EVENT CONTEST

Role Models Design Competition - $1000 Grand Prize

SUBMIT NOW

Date

Monday, May 18, 2020

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Contest Brief:

Impacts of design decisions are far-reaching, inescapable, and indisputable. As designers, the questions we continually ask ourselves are: how does what I make impact the world at large? What materials am I using? Who am I designing for and are my designs inclusive? **How can materials be used in new, healthier, and innovative ways? That's where you come in!**

Submissions Due May 18th, 2020

What's in it for you?

This is your chance to be a role model to the rest of the design world by sharing your innovative approach to healthier design. As well as winning a **$1,000 cash prize**, you could generate media **exposure (exposure)** and kick-start your career, plus earn the esteem of your peers.

How are Winners Chosen?

We will choose winners who exemplify healthy MATERIAL **innovation** and **advocacy** in design. Entries can include models, prototypes, artwork or visual media. We also require documentation of the design process through pictures, drawings/short videos, etc. Another important requirement is an annotated life-cycle diagram summarizing the carbon impact of your design in order to understand how your design responds to the current global climate emergency. Are you new to **material (material)** health? Visit our Why Healthy Materials Page.

See 2019 winners

See 2018 winners

Who is Eligible?

For the first year, we are extending the contest to students **internationally.**To be eligible to enter, you must be currently enrolled in an undergraduate or graduate degree-seeking design program.

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What are the Submission Requirements?

- First and last name

- Name and location of your University

- Faculty reference

- Name of academic program you are enrolled in

- Project title

- A description of your motivation or inspiration (100 word limit)

- A description of your process (100 word limit)

- A description of market viability. If your project is not viable in the marketplace, why is it still important? (100 word limit)

- A description of all materials used, including any coatings and/or adhesives; plus evidence to support any claims of healthier materials (*Why* is your **material (material)** innovation healthier?) (500 word limit)

- Annotation of this diagram to reflect the lifecycle of your design. Consider the impact on human and environmental health at every stage. (Your annotations should fit on the 8.5x11 page and be legible!)

- At least **3 final project images** (under 1MB). All images must be high resolution.

- A **maximum of 7 supporting images**, videos, drawings and/or other means of demonstrating your process. All images must be high resolution.

Meet the Judges:

Aaron Dorf
Director and Senior Architect at Snøhetta

Alison Mears
Director of Parsons Healthy Materials Lab

Andrea Lipps
Associate Curator of Contemporary Design at Cooper Hewitt, Smithsonian Design Museum

Chris Scoates
Nanette L. Laitman Director, Museum of Arts and Design

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Garrett Benisch
Industrial Designer. Founder, Sum Studio

Jonsara Ruth
Design Director of Parsons Healthy Materials Lab

Lidewij Edelkoort
Trend Forecaster and Dean of Hybrid Design Studies at Parsons School for Design

Marybeth Shaw
Chief Creative Officer, Design + Marketing, Wolf-Gordon

Odile Hainaut
WantedDesign co-founder

Susan Yelavich
Professor Emerita, Design Studies, Parsons School of Design, The New School.

What is the Judging Criteria?

Clear argument for positive health impact and environmental benefits: Record evidence to support claims of healthier materials.

Clear Motivation for Material Choices: Are the materials chosen because they are healthier alternatives to commonly used materials? Are the materials salvaged, recycled or reused closing the loop of their life cycle? Are they sourced locally or from sources that lower a typical carbon footprint?

Demonstration of Innovation and Future Thinking: Give details of your design process, describing why you made the choices that you did.

Demonstration of Carbon Impact: How well does your annotated diagram address planetary and human health at every stage of the **product (product)**'s life-cycle? Do your design decisions reduce the impacts of carbon emissions and therefore slow down climate change?

Compelling Aesthetics: Remember, this is a design project. Considering health, the environment, and local and global ecologies is a way of improving creative design work. This should be communicated through equally beautiful models, prototypes, and/or physical design proposals. We look forward to seeing radical innovation that will proliferate, which will depend upon unique and compelling aesthetics.

Catch up with last year's Role Models winner, Garret Benisch:

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Green Science Policy Institute (GSPI)

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at Parsons School of Design

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