

MEET  
the  
STREET

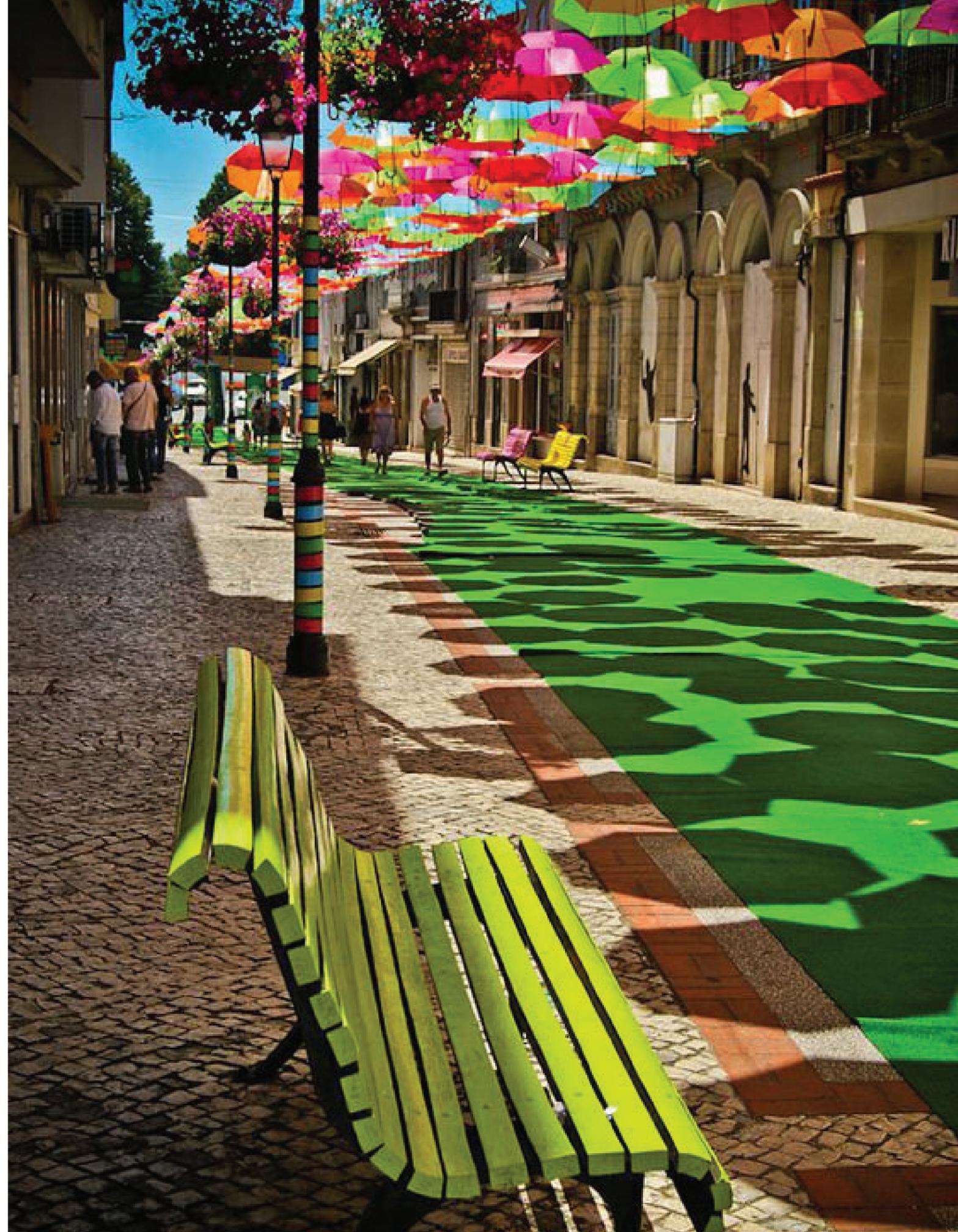
**P&VE**  
PLANNING AND VISUAL EDUCATION

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## THE THIRD PLACE

*"The character of a third place is determined most of all by its regular clientele and is marked by a playful mood, which contrasts with people's more serious involvement in other spheres. Though a radically different kind of setting for a home, the third place is remarkably similar to a good home in the psychological comfort and support that it extends...They are the heart of a community's social vitality, the grassroots of democracy, but sadly, they constitute a diminishing aspect of the American social landscape."*

**-Ray Oldenberg, Urban Sociologist**



# DESIGN NARRATIVE

Urban Sociologist, Ray Oldenberg refers to the diminishing aspect of the "third place", however, due to the complexities and reality of the current events; individuals, consumers, and business owners are experiencing a unique dichotomy of apprehension with a longing for connection.

**Even during this challenging time, entrepreneurial creativity is flourishing.**

From large public-scale spaces (parks) to smaller interventions on sidewalks and streets (outdoor eating/seating shelters, street art, neighborhood street libraries and furniture stooping), as well as impromptu events in the streets (theatrics/shows), we can all relate to encountering these special places and sharing these experiences individually or collectively.

These types of spaces have moments of commonality – a sense of celebrating, helping the community, interactive experiences, and potentially elements of surprise and wonder.

**There is a real opportunity for creativity in spatial placemaking with a retail context to help regain a sense of connection.**



# DESIGN OPPORTUNITY

## DESIGN A FIXTURE / KIOSK / SMALL SPACE ACTIVATION(S) IDEAS.

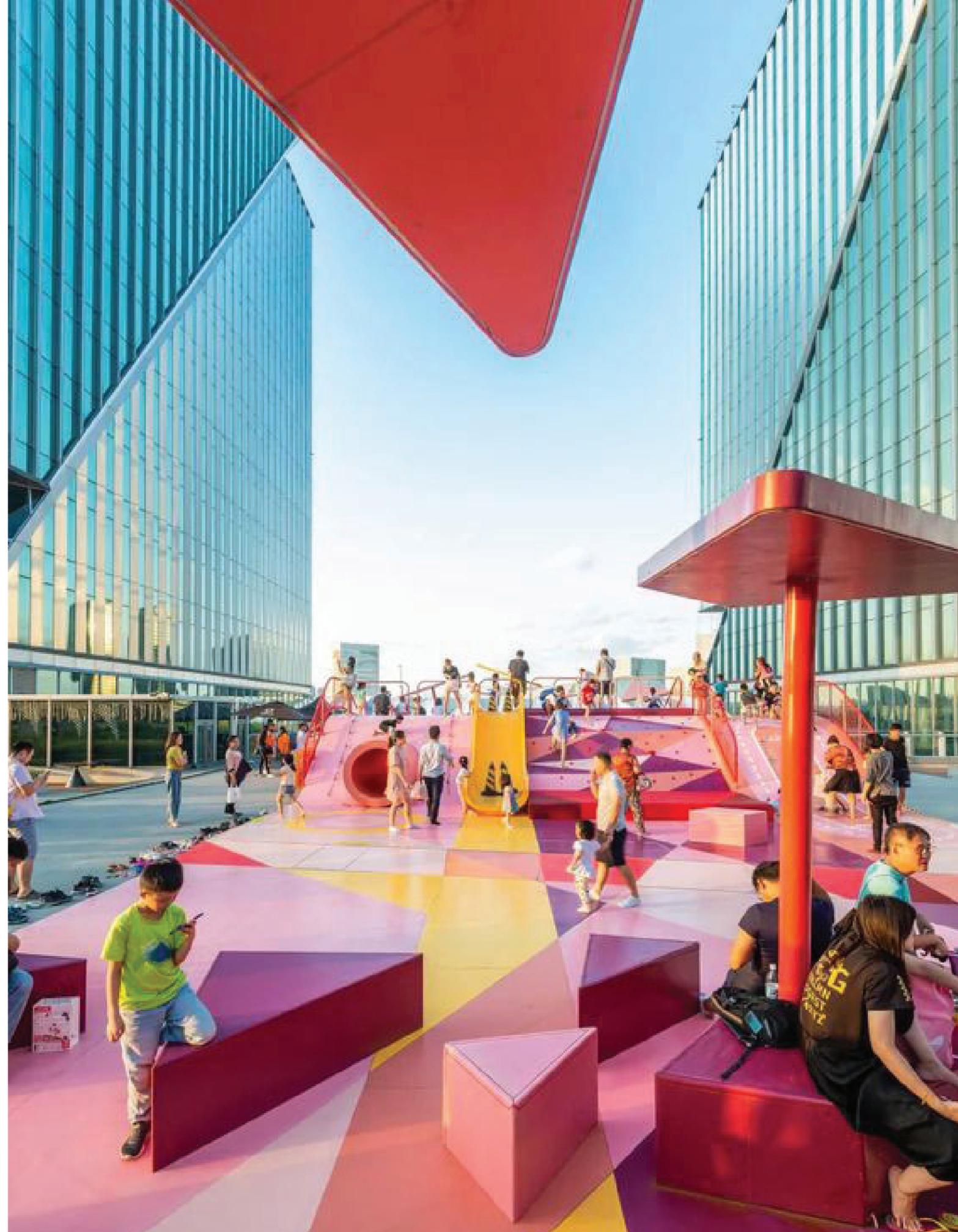
Design a **small-scale intervention/idea** that can be incorporated in any community-oriented situation (*sidewalk, street, plaza, open public space, etc.*) which might address an issue or to enhance what may be existing.

**Your concept should explore and address the aspects of retail, scalability, materiality, technology, accessibility, and sustainability.**



# DESIGN PROMPTS

1. How can you **activate the street** with a small-scale intervention?
2. How can you create **inclusive** experiences catering to groups of individuals with various wants and needs?
3. How can you create a **model of community engagement** focusing on the combination of **amenities** and **sustainability**?
4. How do you **celebrate accessibility, safety, and comfort** for all?
5. How can you create **relevance** in your community through design?
6. How can you create **unique and memorable moments and interactions for all** users?



# DESIGN DELIVERABLES

24 X 36 sized board presented as a horizontal format (PDF format), graphically designed to display your concept.

Your board must contain each of the deliverables listed below:

## DESIGN NARRATIVE

1. Design/project title
2. In 500 words or less, your thoughts or point of view, design approach to your concept, and why/how this project creates community while activating the space around it
3. Any design qualifier(s)/ "words" that help to ground the focus of the project

## VISUAL POSITION / INSPIRATION IMAGES

4. (up to 12 maximum) Images can be spatial or emotional images
5. Short description of key elements

## PROCESS / DESIGN WORK

6. Design and conceptual sketches
7. Preliminary 3D model studies/form
8. (2) Rendered perspectives, opposite view points of only fixture/kiosk with important material call-out
9. (2-3) Rendered perspective(s) with environmental context (where it would be - street, sidewalk, etc.) along with entourage for scale. Provide short descriptions for all the renderings, to highlight key design elements and how they engage/help/provide for the community.

## OPTIONAL

- Elevation(s) to appropriate scale with general dimensions
- Plan to appropriate scale with general dimensions



# JUDGING CRITERIA & PROJECT EVALUATION



20%

## QUALITY

Content and professional presentation of work



40%

## DESIGN CONCEPT

Imagination, inspiration, and creativity



20%

## DESIGN NARRATIVE

Thoughtful story/reason on relevancy

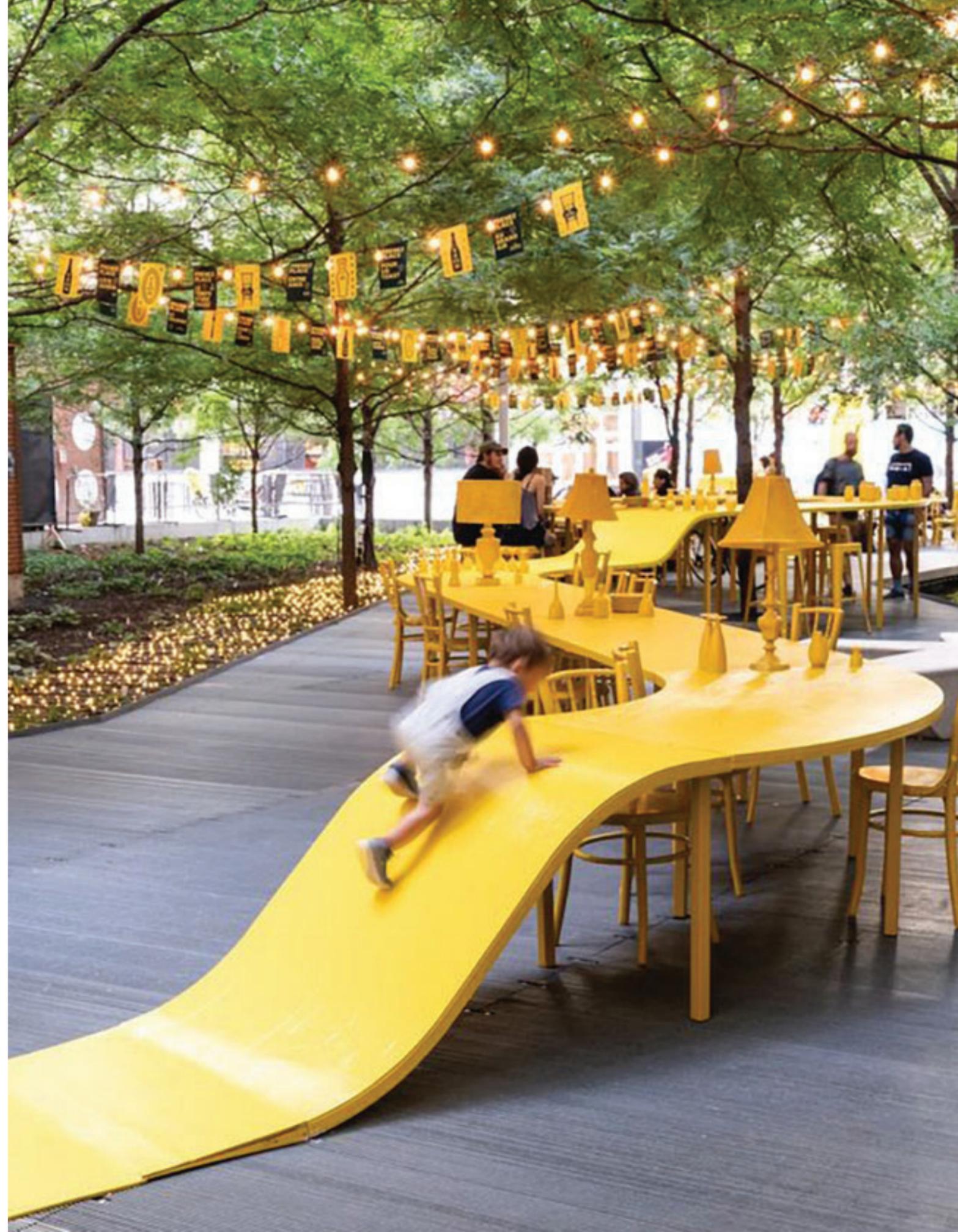


20%

## DESIGN EXECUTION

Interior/Architectural Design: Style, appropriateness, colors and materials, fixtures, use of technology, lighting, and merchandise presentation

To guide both the student and the judges, the following criteria establish a scoring matrix based on an evaluation of broad categories implicit in the design submission. A team of industry professionals will evaluate and judge all entries blindly.



## ELIGIBILITY

This international competition is open exclusively to undergraduate and graduate college students involved in retail planning, interior design/architecture, visual merchandising, branding and similar programs

## IMPORTANT DATES

**RELEASE** – September 2021

**DUE** - November 5, 2021

**ANNOUNCEMENT** – Early December 2021

SUBMIT IN PDF FORMAT

## AWARDS & PRIZES

**TOP 5 CONCEPTS**

**AWARDED**

**\$1,000 EACH**





WE LOOK FORWARD TO SEEING YOUR INNOVATIVE CONCEPTS...



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