



TEAM CAPTAIN GUIDEBOOK

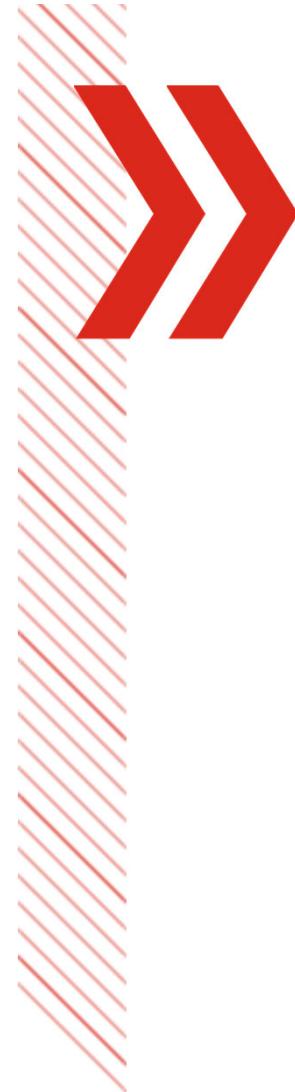
WESTFIELD IN PARTNERSHIP WITH CANSTRUCTION® : EVENT AND FOOD DRIVE

07 AUGUST, 2020


UNIBAIL-RODAMCO-WESTFIELD

AGENDA

1. CANSTRUCTION® OVERVIEW
2. RULES AND REGULATIONS
3. DESIGN PROCESS



CANSTRUCTION® OVERVIEW



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CANSTRUCTION® OVERVIEW

canstruction® : THE HISTORY

Mission: To feed and inspire the world - one can at a time

Canstruction® was founded in 1992 by the late Cheri Melillo and her colleagues from the Society for Design Administration (SDA). Our vision is to unite design and engineering through a unique and fun medium that will improve the lives of the underprivileged and underserved. Canstruction Competitions are held annually in over 150 cities around the world. Recognized for our commitment to innovation, hunger relief and collaboration, our work has helped raise nearly 30 million pounds of food since 1992. The Canstruction headquarters in Atlanta, GA serves as a resource and one stop shop for all our participant needs.



CANSTRUCTION® OVERVIEW

WHAT IS canstruction?



Canstruction® is an international charity competition where teams compete to design and build giant structures made entirely from full cans of food. At the close of the competition all of the food is donated to local food banks where the competitions are held.

Canstruction has raised millions of pounds of food in 170 participating cities and is one of the largest drives for food bank donations in the world.

CANSTRUCTION® OVERVIEW

canstruction® : HOW IT WORKS

- Teams are formed in local communities (Production Companies, Architectural & Design Firms, Creative Agencies)
- Participating teams design and create structures made of unopened cans of food
- Structures are displayed for public enjoyment, as an art walk throughout the centers
- Pieces are judged in various categories including Best Use of Labels, Best ‘Meal’, and Best Overall
- Shoppers are encouraged to bring unopened cans of food to donate during the program
- All food is donated to the local Food Bank after the event
- Teams are responsible for sourcing their own cans of food
- Structures have to adhere to a set of guidelines to ensure safety and stability



RULES AND REGULATIONS



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RULES AND REGULATIONS

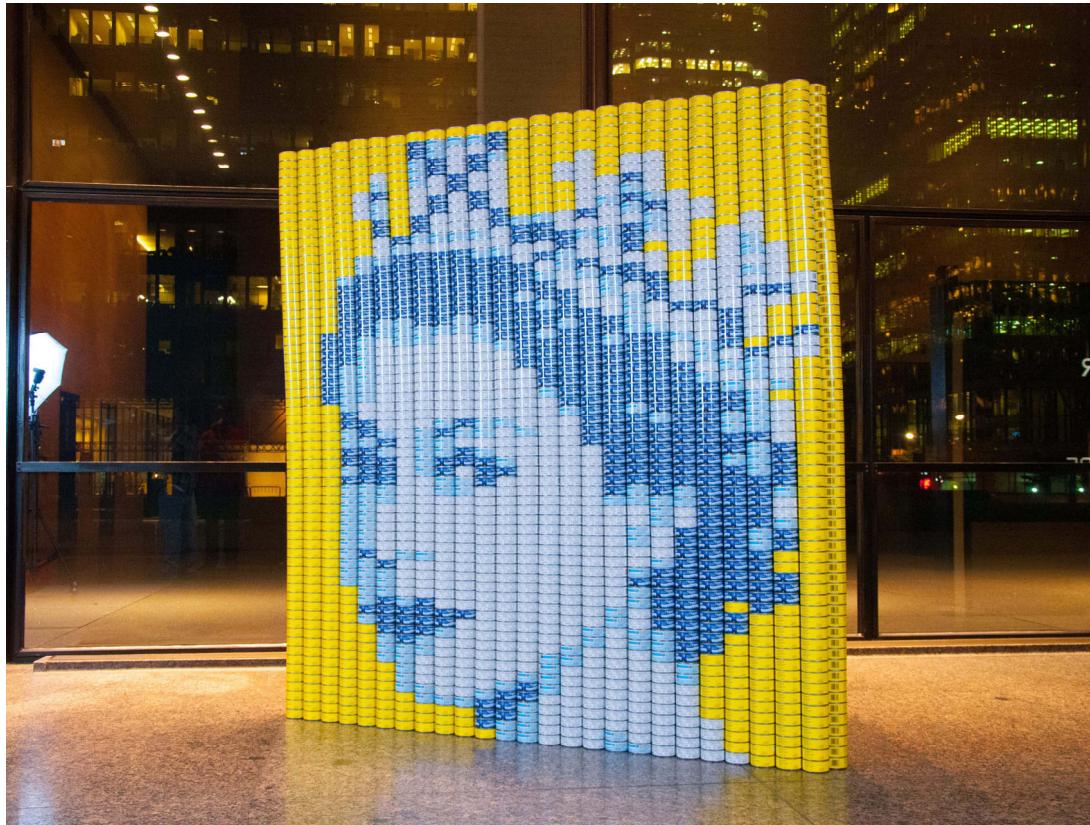
#1: Mentorship

Teams are encouraged to have at least 1 member who is an architect, engineer, designer, contractor, professor, school teacher, or other design professional to provide mentorship on the buildout.



RULES AND REGULATIONS

#2: Fund Your Food



All teams are responsible for acquiring/purchasing all food for their structure, unless otherwise specified by the local committee. Tax receipts from the local Food Bank may be issued upon submission of receipts and donor information. Non-food costs are not eligible for tax receipts.

RULES AND REGULATIONS

#3: Space Requirements

Structures must fit within a 10' x 10' area and must be a maximum of 10' high (3m x 3m x 3m)



RULES AND REGULATIONS

#4: Team and Time Limit



There is a maximum of 5 builders permitted at one time within the 10' x 10' area. There can be additional team members working outside of this area during the build out. There is no limit to the amount of people involved in the planning, logistics and design. Time limit: 12 hours.

RULES AND REGULATIONS

#5: Submissions

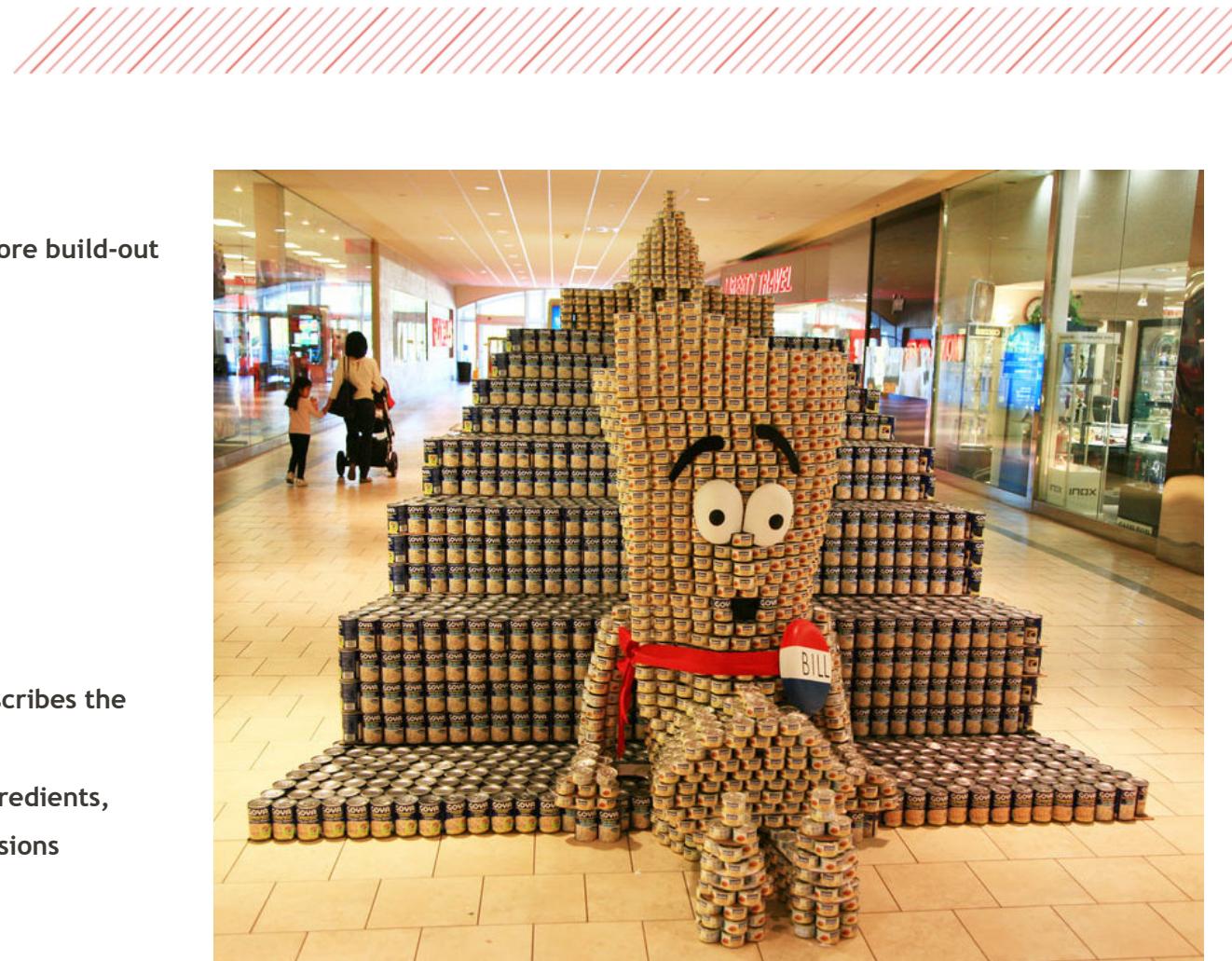
Teams must submit the following information before build-out

Team Captain Contact Info

- First and Last Name,
- Email Address
- Cell Number

Structure Descriptions

- Structure Name & Team Name
- Mission Statement- Statement that briefly describes the structure and meaning of the structure
- Can count spreadsheet with grocer name, ingredients, product name, oz's, color, amount and dimensions
- Dimensions of entire structure
- 3D Rendering



RULES AND REGULATIONS

#6: No Props

Structures must be made of unopened canned food, with minimal or no elements of non-perishable packaged food or props. All labels must remain intact.



RULES AND REGULATIONS

#7: Leveling Material



Structures must be completely self supporting.
Structural support must not be load bearing.
Maximum of 1/4" sheets of foam core, masonite, MDF, Plexiglas, cardboard, plywood or similar materials can be used as a leveling device between rows of cans.

RULES AND REGULATIONS

#8: Structural Support

Canned food can be joined using any of the following methods: Clear packaging tape, double sided tape, duct tape, Velcro, fishing line, wire, rubber bands, zip straps, etc. Any method that provides easy demounting is permitted provided the labels and cans are NOT damaged. No gluing, welding or other permanent affixing of cans allowed. Rods used for alignment ARE acceptable



RULES AND REGULATIONS

#9: Types of Cans



All nutritious canned food is acceptable.

NO alcohol, glass containers, expired or open packages of food allowed in the structure. All labels must be intact. Junk food is strongly discouraged. Pet food is allowed if entire structure is made out of pet food.

RULES AND REGULATIONS

#10: Safety Precautions

Always Observe Safety Precautions!

The following safety precautions provide important information intended to prevent personal injury to the builder and others, and property damage.

Personal Safety Guidelines

- Closed toed shoes are necessary for protection against foot injuries.
- Watch where you are walking. Don't run.
- Do not distract the attention of fellow volunteers. Do not engage in any act which would endanger another person.
- Lift correctly - with legs, not the back. If the load is too heavy, get help.
- Do not use power tools and equipment until you have been properly instructed in the safe work methods and become authorized to use them.
- Take caution when getting on an off equipment
- No horseplay, swearing, or alcohol use while building.
- All current CDC guidelines will be followed regarding personal protection equipment and safe work practices.
- Westfield will provide safe practices sheet prior to the load in date.

RULES AND REGULATIONS



Recap:

1. Try to include at least one A/E mentor to ensure the safety and stability of the structure.
2. Each team must provide their own food.
3. Structure size may not exceed 10'x10'x10'. Structure size may need to be adjusted based on available space at your chosen center.
4. Only 5 persons may build structure at a time in 12 hours or less.
5. Submit display information and contact information provided.
6. Use little to no props.
7. Leveling material must be no more than $\frac{1}{4}$ " thick and may not be load bearing.
8. No gluing, welding or other permanent affixing of cans allowed. Tape is permissible.
9. No junk food, opened food, glass, alcohol or expired food allowed. Labels must be intact.
10. Follow safety precautions. No horseplay, swearing, or alcohol while building.

** All participants must follow CDC Guidelines, as well as center specific regulations in relation to COVID-19.*



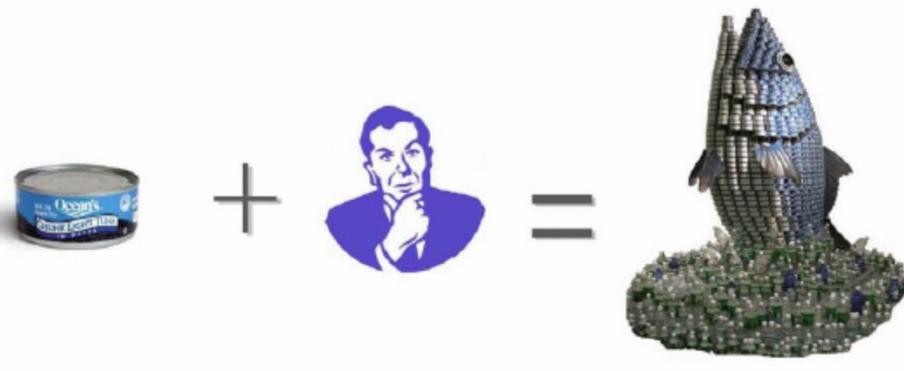
DESIGN PROCESS



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DESIGN PROCESS

Concept Development



THINK OF CAPTURING A MOMENT - i.e. an apple is good
but an apple with a bite out of it is better

THINK OF POP CULTURE REFERENCES- What will harness
a spectator's attention to get them to focus on hunger
and your work of art?

THINK OF SOMETHING ABSTRACT - What will make
someone stop to look at your structure rather than just
pass by? Is it interesting? Would you snap a photo of it?

DESIGN PROCESS

Design Tips: Shape

FORM

- TALL CANS VS. SHORT CANS - Short cans (i.e. tuna cans) make great gradual curves but they're expensive! Think of ways to incorporate both cans. Use small cans for the rounded portions and tall cans for straight lines. This will also give more variety of food to the food bank.
- CANS VS. BOTTLES/BAGS - You are allowed to use pudding cups, bottles, bags and packets only as additional pieces and not as the primary structural building blocks (i.e. use for floor texture, floppy ears, tail etc).

CUBES

- STRAIGHT CUTS- Be sure to create straight cuts on your leveling material for mosaic and cubed structures so that the structure is perfect from all angles.

SPHERES

- ALIGNMENT RODS - Wooden dowels, PVC pips and alignment rods are acceptable and recommended for creating circular structures

CONES

- CANTILEVERS - Make sure your cantilevers are very gradual, so each layer of canned food is being supported by each underlying layer. Fill in interior layers completely for the first few layers.



DESIGN PROCESS

Design Tips: Scale



PIXILATION

- Think of each can as a pixel, therefore small objects scaled up or large objects scaled down read better.

CONTRAST

- Contrasting colors allows your structure to stand out from the background when on display. Be sure to pick colors that won't easily blend together.

BRIGHTNESS

- Bright colors will make your structure stand out from the rest. If you have a choice between white and orange, pick orange!

DESIGN PROCESS

Design Tips: Structure

- Building models with empty cores or can groupings as column saves cans
- Use filler cans to cut cost \$\$
- Use uniform central “columns” to balance out weight load
- Taping or painting your cardboard edges provides a more uniform clean look AND you can do it beforehand. Bring your tapes cardboard on the build day ready to go!
- Use forms to create tricky objects. Tape cans around the form and then remove the form from the shape!
- Get creative with your flooring! Use bags, pudding cups, bottles or tuna cans to create a textured floor. Sometimes final touches make all the difference



Flooring





GOOD LUCK!