH A BUILT ITEM: Provide a section cut at a readable scale to show how a piece of furniture, merchandise/ display holder, or counter with storage is built. Thoroughly note all materials.

FINISHES + MATERIALS: You are encouraged to push your design to explore materials to support your concept. Indoor Air Quality (IAC) should be addressed with the selection of finishes and materials. Materials should be noted with images, manufacturer information, name, and colorway. Include materials for the following areas in your final package:

- | | |
|------------------|--|
| ● Entry | ● Experiential Kitchen |
| ● Primary Dining | ● Event Space |
| ● Dining Bar | ● Any additional spaces that has enhance your design |

DESIGN PACKAGE SUBMISSION REQUIREMENTS

Communication is essential to winning the competition. How the design is represented through your words, visuals, and organization is the key to having the judges thoroughly understand your submission.

- Solutions will be submitted digitally in PDF format
- Designers/Students may use any software combination to clearly express the intent of the design.
- Design submissions are limited to 10 pages or less per submission.
- Submit smallest file size possible without compromising your images; to display your projects on our website, we require a file size up to 6 KB
- Include your name, school, email, and phone number by themselves on a single page. The page will be stored but removed for judging in order to achieve impartiality.

GENERAL SUBMISSION REQUIREMENTS

- Five (5) design packages per school can be submitted, determined by your instructor.
- Designs are due to at_large@in.asid.org in PDF format by **5:00 pm EST Friday, March 1, 2023**
- Judging will take place during the month of April, winners announced no later than the week of April 25th

EVALUATION OF COMPETITION PROJECTS

Independent judges from the Indiana design community have agreed to evaluate the competition submissions. All submissions are judged using a double-blind format, the student will not know the judges and the judges will not know the student's work they are evaluating.

In addition to first, second and third overall projects, recognition will be given for the best:

- Use of each manufacturer's product:
 - Cambria
 - Daltile
 - Kohler
 - Table Logix
- Integration of cultural/ heritage concept
- Integration of sustainable practices

JUDGE SCORE SHEET

<p>Basic Expectation (This is expected, judges can subtract additional points if this is not met)</p> <ul style="list-style-type: none"> • Solution addresses for each of the stated expectations to meet program criteria <p>Brand image Research Summary Concept Statement Space Planning</p> <ul style="list-style-type: none"> Entry Retail/merchandise Ordering / Waiting Area Dining Bar Dining Area Experience Kitchen Event Space Commercial Baking Display Kitchen Block Prep / Service Station Private Office Break Room Bathroom Storage <p>Furniture and Fixture Plan Lighting Plan Code Plan Elevations / Perspectives Section Cut through a built item Finishes and Materials</p>	0 PTS
<p>Creativity and Innovation of concept including designing for the volume of the space: The design solution displays creativity and innovative ideas above and beyond the project brief, the concept is interesting and clearly illustrates a new idea. The logo/branding signage supports the concept and design of the space. Focal point, interesting wall, ceiling, and floor planes are seamlessly incorporated into the design to support the concept.</p>	30 PTS
<p>Clear communication of the overall design solution and the decision-making process to reach the solution has been demonstrated:</p> <ul style="list-style-type: none"> • Layout of information including plans and images clearly communicates design intent. • All written components have correct grammar, 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, images are clear and easy to read. 	25 PTS

Space Plan: Excellent space planning and well explained rationale clearly depict why the proposed solution is the best to support the design and the concept.	10 PTS
Furnishing placement and selection: Proposed furnishings are carefully selected to support both the conceptual design and functionality of the space.	10 PTS
Finishes/Materials: Proposed finishes and materials are carefully selected to support both the conceptual design, sustainability, acoustics, indoor air quality, and the functionality of the space.	10 PTS
Lighting Plan: Proposed lighting fixtures are carefully selected to support both the conceptual design, thermal control, and the functionality of the space.	10 PTS
Codes/Egress/ADA (This is expected, judges can subtract additional points if this is not met) The design demonstrates all appropriate codes and ADA regulations are achieved.	5 PTS
TOTAL	/100 PTS

Please rank the following:

FIRST PLACE	\$400	
SECOND PLACE	\$250	
THIRD PLACE	\$150	

BEST IN CREATIVE USE OF: CAMBRIA	\$50	
BEST IN CREATIVE USE OF: DALTILE	\$50	
BEST IN CREATIVE USE OF: KOHLER	\$50	
BEST IN CREATIVE USE OF: TABLE LOGIX	\$50	
BEST: INTEGRATION of CULTURAL/HERITAGE CONCEPT	\$50	
BEST: INTEGRATION of SUSTAINABLE PRACTICES/PRODUCTS	\$50	

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. The competition supports CIDA 2022 Design Standards: <https://www.accredit-id.org/professional-standards>

STANDARD 4 (a, b, d, e, f)	STANDARD 8 (a, b, c, d, e, f, g, h, i, j, k, l)	STANDARD 13 (a, b, c, d, e, f, h, i)
STANDARD 5 (a, b)	STANDARD 9 (a, c, d, e, f)	STANDARD 15 (d, g, j)
STANDARD 6 (m)	STANDARD 11 (a, b, c, d)	STANDARD 16 (a, b, c, d, g, h, i)
STANDARD 7 (a, b, d, d, e, f)	STANDARD 12 (b, c, d, e, f, g, h, i, j, k)	

QUESTIONS

We tried to provide as much detail as possible, 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 and universities so that everyone has the same information.

Please send your questions to our competition coordinator, Katie Kirkendall at:

At_large@in.asid.org