

BRIEF - THE *SUSTAINABLE.TO* STUDENT CHOICE AWARD 2010-2011

Organizers: Mike Lovas, Davin Cowper, Jake Prapavassis, Sam Kennedy (OCADU Industrial Design students)
Contact: mikelovas@gmail.com

WHAT - An award for the student chosen by his/her peers who best displayed excellence in terms of sustainability and conscious design in his/her school projects over the course of the 2010-11 academic year.

HOW - Participants will be asked to submit one 11x17" PDF containing a maximum of 3 images and 100 words to display and describe the project/projects that was/were assigned and completed as part of their program requirements (i.e. no extracurricular work will be accepted). Participants must register (for free) to submit their work and/or to vote. The voting period will consist of a one-week period before the end of term when registered voters may view and then choose their favorite conscious designs. The three students whose work earns the most votes will each win a cash prize, to be awarded at a reception.

WHY - Conscious design is the process of understanding and responding to the large, complex, and fully integrated ecosystem that we, and our products, are situated in. We think that conscious design is a challenging yet vital part of our education as designers, and should be integrated into the curriculum as early as possible. Our ability as young designers to grapple with and respond to the complex issues of our times need not be restricted to an advanced class or a masters program, but should be situated in the fabric of our earliest learning environments. We hope that this award will help raise awareness and raise the status of conscious design in the minds of our peers and educators.

WHO - The first year (2011) this award will be considered a pilot project and will be limited to the 2nd year class of Industrial Design students at OCADU for submissions and voting. If successful, awards in subsequent years will be open to all design students to 'compete' with classmates in their program and in their level of study at OCADU. Eventually similar award competitions could be opened to the entire OCADU student body and beyond, assuming funding is available.

We, the organizers, are a committed group of 2nd year Industrial Design Students at OCADU. We are comprised of a diverse collection of backgrounds and talents from entrepreneurship to engineering, but have a common interest of pushing ourselves and fellow designers to engage in tackling broad, complex problems associated with designing for today and the future.

BENEFIT FOR SPONSORS - Any value of donation will be gladly accepted with the sponsor's name/logo displayed on the award website, in all publications associated with the award, and recognized at the award reception. Furthermore, sponsors will be offered the right of first refusal for future sponsorship.

WHEN -

1. Establish partners (December 1, 2010 – March 31, 2011)
2. Launch award website for registration, voting, and submission (Early January, 2011)
3. Launch promotions on Facebook and Twitter (Early January, 2011)
4. Presentations in ID core classes (Early January 2011)
5. Confirm award reception location (January 2011)
6. Submissions for student work (one 11x17" PDF per student, including 3 images & 100 words max.) (Deadline: April 8, 2011)
7. Student voting (April 12-18, 2011)
8. Award reception (April 23, 2011)
9. Website to remain online with student work displayed with links to student emails/portfolios, high-lighting award-winning students.

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