STREET DESIGN
INTERNATIONAL CHALLENGE 2023

- Tactical Urbanism Edition -

CONCEPT NOTE

Curitiba city of design

WUHAN CITY OF DESIGN

QUERÉTARO CITY OF DESIGN

unesco Members of the Creative Cities Network

CONCEPT NOTE

Street Design Challenge 2023

A two-day competition for university students to share their vision on how public space design can improve quality of life in our communities.

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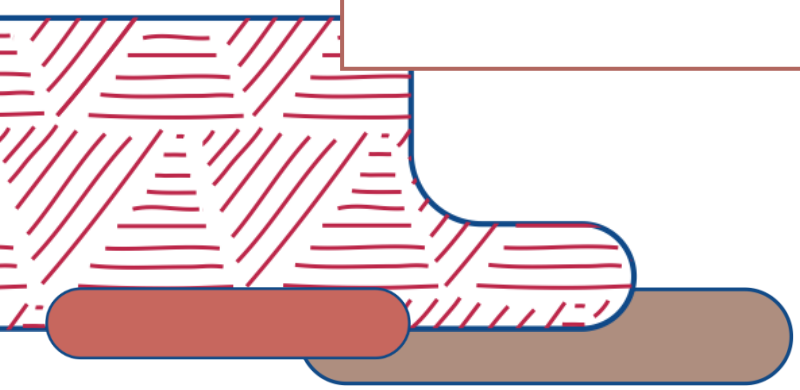


FOREWORD

Let's design the future we want

As the world continues to grapple with the devastating impacts of climate change, extreme weather events of increasing frequency and severity are reshaping the lives and livelihoods of millions globally. The escalating average temperatures and accelerated global warming are sounding alarm bells, heralding adverse consequences for humanity and the diverse spectrum of life we share Earth with. The intensifying climate crisis amplifies societal, economic, and environmental threats, necessitating urgent and resilient actions towards sustainability.

Amid these urgent challenges, creativity emerges not merely as a beacon of hope, but as a strategic necessity for sustainable progress. Designers, the architects of change, are uniquely positioned to spearhead this transformation. Their array of skills and the capacity to craft innovative solutions equips them to navigate the turbulent present and chart a course towards a sustainable future.

As creators of models, prototypes, and ideas, designers operate in the dynamic space between our current reality and the future we aspire to. Guided by the knowledge from the past and informed by the present, their work shapes the trajectory of our collective journey towards sustainability.

With the dedicated efforts of the organising cities—Curitiba, Wuhan, and Querétaro—the Cities of Design Subnetwork is committed to nurturing international cooperation and promoting interdisciplinary pathways. Our goal is to underscore the transformative potential of design and its ability to democratize urban spaces.

COP28

The 28th annual Conference of the Parties to the United Nations Framework Convention on Climate Change (UNFCCC), will take place in Dubai, United Arab Emirates, from November 30th to December 12th. This pivotal event will bring together delegates from around the globe, including representatives from governments, international organizations, civil society, and the private sector, to discuss and collaborate on critical climate change issues. The UAE, a regional leader in sustainability and clean energy, will serve as a fitting host for this year's conference, showcasing its own efforts and innovations to combat climate change.

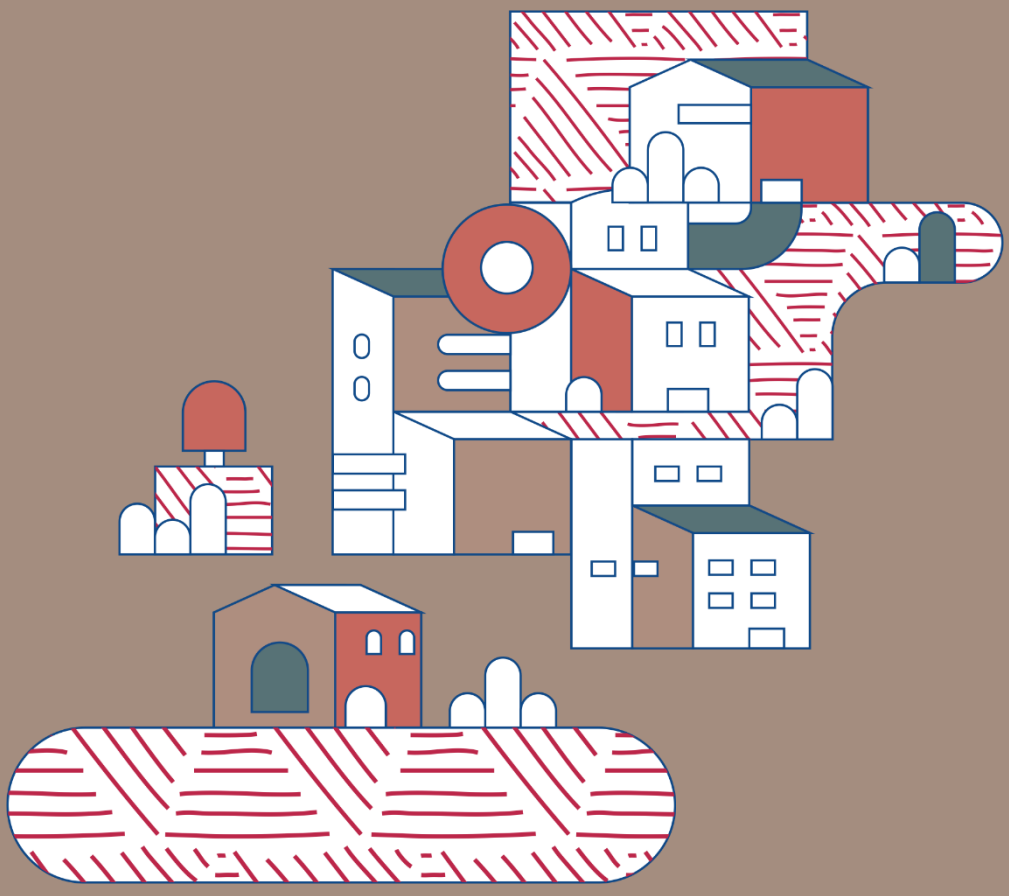
Discover more at cop28.com

Inspired by this vision and in response to the pressing need for climate action, we have opened the call for the UNESCO Creative Cities to participate in the third edition of the Street Design Challenge. Scheduled to run on the months prior to the COP28 in the United Arab Emirates, this initiative invites innovators to challenge the status quo and contribute to the climate change discourse.

The theme for this year's Challenge, "Tactical Urbanism to Reduce Heat Islands in Cities," specifically targets a prevalent environmental phenomenon characterized by higher temperatures in urban areas compared to their surrounding rural landscapes.

We firmly believe in the transformative power of design and its potential to foster meaningful changes. By launching this challenge, we aim to amplify the voices of designers in our collective effort against climate change and highlight the pivotal role of design in forging a sustainable future. By collaborating, we can envision and actualize a better future for all.

-The Organisation Team



OVERVIEW OF THE CHALLENGE

Kicking off on 29 October 2023, the Street Design Challenge aims to address the growing concern of urban heat islands and their impact on city dwellers. This year's theme, "Tactical Urbanism to Reduce Heat Islands in Cities," seeks to inspire innovative solutions that alleviate the heat island effect, making cities more resilient to climate change while enhancing the overall quality of life for residents.

During the challenge, interdisciplinary groups of university students, mentored by their professors, will collaborate on developing a proposal to mitigate heat islands in a foreign city street. Participating teams must consider various factors such as local climate, geography, socio-economic context, and cultural backgrounds in order to create a comprehensive and effective tactical urbanism intervention.

In this year's edition, the focus will be on using the concept of tactical urbanism to propose the implementation of low-cost and adaptable measures that can contribute to long-term strategies for reducing heat islands. These measures may include green infrastructure, reflective surfaces, shade structures, and other innovative solutions that enhance the urban environment while addressing the heat island effect.

Each team will be paired with a street from another participating city and provided with an in-depth briefing from a local expert. This briefing will outline the current situation, challenges, and priorities that the proposal should address. Once the challenge commences, teams will have 48 hours to submit their projects in the specified format.

Important information:

- Challenge's theme: Tactical Urbanism to Reduce Heat Islands in Cities.
- The Street Design Challenge lasts 48 hours, starting at 10 a.m. on 28 October and ending at 10 a.m. on 30 October.
- We are going to consider your local time for the start and end of the competition.
- Cities can appoint at least one multidisciplinary team per university, with 4 to 6 students and 1 or 2 professors each.
- We strongly encourage teams to mix bachelor students from design, landscape, urbanism, and architecture majors.

CALENDAR

The timeline of the challenge is outlined below

20 August

Open call for cities.

29 September

Deadline for cities to register.

13 October

Deadline for cities to submit the street profile and teams' details.

27 October

Q&A sessions for cities and teams.

28–30 October

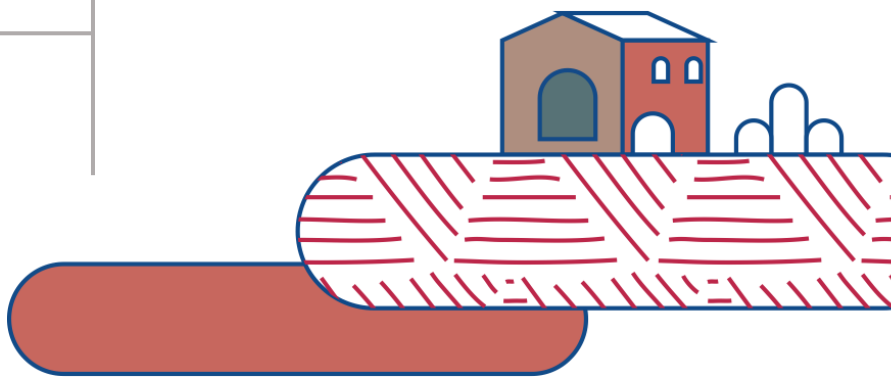
Challenge days.

1 November

Jury evaluation.

2 December

Announcement of the winners.



INSTRUCTIONS FOR CITIES

Here are the steps to participate:

- Fill the registration form.
- Engage with universities and students.
- Prepare your city's Street Profile.
- Share information about the main contact of each team.
- Get ready for the 48-hour challenge.

Your city can register to participate using the online form available at queretarocreativo.mx/streetdesign2023. For this first step we will ask only basic information—including the name of your city, main point of contact and possible participating universities should be identified—so you do not need to have details about the street your city will select nor have the teams assembled.

With the participation confirmed, is it time for you to engage the universities and start preparing your Street Profile.

- In the meantime, you will have to prepare a Street Profile (more details below). Click here to upload your Street Profile.
- When you have confirmation from the universities, we will ask you to share one point of contact for each team. Click here to register your teams.

With the challenge day arriving, it is time to get ready! You can offer a working space to be used by the groups for 48 hours or come up with a solution that works best within your possibilities.

STREET PROFILE

The Street Profile is at the centre of the whole challenge. With this document on hand, teams from a different Creative City will be able to understand your city's specific context and work on a proposal.

Each city should provide only one Street Profile in English, accompanied by any support documentation (if possible, also in English).

Upload your Street Profile here by 13 October.

We suggest the Street Profile to be created by the city's urban development department or other architecture organisation with knowledge about the area.

Optionally, a representative from that department can be appointed to advise the teams during the challenge days, providing insights and clarifying questions.

To put the Street Profile together, first you must select a street located in an area affected by heat island effect, and gather as much information as possible about it, including:

- Climate and vegetation profile.
- Name and location, providing a link for a map or coordinates.
- The portion of the street that will be considered, e.g., section beginning on X Street and ending at Y Street.
- The length of the portion of the street to be intervened should not be over 100 meters (328 ft) long. We understand and appreciate the diversity of urban typologies so the width of the street will not be limited.
- Vocation of the street, or how the street is used and how it relates to the rest of the city.
- Elements that are present on the street, such as bus lanes, sidewalks, etc.
- Allowed land uses (residential, commerce, other infrastructure).
- Pictures.
- Measurements or, preferably, a CAD file.
- A recorded presentation from a city expert detailing the street's specific characteristics, current situation and any other information that might help the teams to develop a strong proposal.
- Any other document that can help the team understand the street you selected.

- The recorded presentation should not exceed 30 minutes.
- The video presentation and supporting materials must present the current situation, but also provide general details about the surrounding environment, maybe even touching upon traits or traditions of their people, the city's annual budget, etc.
- This presentation does not need to be fancy. You can set up a meeting using Zoom or another similar software and record the expert's voice explaining the street while presenting slides to illustrate it.
- If possible, share the name and small bio of the expert responsible for the explanation and who came up with the research for the Street Profile.

INSTRUCTIONS FOR TEAMS

Here are the steps to participate:

- Gather your team.
- Fill the Team Form.
- Review the concept note and support materials.
- Put your proposal together during the 48-hour challenge.
- Submit your proposal.
- Participate in the online awards event.

STRUCTURE OF THE CHALLENGE

The challenge will start at 10 a.m. on 28 October and end at 10 a.m. on 30 October, so the teams will have 48 hours to come up with a solution to the proposed issue. We are going to consider each city's time-zone, so everyone has equal time to complete the challenge.

Teams can use any platform or format to develop the project, although we strongly recommend that you have face-to-face encounters to facilitate the design process.

At the beginning of the day, participants are going to receive the Street Profile from the site they will be working with via email and a WhatsApp message (if a valid mobile number is provided). The organisers are responsible for the match-making process. Even in the case your city has more than one team, all of them will receive the same Street Profile, from the same city.

The city must have a person responsible for the challenge, someone who will make sure the teams are following the project's guidelines and, if necessary, communicate with the organisers.

You must register your work and progress using writing, recordings, and pictures. Those can be shared by each team through their member's social media accounts using the hashtags #StreetDesignChallenge2023, #DesignEducation and #UNESCOCreativeCities. The evidence of the Challenge using these hashtags will be reposted by the organizers during the competition.

TEAM COMPOSITION

- Teams must be composed of current university students, enrolled in bachelors of design, landscape, urbanism and architecture.
- It is strongly recommended that each group has members from a mix of majors (not exclusively design or architecture, for example).
- Each university can appoint one team, with 4 to 6 students and 1 or 2 professors to serve as advisors. These advisors cannot directly develop the project or any of the materials submitted for evaluation.
- The teams must designate one member to receive all official communication and be the main point of contact for the group throughout the challenge.

SUBMISSION REQUIREMENTS

Approaching the deadline, you should start thinking about how to present your idea.

You will receive an email with a link to a submission form where you'll be able to upload your final proposal. Alternatively, if you experience issues with the form, it is possible to upload the documents using WeTransfer and email the link to the organisers (the email addresses are available on the last page).

The final proposals should be made of 3 (three) different documents:

1. One project dossier with a maximum of 10 pages, in A4 format, that explains your design decisions. Each team will have 10 pages to demonstrate, both with text and graphics, the value and details of the final design. The use of photos, texts, diagrams, timelines, and anything that helps understand your developed creation is accepted, as long as it's copyright free or the proper references are included in the document.
2. A 3-minute video presentation made of illustrations, such as pictures, drawings, sketches, simulations, and digital models. This video should present the proposed solutions to tackle the heat island effect with a focus on tactical urbanism approaches, clearly explaining how its concepts were incorporated on the street.
    - In all materials, prefer to use pictures and elements that your team created or that are copyright free.
    - Using storytelling techniques to make sure the evaluating committee understands why your team's proposal has the most value is strongly recommended.
    - When ready, upload the video to a platform of your choice (YouTube, Vimeo, Dailymotion, Twitch, DTube, Vevo, Flickr, Veoh, etc.) and share the link to it in the submission form.
    - The whole video cannot exceed 3 minutes.

3. One exhibition slide of the street showcasing the essence and value of your proposal. When looking at this slide the evaluators should be able to understand the current situation of the street and how it would look if your team's proposal were implemented. This slide must be in A0 size, either horizontal or vertical, and not larger than 10 Mb. Also, avoid using text and keep in mind that these slides will be part of a physical exhibition, which will be held by the organizing cities.

- All submissions must be written in English and use metric units.
- Do not include in any of the documents the name of your city, university or team members, or any other element that might identify yourselves.
- We encourage that you submit a picture of your team. If you do so, please send it as a separate file.
- Uploading the proposal after the deadline will disqualify the team.

INTRODUCTION TO TACTICAL URBANISM

Tactical Urbanism is an innovative approach to urban planning and design that focuses on small-scale, low-cost, and temporary interventions with the potential for long-lasting positive impacts on the urban environment. The concept emphasizes community-driven initiatives that respond to local needs and promote sustainable, vibrant, and inclusive urban spaces.

The concept of Tactical Urbanism originated in the early 2000s as a grassroots movement led by urban activists, designers, and planners who sought to address pressing urban challenges with creative, agile, and cost-effective solutions. These pioneers recognized that traditional top-down urban planning processes could be slow, bureaucratic, and disconnected from the real needs of urban residents. By embracing a more flexible, collaborative, and iterative approach, the concept has emerged as an effective tool for engaging communities, testing ideas, and achieving meaningful change.

This strategy has been successfully implemented in cities around the world, achieving a wide range of social, economic, and environmental benefits. Some key accomplishments of Tactical Urbanism include empowering communities, improving public spaces, encouraging active transportation, enhancing local economies, and addressing environmental challenges.

By involving local residents in the planning and implementation of projects, Tactical Urbanism fosters a sense of ownership, pride, and responsibility among community members, leading to more sustainable and resilient neighbourhoods. The interventions can transform underutilized or neglected spaces into vibrant, safe, and attractive areas for people to enjoy. Examples include pop-up parks, temporary street closures, and community gardens. By reimagining streetscapes and promoting pedestrian and bicycle-friendly infrastructure, Tactical Urbanism projects can encourage walking, cycling, and other forms of active transportation, leading to healthier and more sustainable cities. Small-scale interventions, such as the creation of pedestrian plazas or the revitalization of storefronts, can attract new businesses, support local entrepreneurs, and boost economic development. Tactical Urbanism projects can contribute to climate resilience and environmental sustainability by incorporating green infrastructure, promoting energy efficiency, and reducing urban heat islands.

This is a powerful approach for fostering positive change in urban environments. By embracing flexibility, collaboration, and community-driven solutions, Tactical Urbanism has the potential to create more liveable, inclusive, and sustainable cities for generations to come.

INTRODUCTION TO THE HEAT ISLAND EFFECT

The urban heat island (UHI) effect is a well-documented phenomenon that occurs when urban and built-up areas experience significantly higher temperatures compared to their surrounding rural areas. The development of cities, characterized by large expanses of impervious surfaces, reduced vegetation cover, and anthropogenic heat sources, has resulted in a microclimate that exacerbates heat-related risks for urban populations.

There are several contributing factors to the formation of urban heat islands. The most prominent of these factors include the replacement of natural surfaces with built infrastructure, the heat-absorbing properties of common construction materials, and the concentration of anthropogenic heat sources within urban environments.

Firstly, the replacement of vegetation and permeable surfaces with impervious materials such as concrete, asphalt, and roofing materials reduces the natural cooling effects of evapotranspiration and increases heat absorption. These surfaces tend to absorb and store more solar radiation than their natural counterparts, subsequently releasing this stored heat back into the atmosphere, leading to elevated temperatures.

Secondly, the thermal properties of common building materials, such as their high heat capacity and low albedo, contribute to increased heat retention in urban areas. Low-albedo materials absorb a greater proportion of solar radiation, leading to increased surface temperatures and heat re-emission into the surrounding environment.

Finally, anthropogenic heat sources, such as vehicles, industrial processes, and air conditioning units, generate additional heat within urban environments. This excess heat, combined with the reduced capacity for heat dissipation due to the density of urban structures, further exacerbates the urban heat island effect.

The UHI effect has significant implications for human health, energy consumption, and the environment. Elevated urban temperatures can exacerbate heat-related illnesses such as heatstroke, dehydration, and cardiovascular complications, particularly among vulnerable populations such as the elderly, children, and those with pre-existing health conditions. Moreover, heat islands can increase the demand for air conditioning, leading to higher energy consumption and associated greenhouse gas emissions. Environmental impacts include the exacerbation of air pollution and the

disruption of local ecosystems, as higher temperatures can alter the behaviour, distribution, and survival of urban flora and fauna.

To tackle this issue, several mitigation strategies have been proposed and implemented to reduce the impacts of urban heat islands. These tactics can be broadly categorized into three main approaches: increasing urban greenery, enhancing the reflectivity and emissivity of urban surfaces, and optimizing urban design and planning.

The urban heat island effect is a critical concern for growing urban populations, with significant implications for human health, energy consumption, and the environment. By understanding the causes and impacts of urban heat islands and implementing effective mitigation strategies, designers can work towards creating more resilient, sustainable, and liveable.

EVALUATION AND JURY

Based on the experience and feedback from the past editions, the organizing cities recognize the need to improve the evaluation system of the Street Design Challenge.

EVALUATION PROCESS

In this edition, the jury is comprised of representatives from the three organizing cities: Curitiba, Wuhan, and Queretaro. Experts assigned to each evaluation category will have no direct ties with the participating universities. Furthermore, they will remain unaware of the participants' identities, with the participants' cities being undisclosed until the conclusion of the entire process.

Upon a city's registration, the organizing committee will provide the profiles of the jury members to the registered teams.

A single winning team will be chosen based on the cumulative scores across the three categories: concept, communication design, and urban design. In the event of a tie, jury members from all three categories will determine the winner through a simple voting procedure. Additionally, three honorary mentions will be awarded, one for each category.

EVALUATION CRITERIA

Considering the products every participant team is asked to deliver in 48 hours, three aspects of the proposals will be evaluated: concept, communication design and urban design.

CONCEPT

The term "concept" typically refers to the underlying idea or theme that serves as the foundation for a design project. It represents the central notion or vision that guides the entire design process and helps communicate the intended message or purpose of the design.

Designers use concepts to establish a cohesive and meaningful direction for their work. The concept informs and influences every aspect of the design, including colour palettes, typography, layout, materials, and overall style. It provides a framework for making design decisions and ensures consistency and unity throughout the project.

Evaluating the concept of the proposals for the Street Design Challenge should involve assessing its effectiveness, feasibility, and alignment with the SDC goals and requirements. alignment with the concept. Assess whether the concept meets their expectations and addresses their requirements.

Concept: evaluation considerations

- Design Intent: Determine whether the concept effectively communicates the intended design intent and vision. Does it capture the essence of the project's goals, purpose, and desired user experience?
- Functionality and Practicality: Assess the concept's ability to meet the functional needs of the space to intervene. Consider factors such as circulation, spatial organization, efficiency, and usability. Is the concept practical and well-suited to fulfil its intended functions?
- Contextual Integration: Evaluate how well the concept responds to and integrates with its surrounding context, such as the site, neighbourhood, or existing buildings. Does it harmonize with the existing built environment or create a contrasting yet complementary relationship?
- Aesthetics and Visual Appeal: Consider the visual impact and aesthetics of the concept. Assess whether it evokes the desired emotional response and creates a visually pleasing and cohesive composition. Does it align with the desired style and evoke the desired atmosphere?
- Sustainability and Environmental Considerations: Examine whether the concept incorporates sustainable design principles and strategies. Evaluate its potential for energy efficiency, use of renewable materials, passive design techniques, and integration of green spaces.
- Constructability and Budget: Assess the feasibility of realizing the concept within the constraints of a reasonable project's budget, timeline, and available construction methods. Consider factors such as structural feasibility, material availability, and construction techniques.
- Stakeholder Alignment: Engage of the design with the project stakeholders, including clients (cities), users, and other relevant parties of the space to intervene.
- Flexibility and Future Adaptability: Consider the potential for the concept to accommodate future changes or adaptations. Can the design concept be easily modified or expanded upon if needed?

COMMUNICATION DESIGN

Communication design refers to the practice of creating visual, textual, and sound content with the purpose of conveying information, ideas, or messages to a specific audience. In this case, the audience are creatives and stakeholders from the city the team will be working on.

The primary goal of communication design is to effectively communicate a message or information in a visually appealing and engaging manner. It involves the strategic use of design elements such as typography, colour,

imagery, layout, and composition to enhance the clarity and impact of the communication.

Communication design requires a combination of creativity, visual literacy, problem-solving skills, and an understanding of the principles of effective communication. It plays a crucial role in shaping perceptions, influencing behaviour, and creating meaningful connections between organizations or individuals and their target audiences.

Communication Design: evaluation considerations

- Clarity of Information: Examine how well the communication design presents the architectural proposal's key information, including the project's concept, site context, spatial organization, and design features. Evaluate whether the information is presented in a clear and concise manner, facilitating easy understanding for the intended audience.
- Visual Impact: Assess the visual appeal and impact of the communication design. Consider the use of imagery, diagrams, renderings, and other visual elements to effectively convey the architectural vision. Evaluate the overall composition, aesthetics, and quality of visual materials used in the proposal.
- Coherence with Concept: Evaluate how well the communication design aligns with the identity of the project. Consider whether the design elements, such as typography, colour palette, and graphic style, reflect and enhance the overall brand identity.
- Consistency and Unity: Evaluate the consistency and unity of the communication design across the different materials and mediums to be delivered. Assess whether the design elements, layouts, and visual language are consistent throughout the proposal, creating a cohesive and harmonious presentation.
- Contextual Integration: Examine how effectively the communication design incorporates and responds to the specific context of the proposal. Consider whether the design takes into account the project's location, cultural influences, and surrounding environment. Evaluate whether the visuals and graphics relate to the site context and enhance the understanding of the proposal's integration within its surroundings.
- Hierarchy and Organization: Assess the organization and hierarchy of information within the communication design. Evaluate how well the design guides the viewer's attention to the most important elements and key aspects of the proposal. Consider the use of visual hierarchy, typography, and layout to create a logical flow of information.

- Usability and Accessibility: Consider the usability and accessibility of the communication design. Evaluate whether the design takes into account the needs of different audiences, including judges, stakeholders, and decision-makers that could be interested in implementing the proposal or attending the physical exhibition of the SDC 2023 results. Assess whether the design considers readability, legibility, and inclusivity in terms of font choices, colour contrast, and overall accessibility standards.
- Engagement and Emotional Response: Evaluate the communication design's ability to engage and evoke an emotional response from the audience. Consider whether the visuals, graphics, and overall presentation create a connection and generate interest in the tactical urbanism proposal.

URBAN DESIGN

Urban design refers to the process of designing and shaping the physical and spatial characteristics of urban environments, including public spaces.

The goal of urban design is to improve the quality of life for residents, workers, and visitors by creating well designed, liveable, and vibrant urban environments.

It considers various factors such as social, cultural, economic, and environmental considerations to create places that are visually appealing, functional, and responsive to the needs and aspirations of the community.

Urban Design: evaluation considerations

- Functionality and Accessibility: Evaluate whether the design supports mitigation of the Urban Heat Island (UHI) effects while promoting efficient movement and accessibility for pedestrians, cyclists, and public transportation users. Assess how well the urban design promotes functionality and accessibility. Consider factors such as cooling effects, connectivity, walkability, and ease of navigation within the area of intervention.
- Tactical Urbanism and Amenities: Evaluate the quality, design, and projected utilization of the proposal within the urban environment. Assess whether the project is well-designed, accessible, and could be well-maintained, and whether it caters to the diverse needs and activities of the surrounding community.
- Safety and Security: Evaluate the design's impact on safety and security. Assess factors such as lighting, visibility, crime prevention measures, and the overall sense of safety within the urban environment. Consider whether the design incorporates strategies to enhance safety, such as

clear sightlines, surveillance systems, and well-designed solutions that discourage criminal activity.

- Aesthetics and Identity: Assess the visual appeal and identity of the design. Consider factors such as architectural style, streetscape design, public art, and the overall aesthetics of the built environment. Evaluate whether the design creates a cohesive and visually pleasing urban landscape that reflects the unique identity and character of the community.
- Environmental Sustainability: Evaluate the design's sustainability initiatives and impact on the environment. Consider factors such as green infrastructure, energy efficiency, waste management, water conservation, and the integration of green spaces. Assess whether the design promotes sustainable practices and contributes to environmental resilience.
- Community Engagement and Social Equity: Assess the level of projected community engagement and participation in the urban design process. Consider whether the design reflects the needs and aspirations of the diverse community members and ensures equitable access to resources and amenities. Evaluate whether the design promotes inclusivity, social interaction, and a sense of community.
- Long-Term Adaptability and Resilience: Consider the design's flexibility and adaptability to future changes and challenges. Assess whether the design incorporates strategies that allow for future growth, technological advancements, and changing needs. Evaluate whether the design promotes resilience in the face of climate change, natural disasters, and other potential disruptions.

RESULTS AND AWARDS

All teams, along with city representatives, will be invited to the online winner's announcement event scheduled for 2 December. The winner team will be given a platform to recount their experiences during the challenge and to showcase their project.

Every participant will be honoured with an official certificate endorsed by the organizing cities. Furthermore, the winning team will bask in public accolades and be presented with a personalized Street Design Challenge 2023 award.

Cities are also encouraged to bestow participation or recognition awards upon their respective teams, professors, and experts.

A key responsibility for the organizing cities involves organizing a physical exhibition. This display is set to occur concurrently in Curitiba, Wuhan, and Querétaro during the first quarter of 2024, and will highlight the projects of the winning team as well as those awarded honorary mentions.

The exhibition stands as a pivotal element of the communication strategy, with the potential to elevate the stature of the winners, the jury, and future iterations of the challenge. Participating cities are also welcome to host a local exhibition, in which case the organisers will provide all necessary materials in return for audiovisual documentation of the event.

MORE INFORMATION AND QUESTIONS

You can contact us to ask questions or to get involved in the organisation of the challenge.

Email us at:

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Or go to the website queretarocreativo.mx/streetdesign2023.