

Orangebox & W2W Design Competition



orangebox™





A Design Competition promoted by W2W and Orangebox And in association with Perch Design



Challenge and Scope

“Design solution that facilitates an ergonomic, body-conscious setting, while paying particular attention to natural, aesthetic and biophilic features with the intention of enabling the worker feel in **control of their immediate environment**”



Challenge and Scope

This brief addresses the emergent trend of **nomadic working** for professionals and we are asking you to identify and cater for our basic human needs,

More and more, today, workers are encouraged to work remotely from a space of their choosing. This choice, in turn, has been made possible by the rapid progress of (computer and communications) technology, which has led to non-traditional establishments, such as the home, coffee-shops, hotels and the like, being used in place of a fixed, highly regulated, workstation.

What can be done in these emergent spaces, to improve worker needs, while paying attention to the aesthetic nuances of the existing setting? More importantly, how do these new hybrid products and/or work areas look, feel and respond to our emotional and physical requirements?



Challenge and Scope cont...

Research tells us that **increased noise** and other **distractions** are affecting our happiness and productivity at work. Consider, in particular, solutions that might provide the opportunity to **Concentrate, recharge or simply tune out**. Your concept might also deliver control for both **visual and acoustic privacy**, further enhancing the ability for focussed study.

Your challenge is to provide a design solution that facilitates an ergonomic, body-conscious setting, while paying particular attention to natural, aesthetic and biophilic features with the intention of enabling the worker feel in **control of their immediate environment**. We challenge and encourage you to consider local **artisan craft** styles and techniques to both enrich and give your solutions a sense of heritage in this emerging futurescape.

Your design will demonstrate an appreciation of the social, physiological and psychological underpinnings for healthy workers. You should focus on enriching the holistic experience of the worker in their work environment, wherever that may be.



Challenge and Scope cont...

Your design proposal should also illustrate a **researched opinion** addressing the ergonomic and emotional requirements of **nomadic work spaces**.

You should exhibit an understanding of 'future-work' and how emerging jobs are changing the way we think about traditional 'office' architecture.

We are looking for beautiful, elegant and refined design work that challenges the conventional furniture and interior norms, but pays homage to the style and aesthetic heritage of high quality, crafted furniture and furnishings.

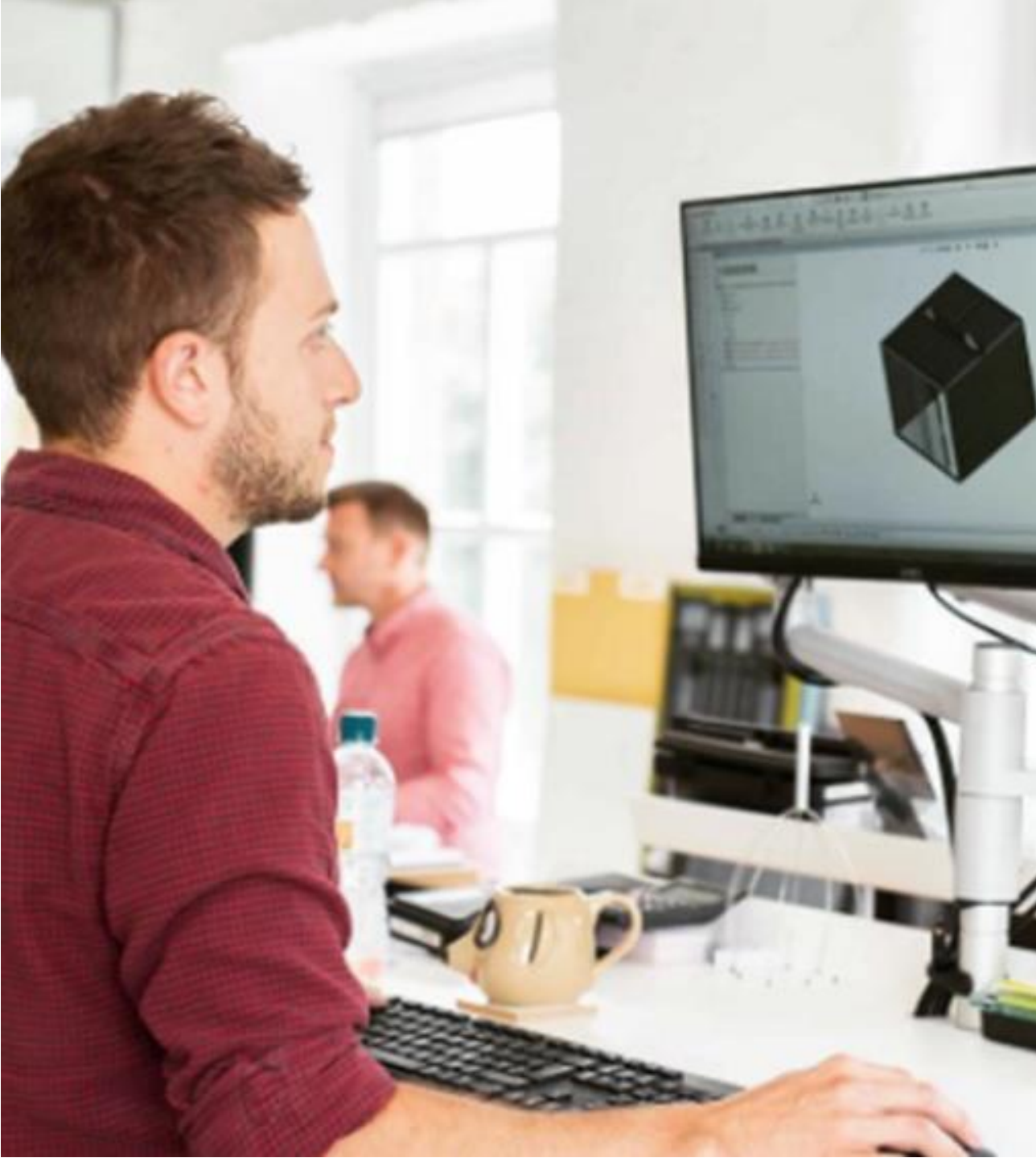
We invite you to explore current work trends, while looking to the future and drawing inspiration from what is coming next.



Challenge and Scope cont...

Define your target workplace and who might interact with your proposals. Think about coffee shops, home offices, hotels, trains, libraries, or other, we want you to identify where you propose to integrate these solutions and how your designs will affect use patterns.

Explore how people like to work and how personality, mood and posture can affect workflow. Think about scale, proportion and customisation of particular spaces. Propose how acoustics, quiet zones, and temporary workstations can evolve, in these new, non-traditional spaces and perhaps, how these spaces might evolve into the workspace of the future.



Submission Details

- Closing Date for entries is Friday 19th October 2018
- A Maximum of 3 x A3 Presentation sheets including 1 x Final presentation A1 board, saved as high quality, print ready PDFs. These must be presented in Portrait format. The presentation should describe thoroughly, your key insights, research findings, final concept proposal and benefits. Any form of visual communication (photos, renderings, sketching etc) is acceptable to sell the concept.
 - Your final presentation board should include a highly considered, well executed visual representation, along with branding, descriptive text or 'in-use' illustrations, as you see fit. This is the primary board that will be printed, so it should convey as much about the use, intention and novelty as possible, while looking clean, clear and professional.



Submission Details cont...

- 1 x Single page A4 word-only document to describe your final design, saved as a PDF. There is a maximum of 300 words allowable to best describe your solution.
- Each item submitted **must** have included on it, your name, design college/University identification, as well as clear identification on all files submitted. If these details are not encapsulated on each file, they risk being disregarded.
 - Filename suggestion: *your_name_OBComp2018.pdf*



Judging Criteria



Commercial awareness - 30%

The three sponsors of the design competition have specific areas of specialism, which, when combined together, can create inspirational workspaces. The grading of this section will result from their feedback:

***Perch** - Human-centric product design*

***Orangebox** - Third space furniture design and manufacture*

***W2W** - Interior and change management*

How does your design relate to each practice and to market trends in general?

Can your design be taken seriously in the marketplace, in its current or evolved form? Can your work inspire a line of commercial products and/or services? Does it make financial sense? Have you considered the technical aspects of your design which will support or enhance manufacture?



Judging Criteria cont...

User Centred and Environmental advantage- 20%

How well does your design consider the all encompassing user requirements, from a physical and psychological perspective? How have you thought about materials, processes and life-cycle of your designs?

Final Delivery - 20%

We are excited by new, fresh and relevant design styling, aesthetic and detail resolution. How well can you sell the design, to sell a believable and accomplished body of work?

Research - 15%

What critical insights brought you to your final solution? What research methods did you use - Interviews, Online, prototype testing etc? What did you learn from these activities? How relevant to the design brief is this research?



Judging Criteria cont...

Design thinking - 15%

Your judgement and understanding, as a designer in this area is important to convey. How have you used your design intuition to re-think and reinvigorate the culture of workspaces? Demonstrate your process and critical thinking abilities and how you have used them to relate to the design brief.



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