



THE SCENARIO...

The Design Museum is going on a journey. In 2016 it will be relocating to a new part of London where it will take up residence in the former Commonwealth Institute building in Holland Park.

This move will bring with it a great deal of change and opportunity. It will put the museum on the ‘map’ with the other large museums in Kensington. It will also effect who comes to visit the museum, as well as what stories about design are shared through its exhibitions.

This move is prompting the Design Museum to think about design’s role in creating positive change in people’s lives – not least in times when they are, themselves, experiencing change, transition or a journey of some kind.

For example, 2015 exhibitions have a focus on travelling: walking (**Camper**, May- 1 November 2015) and cycling (**Cycle Revolution**, 18 November 2015 - 30 June 2016) while this year’s **Designers in Residence** programme (09 Sept. 2015 to 31 March. 2016) invites designers to respond to the theme of ‘migration.’

“It can be a reflection of objects or processes that imply movement, or transition, of shifting and cross-fertilising cultures, or of mobility.”
Deyan Sudjic, Director of the Design Museum.

To contribute to this thinking, the Design Museum is excited to hear your ideas, as a valued part of its design community! Get inspired by exploring these ‘big picture’ starting points:

- What designs can you think of that enable better **travel**, or **improve** people’s **mobility**?
- How do people **keep** hold of cultural traditions, or **store** important memories, information or other ‘data,’ when they **move** from one location to another?
- Can you find out about any designs that support or reflect on **experiences of migration**?
- Can you identify any that celebrate **internationalism**, **togetherness** or **integration**, big themes relating to the **Commonwealth**?

YOUR DESIGN CHALLENGE...

You are invited to pick from one of five briefs to propose a hypothetical design that responds to these questions, drawing on your primary research and/ or your own experience of travel/ migration/ mobility as a starting point.

- Consider what primary and secondary sources will be useful.
- Think about who else you should speak with to inform your design.
- Who is the intended user/ audience?
- What problem does it solve for them, or how does improve upon established designs?

Your design should have a positive impact, e.g. ‘adding value’ to the experience and making people happier, healthier and better connected. It should be well-supported by research, demonstrate idea progression through your design process, and show consideration of key sustainability, inclusion and accessibility issues.

KEYWORDS FOR INSPIRATION: travel, journey, mobility, improvement, storage, integration, movement, experience, migration, internationalism, Commonwealth, togetherness, connection.



2015 COMPETITION BRIEFS (part 1)

There are four discipline-based design briefs, below, which relate to this scenario. You should submit your design proposals in relation to **ONE** of the following design categories. Alternatively, Level 3 or 17-19 year old entrants may choose the Self-Generated Brief (option 5):

1. Built Environment/ Architecture



Left: Holland Park gated entrance ; Right: Commonwealth map.

Design a new **temporary structure/ social space** in Holland Park to celebrate a Commonwealth country of your choice, while appealing to a wide audience and promoting “togetherness.” Within your design, you could include flora, fauna and other resources that are abundant in your chosen country, are culturally or historically significant, or inspired by designers from that country.

Your structure should provide shelter and weatherproofing with capacity for at least 20 park users. Your choices of materials therefore need to be durable, strong and robust, rain and wind resistant, as well as light and portable to make it fit-for-purpose as a temporary, portable structure. Consider how you can use visualisations and prototypes/ models to demonstrate how your design will promote social interaction and togetherness.

2. Fashion/ Textiles



Left: 'Airbag' Helmet; Right: Fitbit 'Flex' band.

Design either a “**smart**” **textile** or **wearable tech product** to enhance the experience of visitors to the museum by promoting a sense of togetherness, integration and/ or connection. How might your design help to build a connection between visitors and the museums exhibits? Could it help create a shared experience with other museum goers in some way?

Consider which of the museum’s audiences will be your users of your product, as well as how your design needs to address issues of comfort, durability, hygiene (if shared), usability as well as specific user problems.

3. Graphics/ Interactives



Left: Portobello High Road's famous market street.

Right: Citymapper app (London) interface screen-shot.

Design a **concept for an app or interactive** to create access for 'digital' or 'remote' audiences who cannot physically get to the Design Museum. Your design should help users build a link with the museum, its websites and resources, based on the idea that "design is everywhere." How can app users continue to have a relationship with the museum in the same way a home country does with its migrant population? Consider which popular or emerging devices or platforms might be used to make it as accessible as possible. Think about how your idea might enable users to continue learning with the Design Museum; how can it alter their understanding of how design shapes the built world in their own area, in their home, or as they pass local sites and landmarks?

4. Product/ Furniture



Left: Street view of Design Museum's Kensington exterior;

Right: Multi-functional street furniture by a shopping precinct.

Design a **new set of Design Museum-branded street furniture** to create a better experience for a wide range of visitors travelling to the museum. Your design should consider appropriate functionality (e.g. storage, seating) as well as address health and safety needs (e.g. for school groups, or guests at 'after dark' events). Your design will need to be appropriate for long-term installation in and around the Design Museum's new grounds, i.e. the former Commonwealth Institute. Therefore, it should take account of local residents of this area of Kensington, plus the range of visitors from 'regulars' such as local pupils and over65s to 'one-off' visitors such as overseas tourists. Consider how your design might create a sense of 'integration'? How might it celebrate the ability of design to have a positive impact on people's everyday lives?

5. Level 3 Self-Generated Brief

Come up with a hypothetical design intervention or campaign to reflect or communicate the "Changing Lives" theme to the Design Museum's current audiences. Professional and student designers often write their own design briefs, or rewrite those given to them by a client. This is a very useful skill to practice. A design brief should primarily focus on the intended results and outcomes of the design, the business objectives of the commissioner and the needs of the target user, if known.



Read the competition scenario carefully and decide on an overall goal of your new design project: What part of the theme do you want to focus on? What would you like to achieve and why? Who is your target market? Which need will your design address?

HOW TO ENTER

STUDENT GUIDANCE

Entrants are not expected to design and make final pieces, but to push their creative boundaries and explore processes through design development and the refinement of their ideas towards final concept proposals. The best entries will demonstrate innovation and challenge expectations. Evidence of inspiration taken from exhibitions on show at the Design Museum during 2015 is essential (though a visit is not compulsory).

All submissions must be comprised of **three A3 design sheets** submitted electronically. Each sheet must communicate predominantly through **visual language**, and can be supported by a maximum of 100 words per sheet.

1. Visual Research

This sheet must clearly show a considered research strategy. Your research may include two or three key works that inspire you from current exhibitions or the Design Museum website (designmuseum.org)

2. Initial Ideas & Design Development

This sheet should clearly show the progression of your design ideas. You may use a combination of annotated sketches, detailed drawings, wireframes, material sampling and photographic evidence of 3D modelling to show your ideas.

3. Final Concept Proposal

This sheet must identify ONE final design concept which has clearly developed from Sheets 1 & 2. Illustrate your concept through a 2D illustration, graphic image or scanned photograph of a 3D model. Annotate your work with details highlighting design issues such as sustainability, cost-effectiveness, ergonomics and usability/user-centeredness, a considered choice of materials. Convey, as best as you can, how your design solution or concept is a daring and original proposal for the design problem or challenge you worked on.

SUBMITTING WORK

The submission deadline is **9AM on Friday 15 January 2016**.

ALL submissions must be entered via a tutor or teacher – [check with your design department for further details](#).

Please read the instructions carefully before submitting work.

- Students must include the following information on EVERY page of their submission: SCHOOL; NAME; AGE; BRIEF;
- Student entries to be saved as PDF, Power Point or JPEG files. The file should be saved in the following format: FIRST NAME, LAST NAME, 1-4 (if saved as a JPEG file).
- This year, the museum has provided a downloadable [Competition Self-Assessment](#) sheet, which doubles as a handy check-list for students to make their submission as strong as it can be. All entrants are advised to complete this and send it with their work.