

REAL & SIMPLE

A place for the range of what our lives are about

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Quartz Surfaces

Imagine the difference

SLEEPING (PRIMARY)
EATING
LIVING
+
SOUL ENHANCEMENT
+
COMMUNITY INTERFACE



INTRODUCTION

The competition is open to all students of architecture and interior design

in going about our daily lives

there are some simple requirements that define our existence within the modern world
these can be applied to urban or rural, developed, developing or timeless societies

we need **to sleep** [re-coop, rejuvenate, revitalize]

we need **to eat**, and with this, prepare our food in whatever format culturally familiar

we need **to live** [which is where we express who we are, our personal interests, our social beings]

and we need to take care of our **souls**, whether in prayer, in meditation, in music or movement,
astronomy, aerobics or combinations of these and/or other activities.....

add to the above

a **commercial interface** with the broader community in the form of a shop, a workshop,
guest-lodgings, or any place to which 'a customer' will come
all in one place

resulting in a domestic scaled, **single space**, mixed use, multi-functional environment.

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THE BRIEF

you are to design a space that accommodates this range of activities, for any two people living life [a couple, friends, family, business partners...]

1] define and describe the client as they relate to their accommodation needs within the context of the mixed use environment

you are to choose the location of the site, town or country, urban or rural, where the range of living needs defined above, from the most private function [traditionally sleeping] to the public interface, co-exist appropriately

2] define and illustrate the site location [climatic conditions, orientation, topography, vegetation, views, access, etc]

the single space, designed to reflect the range of experiential environments appropriate to the zone, is to be no larger than a total volumetric area of 375m³. this cubic area is arrived at on the basis of an average 'zone' size of 5x5x3m times the 5 zones. the total cubic area may be configured in any volumetric arrangement and range across the zones, with no height restrictions except those defined by the site

THE BRIEF

3] submit an area schedule showing the 5 zones volumetric areas

4] illustrate the design proposal by means of floor plans, cross sections and a 3D external and internal views as appropriate to show the spatial arrangement of the total space

the design proposal is to reflect a limited palette of materials in both the external form and enclosure, and in the internal fixtures and fittings

authenticity [genuine, original, true, trustworthy] must be the primary conceptual driver of both the form and material design. the primary material must be CaesarStone.

the product is to be used in a broad a range of applications, with innovation, experimentation and imagination, complimenting the opportunities established in the project brief and location.

complimenting the building envelope, will be internal fixtures, furniture and 'softs' - the soft furnishings.

5] illustrate by means of interior 3D images, zone mood boards or detail images, the detailing, textures, and tones of the material palette and sensory experience

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USEFUL TIPS

- the levels of spatial distinction and expression across the range of activities and zones can be expressed exuberantly or minimally, however,
- your design must support our collective need for the simplification of life in the material and consumerist culture that has steadily overtaken all sanity and reason
- your design must also support our desire for heightened efficiency without the loss of sensory and environmental experience
- the development of the brief and selection of the site is a part of the design exercise- it is an opportunity to reflect on and express a value system through the vehicles of the client and their living needs
- the space you are designing is part of what is beyond, and the design must locate the project, in place, and in time and in its culture
- by a single space, the connections between the zones may be spatial, ie no physical connection, but with a continuity that is strong enough to make for continuity
- when there were less available materials to use, less choice, and fewer possessions, invention in the alternative uses and applications of what was available led to creative and unexpected outcomes
- think of CaesarStone and all the ways in which it can be constructed, cut, applied, layered. can it be angular and organic, hard and soft, crisp and blurred, massive and light, solid and translucent, rough as well as smooth...

SUBMISSION FORMAT

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

3 x A2 matt laminated drawing with accompanying disc in both high res & low res in either jpeg or pdf format. 1 of the 3 drawings must include a detailed drawing showing how Caesarstone is to be used in the design.

Entrants must **clearly mark** the A2 matt laminated drawings with the following details on the reverse:

First name & surname

Name of institution

Department of architecture or department of interior design

Contact telephone number for institution

Lecturers name

Contact number of lecturer

e-mail addresses

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

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THE PRIZE

The prize for the winning student and 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 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, arts, theatre, music, architecture and gastronomic delights.

The prize includes airfare, accommodation and spending money

The total prize is valued at R50 000.00. This prize is not exchangeable for cash.

Added to the prize package for the winning student is:

- Full SketchUp Pro 8
- Additional Artlantis Media
- Artlantis Studio 3
- Space Navigator 3D Mouse

Valued at R20 000.00

A merit award of R5000.00 will be given to the second winning entry.

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

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THE DATES

Deadline for submission to Emporio	12 August 2011
Final Judging	18 August 2011
Awards Evening	01 September 2011

The judging panel will be headed by **Janina Masojada** of designworkshop : sa and will include other practicing architects and interior designers.

Submissions will not be returned and will remain the property of CaesarStone. Brief prepared by Janina Masojada of designworkshop : sa

For further information please contact the facilitator:

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