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## 2016 IIDA STUDENT DESIGN COMPETITION: THE SOCIAL STATION

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## INTRODUCTION

The IIDA Student Design Competition (SDC) celebrates the talent and fresh design ideas of interior design students throughout the world who are currently enrolled in an interior design program or institution. The competition provides emerging professionals the opportunity to showcase their work and gain exposure in the Interior Design industry.

## 2016 DESIGN PROBLEM

Social selling or social retail is a massive and disruptive change to the old and stale business-to-consumer retail model. Makers and sellers no longer need traditional distribution and big box stores to reach consumers with their products with companies like Stella & Dot, Matilda Jane, and Juice Plus being born from this model.

What co-working has done to the office space, social retail has done to the retail industry. As freelance work is on the rise and technology has paved the way for a new mobile workstyle, the need for conventional office space is declining.

After 5 years of steady growth, co-working spaces are no longer a fad; they are part of today's office ecosystem. The makers and sellers of the social retail boom need workspace, and the co-working model offers the right combination of affordability and flexibility to operate a business, make/generate their product, and display it. This year, IIDA would like SDC participants to look at the future of social retailing workspace with the creation of Social Station.

## THE CHALLENGE

The 2016 IIDA SDC invites you to create Social Station—a first-of-its-kind co-working space specialized for today's social retailers. Your program should be the integration of both social retail and a high-functioning co-working space. Encouraging adaptability, health, and well-being, and an emphasis on an active, engaging space should be priorities in your final design. It should also address new models and approaches to the co-working space.

The reference site of where your design will be located is 603 Munger Avenue, an iconic property known for its three roof-top cylindrical water tanks and red brick façade visible from Woodall Rodgers Freeway in Dallas, Texas. Specifically, the 7th floor will be the location of Social Station, with floorplans and other dimensions provided. The design solution must take into account working space, meeting space, lounge space, retail space, and a variety of other touch-down areas for personal and hands-on work.

After 5 p.m. each day, Social Station will need to transform into an event/retail space that will effectively display the co-working tenants' retail products. Social Station will function in such a way that it will be able to accommodate a large variety of retailers, from sellers focusing on children's clothes to essential oils, and much more. Students are encouraged to investigate the balance between how the space will operate during the day compared with the demands of the space at night and what aspects will be important to both the retail occupants as well as the consumers visiting the space to shop.

**Design Considerations:**

1. Thermal comfort and temperature
2. Access to nature, views, and daylight
3. Noise/acoustic control
4. Indoor air quality
5. Sustainable design principles
6. Security
7. Well-being, with a focus on state of mind and mental and emotional health
8. Ergonomics
9. Fitness, an active and engaging space
10. Accessible and usable buildings and facilities (ADA/IBC)

**PROGRAM REQUIREMENTS**

The following programmatic requirements must be included in your design of Social Station. You may add additional programming elements if you feel it elevates and further evolves your design solution.

Students must design the entirety of the interior for the 7th floor and include proposed signage for the first floor common area of the building. Please note: You may not modify the structure of the building including moving the location of the bathrooms, stairs, elevators, mechanical and electrical rooms, or columns, but you may engage the interior architecture as you see fit.

**Sponsor Requirements:**

Design solutions must incorporate the following products from our sponsor, OFS Brands. Information on available products can be found at [OFSBrands.com](https://www.ofsbrands.com).

1. Visual Magnetix must be used for 30% of all signage.
  - a. For more information, please visit [VisualMagnetix.com](https://www.visualmagnetix.com).
2. One additional product line must be used.
  - a. Suggestions include, but are not limited to: Applause, Intermix, Intermix Work, Re:, Staks, Coact, Qove, Genus, Flexxy, Edge.

Please note that OFS Brands encourages special and custom products as well, so if you don't see exactly what you're looking for, don't hesitate to use an original OFS product as inspiration and adapt it to your needs.

### **Co-Working Office Space Program Requirements**

1. Flexible workspace for up to 60 co-working tenants
  - a. Average occupancy will range from 40-85% at any given time with an average of 60% capacity.
  - b. Workspace should be able to accommodate single-employee companies up to companies of four employees.
2. Minimum of three collaborative workspaces/meeting spaces for up to four people
3. Communal lounge space
4. Secure storage space for tenant's personal belongings including, but not limited to, coats, bags, laptops, small tools, and limited inventory.
  - a. This space may be centralized, multiple smaller spaces, or a hybrid.
5. Small prep-kitchen that includes a shared refrigerator, microwave, counter/storage space, coffee maker, and recycling/composting/refuse area
6. Minimum of three private touch-down spaces for private phone calls, private one-on-one meetings, etc.
7. Minimum of three heads-down workspaces that allow concentration and individual work.
8. Light duty maker workshop for 3D printing, product development/testing, and hands-on product customization.

### **Evening Retail / Event Program Requirements**

The space will need to transform into an event/retail space in the evenings, taking no more than two hours to complete.

1. Flexible display options for between one and four tenant brands per event
  - a. Items to be sold can range from clothing, home décor, essential oils, custom products, and more.
  - b. Consider modular workstations
2. Event space to accommodate up to 75 guests
3. Ability to serve food and beverages buffet style or passed hors d'oeuvres

## SUBMISSION REQUIREMENTS

Your project must be submitted digitally through the competition website from Nov. 7, 2016 to Feb. 6, 2017, 11:59 p.m. Central time. Each submission must include the following:

1. Project/Contact Info (entry form)
  - a. Participant name(s)
  - b. Member ID (if a current member)
  - c. Project title
  - d. Contact info
  - e. 500-word project description outlining why your concept demonstrates the future of social retail
2. (1) 24"x36" digital presentation board in PDF format not to exceed 5MB containing:
  - a. (1) Dimensioned floor plan drawn to scale
  - b. (1) Furniture and materials plan
    - i. You may combine the dimensioned floor plan and furniture plans.
  - c. (1) Reflected ceiling plan (Assume the ceiling is a blank slate)
  - d. (2) to (4) Renderings of the completed space
  - e. (2) Additional drawings of the space (elevation, perspective, isometric, axonometric, orthographic)
  - f. Additional elements to convey the overall concept including, but not limited to, furniture and fixture specifications, color palettes, wall sections, electrical plans, schedules, additional renderings, etc.
  - g. File name: SDC + initials + year\_board (SDCLHH2017\_board.pdf)

NOTE: Do not place your name or other identifying information on your board or you may be disqualified.

3. Individual .jpg digital submissions of the (10) to (12) required drawings/ renderings outlined above saved as:
  - a. JPG format
  - b. RGB color mode
  - c. Maximum size of 1MB per image
  - d. File name: SDC + initials + year\_number (SDCLHH2017\_1.jpg)
  - e. Document dimensions not to exceed 11"x17"

NOTE: Do not place your name or other identifying information on your images or you may be disqualified.

## REQUESTS FOR CLARIFICATION

All requests for clarification or general questions regarding the 2016 IIDA Student Design Competition design problem and requirements must be sent to IIDA at [students@iida.org](mailto:students@iida.org) by **Friday, September 30, 2016**. Questions received after this date will not be answered. All questions received by this date will be answered and posted online as an FAQ on **Monday, October 17, 2016**.

## TIMELINE

Call for entry period: Nov. 7, 2016 – Feb. 1, 2017

Submission deadline: Feb. 6, 2017, 11:59 p.m. Central

## ENTRY FEES

1. IIDA Student Members - \$25.00
2. Non-members - \$70.00 (includes IIDA Student membership for the remainder of 2016 through Dec. 31, 2017).
  - a. Non-members are required to submit an application and supporting documents by Feb. 11, 2017, in order to receive membership under the above promotion. An application will be sent to you via email following the processing of your entry. Do not apply online separately.
  - b. No refunds allowed if you do not take advantage of the promotion and submit required documentation by Feb. 11, 2017.
  - c. Offer not valid for team entries
3. Team Entries: IIDA Student Member: \$25 (at least one student on the team must be an IIDA Student Member)
4. Team Entries: Non-Members: \$70 (does not include membership offer)

## ELIGIBILITY

The Student Design Competition is open to students around the world who are currently enrolled at an interior design program or institution. Participants can enter individually or as a team (maximum five people).

School projects already completed may be reinterpreted and/or edited to meet the requirements of this competition. If the school project was completed as a group, all members must agree in writing to enter the reinterpreted and/or edited project, and all members must be listed as participants on the entry form.

## AWARDS\*

1. First Place - \$2,500.00
2. Second Place - \$1,500.00
3. Third Place - \$750.00

\*Prizes to be split between team members for team submissions that win.

## JUDGING

A panel of three judges will evaluate the entries on:

1. Innovation and creativity – 20%
2. Coherence and functionality – 20%
3. Human and environmental impact – 20%
4. Fulfillment of the program requirements and additional contributions above and beyond the basic program – 20%
5. Presentation – 20%

## FLOORPLAN

[Link to The Social Station floorplan](#)

## REFERENCES:

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## DESIGN CONSIDERATIONS

Consider the following questions in the development of your design solution:

1. How can you balance the needs of the retailers and the customers in your solution?
2. How do you accommodate and facilitate, with your design, the quick turnover time between the co-working space and the retail space?
3. How can you make storage space practical and dynamic, and still have it feed into the overall design?

## HELPFUL TIPS

1. Remember, although this is a creative challenge, please keep functionality in mind. Ensure that you are accurately including the basic program requirements.
2. Imagine yourself using the space and how you would like to see the space flow with your daily routine. Make it personal!
3. The project needs to keep sustainability as a basic principle. Keep this in mind throughout the facility.
4. Do your research. Be sure to dig into current information related to co-working spaces and urban retail, and include that information into your final design concept.
5. Although the program requirements are asking for the basic items to be included, should your research bring forward additional items or elements that you feel should be included to further provide interest, energy, or enhanced effect, please include and provide explanation.

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