



HERITAGE BY DESIGN

Brief

Design a way for people and communities to better connect to and celebrate heritage.

Challenge and scope

This brief asks you to think about what would encourage people to take greater interest in heritage and how it contributes to individual and collective livelihoods and wellbeing, as well as place-making.

Heritage is most often referenced in built environment terms, 'subsumed into the more visible – and visual – arts and culture portfolio,'¹ but this brief asks you think about heritage in the broadest terms, from our own personal heritage – ancestry and culture – to our collective heritage as a society, including the places in which we live.

The brief is founded on recent research that the RSA has developed together with the Heritage Lottery Fund, culminating in the Heritage Exchange conference in July 2014. The RSA's research sought to understand the role of heritage in successful place-making and how society might begin to close the gap between the potential and the reality of engaging with our heritage.

In their conference paper for Heritage Exchange, Matthew Taylor and Clare Devaney refer to heritage as follows:

'Heritage in contemporary, inclusive usage has come to mean anything created in the past that helps us, collectively or individually, to understand the present, and create a (better) future. It is a fluid and living concept, and always in the process of being created.'²

In approaching this brief, you may want to think about the following:

- What excites people about heritage and what would make people connect better with it?
- How might technology help us better connect to our heritage? Think about initiatives such as Historypin
- What role can heritage play in education, conservation and environmental issues?
- What is the role of individuals, communities, and government in preserving, celebrating and promoting our heritage?

Design students and graduates of all disciplines are encouraged to take part. Entrants are urged to think creatively about how a better understanding of heritage might contribute to business innovation, policy-making and new attitudes.

For the purposes of illustration, the following would all be viable responses:

- a design for a new public space or public building that uses the heritage of the built environment and/or the community as its source of inspiration
- a museum or gallery exhibition that displays heritage connections in new and exciting ways
- a game – physical or virtual – that helps people better understand and connect to their heritage: the heritage of place, community, culture, etc.
- a service or system that gives people greater access, and therefore understanding, to their heritage, such as a digital archive
- an urban design solution rooted in a locality that takes best advantage of a communities' heritage assets

... and many others are possible.

AWARDS

Paid internship at Green Room

The Patricia Tindale Legacy Award of £1000

Paid internship at Green Room

Remuneration: £1,500

Duration: 8 weeks

Location: Amsterdam or Birmingham

Please note that the judging panel may decide on more than one winner and will allocate the awards accordingly. In addition, the jury may award commendations.



How this brief will be judged

1 Social and environmental benefit 15%

2 Execution 15%

3 Research 15%

4 Design thinking 20%

5 Commercial awareness 15%

6 Magic 20%

Judging criteria

There are six judging criteria that your entry will be measured against.

1. Social and environmental benefit

How does your design benefit the environment and society?

2. Research

Where did you go to research this issue?
With whom did you speak or interview? What questions did you ask? What did you learn?

3. Design thinking

We want to know about your thought processes and insights. Your insights might be research-based or intuitive, or a combination of both, but the judges want to see you relate the final concept clearly to these insights. What journey did you go through to get to the final result?

4. Commercial awareness

Does your design make sense from a financial point of view?

5. Execution

We are looking for a design that is pleasing and looks and feels well-resolved.

6. Magic

We are looking for a bit of 'magic' – a surprising or lateral design solution that delights.

Submission requirements

All entries must be submitted through our online entry system, accessed via sda.thersa.org. If you are unable to submit online, please contact us by email at: sdaenquiries@rsa.org.uk

Entries should comprise the following (please note there is an upload limit of 10MB on all files submitted):

- 4 x A3 PDFs (portrait or landscape), describing your proposal, your insights and research, the benefits you believe it will create, and possibilities of implementation and scalability
- 1 x A4 PDF or Word document of no more than 250 words describing your 'Big Idea'
- No more than 10 scanned pages of your sketchbook or computer modelling/sketches (if applicable) illustrating your development process
- optional: films, animations or other moving image media to further support your proposal

Key dates

1 September 2014

Briefs launch and pre-registration opens

5 January 2015

Registration and submission opens

4 February 2015

Deadline for 'Early Bird' submissions

4 March 2015

Deadline for online registration and submission

16 March 2015

Judging begins

20 May 2015

Winners announced

Sponsor information

Green Room is one of Europe's leading experiential creative practices, specialising in retail interiors, retail guidelines, windows, pop-ups, shop-in-shops, digital installations, workspaces, events and exhibitions. Our emphasis is on creating immersive experiences: we know how to use creativity and insight to develop big ideas, tell brand stories and make customers feel engaged, inspired and motivated to buy.

The Patricia Tindale Legacy Award is an annual award administered through the RSA Student Design Awards programme to celebrate and honour the memory of the late Patricia Tindale, the first and final Chief Architect at the Department of the Environment. For more information on the Patricia Tindale Legacy to the RSA, please visit: www.thersa.org/fellowship/journal/archive/spring-2013/news/legacy-patricia-randall-tindale-19262011

RSA STUDENT DESIGN AWARDS

CALL FOR ENTRIES 2014/15

www.thersa.org/sda

sdaenquiries@rsa.org.uk

FOOTNOTES

1 A Place for Heritage: A conference paper by Matthew Taylor and Clare Devaney, RSA, July 2014 (p. 5)

2 A Place for Heritage: A conference paper by Matthew Taylor and Clare Devaney, RSA, July 2014 (p. 6)