



# STREET DESIGN

INTERNATIONAL CHALLENGE 2022

*- Biophilic Edition -*

**CONCEPT NOTE**  
FINAL VERSION



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# STREET DESIGN CHALLENGE 2022

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

## CONCEPT NOTE OF THE CHALLENGE

### FINAL VERSION

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## FOREWORD

Globally, the increasing frequency and intensity of extreme weather events is affecting the lives and livelihoods of millions of people. Rising global average temperatures and rapid global warming are causing alarming consequences on human beings and all other forms of life on earth. The climate crisis will aggravate social, economic, and environmental threats, thus urgent actions are needed to address the climate crisis and strengthen the implementation of responses to create a resilient planet.

Faced with these challenges, it is imperative to understand that creativity is a strategic factor for sustainable development and that designers are key contributors to this process, with capacity and ability to provide the solutions our world urges for.

As creators of models, prototypes and proposals, designers occupy a dialectical space between the reality we have today and that we aspire for in the future. Armed with knowledge from the past and present, our work is oriented towards what lies ahead.

With the work of the Youth and Education Working Group, the Cities of Design Subnetwork is eager to foster international cooperation and promote interdisciplinary pathways that highlight the importance of design.

One strategy to democratise urban design is to beautify the streets in peri-urban areas of our cities. With this and the aforementioned premises in mind, we created this challenge as a thought-provoking experiment that will take place during the same days of COP27 in Egypt. We believe in the transformative power of design and that, by working together, we can imagine a better future for all.



## OVERVIEW OF THE CHALLENGE

**Starting on 12th November 2022**, the Street Design Challenge aims to raise awareness about the discussions happening at the COP27, the effects of climate change in the urban environment, how much it detracts our quality of life, and what actions are necessary to turn our cities into more liveable, enjoyable, and equal environments, ensuring none is left behind.

During the challenge, groups of university students, assisted by their professors, will work on a proposal to tackle issues present in a foreign street, considering its different territorial, social, financial, and cultural backgrounds. In this year's edition, the teams will be challenged to create a proposal to revamp a peri-urban street through biophilic design. **Peri-urban streets are not necessarily located in a rural area**, they also include suburban streets and those in areas with less or no infrastructure (e.g., adequate public transport stops, parks, libraries, sidewalks, leisure areas, local commerce), which would benefit from a "beautification" process focused on the citizens and their specific needs.

**Each team will be matched with a street from another city** that is participating in the challenge. They will receive an in-depth briefing, created by a city expert, detailing the current situation and a list of priorities that should be addressed by the proposal. After the challenge begins, **teams will have 48 hours to submit their projects** in the specified format.

- Challenge theme: **revamping a peri-urban street through biophilic design.**
- The **Street Design Challenge lasts 48 hours, starting at 10 a.m. on 12th November and ending at 10 a.m. on 14th November.**
- We are going to consider your local time for the start and end of the competition.
- Cities can appoint one multidisciplinary team per university, with 4 to 6 students and 1 or 2 professors each.
- We strongly encouraged teams to mix bachelor students from design, landscape, urbanism and architecture majors.



## CALENDAR

The timeline of the challenge is outlined below.

- **Open call for cities:** 25th August.
- **Registration:** cities must register to enter the challenge prior to 18th September.
- **Question and answers sessions for cities and teams:** 18th October 2022.
- **Submission of the street profile and teams' details:** participating cities must send the details to the organisers by 31st October (**new deadline**).
- **Challenge days: 12th to 14th November.**
- **Analysis of the proposals and jury evaluation:** approximately 1 month.
- **Announcement of winners and meeting event:** 17th December 2022 as part of the Wuhan Design Education Summit, virtual.



## INSTRUCTIONS FOR CITIES

Here are the steps to participate:

**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 an online form. 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 on the next section). [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.
- The city can also appoint an expert from its urban development department (or equivalent) to be part of the international jury that will evaluate the proposals.



## 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.

- This documentation must be submitted in English.
- Each city should provide only one Street Profile.
- [Upload your Street Profile here by 31st 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 have to **select a street located in a peri-urban area—a street that is not part of the city centre**, 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.
- 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 (**see note on next page**).
- Any other document that can help the team understand the street you selected.



- **The recorded presentation shouldn't 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 doesn't 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 12th November and end at 10 a.m. on 14<sup>th</sup> November, 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 be in charge of making 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 city through their social media accounts using the hashtags #StreetDesignChallenge2022, #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. **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 revamp the street with a focus on biophilic design, clearly explaining how the concept of biophilic design was incorporated on the street to transform it into a site that integrates the environment and nature, making it more attractive, healthy and liveable to its users.

- 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.



- 2. 1 comparative (before/after) visualization slide of the street after implementing your proposal.** When looking at this slide the evaluators should be able to understand the situation of the street in 2022 and how it would look if your team's proposal is implemented by 2024. This slide must be in A0 size, either horizontal or vertical, and not larger than 10 Mb. Also, avoid using text.
- 3. 1 project dossier** with a maximum of 10 pages, in A4 format, that relates your creative process. Each team will have 10 pages to explain, both with text and graphics, the process to reach the final design (background, justification, theoretical framework, objectives, methodology, conclusions, etc.). The use of photos, texts, diagrams, timelines and anything that helps understand how you developed your creation is accepted, as long as it's copyright free or the proper references are included in the document.

**Remember:**

- 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 BIOPHILIC DESIGN

The term **biophilia** was first used by the German psychoanalyst Erich Fromm in 1973 and defined as 'love of life'. Various studies demonstrated that this human inclination to affiliate with nature appears to be **critical for human physical and mental health in the modern urbanised world** due to humanity's origins in nature.

Biophilic urbanism is bringing new perspectives to how natural systems need to be integrated into the fabric of cities.

Biophilic urbanism has emerged as a way to bring nature more purposefully into cities, not just between buildings and infrastructure, but into and onto them in ways that increase the **connectivity between people and nature** and derive benefits from natural services and functions.

There are three main types of biophilic experiences that can occur in a street:

### 1. Direct experiences of nature:

- Light
- Air
- Water
- Plants
- Animals
- Weather
- Natural landscapes and ecosystems
- Fire

### 2. Indirect experiences of nature:

- Images of nature
- Natural colours
- Stimulating natural light and air
- Naturalistic shapes and forms
- Evoking nature
- Information richness
- Age, change and the patina of time
- Natural geometries
- Biomimicry

### 3. Experience of space and place:

- Prospect and refuge
- Organised complexity
- Integration of parts of wholes
- Transitional spaces
- Mobility and wayfinding
- Cultural and ecological attachment to place

Some of these experiences are difficult to encounter in conventional streets; however, they can be incorporated into the renewal of conventional streets and the design of new ones by biophilia-literate designers.

To ensure ongoing exposure to and interaction with nature, both bond and commitment to place are needed. In order to achieve these, a design must be founded on a sound understanding of urban nature and its ecosystems as well as a sense of place. This is likely to lead to more frequent interactions between people and nature, thereby nurturing the bond between them and increasing the likelihood that residents will protect and save urban green spaces.



The concept of biophilic design contributes to the **creation of urban streets with attractive, healthy, liveable and restorative environments and nature experiences** at the door step for both dwellers and other street users within gradually densifying urban precincts through urban infill.

This [Miro Board \(click here to open\)](#) has further references and materials so your team can learn more about biophilic design and prepare for the challenge.

Password to the Miro Board: **SDC2022**

#### References:

Beatley, Tim. (2017). Handbook of biophilic city planning and design. 10.5822/978-1-61091-621-9.

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Salingaros NA. Biophilia and healing environments: healthy principles for designing the built world. New York: Terrapin Bright Green LLC; 2015.

Cabaneck, A., Zingoni de Baro, M.E. & Newman, P. Biophilic streets: a design framework for creating multiple urban benefits. Sustain Earth 3, 7 (2020). <https://doi.org/10.1186/s42055-020-00027-0>



## **JUDGING CRITERIA AND JURIES**

Each proposal will be judged by a team of experts, appointed by the organisers and the participating cities, who will analyse the projects using a standardised form and attribute a score that will define the winning team.

The evaluation criteria will include:

- Quality of the approach to develop the project.
- Quality of design and relevance of the project to the specifics of the street.
- Inclusion of the principles of biophilic design and innovative approaches.
- Quality of the documents presented.

Evaluators will be appointed to consider:

- Quality of the multimedia presentation (video). Good presentations are memorable because they present graphics, images and facts in such a way that makes it easier for your audience to remember.
- Quality of thought and intent shown in the conceptualization of the design.
- Quality of the programme presented. A good programme would clearly identify the scope of work to be designed and performed. Understanding of interested parties/users in the design should be evident.
- Quality of the design output. The final outcome of the solutions should describe all the components that would allow the proper function of the proposal. We encourage the value of the ideas put to concrete work.



## **RESULTS AND AWARDS**

All teams and city representatives are going to be invited to participate in the winner's announcement event that will be held on 17th December during the Design Education Summit organized by the city of Wuhan. The winner team will have the opportunity to share their experience during the challenge and present the project.

The participants will receive an official certificate signed by the organising cities. Additionally, the winning team will receive public recognition and a 2022 Street Design Challenge personalised award.

Each city is also invited to offer a participation or recognition prize to their teams, professors, and experts.



## MORE INFORMATION AND QUESTIONS

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

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Or go to the website <https://www.queretaroactivo.mx/streetdesign2022>

