



2010

3<sup>rd</sup> Design Competition



## An Icon to Earths wellbeing



This competition is open to all students of architecture and interior design.

### Introduction:

Designers across the globe stand at the forefront of development. They influence, entice and mostly determine the direction of every concept before it is brought to life. If this is true, is it not possible for a designer to have this same influence with the response to his design?

Can a design potentially entice a predestined reaction?

We encourage you to investigate the influence your design can have on mankind. We want you to design an Icon that will speak on behalf of our planet. Design an Icon that transmits a message that will address the sustainability of Earth and life in all its diversity.

## The Brief Icon to Earth's Wellbeing



It's no secret. Our planet is struggling to cope with the strain mankind is placing on it. Across the globe, there are people trying to make a difference by changing the way they go about their daily life & business. One such organisation is the Sustainable Earth Alliance.

The Sustainable Earth Alliance (SEA) is a global organisation who facilitates & fosters a sustainable society. The SEA has been at the forefront of Earth's wellbeing for many decades and has shared their vision with leaders across the globe. The Founding member of the SEA, Prof. Jane H Gaia has strongly based her campaign on increasing Global Awareness and bringing the issue home to every person on earth. Her vision has always been to create a representation of Earth's message that can be placed in every city in every country across the globe to serve as a reminder to everyone who interacts with it that Earth is everyone's responsibility.

After many conferences, summits and public forums she has finally grabbed the attention of global leaders. They have recognised the potential of Prof. Gaia's initiative and approved funding for the SEA's "Icon to Earth's Wellbeing" campaign.

The SEA strongly believes that the "Icon" should be designed by an Architect/ Interior Designer who can capture Earth's message, and entice a predestined reaction to it. This Icon should generate a conscious awareness of earth's mortality...



It was clear from the onset that the Icon should be of extreme durability. In stark contrast to earth's vulnerability, this Icon should be immortal. It should be a beacon that can be experienced by our future generations. When they experience it, they should know that it is this Icon that saved the planet for their future generations!

In their quest to bring awareness of global sustainability to the industrial & construction sectors, they spent a lot of time working on ways to reduce the impact of harmful processes, and in most cases substitute badly engineered processes with sustainable alternatives. It is this relationship with leaders of industry that ultimately created partnerships for the SEA's Global Awareness Campaign.

One such company is called CaesarStone.

Caesarstone's commitment to sustainable production and products are reinforced by their overall environmentally friendly policy. Their constant investigation in ways to leverage the latest innovations and technology ensures that they can always deliver the most efficiently engineered product, as opposed to merely harvesting earth's natural resources. The Caesarstone quartz products also provide unmatched durability, amazing quality and flawless consistency. The SEA identified all these properties as ideal for any Icon a designer can conceptualise and therefore earmarked CaesarStone as a primary supplier of material for the "Icon to Earth's wellbeing".

## Implementation



Design an “Icon to Earth’s wellbeing” on the most appropriate site in your City. The site can be any size but it should have relative significance to the connotation of the brief. The site should preferably be a node/park/space where the “Icon” will have maximum interaction with mankind. Motivate how this icon can be duplicated and introduced in all Cities across the globe while still staying relative and in context.

Remember that the “Icon” can take any form, function or space that you desire. Use your instinctive initiative to breathe life into this concept and entice a predetermined response.

## Useful Tips



The “Icon to Earth’s wellbeing” can really be anything! It can be a building, statue, artwork, a space....

Anything you might see as appropriate to address the client’s specific needs and message.

Bear in mind that your client is Not SEA. Your client is in fact earth and SEA is facilitating the client’s needs.

### Interesting facts:

The fictional organisation called Sustainable Earth Alliance (SEA) is based upon the Earth Council Alliance. More information on the ECA can be found on their website:

<http://www.earthcouncilalliance.org>

The fictional name of the Founding member, Professor Jane H Gaia is derived from the Greek mythological goddess of Earth called Gaia.

## Submission format for Students



Each institution is permitted to submit their top 5 entries from each department for final judging.

### Requirements:

1. 3 x A2 matt laminated drawings with accompanying disc in both high res and low res in either jpeg or pdf format. 1 of the 3 matt laminated drawings must include a detail drawing showing how CaesarStone is to be used in the design.
2. Entrant must clearly mark the A2 matt laminated drawings with the following details on the reverse:
  - First name and surname
  - Name of institution
  - Department of Architecture or Department of Interior Design
  - Contact telephone number for institution
  - Lecturer's name
  - Contact telephone number of lecturer

**ONLY 3 X A2 STORY BOARDS / DRAWINGS WILL BE ACCEPTED. IF ADDITIONAL BOARDS ARE SUBMITTED THE ENTRY WILL BE IMMEDIATELY DISQUALIFIED. ANY UN-LAMINATED ENTRIES WILL ALSO BE DISQUALIFIED**

Dates:

Deadline for submission to Emporio

30 July 2010

Final judging

5 August 2010

Awards evening

19 August 2010

## Prize: Trip to Israel



### The prize for the winning student and the lecturer of the winning student is:

A 5 day visit to Israel which includes:

- a visit to Caesarea the home of CaesarStone
- Tel Aviv, The 'White City' - the melting pot of cultures and artistic styles. Tel Aviv boasts the largest open-air Bauhaus museum in the world. In 2003 Tel Aviv one of 56 historical cities became one of the few modern cities to be declared a world heritage site by UNESCO.
- Jerusalem, the capital of Israel, a city that promises a religious and spiritual experience, excitement and pleasure. In Jerusalem there are amazing tourist attractions for all lovers of culture, the arts, theatre, music, architecture and gastronomic delights.

**The prize includes airfare, accommodation and spending money.**

**Total prize is valued at R 50 000.00 each. This prize is not exchangeable for cash.**

A trophy manufactured out of CaesarStone will be presented to the winning student at the awards evening.

The judging panel will be headed by Juri Abbott, Urban Edge Architects and will include other practicing architects and interior designers.

Submissions will not be returned and will remain the property of CaesarStone.

## Contact details



### Brief prepared by Juri Abbott – Urban Edge Architects

For further information please contact the facilitator:

Emporio Communications  
Philip Fouché  
7 Meyer Street  
Linksfeld  
2192

**Tel:** (011) 485-2680/1

**Fax:** (011) 640-1827

**Email:** [emporio@mweb.co.za](mailto:emporio@mweb.co.za)

**Website:** [www.caesarstone.co.za](http://www.caesarstone.co.za)