NEXT STUDENT DESIGN COMPETITION

RULES for NEXT 2024

1. Students must work on this project individually.

2. This competition will be a faculty-sponsored part of program curriculum in the 2024 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 <u>PDF</u>**. It should not be individual files for the judges to navigate through. No videos, Prezi's, Mural, or PowerPoint formats will be permitted; however, embedded QR codes are acceptable to take judges to additional content if the student wishes to provide.

   - **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. **Also note**, if you embed QR codes for the judges to navigate to additional content, consider not putting the most compelling content here as it requires a discretionary additional step by the judges. Consider this content to be supplemental.

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 PT on **Wednesday, December 11, 2024.**

   - 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) – <u>the submission must still come from YOU as the sponsoring faculty</u>.

8. **The body of the email needs to contain the student's best contact email address during the judging period (December 18, 2024 – January 22, 2025).**

9. **BEFORE SUBMITTING YOUR 2 SUBMISSIONS, please verify your students are available to travel on Feb. 17-19, 2025, 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**. <u>**Failure to attend in person will disqualify your student**</u>.

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 16, 2024,** and the deadline for submitting questions is **September 27, 2024.**

15. All submissions are due at 5pm PST on **December 11, 2024**. 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.

Submission Guidelines.

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.
    - Reflected ceiling plans are **(required)** for the **Work Cafe and Reception areas.** Include a legend with ceiling heights identified.
    - 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.

20. **Prohibitions.** Submissions may not contain any illegal, offensive, or obscene subject matter and any such Submission shall be disqualified without notification to Contestant. Contestants may not use third party trademarks, designs, or trade dress in their Submission. Contestants may not copy or otherwise plagiarize the Submission from any source, nor may the Submissions include third party copyrighted or patented material. Sponsor is not responsible for legal protection or clearance of Submissions in any form. Contestants shall indemnify Sponsor against any and all claims from any third party for any use by Sponsor of any Submission, in whole or part. If, in the sole discretion of Sponsor, a Submission, in whole or part, constitutes copyright infringement, trademark infringement or otherwise violates the rights of any third party, the Submission will be disqualified, and the Contestant will have no recourse to be reconsidered. Sponsor may request evidence that Submissions are an original work of authorship within the meaning of U.S. Copyright law at any time during or after the Contest Period.

    PLEASE NOTE: We advise the LIMITED use of AI (Artificial Intelligence) for concept development, concept statements, inspirational images, etc. for academic integrity and the evaluation of original work. ANY use of AI to influence any of the aforementioned MUST be clearly cited in the submission with the source and date of inquiry clearly stated. All

final renderings, RCP, mood boards, elevations, axonometric drawings, etc. MUST be original work and NOT generated through AI solutions.

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DESIGN CHALLENGE

NEXT is an independent, global creative advertising agency headquartered in New York with offices in London, Los Angeles, and Hong Kong and soon a new office in Chicago. NEXT has worked with and transformed some of the world's most well-known, leading brands for more than 30 years since its inception in 1990. NEXT continues to build upon its legacy of innovating at the intersection of advertising, digital, and brand strategy. Our key mission is to leverage creativity through our work to influence change and impact culture. We believe passionately in the impact creativity has in the ability to move people and therefore move brands and businesses towards growth.

The world around us is changes rapidly. The last decade has seen massive shifts in consumer behavior and preference. Today, brands and businesses must make an impact versus merely conjuring an image. Brands today have a unique opportunity to deliver on that promise—one that lives through the intersection of creativity and effectiveness. At NEXT, we are focused on delivering brand impact for our clients throughout the entire creative process, from strategy to execution.

NEXT is opening a new office in Chicago, IL. We have several clients (and potential new ones) in this area and it's important for us to build a new workplace locations where we can connect in a meaningful way with our clients.

Brands do not exist in a vacuum, and they aren't something a person interacts with, it is something they experience. At NEXT, our job is to ensure those experiences make connections that are emotional, creating long-lasting loyalty and affinity and a distinctive and impactful presence in the market. **In the NEXT Chicago office, we have four key clients (fast food chain, shoe brand, beverage company, and a consumer-packaged products company).** We serve these clients with a restlessness and dissatisfaction with the conventional; therefore, we must create an environment for our NEXT Chicago team where they can bring their entire selves to work and spawn breakthrough creativity. Our team mantra around this is "Being More Human."   This is a promise to ourselves, our teammates, our company, our clients, and our community. We care about our work and the people we create it with and for.

NEXT is committed to designing this new workplace in Chicago as a destination for everyone to be collaborative and support the creative process and how we work with each other and our clients today and in the future.

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**.