



2017 IIDA STUDENT DESIGN COMPETITION:
OFS HEADQUARTERS

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OFS BRANDS

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INTRODUCTION

The IIDA Student Design Competition (SDC) celebrates the talent and fresh design ideas of interior design students throughout the world who are currently enrolled in an interior design program or institution. The competition provides emerging professionals the opportunity to showcase their work and gain exposure in the Interior Design industry.

2017 DESIGN PROBLEM

OFS Brands is a family-owned, community-driven company providing socially responsible furniture and logistics solutions in office, healthcare, education, government, and home office markets across the world. Established in 1937 in Huntingburg, Indiana, OFS Brands has grown into a global leader while staying true to its local roots and core values of sustainability and craftsmanship.

The success of the marketing and sales support office at OFS Brands has played a pivotal role in the last decade of growth at OFS, but the workstyles and demographics of these departments have dramatically changed. It's time to rethink their workspace and create a home for the next phase of OFS evolution.

THE CHALLENGE

The 2017 IIDA SDC invites you to design the new marketing and sales support office at OFS Brands Headquarters in Huntingburg, Indiana. The office, located on the second floor, is home to designers, furniture specialists, sales, customer service, and marketing. This is a dynamic, energetic, and passionate workforce in need of a space that encourages and supports their daily activities and roles.

Flexibility is a long-standing tenet in the OFS philosophy. The world is changing quickly, as is the OFS organization chart and workflow. This new space should allow for this steady growth and evolution.

OFS HQ is not just a workplace, it is also the company's largest showroom, where the bestselling and most impactful products are displayed. The furniture budget for this project will be reasonably unlimited.

Submissions should feature at least half of the pieces from OFS Brands collections. Participants are encouraged to use pieces from other manufacturers when creating their design solutions.

Consider appearances from these key collections, as well as many others in the OFS Brands Portfolio: Heya, Staks, Coact, Genus, Re:, Intermix, Eleven Collaborative, and Mile Marker. Keep in mind that OFS, in addition to its standard products, consistently provides clients with custom and special orders, and there would be no better place than the headquarters office to take advantage of those capabilities.

To save on cost, OFS Brands has elected to limit major architectural changes to only the elimination of non-structural walls.

Finally, a strong connectivity to culture and brand will be critical in the completion of this design. OFS Brands and IIDA have created the following video filled with interviews of department heads and employees discussing the OFS philosophy, the workplace, and the workflows of each department to give you a stronger sense of the users.

[Video link will be available soon.](#)

PROGRAM REQUIREMENTS

The marketing and sales support office is comprised of **seven departments** that will need to co-exist on the second floor. These departments range in size and work activity. Intra-department proximity and overlap is key, as a high degree of communication happens inside and among each department.

Department 1: Design Specification

Users: 8 Designers / 1 Team Leader

Work Overview: The designers in this department spend a significant portion of their time completing drawings and computer work. They are social and enjoy seeing and connecting with their peers throughout the day. Ideally, they would have a touchdown area where they can gather and discuss design concepts, shared through A/V and printed floorplans.

The team leader is in frequent meetings with members of the design specification team. There needs to be a space for rolling out floorplans and whiteboard space for planning assignments. The team leader is currently in a shared, private office and spends an average amount of time on the phone with the salesforce. Ideally in the new space, the team leader would have a private office, a shared private office, or an open space where he or she will have access to these tools and resources.

Department 2: Order Entry

Users: 16 Order Conditioners / 4 Order Entry Specialists / 1 Team Leader

Work Overview: The order conditioners spend 75% of their time focused on heads-down work, and 25% on the phone. The order entry specialists spend all their time interacting with their computers, interpreting data for the rest of the team. Finally, the team leader will need a private space for one-on-one meetings and to host conference calls with her team to provide clients with direct customer support and solutions.

Department 3: Customer Service

Users: 20 Customer Service Specialists / 1 VIP Projects Manager / 1 Team Leader / 1 Director of Sales and Operations

Work Overview: This is a paper-heavy group that spends much of the time on the phone with clients and the sales team. Employees in this group need audible privacy and ample space for reams of paper and long to-do lists. They also will need a space for quick huddles and moments of collective problem solving.

The VIP projects manager will require space in addition to what is outlined above. The team leader will need a private space to have one-on-one meetings with the team and a place to host conference calls.

Finally, the director of sales and operations spends most of her time solving high-level client issues and specializes in providing imperative client orders. They need high accessibility to the design specification and customer service departments.

Department 4: Marketing

Users: 4 Marketing Specialists

Work Overview: This is a very distributed team with associates in multiple locations across the United States. There are four full-time employees at OFS Brands HQ, and the team is in a state of constant communication and collaboration. The team will need a huddle space that provides ample whiteboard access, as well as A/V and video conference capabilities. A room for the occasional remote drop-in or two is also required, as well as a place for pin-up space and storage. This is a space that is in a near-constant state of flux.

Department 5: Credit

Users: 6 Credit Support Specialists

Work Overview: This unit is divided into three different focuses. Two of these users will require a space for heads-down computer work. They are currently in a shared office. Two of these users will be on the phone throughout the day and require audible privacy from the rest of the floor. They are currently in a shared office. Finally, the last two users are support personnel, and they share multiple responsibilities and will need a space that can support their ever-changing work functions.

Department 6: Global Accounts

Users: 3 Customer Service / 1 Director of Global Accounts

Work Overview: The three customer service specialists complete high-level customer support work, which includes phone and computer work. The director of global accounts will require a private adjoining office, and needs to be near the customer service team.

Department 7: New Product Engineers

Users: 4 Product Engineers

Work Overview: This is a tight-knit group that needs a special space for their brand of concentration. Ideally, this group shares a large office or workspace, which will provide ample opportunity to collaborate, imagine, draw, and focus.

Leadership

CEO: The CEO is currently located near the elevator, and would like to stay in that space, which is marked on the floor plan. The CEO's assistant is positioned off the elevator as well, right in front of the CEO's office. The CEO is mobile all year, but when he is in the office, he is in frequent meetings inside his private office.

Senior Vice President of Sales and Marketing: This user loves to be in on the action. He or she wants to be close to the marketing team and feels closely tied to the constant buzz of that department. The senior vice president requires a private office with ample meeting space, A/V integration, media-sharing capabilities, and space for conference calls.

Senior Vice President of Resources and Risk: This SVP manages the credit department and needs visibility and integration with the customer service and order entry team. They require a private office.

Additional Program Requirements and Notes:

Boardroom: A space that can accommodate a meeting of 18 people and carries a more formal atmosphere.

Booked Meeting Space: A closed door space for a meeting of eight to 12 that offers A/V integration and a whiteboard space. This is used frequently by the marketing department and the design specification team.

Break-out Meeting Spaces: A set of smaller rooms accessible throughout the day to host impromptu meetings. These are often interdepartmental, and the meeting spaces should accommodate a range of users.

Lockers and Centralized Storage: OFS Brands HQ has a strong culture of wellness with people often bringing their gym clothes for after-work access to the gym on the first floor. There needs to be a locker space for a change of clothes, a winter jacket, and other personal items. Also, consider a central bank of storage for generic office supplies.

Personal Space: Employees need a place to break away and have a personal moment, whether it's a phone call with family or a chance to relax and achieve a few minutes of mindfulness.

Mail and Print Room: Room for copy, print, and light-duty paperwork shop accessible to all.

Finally, it is important to note that on the first floor, there is a sizable public café space, open to the entire OFS Brands HQ office. There, employees can find access to food and refreshments. However, on the second floor, a space for coffee, tea, water, and possibly quick snacks would be ideal.

SUBMISSION REQUIREMENTS

Your project must be submitted digitally through the competition website from Nov. 6, 2017 to Feb. 5, 2018, 11:59 p.m. Central time. Each submission must include the following:

1. Project/Contact Info (entry form)
 - a. Participant name(s)
 - b. Member ID (if a current member)
 - c. Project title
 - d. Contact info
 - e. 500-word project description outlining why your concept demonstrates the best solution for OFS Brands HQ.
2. (1) 24"x36" digital presentation board in PDF format not to exceed 5MB containing:
 - a. (1) Dimensioned floor plan drawn to scale
 - b. (1) Furniture and materials plan
 - i. You may combine the dimensioned floor plan and furniture plans.

- c. (1) Reflected ceiling plan (Assume the ceiling is a blank slate)
- d. (2) to (4) Renderings of the completed space
- e. (2) Additional drawings of the space
(elevation, perspective, isometric, axonometric, orthographic)
- f. Additional elements to convey the overall concept including, but not limited to, furniture and fixture specifications, color palettes, wall sections, electrical plans, schedules, additional renderings, etc.
- g. File name: SDC + initials + year_board (SDCLHH2017_board.pdf)

NOTE: Do not place your name or other identifying information on your board or you may be disqualified.

- 3. Individual .jpg digital submissions of the (10) to (12) required drawings/ renderings outlined above saved as:
 - a. JPG format
 - b. RGB color mode
 - c. Maximum size of 1MB per image
 - d. File name: SDC + initials + year_number (SDCLHH2017_1.jpg)
 - e. Document dimensions not to exceed 11"x17"

NOTE: Do not place your name or other identifying information on your images or you may be disqualified.

REQUESTS FOR CLARIFICATION

All requests for clarification or general questions regarding the 2017 IIDA Student Design Competition design problem and requirements must be sent to IIDA at students@iida.org by **Friday, September 29, 2017**. Questions received after this date will not be answered. All questions received by this date will be answered and posted online as an FAQ on **Monday, October 13, 2017**.

TIMELINE

Competition opens: **Nov. 6, 2017**

Submission deadline: **Feb. 5, 2018, 11:59 p.m. Central**

ENTRY FEES

- 1. IIDA Student Members - \$25.00
- 2. Non-members - \$70.00 (includes IIDA Student membership for the remainder of 2017 through Dec. 31, 2018).
 - a. Non-members are required to apply and send in supporting documents by Feb. 5, 2018, to receive membership under the above promotion.
 - b. An application will be available for download on the entry form.
Do not apply online separately.
 - c. No refunds allowed if you do not take advantage of the promotion and submit required documentation by Feb. 5, 2018.

- d. Offer not valid for team entries
- 3. Team Entries: IIDA Student Member: \$25 per entry (at least one student on the team must be an IIDA Student Member)
- 4. Team Entries: Non-Members: \$70 (does not include membership offer)

ELIGIBILITY

The Student Design Competition is open to students around the world who are currently enrolled at an interior design program or institution. Participants can enter individually or as a team (maximum five people).

School projects already completed may be reinterpreted and/or edited to meet the requirements of this competition. If the school project was completed as a group, all members must agree in writing to enter the reinterpreted and/or edited project, and all members must be listed as participants on the entry form.

AWARDS*

- 1. First Place - \$2,500.00
- 2. Second Place - \$1,500.00
- 3. Third Place - \$750.00

*Prizes to be split between team members for team submissions that win.

JUDGING

A panel of three judges will evaluate the entries on:

- 1. Innovation and creativity – 20%
- 2. Coherence and functionality – 20%
- 3. Human and environmental impact – 20%
- 4. Fulfillment of the program requirements and additional contributions above and beyond the basic program – 20%
- 5. Presentation – 20%

FLOORPLAN

[LINK TO FLOOR PLANS AND SUPPORTING DOCUMENTS](#)

DESIGN CONSIDERATIONS

Consider the following questions in the development of your design solution:

1. How can you balance the needs of the current seven departments of users with a futurist outlook toward OFS Brands HQ?
2. How can your design accommodate, facilitate, and elevate the fast-paced atmosphere of this busy second floor office?
3. How can you utilize the OFS Brands furniture in a surprising way and make sure that the HQ office remains the premiere showroom for OFS?

HELPFUL TIPS

1. Remember, although this is a creative challenge, please keep functionality in mind. Ensure that you are accurately including the basic program requirements.
2. Imagine yourself using the space as an employee of OFS Brands. How would you like to see the space flow with your daily routine? OFS Brands is a family company, so make your design familiar and personal!
3. The project needs to keep sustainability as a basic principle. Keep this in mind throughout the facility.
4. Do your research. Be sure to dig into current information related to design trends and concepts. OFS prides itself on staying relevant.
5. Although the program requirements are asking for the basic items to be included, should your research bring forward additional items or elements that you feel should be included to further provide interest, energy, or enhanced effect, please include and provide explanation.

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