

Think
Differently
About
Design

How this brief will be judged

- 1 Social and environmental benefit
- 2 Research and insights
- 3 Design thinking
- 4 Commercial awareness
- 5 Execution
- 6 Magic

Please see the next page for further details

Eat, Share, Live

06

Awards

There are three awards available for this brief.

ODI Award of £1000

2 x Industry Awards of £1000 each

The judging panel may decide on more than one winner and will allocate the awards accordingly. In addition, the judging panel may award commendations.

Supported by



Office for
Disability Issues

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Brief

Design an inclusive, accessible and multi-generational kitchen space or kitchen component that works for all ages, as well as for disabled and non-disabled family members, so they can prepare, cook and serve food, entertain, engage in hobbies or work and enjoy life together.

Background

- Demographic trends and property prices are encouraging more generations to live together in the same house.
- There are 11.6 million disabled people of all ages in the UK who want to live independently in their own homes. Disabled people and their families also have a combined spending power of almost £250bn so there are commercial opportunities for inclusive design.
- There are mutual advantages for extended families in sharing living spaces. Parents working outside the home have grandparents helping with childcare; children may develop empathy, patience and an understanding of the life course, the process of ageing, and how disabled and non-disabled people can live together; in addition, older people have companionship and support with domestic tasks.
- With advances in technology revolutionising the way we work and entertain ourselves, including in our kitchens, there is scope for new ideas in the design of furniture and equipment to enhance the experience of users of all ages and of users with a range of impairments.
- A kitchen is a place of refuge and sociability. Rooms are spaces for shared emotional experiences. The fact that design affects behaviour is acknowledged by recent work of neuroscientists: our hard-wired needs should therefore be considered by students.
- Inclusive design is about understanding people – their needs, their concerns, and what they really want from a space – and engaging the more social aspects of design that others overlook. It's about socially sustainable and affordable design that puts people at the heart of the design process, provides choice and flexibility, acknowledges diversity and difference and does not preclude anyone throughout the cycle of life.

How should you approach this brief?

- Examine your own preconceptions about what a kitchen is, what it looks like, how different generations and age groups use it. Look at implicit age, disability and gender stereotyping related to kitchen activities and see how to dismantle them.
- You are asked to think boldly. Create an affordance – an action affecting an object or environment – that offers people new, shared activities and individuals different ways to live in their kitchen. Designs for kitchens of all sizes and their components are welcome on the basis that they address the challenges of people at different life stages and with a range of impairments all working in the kitchen. In 'smart' kitchens different software configurations can address many challenges. We can maximise potential when we do not stratify designs into age, impairment or life stage groups.
- As the kitchen is often a family room and a gathering and display place for objects, submissions should aim to reflect the story and identity of the occupiers.
- Entrants are urged to think creatively and innovatively about how applying the principles of inclusive design and the concept of inclusive living at the outset of a project can result in spaces, products or systems that are more usable and accessible for everyone.

For the purposes of illustration only, viable responses could include:

- a product or piece of furniture that takes advantage of smart technologies or the internet of things in relation to cooking or food preparation
- a spatial design that enables people of all ages and a range of impairments to use the kitchen at the same time and for multiple uses
- a component or item of furniture that facilitates easy, safe cooking for a type of disability (eg visual impairment, limited reach and grip, use of a wheelchair, Parkinson's, early stage dementia)
- a proposal for a compact kitchen or aspect of it that improves flexibility and sociability for the end user

...and many more are possible.

With additional support from

National Innovation Centre
for Ageing (NICA)

August 2017
Briefs launch
+ registration
opens

15 Jan 2018
Competition
opens

14 Feb 2018
'Early Bird'
submission
deadline (£25)

14 Mar 2018
Final submission
deadline
(£35)

21 Mar 2018
Judging begins:
shortlisting and
interviews

22 May 2018
Winners
announced

Judging Criteria

There are six criteria that your entry will be judged against – make sure that your submission materials demonstrate that your solution meets these criteria:

- 1 Social and environmental benefit** – how does your solution benefit society and/or the environment?
- 2 Research and insights** – how did you investigate this issue? What were your key insights?
- 3 Design thinking** – how did your research and insights inform your solution? How did you develop, test, iterate and refine your concept? Demonstrate the journey you've been through to the end result
- 4 Commercial awareness** – does your journey make sense from a financial point of view? What is the competitive environment your solution would sit within?
- 5 Execution** – we are looking for a design solution that feels pleasing and well resolved
- 6 Magic** – we are looking for a bit of 'magic' – a surprising or lateral design solution that delights

Key dates

August 2017 – Briefs launch online + registration opens

Mon 15 Jan 2018 – Competition opens for submissions via sda.thersa.org

Wed 14 Feb 2018, 4pm GMT – Deadline for 'early bird' submission at reduced entry fee of £25

Wed 14 March 2018, 4 pm GMT – Final deadline for online registration + submission (£35 entry fee)

Wed 21 March 2018 – Judging begins (2 stages: shortlisting + interviews with finalists)

Tues 22 May 2018 – Winners announced

June 2018 – Awards Ceremony

Submission requirements

All entries must be submitted through our online entry system, accessed via www.thersa.org/sda

If you are unable to submit online, please contact us by email at sdaenquiries@rsa.org.uk

As you prepare your submission, please ensure that:

- You do NOT include your name, university/college or other identifying marks anywhere on your submission
- None of your submission files exceed 10MB – this is the maximum size for each individual file / board when you submit online

The submission requirements are:

- **1 x A3 PDF Hero image with 1 sentence description**
A singular 'poster image' that conveys the essence of your project, and includes a 1 sentence strapline or description. Your hero image should aim to bring your concept to life – make sure it is vibrant and engaging
- **1 x A3 PDF Big Idea Summary**
A single A3 PDF page describing your 'Big Idea' in less than 250 words. This should clearly explain what your solution is, the specific area of need it addresses, and how you arrived at the solution
- **4 x A3 PDF Boards Outlining Your Proposal**
4 pages describing your proposal and demonstrating that you have met the 6 judging criteria. Each board should include a heading. Number each board in the top right hand corner, in the order they should be viewed by the judges
- **10 x A3 PDF Pages of Supporting Material**
Up to 10 A3 PDFs of additional material illustrating your development process – this could include scanned pages of your sketchbook or computer modelling/sketches (if applicable)
- **Optional YouTube / Vimeo + website links**
Please note that we cannot guarantee supporting films and websites will be viewed at the shortlisting stage. If you have created digital materials, we recommend referencing them (for example by including labelled film stills or website screen grabs) in your 4 main PDF boards

Workshops

All entrants working on this brief will be invited to attend a workshop to help develop their understanding of the issues and how to create a successful response. These workshops, supported by NICA and The Kitchen Education Trust, will provide an opportunity for participating students to learn important skills that will be relevant for their responses to this brief and for their larger skill set. The workshops will be held in Autumn 2017 and will be organised regionally in the UK to allow as many students as possible to attend. Further information can be found on the RSA Student Design Awards website in coming weeks.

Partner information

Office for Disability Issues (ODI)

The ODI supports the development of policies to remove inequality between disabled and non-disabled people. The people and organisations we work with include disabled people and their organisations as well as other government departments.

Symphony

We pride ourselves on our product innovation and service capability to continue to supply our customers and their customers with the best possible service to create harmony in the home. Symphony is the UK's largest privately owned manufacturer of fitted kitchens, bedrooms and bathrooms and our furniture

has been made in the UK for over 45 years. Our diverse product range includes a portfolio of accessible kitchen designs, ultra modern handle-less kitchen styles and the classic Laura Ashley Kitchen Collection.

AEG

Innovation is at the heart of everything we do at AEG. It is the driving force behind our best-known inventions for the home, from creating the first electric refrigerator to the first heat pump technology for tumble dryers. It is the inspiration behind our sustainable materials. It's our history and our future. AEG is relentless in its pursuit of always being an idea ahead. In 2017 we are celebrating 130 years of bringing innovation into your home. We will continue innovating and are committed to carrying our legacy into the future.

Blanco

Blanco's vision includes the further development of the company, and provides a framework for everything we do. We want to delight our customers with innovative system solutions on every aspect of the sink centre in professional designs, the best quality and with maximum benefit to the customer. We want to be the most appealing and preferred provider whose excellence and reliability, especially in customer service, enables us to develop an internationally important market position.

Kesseböhmer

Kesseböhmer is a family-run business originally founded in 1954. The name Kesseböhmer stands for innovative solutions and a powerful blend of design, function and quality. Today the Kesseböhmer group is still owned and managed by the current generation of the founding family. Strong customer orientation has helped us to achieve and maintain our position as the leading supplier of functional fittings for kitchen units.

The Kitchen Education Trust (TKET)

TKET is a registered charity that provides a link between the kitchen industry and higher education. TKET acts as an intermediary for the kitchen sector in the award of scholarships to successful applicants to attend the Foundation Degree in Kitchen Design at Buckinghamshire New University.

National Innovation Centre for Ageing (NICA)

NICA's mission is to facilitate the development of innovative new products and services for the ageing population working across all relevant sectors from adaptive living through finance to health, consumer products, mobility and beyond. NICA's work is focused on enhancing and extending the healthy life years of the UK population, working with businesses, users and the innovation community to establish new products and service opportunities within age-relevant markets.

Brief developed and devised in collaboration with Johnny Grey and Adam Thomas, kitchen designers, together with input and expertise from the National Innovation Centre for Ageing.