



## Design Challenge

**Innovative Minds 2017 is an exploration into the relationship between the virtual world blending with physical architecture. The virtual world - built on the framework of vast data networks - is becoming increasingly referential to the nervous system. Architecture strives to tangibly enhance humanity's wellbeing through the design of complex systems. As cybernetics increasingly interconnects the virtual and physical worlds, how will this relationship influence architecture and its physical context to solve complicated problems?**

**As humans continue to design the virtual and physical worlds, how can cybernetics bridge these domains? Inherent challenges are evident in every site associated with physical architecture. Use these site-specific characteristics to investigate a cybernetic framework that will expand architectural strategies such as environmental contextualism, user interaction, building function, and/or construction techniques.**

**Your framework will present a new way of interacting with the built world.**

---

## Awards

### **Winner - 1 Project**

**\$1000 USD** The winning project will receive a monetary prize and be published on the gURROO website for an extended period of time.

### **Honorable Mention - 10 Projects**

Honorable Mention projects will be published on the gURROO website.

### **Open Source Donation -**

A portion of registration fees will be donated to the buildingSMART alliance. The buildingSMART alliance develops open data standards for building information modeling.

---

## Registration

### Early Registration:

**\$30 USD** Early registration is available for a discounted rate of \$30 until March 1, 2017.

### Standard Registration:

**\$50 USD** Regular registration is \$50 between March 2, 2017 and May 31, 2017.

### Register Here:

**[www.gURROO.com](http://www.gURROO.com)**

**After paying the registration fee on PayPal please e-mail [iminds@gurroo.com](mailto:iminds@gurroo.com) with:**

- a. Individual or team member names.
- b. The location of the individual or team (country, city, state).
- c. School or firm affiliation (if necessary)
- d. Name of registration purchaser and PayPal order number.

gURROO will respond with a project registration number and project submission instructions (Allow 1-3 days to receive this confirmation e-mail from gURROO).

---

## Site Selection

Any site may be chosen for the design competition.

This project may be designed on any scale; micro to macro.

The relationship between the chosen site and the architectural design must be clearly articulated.

---

## Eligibility

Open to all individuals and teams of up to 4 members. Students, design professionals, artists, and engineers are encouraged to apply. This is an international competition.

---

## Dates

December 1, 2016 - Competition requirements announced (registration begins)

March 1, 2017 - Early registration deadline (last day for discounted registration fee)

May 31, 2017 - Registration deadline

June 1, 2017 - Submission deadline

June 1 - June 30, 2017- Official judging panel evaluations

July 1, 2017 - Winner of the Innovative Minds Competition announced

---

## Submission Requirements

Project files must be submitted electronically by June 1, 2017 and include:

1. A text file (.doc) containing team member names, school or firm if necessary and the location of the individual/team (country, city, state).
  2. Project Statement in 300 words or less (.doc) file format. English is the official language of the competition.
  3. Two (2) horizontal boards, 24" x 36" 300 dpi in PDF format (.pdf).
- 

## Board Requirements

- a. Diagrams describing how the project addresses the competition challenge statement.
- b. Renderings evoking an emotive quality using unique techniques.

- c. Section, elevation and plan drawings.
  - d. Descriptive text must be clearly legible on boards and readable without extensive zoom.  
note: Project Statement does not need to be located on presentation boards.
  - e. Registration number located clearly in the upper right corner of both boards.
  - f. English is the official language of the competition.
- 

## Competition Rules

### **Infringement of copyright and other intellectual property...original work of the entrant(s)**

All work submitted for the competition must be the entrant's original work. It is the entrant's sole responsibility to ensure that the work submitted does not infringe upon the intellectual property rights of any third party, including, but not limited to material with a copyright, trademark and design right. Gurroo LLC shall not be responsible for entrant's infringement of any third party intellectual property rights, regardless of whether said infringement was known or should have been known by entrant.

### **Restrictions on Submitted Work**

Entrant(s) may not submit work that have been implemented or that have been designed on the basis of any agreement entered into by the entrant(s) with a public, public/private or fully private entity with the intention of actual development of the project in question. Similarly, entries may not refer to projects published before the last day of the deliberations of the judging panel.

### **Use of Submitted Works**

Entrant(s) agree that Gurroo LLC is granted non-exclusive reproduction rights to all entries for Gurroo LLC through advertising, promotion, exhibition, print publication and digital publication that directly pertains to the competition.

Gurroo LLC shall have no responsibility for any unauthorized use of the entrant's works by any third party.

### **Anonymous Competition**

The author(s) of each submitted work will remain confidential through the judging process, with the exception of the gURROO editor.

### **Schedule**

The schedule of the design competition may be changed by Gurroo LLC, to ensure the success of the competition, with limited or no advanced notice.

### **Registration Terms**

All registration fees are non-refundable. Entrant(s) agree to the terms of the competition upon registration. If the competition rules and requirements are not followed, applicant submitted works may be disqualified.

---

## Judging Process

Preliminary judging will be conducted by gURROO to verify project meets competition rules and requirements.

A qualified judging panel of 3-5 persons evaluate the projects submitted. All judges of past Innovative Minds competitions work in the architecture profession.

Judges will assess how well the project answers the Design Challenge with a successful architectural solution. The graphic quality of diagrams, drawings and renderings, and how the overall clarity of the boards display the essence of the project, will also be a factor in the judging decision.

---

## Contact

Questions may be sent to:

[iminds@gurroo.com](mailto:iminds@gurroo.com)