

THE DRIVERLESS FUTURE

A challenge to shape the impact of autonomous transportation in partnership with the City of New York, New Lab, AIANY and Fast Company.



NEWLAB



bustler



We founded Blank Space in 2013 because we were tired of entering competitions to design the same things over and over again - designing fictitious skyscrapers, houses and museums doesn't have a great positive effect on society. We knew that designers, innovators, entrepreneurs, and engineers could do more. After all, the city isn't a single building, it is our environment and our future. Today we are excited to launch a challenge that aims higher - it's called **The Driverless Future**.

The Driverless Future Challenge seeks proposals that actively shape the city's response to driverless cars. It's not about the cars themselves, but everything else: from parking solutions, to new uses of roadways, intersections, and sidewalks. What tools can be built to increase the accessibility and use of autonomous mass transit? How can shipping and logistics be improved? How can new business models and software tools be leveraged to shape our surroundings? Participants in the challenge will pitch **concrete solutions**—and together with our partners, we will help the winning entries turn their proposals into real companies and products. **Because if we don't start shaping the city, who will?**

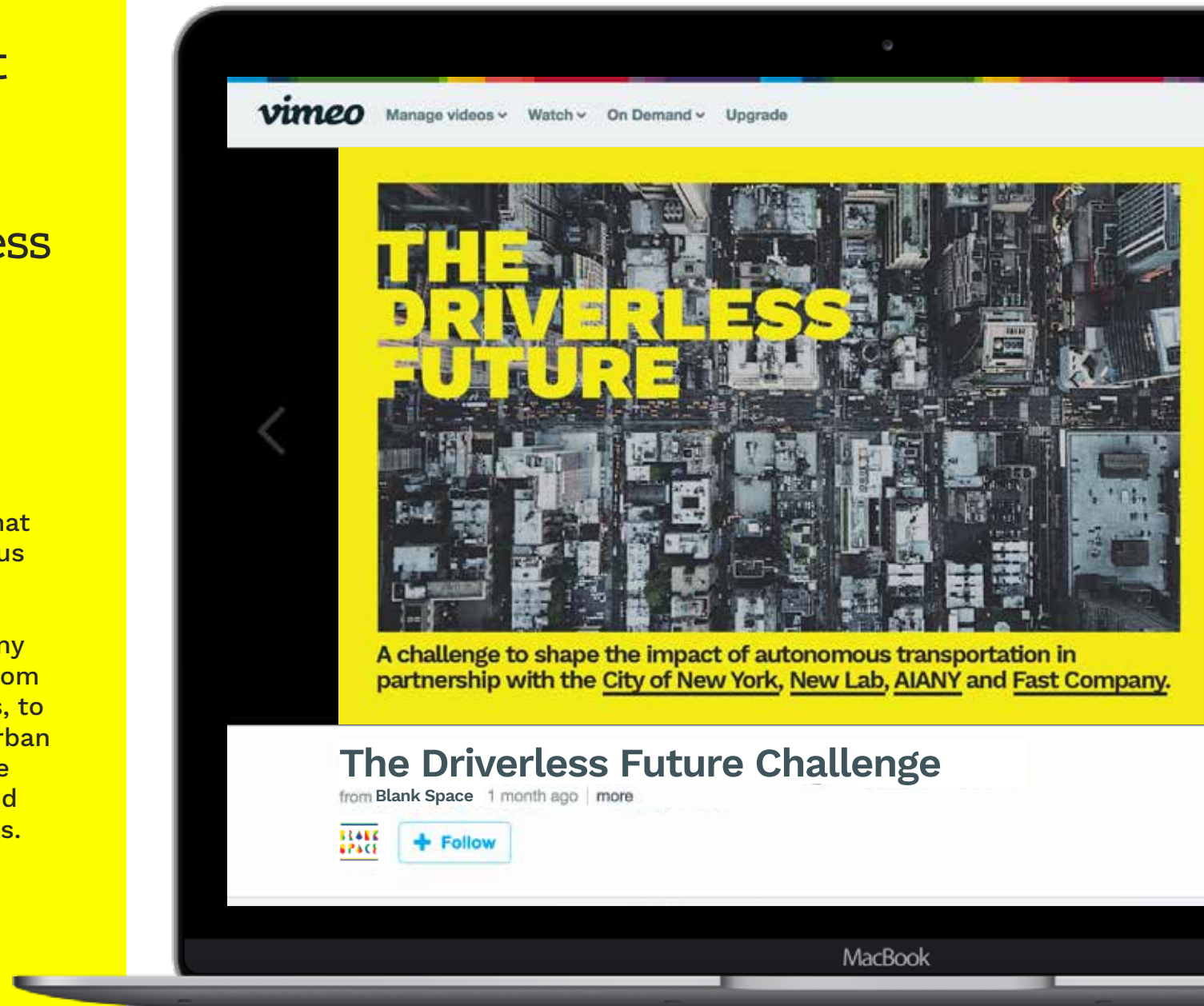
Blank Space is proud to partner with the **NYC Mayor's Office, New Lab, Fast Company,** and **AIANY** to host the challenge and support winning entries beyond the challenge. We are joined by the NYC government agencies that are grappling with autonomous transportation the most: the Department of Transportation (DOT), Taxi and Limousine Commission (TLC), and Economic Development Corporation (EDC).

Our goal is nothing short of envisioning the impact of autonomous transportation in one of the most complex cities in the world. **After all, if autonomous cars can make it here, they can make it anywhere.**

Competitors will submit 3 minute "pitch" videos that encapsulate their proposal and its relation to driverless transportation in New York City.

The Driverless Future Challenge invites competitors to actively create solutions and products that harness the power of autonomous transportation in New York City.

Competitors are free to select any facet of driverless technology, from zoomed-out city-scale solutions, to small interventions within the urban fabric. The only requirements are that proposals are actionable and use New York City as their canvas.



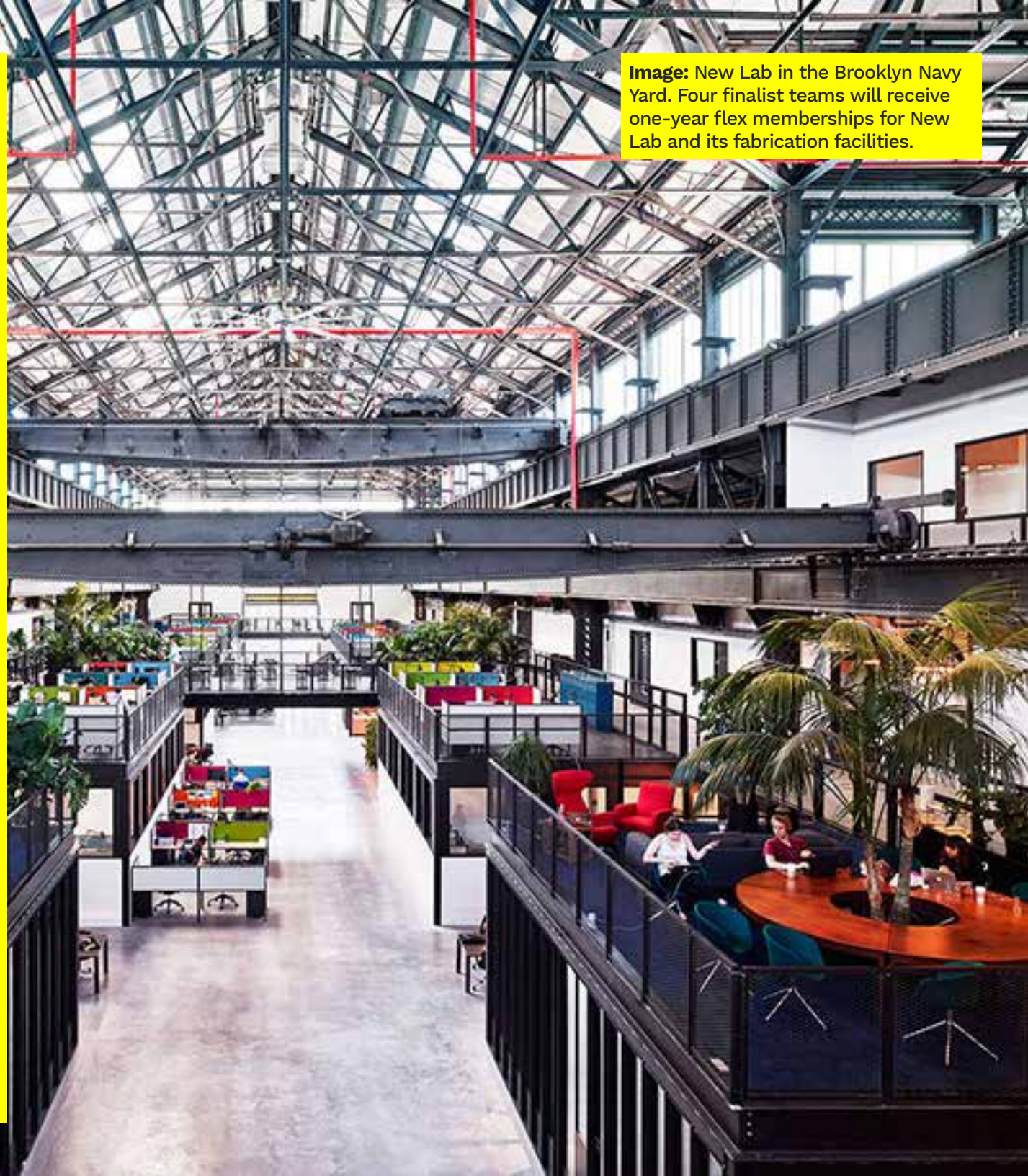
The most successful entries will be smart, actionable, and ready to actively redefine the city.

The primary goal of the Driverless Future challenge is to create a launchpad for entrepreneurs, innovators, designers, engineers, architects and futurists to enact real change in New York City. The jury will place extreme emphasis on entries that harness existing technological abilities into previously unconceived solutions for an autonomous future.

This can include proposals for services, products, software, hardware, and other buildable interventions within the city. Participants in the challenge are highly encouraged to form interdisciplinary teams that combine architects and designers with technologists, scientists, and fabricators.

The Pitch The City event is only the midway point in the Challenge. Finalists will continue to develop their proposals into real products and companies with the support of Blank Space and its partners.

Image: New Lab in the Brooklyn Navy Yard. Four finalist teams will receive one-year flex memberships for New Lab and its fabrication facilities.



#ONENYC

Originally released in 2007 under the name “PlaNYC,” One New York: The Plan for a Strong and Just City (**#OneNYC**) is a groundbreaking effort to address New York City’s long-term challenges: the forecast of 9 million residents by 2040, changing climate conditions, an evolving economy, and aging infrastructure. The rise of autonomous transportation will significantly impact all of these challenges.

The Driverless Future Challenge asks participants to evaluate the future of autonomous transportation in NYC through the lens of OneNYC.

OneNYC encapsulates how the physical city should be shaped to address a range of social, economic, and environmental issues while building on New York City’s strengths. The plan takes into consideration population projections, housing, air quality, coastal protections, and other sustainability and resiliency factors. Entries into the challenge are strongly encouraged to do the same.

Read more about OneNYC at:
[NYC.gov/OneNYC](https://nyc.gov/OneNYC)



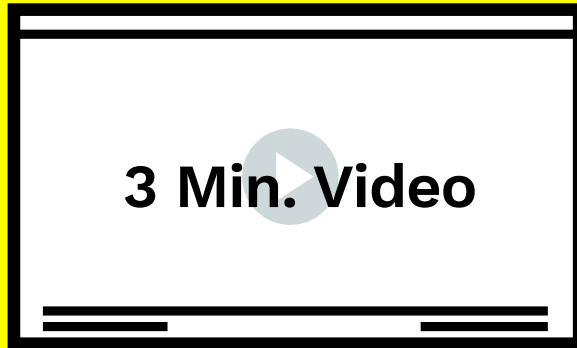
Growth

Equity

Sustainability

Resilience

Submission Format



Upload video to Vimeo and
protect with a password. Share with:
driverlessfuture@blankspaceproject.com

+



3 Images

300 DPI
Any orientation
.jpeg format

+

Two document templates stacked vertically. The top template is titled "Description" and the bottom one is titled "Team Info". Both have horizontal lines for text entry and specify a word count and file format.

Description

A short text description
300-400 words
.doc or .docx format

Team Info

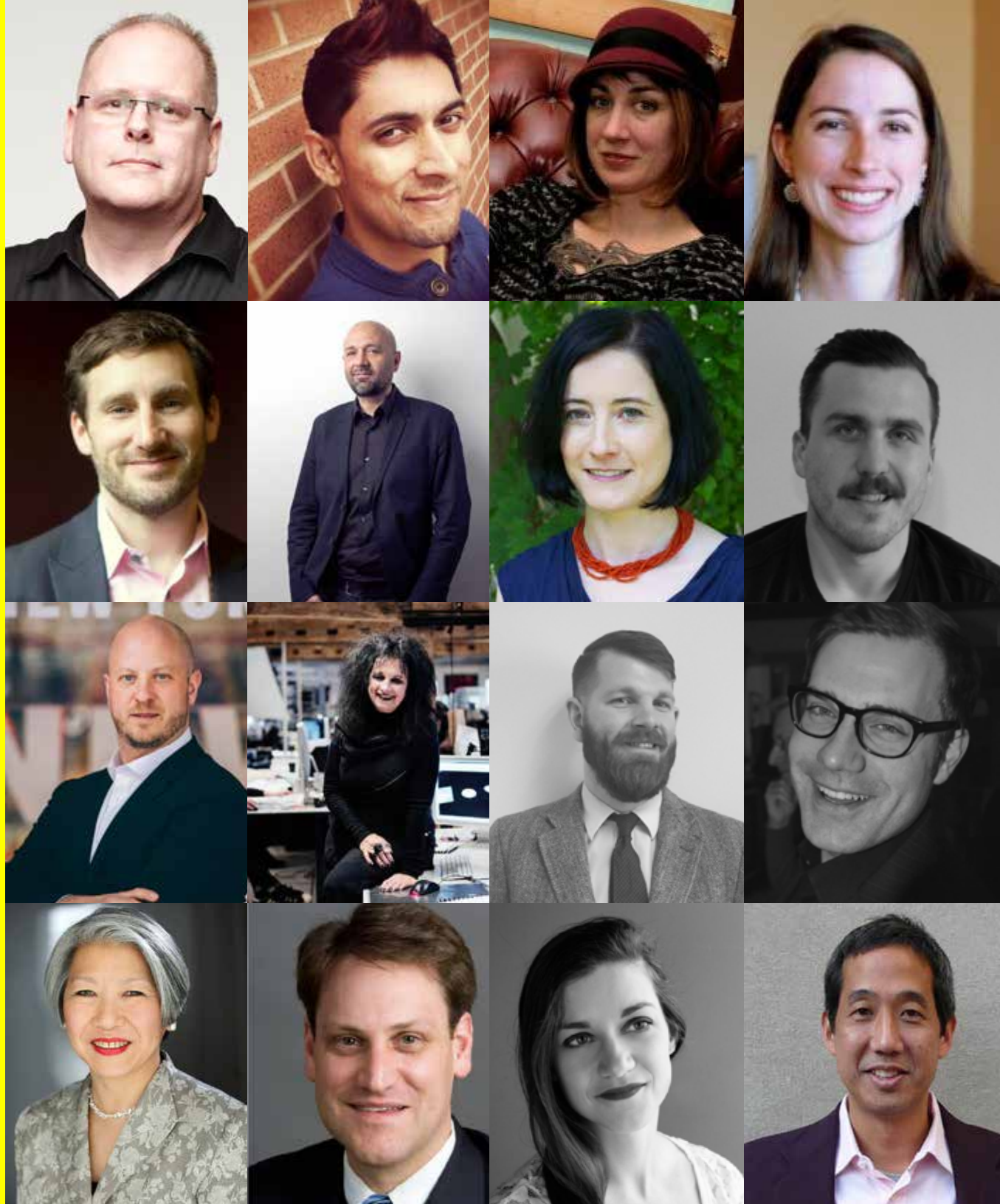
Name(s), Address
Email, Phone,
Registration Code
.doc or .docx format

A world class jury of government officials, designers, technologists and visionaries.

We are proud to have
representatives from some of
the most innovative companies,
studios, and agencies in the world,
including **Volvo, Uber, Mercedes-
Benz, IDEO,** and more.

Jury members include **Jeff Merritt**
(NYC Mayor's Office of Technology),
Susan Chin (Design Trust for
Public Space), **Kate Daly** (NYCEDC),
Sander Dolder (NYCEDC), **Danny
Stillion** (IDEO), **Aravind Kailas**
(Volvo), **Michael Replogle** (NYC
DOT), **Dunia Dupont** (New Lab),
Benjamin Prosky (NY AIA),
Rodney Stiles (NYC TLC), **Jeffrey
Inaba** (INABA WILLIAMS), **Odile
Decq** (Studio Odile Decq),
Juergen Mayer H (J Mayer H),
Matt Sweeney (Uber), **Courtney
Ehrlichman** (Traffic 21 Institute),
Matthew Daus (Windels Marx Lane
& Mittendorf), and more.

See pages 19-28 for full jury



Four finalists will present to NYC's top government officials and leading technologists at the **Pitch The City** event.

Four finalists will receive travel stipends to present their proposals at the "Pitch The City" event in June 2017. Each team will show their video and have a chance to answer questions from the expert panel.

Think of it like 'Shark Tank' for **designers, innovators, entrepreneurs, engineers and architects.**

The winner will be announced live at the event, in front of a large audience, and a panel of top government officials and leading technologists.

All challenge participants will receive a free ticket to attend the event.

More details about the event location and date will be announced soon.

Image: "When Architecture Tells A Story" event hosted by Blank Space at the National Building Museum.



Cash prizes, free flex memberships to New Lab, pitch to NYC Commissioners, and free subscriptions to Fast Company for all participants.

Four finalist teams will receive one-year flex memberships for New Lab, where they can access work space and state-of-the-art fabrication facilities to realize their proposals. They will also have a chance to present their designs at the annual Fast Company Innovation Festival in October 2017.

In addition, all competition participants will receive a free subscription to Fast Company magazine, either in digital or print format (participants can choose the delivery method when they register).

Image: All participants will receive a free 1-year subscription to Fast Company magazine and finalists will have a chance to present at the Fast Company Innovation Festival.



The Driverless Future

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The Brief

Autonomous cars are coming. That's inescapable. Every major vehicle manufacturer has an autonomy program in place, and many cars currently on the roads already have semi-autonomous capability. Fully self-driving machines may arrive as taxis, tractor-trailers, delivery vehicles, and, of course, our personal cars. We'll kick back and let the machines be our chauffeurs, our baby-sitters, and our minions.

What will that mean for New York City? It's a staggeringly complicated question—perhaps even more so than it might for any other major city in the world, given the unique challenges present in the Big Apple. Will autonomous cars make things better, or worse? That's certainly within our power to decide, but the window of opportunity to prepare is surprisingly narrow. While the true timeline for the arrival of the tech is up for debate—fully autonomous cars aren't even legal at the moment. It's realistic to assume that within 10 or 20 years, we'll see cities and highways populated with robotic cars chauffeuring their dozing or web-surfing occupants around town. What's not up for debate, however, is that this will generate an enormous impact on society, the environment, business, and the fabric of urban mobility, both locally and globally. **To ensure that New York City itself fully takes advantage of the benefits of this new technology—rather than let it unfold haphazardly with no accommodations and restrictions—planning and preparation must begin immediately.**

That's precisely the motivation behind this challenge. Blank Space is working with support from the New York City Office of the Mayor and multiple transportation and planning agencies—all contributors to the #OneNYC long-term plan development effort—to help determine what impact autonomous transportation might have on its urban environment. Planners need to know the risks and rewards, the economic impact, the social and cultural impact, and the potential for positive changes brought about by such a dramatic shift in how the city's occupants go about their daily lives.

The group is specifically interested in the impact of autonomous vehicle technology as viewed through four distinct lenses: Growth, Equity, Sustainability, and Resilience. These considerations are central to #OneNYC's development of a long-term plan, and they're being applied to everything from transportation and the economy to education, financial equality, and the environment. Because mobility is central to the city's ability to thrive on all fronts, the impact of autonomous transportation is seen as both an opportunity for true urban evolution and a challenge that must be managed effectively.

Viewed through the first lens, Growth, for instance, how might the advent of self-driving cars and trucks be fully exploited to improve the city's infrastructure? It's well known that some of New York's infrastructure needs both repair and updating. The arrival of autonomous cars might relieve the system, for in-

stance, by allowing for more dispersed use of the road ways via 24-hour automated deliveries and utility work, or by improving commuting through more efficient, timely traffic flow. One of the oft-touted perks of autonomous cars is that they'll speed traffic along thanks to their ability to precisely modulate their distances from other cars, allowing them to roll speedily along in tight configurations, without the stop-and-go reflexes and hesitant actions of human drivers. But while that might improve freeway traffic flow on the outskirts of the city, it will be less impactful within the city itself. **So how can autonomy be used to speed traffic flow inside the city, and how might the infrastructure be efficiently altered to reap the benefits?**

Perhaps the answer lies in vehicle-to-vehicle and vehicle-to-infrastructure communication that may eliminate the need for traffic lights and other measures that attempt to modulate traffic flow but are instead often overwhelmed by it, or perhaps the infrastructure can expand vertically instead of horizontally—without, of course, burying ground-level layers in the dark.

On the other hand, unfortunately, the transportation infrastructure might strain even further as autonomous cars arrive, with additional vehicles flooding the streets as citizens discover potentially more attractive alternatives to public transport. So modulating their use is a challenge, as is helping the public transit system retain its efficacy while competing with low-cost, possibly shared autonomous transport. Per-

haps downscaling of vehicles can thwart this threat—small autonomous delivery robots for merchandise and food, rather than full-sized cars and vans. Who says personal autonomous vehicles must similarly be full-sized cars anyway, or even Smart-sized cars? Individual autonomous commuter pods—made safe and practical by the embedded safeguards of autonomous technology—could, in a stroke, halve the amount of real estate consumed by conventional commuter cars. But where can they and other autonomous vehicles go when not in use, rather than floating empty through traffic until summoned again? What's key, again, is that the new vehicle systems contribute to the city's growth, rather than create new problems that will merely perpetuate the struggle.

Another major concern the City of New York wants factored into analyses of autonomous transport is covered under the notion of Equity—ensuring that all citizens benefit from these advances.

In many ways, autonomous driving will be liberating for the thousands of citizens who couldn't or wouldn't drive in earlier times, and who are even hampered by the limitations in public transport—whether it's through disability, age, or economics. Should the city favor a deliberately egalitarian rollout of new mobility tools, rather than letting only those who can afford them use them? Another terrific potential benefit to the driverless cars would be expanding employment options—whether through speeding transit times, broadening the talent pool to productive potential em-

ployees who are deterred by onerous commutes, or, more abstractly, allowing stressed, struggling families to better manage their work/life balance through minimized, less demanding, and more productive commutes, as well as greater, easier access to health and cultural facilities, grocery stores, and recreational activities. Imagine efficient door-to-door transit instead of the multi-modal, congestion-riddled system we have today. What will it take to make that model work most effectively in New York City, providing equal and equally reliable access to all the communities in the city? At the same time we must consider the livelihood of all of New York City's taxi drivers and driver's for hire, as well as the thousands of individuals that deliver via car, truck and bicycle in the city. These are often a “gateway” job for new immigrants to the city. How and where can they be employed, if their jobs are gradually replaced with autonomous transportation?

Third on #OneNYC's list of considerations is Sustainability, which has the potential to be greatly enhanced by autonomous transport. If the vehicles can decrease personal car ownership, reduce the need for parking, and decrease traffic congestion, that alone will more than earn their keep. Similarly, the transition to electric-power—often spoken of in the same breath as autonomy—can limit the use of high-emissions gasoline engines that idle their way through traffic and boost the potential for uniquely designed and more compact autonomous transports. How will this new landscape function,

and how would the New York City of the future accommodate these vehicles, keeping them charged and ready? **Everything from green spaces to bike lanes to public housing can also be impacted by an electrified, autonomous transportation infrastructure,** so let's discuss those opportunities, as well as the broader impact of an electrified fleet of self-driving cars on the city's overall energy consumption and what the right balance between personal mobility vehicles and autonomous public transport will be.

Finally, consider the notion of Resiliency—making the city more durable, safer, and better able to withstand external change, such as climate and economic factors. If New York City successfully integrates autonomous vehicles into its broader toolbox, there will be immediate, tangible impacts on road safety, both on highways and in individual communities, as well as sharp reductions in drunk-driving incidents. A key focus of the NYC Mayor's Office, DOT, and TLC, is the signature "Vision Zero" program that aims to achieve a transportation system with no fatalities or serious injuries in road traffic. How can autonomous transportation consistently function in a complex urban environment with notoriously aggressive road users of all sorts? Beyond that, how else can autonomous driving impact the city's ability to maintain safe, durable transportation and economic system? Can the vehicles keep the city going in the face of a natural disaster or other kind of service interruption? Can they be re-deployed to help with emergency services in a cri-

sis? Should there be broad abilities for the city government to intervene in their operation somehow, in the interest of public safety?

Clearly, there are as many challenges facing autonomous cars as there are opportunities, but one thing has already been agreed upon by those monitoring the evolution of the technology—cities must prepare immediately. That's as true for small towns as it is for the major metropolises like New York City. So it's time to offer suggestions not only on how the city can integrate autonomous cars into a healthy infrastructure, but also how the manufacturers of autonomous vehicles can work with the city to meet its specific needs, whether through customized transit and personal mobility solutions or through larger strategic innovations. That's an important final note:

The city isn't merely accepting what's coming and adapting to it; it is encouraging you, as designers, architects and urbanists, to meet the extreme challenges of a large-scale, complex urban machine with even more advanced thinking. It's in their interest as much as it is ours. After all, if autonomous cars can make it here, they can make it anywhere.

- Blank Space & Eric Adams

Submission Format & Judging Criteria

Video and Image Format:

The video and image portion of submissions may contain any type and combination of live video, interview, 3d animation, still imagery, drawing, or other graphic or video format. Submissions do not need to be generated exclusively for the Driverless Future challenge, but they must address the intent of the challenge and should not have been published or promoted elsewhere before.

Submissions will be judged based on the following five criteria:

1. Actionable

Winning submissions should be technologically feasible and have the potential to be developed into real products or companies.

2. Creative

Winning submissions should present original and innovative ideas.

3. Practical

Winning submissions should be flexible, versatile, scalable, and sustainable.

4. Impactful

Winning submissions should have a significant positive impact on the lives of New Yorkers and support the goals of OneNYC.

5. Contextually Relevant

Winning submissions will take into consideration the unique characteristics, strengths, and challenges of New York City.

Registration & Schedule

Registration Eligibility

The Driverless Future is a two-phase challenge. Participation is open to designers, innovators, entrepreneurs, engineers, architects, students and creatives worldwide. Individual or group entries are permitted. Multiple entries per individual or team are permitted, but each submission must be registered and paid for separately. The official language of the challenge is English.

Eligibility for Free Participation

Blank Space has worked with the NYC Mayor's Office to allow for free participation of all current NYC public school students, as well as IDNYC holders.

To register for free as an NYC public school student, please checkout using your public school email and the coupon code: NYCPUBLICSCHOOL

To register for free as an IDNYC holder, please checkout using the coupon code: IDNYC, and email a copy of your ID to:
driverlessfuture@blankspaceproject.com

How To Register

To register for the challenge go to: driverlessfuture.nyc and click the registration link. Upon successfully completing the payment, you will receive a unique 5-digit registration code by email. The registration code will be sent to the e-mail that you used to make the payment. Include this code in your Team Info document when submitting.

Key Dates & Registration Cost

Challenge Launched:
February 22, 2017

Early Bird Registration:
\$50 until March 03, 2017

Regular Registration:
\$70 until April 06, 2017

Late Registration:
\$90 until submission deadline

Submission Deadline:
May 19, 2017 at 11:59pm EST

Winner Announced at 'Pitch The City':
June 2017

Submission Guidelines

3 MINUTE VIDEO:

1. Go to Vimeo.com
2. Click the “Upload” button in the top right corner
3. Upload Video, add a short title for your entry and text description

4. IMPORTANT: Set “Privacy” to “Only people with a password can see this video”

5. Create password
6. Click video thumbnail on left side of screen where it says “Upload complete! Go to video.”

7. IMPORTANT: Copy the URL of your video and its password into your submission email to Blank Space (see ‘Submitting Files’ section on this page)

3 IMAGES FROM VIDEO:

3 images taken from your video in jpeg format at 300 dpi that represent the theme of your proposal. These images should be able to stand alone as a representation of your proposal.

SHORT DESCRIPTION:

A short text-based description of your proposal in 8.5"x11" .doc or .docx format, between 300-400 words in length. Text must be in English.

TEAM INFO:

Individual or team participation data in 8.5" x 11" in .doc or .docx format. This must include the names of all participants with their profession, home address, phone number and email. The Team Info document must also include

the 5-digit registration code. The registration code is NOT required in the video, images, or short description.

FILE NAMING:

When submitting your files, please combine the 3 images, short description, and team info document into a single folder. The folder should be named with your 5-digit registration code. Your images should also be named with your registration code (XXXXX_01.jpg, XXXXX_02.jpg, etc), along with your short description (XXXXX_description.doc) and your team info document (XXXXX_teaminfo.doc)

SUBMITTING FILES:

Create a wetransfer file link by going to wetransfer.com, clicking on the small icon at the bottom left corner to select “LINK” and then upload your 3 image files, short description and team info document. WeTransfer will then give you a unique url. Submit your entry in a single email to: driverlessfuture@blankspaceproject.com and the email subject should only be your 5-digit registration code. The email must also contain the URL to your video and its password, as well as a URL supplied by Wettransfer that contains your files. Please do not send any files as direct email attachments, as they may be blocked by our email host. You will receive a confirmation email within 24 hours of submitting your entry.

Prizes, New Lab, Press, Pitch the City

Finalists

Finalists should be prepared to travel to NYC to present their proposal, and confirm their willingness to see their proposal developed into a company or product, with the assistance of Blank Space and its partners.

Prizes

4 Finalists:

- Up to **\$1,000 Travel Stipend**
- **1 Year Flex Membership at New Lab** for up to 3 team members (\$15,000 value)
- Opportunity to present proposal at the **Fast Company Innovation Festival** in October 2017.

1st Prize:

- **\$2,500 Prize**
- **1 Year Flex Membership at New Lab** for up to 3 team members (\$15,000 value)

Flex Memberships at New Lab

The finalists will each receive free Flex Memberships to the New Lab in Brooklyn, for up to three team members each. This includes floating access to all common areas and workspaces, and access to Prototyping Labs including 3D printing and more. Each Flex Membership has a value of \$5,000. More information about New Lab can be found here: newlab.com

Press Coverage by Fast Co & more

Finalists of the challenge will be shared, tweeted, liked, and viewed by millions of design fans around the world. Our media partners at Fast Co Design will share the winning entries with their readers, and the **finalists will be invited to present their designs at the Fast Company Innovation Festival in October 2017.** Our long-term partners at Archdaily, Archinect and Bustler will publish the winning entries to their fans and are among the biggest architecture and design websites in the world. Previous competition winners have also been featured in Wired, Architect Magazine, Domus, Design Milk, Inhabitat and Vice.

Pitch the City

The challenge will be capped with an event called “Pitch The City” in June 2017, in New York City. The four finalists will be invited to New York to pitch their proposal to a panel of prominent technologists, New York City government officials from the Mayor’s Office, DOT, EDC and TLC, as well as a live audience. **This is your chance to present your vision of NYC to the individuals and organizations that can help you make it happen.** All participants will be invited to attend the event. The winner of the challenge will be announced live at the event.

Questions & Answers

Submitting Questions

Please send your questions to:

driverlessfuture@blankspaceproject.com

with subject line:

Driverless Future Q&A

Questions and answers will be
posted online at:

driverlessfuture.nyc

Please make sure that your
questions are not already answered
in the FAQ section located on our
website.

Jury



JEFF MERRITT

Director of Innovation, New York City Mayor's Office of Tech and Innovation

As Director of Innovation, Jeff's work focuses on leveraging innovative approaches and smart city technologies to advance the Mayor's equity agenda and achieve the ambitious goals set forth in the Plan for One New York. He holds a Master's degree from Columbia University and more than 15 years of leadership experience driving social change in the public sector. Highlights include helping organize the first entirely online public election in U.S. history, laying the groundwork for the world's largest, fastest municipal Wi-Fi network, and leading the creation and adoption of new guidelines and tools to promote the responsible and equitable expansion of the Internet of Things.



KATE DALY

Senior Vice President, Center for Urban Innovation at the New York City Economic Development Corporation

Kate Daly is Senior Vice President of the Center for Urban Innovation at the New York City Economic Development Corporation. She manages a team working across industry sectors to promote innovation and catalyze equitable, sustainable economic development. Industry portfolios include advanced manufacturing, fashion, media, health-care, life sciences, and urban innovation and sustainability. Prior to joining EDC, Kate served as the Executive Director of the New York City Landmarks Preservation Commission, the largest municipal preservation agency in the United States. Kate earned a Bachelor's degree from Cornell University and a Master's degree from the University of Pennsylvania.



DUNIA DUPONT
Chief Operating Office, New Lab

Dunia oversees business development, strategic planning, and day-to-day operations at New Lab. She holds a Masters of Architecture from the University of Pennsylvania and a Certificate in Real Estate Finance from The Wharton School at the University of Pennsylvania. Prior to New Lab, Dunia was a senior analyst on the New York Development team at The Related Companies, during which she managed \$1 billion in commercial and residential real estate projects, including Zaha Hadid's 520 West 28th Street development and the ground-up construction and start-up operations of enterprises supporting the ongoing construction of Hudson Yards on the west side of Manhattan. Outside of work, Dunia maintains a digital storytelling project on Instagram called @yourjewels, in which she captures the stories between people and their jewelry.



BENJAMIN PROSKY
Executive Director, American Institute of Architects New York Chapter (AIANY) and the Center for Architecture

With a background in urban studies and urban planning, Benjamin Prosky has devoted his career to a range of projects and initiatives dedicated to the promotion and interpretation of architecture and the city. Prosky worked for six years at Columbia University Graduate School of Architecture, Planning and Preservation (GSAPP) as Director of Special Events and External Affairs. In 2009, he was one of a team of four to co-found Architizer, the first social and professional networking site for architects. Prior to his role at AIANY, Prosky served for five years as Assistant Dean for Communications at Harvard University Graduate School of Design (GSD), where he oversaw exhibitions, publications, events and web content.



DAVID PISCUSKAS
Founding Partner of 1100 Architect, and 2017 President, American Institute of Architects New York Chapter (AIANY)

David Piscuskas, FAIA, LEED AP is a founding partner of 1100 Architect, a New York- and Frankfurt-based architecture firm. He believes well-designed, functional, and astute architecture can act as a powerful catalyst of inspiration, change, and growth. Following these beliefs, he has completed several award-winning buildings, including the University of Pennsylvania's Perry World House (Philadelphia), New York Public Library's Battery Park City Branch (New York), the Little Red School House and Elisabeth Irwin High School (New York), the Irish Hunger Memorial (New York), and a long roster of arts and residential work. David serves as the 2017 President of AIA New York Chapter.



SANDER DOLDER

**Associate Vice President, New York City
Economic Development Corporation**

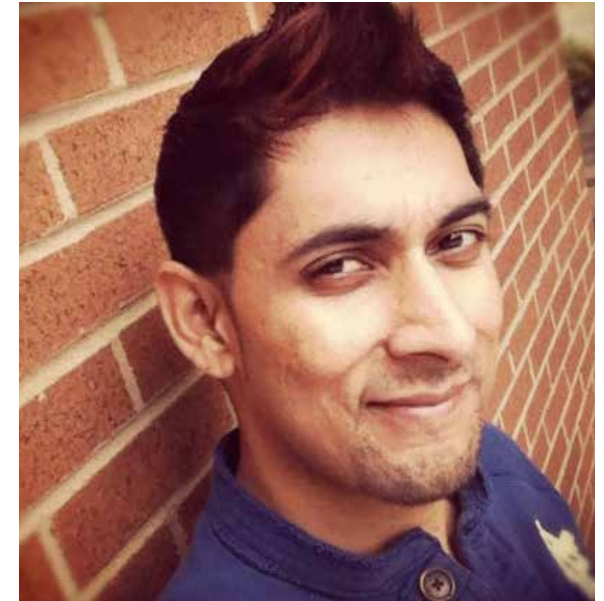
Sander is an AVP at the New York City Economic Development Corporation where he leads the efforts to support the Smart Cities and Cleantech ecosystem, in addition to fostering sector innovation, advocating industry and sustainability policy, and developing local and international partnerships. His professional interests include business development, innovation strategy, sustainable design, digital transformation, and systems thinking. Prior to the NYCEDC, Sander worked at Ernst & Young and Capgemini in their organizational design/change management and digital strategy consulting practices, respectively. He has a MBA & MS Sustainable Systems from the University of Michigan and a BS Finance & Marketing from Indiana University.



DANNY STILLION

**Partner & Executive Design Director,
IDEO**

As a Partner at IDEO, Danny serves as an Executive Design Director. With a background in fine art, visual communications and product design, Danny was drawn to the field of interaction design through his interests in visual design and time-based media. Danny's deep grounding in interaction design at IDEO richly intersects IDEO's transportation and mobility work. Working with many of the world's leading automotive manufacturers as well as startups in the mobility sector, Danny has helped shaped a variety of offerings ranging from breakthrough Human-Machine Interfaces to new mobility services. Many of the engagements he has contributed to have focused on enhancing safety and positively impacting our mobility ecosystem at large.



DR. ARAVIND KAILAS

**Senior Principal Technology Planner,
Volvo**

Dr. Aravind Kailas is a Senior Principal Technology Planner at the Volvo Group. Dr. Kailas has successfully launched many connected vehicle and automated driving product concepts, and been instrumental in the establishment of a fully functional office in Southern California. He has spearheaded Volvo's participation in accelerating connected vehicle infrastructure deployment in the United States, and led the first-ever Volvo truck platoon demonstration on public roads in North America. Dr. Kailas also provides technical guidance for prioritizing the development of connectivity platforms and autonomous driving features in collaboration with pertinent business units.



JEFFREY INABA
Principal, INABA WILLIAMS

Jeffrey has unique background in research which sets the tone for an imaginative, thoughtful approach to design. He believes research leads to creative and improbable solutions that allow people to experience built environments in new ways. In order for those experiences to be truly enriching he takes a hands-on role in each commission and is involved in initial project definition, design direction, and construction phases. He enjoys writing and editing, and his research has been awarded grants and honors from the Graham Foundation, Canadian Centre for Architecture, Knight Foundation, and Goldhirsh Foundation.



ODILE DECQ
Founder, Studio Odile Decq

French architect and landscape designer Odile Decq came to international renown in 1990 when she won her first major commission: La Banque Populaire de l'Ouest headquarters in Rennes, France. Since then, Odile Decq has been faithful to her fighting attitude while diversifying and radicalising her research. Her early and unusual career was acknowledged in 1996 by the Golden Lion at the Venice Biennale. Other than just a style or an attitude, Decq's work materialises a complete universe that embraces urban planning, architecture, design and art. Her multidisciplinary approach was recently recognised in 2016 with the Jane Drew Prize and with the Prix Femme Architecte in 2013. Odile Decq has been teaching architecture for the past 25 years, a commitment ratified by the opening in 2014 of her own school in Lyon, France.



Jürgen Mayer H.
Founder & Partner, J. MAYER H.

J. MAYER H. was founded in 1996 by Jürgen Mayer H. in Berlin. In January 2014, Andre Santer and Hans Schneider joined as partners in the firm. Jürgen Mayer H. studied at Stuttgart University, The Cooper Union and Princeton University. His work has been published and exhibited worldwide and is part of numerous collections including MoMA New York and SF MoMA and also private collections. National and international awards include the Mies-van-der-Rohe-Award-Emerging-Architect-Special-Mention-2003, Winner Holcim Award Bronze 2005 and Winner Audi Urban Future Award 2010. Jürgen Mayer H. has taught at Princeton University, University of the Arts Berlin, Harvard University, Kunsthochschule Berlin, the Architectural Association in London, the Columbia University, New York and at the University of Toronto, Canada.



MARCO PLEWE

Team Lead Mercedes-Benz Advanced UX Design, Mercedes-Benz Research & Development

After studies in economics and computer science Marco Plewe graduated from the University of Applied Sciences Würzburg, Germany as a Communication Designer and received his Master of Arts of Information Design in 2013. He gained first professional design experience working for several renowned German design agencies and start-ups where he designed and developed digital user experiences for brands such as Deutsche Bank, Red Bull, Mercedes-Benz AMG, Continental, Audi, and more. His career at the Mercedes-Benz R&D Lab in Silicon Valley began in 2012 as an Advanced Designer for User Experience where he found a perfect environment for his passion to design and build physical and digital experiences that explore the potential of new technologies.



MICHELLE CHEUNG

Principal UX Designer, Mercedes-Benz Research & Development

Michelle is currently a Principal UX Designer at Mercedes-Benz Research & Development and she is over the top passionate about realizing new possibilities in the transportation world. Previously focusing on shipping in-vehicle and mobile products for brands such as Mercedes-Benz, AMG and smart, her current work focuses on leading the advanced future vehicle user experience where she leads teams and partners on executing future experiences by combining the digital and physical world in the Advanced UX Design Studio at the Mercedes-Benz R&D Lab in Silicon Valley.



SUSAN CHIN

Executive Director, Design Trust for Public Space

Susan Chin, FAIA, Hon. ASLA, leads the Design Trust for Public Space, a nationally recognized incubator at the forefront of shaping the urban environment. Her projects include: Five Borough Farm, Making Midtown, Under the Elevated/El-Space, Future Culture, and Opening the Edge. For over 20 years, she served as Assistant Commissioner for Capital Projects at NYC Department of Cultural Affairs. Chin was elected 2013–2014 AIA National Vice President after serving as AIANY Chapter President. Her awards include 2013 Kideney Gold Medal, 2011 Del Gaudio Award, Loeb Fellowship and Ohio State University Distinguished Alumna.



RODNEY STILES

Assistant Commissioner for Data & Technology, New York City Taxi & Limousine Commission

Rodney is the Assistant Commissioner for Data & Technology at the Taxi & Limousine Commission, the City agency responsible for licensing and regulating taxis and other for-hire services in New York City. His team researches impacts of policies through big data analysis, liaises with technology companies who want to work in the for-hire space, and develops regulations and policies for the use of technology. Previously, he was a demographic analyst at the Department of City Planning, responsible for creating long-range population projections. His interests include walking, biking, open data, and data visualization. He is a 2009 graduate of the Edward J. Bloustein School of Planning and Public Policy at Rutgers University.



DAWN MILLER

Chief of Staff, New York City Taxi & Limousine Commission

Dawn Miller is Chief of Staff at the New York City Taxi and Limousine Commission (TLC), the agency that oversees the taxis, car services, and ride-hailing services that serve more than a million New Yorkers and visitors each day. She and the TLC team focus on improving access to safe, convenient, accessible for-hire transportation throughout the city, promoting economic, social and environmental responsibility in the industries they regulate. Dawn previously served as Director of Research and Evaluation at TLC and as a Research Associate at the Urban Institute. She holds a Master of Public Affairs from Princeton University and a Bachelor of Government from the University of Virginia.



JEFF GARBER

Director of Technology & Innovation, New York City Taxi & Limousine Commission

Jeff Garber is the Director of Technology and Innovation at the Taxi & Limousine Commission, the City agency responsible for licensing and regulating taxis and other for-hire services in New York City. His team is housed within the Policy Unit and serves as the subject matter experts for in-vehicle technologies (Taxi TV, e-hail, etc.) and manages pilots and initiatives to improve the passenger and driver experience through technology. He holds a Master of Science from the Tufts University Friedman School of Nutrition Science and Policy and his interests include horticulture and circus arts.



MATTHEW W. DAUS, ESQ.
Partner, Windels Marx Lane & Mittendorf

Matthew W. Daus, Esq. currently serves as a Distinguished Lecturer at the City University of New York's (CUNY) Transportation Research Center of The City College of New York. Professor Daus conducts research and is extensively published as an expert on ground transportation regulation and technology. He teaches courses on transportation history, policy, sustainability, for-hire regulation and technology. Mr. Daus also continues to serve as President of the International Association of Transportation Regulators (IATR), a non-profit educational and advocacy peer group of government transportation regulators from around the world promoting best regulatory practices. Mr. Daus is the longest serving Chairman of the New York City Taxi and Limousine Commission (TLC), serving for 8 ½ years.



MATT SWEENEY
Co-Founder and Head of Product, Uber Advanced Technologies Group

Matt Sweeney is the co-founder and Head of Product of the Uber Advanced Technologies Group, based in San Francisco and Pittsburgh. The group is focused on the development of self-driving vehicles. Previously he ran engineering teams at Uber responsible for carpooling, dynamic pricing, arrival time estimation, routing and supply positioning systems. Matt received a BS in Biomedical Engineering from the University of Minnesota-Twin Cities.



COURTNEY EHRLICHMAN
Deputy Executive Director, Traffic 21 Institute

Courtney believes the transportation industry that we know today will be disrupted and transformed by intelligent deployment and integration of technology solutions. She is currently sharing time as the Deputy Executive Director of the Traffic 21 Institute and Mobility21, the National USDOT University Transportation Center at Carnegie Mellon University, which focuses on deploying transportation research and technology in the community with her role as the Chief Commercial Officer of RoadBotics, a CMU spin off company, which enables inexpensive, continuous, and accurate infrastructure inspection and inventory.



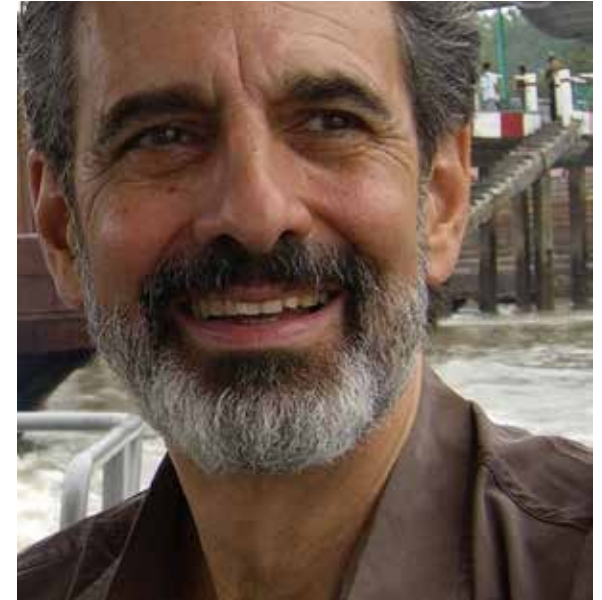
MICHAEL REPLOGLE
Deputy Commissioner for Policy, New York City Department of Transportation

As New York City Department of Transportation Deputy Commissioner for Policy, Michael Replogle managed development of NYCDOT's Strategic Plan 2016: Safe, Green, Smart, Equitable, and is shaping many key initiatives in traffic safety, freight, parking, shared streets, smart traffic management, autonomous vehicles, and shared mobility. Replogle co-founded and chaired the Partnership on Sustainable Low Carbon Transport (SLoCaT) Foundation, which advanced sustainable transport in global climate, finance, and sustainable development policy. Replogle founded and helped lead growth of the Institute for Transportation and Development Policy to a staff of 80 and a budget of \$10 million, advancing better urban public transport, walking, cycling, and planning world-wide.



WILLIAM CARRY
Senior Director for Special Projects, New York City Department of Transportation

Will Carry is Senior Director for Special Projects at the New York City Department of Transportation (NYCDOT). His portfolio includes strategic planning, sustainable transportation, and emerging transportation technologies. Will has ten years of public sector experience in transportation in the New York City metropolitan region. In previous roles at NYCDOT, he managed the agency's travel demand management program, driver technology pilots, and various bus rapid transit projects. Will first joined the City of New York as a policy advisor in the Mayor's Office of Long-Term Planning and Sustainability, where he worked on PlaNYC, the City's first comprehensive sustainability plan.



KENNETH E. KRUCKEMEYER
Principal, Strategies for Cities

Ken Kruckemeyer's life and professional work is focused on urban neighborhoods and civic design. He was project manager for the design of transit, railroad, streets, parkland and urban revitalization of Boston's Southwest Corridor. He served as a Commissioner of the Massachusetts Highway Department's Bridge and Highway Engineering sections; and he taught at MIT in the Transportation, Civil Engineering and Planning programs. More recently, Ken was Co-Director of "Cities in the 21st Century" program for International Honors Program students. He currently works with neighborhoods toward the development of equitable transport systems, and remains a student himself of how cities work, and how to make them better places for all.



MATTHEW HOFFMAN
Cofounder, Blank Space

As Madeline Gins once defined him, Matthew is an architectural “coordinologist.” Recipient of numerous awards for his designs and research, he addresses architecture with an emphasis on interactivity, rethinking traditional approaches by exposing design ideas to the feedback of non-designers. Matthew has collaborated with HWKN (Hollwich Kushner), C-LAB, Neil Denari, Mas Context, Polar Inertia, and Bruce Mau Design. Matthew’s work has been featured by The Los Angeles Times, Huffington Post, NBC, Fast Company, Fox Business News and the Wall Street Journal.



FRANCESCA GIULIANI
Cofounder, Blank Space

Francesca is an Italian journalist. Born and raised in Rome among beautiful ruins and open piazzas, she moved to New York City in 2010 and embraced the grid and the skyscrapers. Francesca has a BA in Communications, a Masters in Government Studies and public Communication, and she conducted research at NYU and CUNY. She writes for a variety of outlets and works with tech startups at the forefront of innovation in the field of news gathering. Francesca believes that the prerogative of being a human is to tell stories, create narratives to make sense of our experience.



ERIC ROTHMAN
President, HR&A Advisors

Eric Rothman, President of HR&A Advisors, is a nationally-recognized expert in transportation policy, transit-oriented development, and economic development. He is a trusted advisor for cities, transit agencies, and real estate developers on transportation – including emerging technologies – and its impact on the economic, social, and physical health of cities. Eric has advised on major initiatives ranging from PlaNYC and MoveNY to the National Resource Network and the redevelopment of major rail hubs in D.C., Philadelphia, and St. Paul. Previously, Eric served as the Head of Business Planning at Transport for London and directed the planning process for \$7.5 billion of investments in London’s transportation network.



DAVID BELT
Cofounder, New Lab

David Belt is a cofounder of New Lab, overseeing its development from concept to place. A New York-based international real estate developer, he is also the Founder and Managing Principal of Macro Sea and DBI. Over the past twenty-five years, Belt has developed a diverse range of projects that vary widely in size, scope and location, and has become a leader in creative real estate development and placemaking. In the past twelve years, Belt has executed over \$1 billion in private and institutional development projects worldwide. As a developer at risk with Macro Sea, he has collaborated with businesses, foundations, and individuals to realize new frameworks of place and partnership. Belt serves as a board member of, or consults for philanthropic organizations including The Robin Hood Foundation, Rooftop Films and Neighborhood Trust Financial Partners.

Rules & Regulations

General Note: Blank Space is the sole organizer of this challenge. The Office of the Mayor of New York City, and all agencies of the City of New York, are helping to support the Challenge through non-financial measures, but are not co-organizers, they are acting as sponsors and/or supplying jurors or judges. The decisions and opinions of Blank Space and its owners represent their professional viewpoints, not the opinion of any partners, sponsors or jurors/judges.

To take part in this challenge, all applicants must accept the rules in their entirety. Any infringement of the rules will be subject to evaluation by the organizer and any decisions regarding rejection of an entry, eligibility of an entrant, selection of finalists or winners or the awarding of prizes or any other decision regarding the challenge are solely the organizer's.

1. The enrollment fee is not tax deductible.

2. The enrollment fee is not returnable and is not transferable.

3. The official language of the challenge is English.

4. Ineligible entrants include any staff of Blank Space, any jury members, sponsors or partner companies and agencies, and their direct employees or relatives. This includes the NYC Mayor's Office, NYC Department of Transportation, NYC Economic Development Corporation, NYC Taxi and Limousine Commission, Fast Company, AIAANY, New Lab, Archdaily, Archinect and Bustler. This also includes direct employees and relatives of the jury members, including: Jeff Merritt (New York City Mayor's Office of Tech and Innovation), Kate Daly (NYCEDC), Sander Dolder (NYCEDC), Danny Stillion (IDEO),

Aravind Kailas (Volvo), Michael Replogle (NYC DOT), William Carry (NYC DOT), Patrick Smith (NYC DOT), Rodney Stiles (NYC TLC), Dawn Miller (NYC TLC), Jeff Garber (NYC TLC), Jeffrey Inaba (INABA WILLIAMS), Odile Decq (Studio Odile Decq), Jürgen Mayer H. (J. MAYER H.), Matthew Daus (Windels, Marx, Lane & Mittendorf), Matt Sweeney (Uber Advanced Technologies Group), Courtney Ehrlichman (Traffic 21 Institute), Matthew Hoffman (Blank Space), Francesca Giuliani (Blank Space), Eric Rothman (HR&A), Marco Plewe (Mercedes-Benz Research & Development), Michelle Cheung (Mercedes-Benz Research & Development), Susan Chin (Design Trust For Public Space)

5. Applicants who try to contact members of the jury will be disqualified. The jury or judges consist of the following persons with the following affiliations: Jeff Merritt (New York City Mayor's Office of Tech and Innovation), Kate Daly (NYCEDC), Sander Dolder (NYCEDC), Danny Stillion (IDEO), Aravind Kailas (Volvo), Michael Replogle (NYC DOT), William Carry (NYC DOT), Patrick Smith (NYC DOT), Rodney Stiles (NYC TLC), Dawn Miller (NYC TLC), Jeff Garber (NYC TLC), Jeffrey Inaba (INABA WILLIAMS), Odile Decq (Studio Odile Decq), Jürgen Mayer H. (J. MAYER H.), Matthew Daus (Windels, Marx, Lane & Mittendorf), Matt Sweeney (Uber Advanced Technologies Group), Courtney Ehrlichman (Traffic 21 Institute), Matthew Hoffman (Blank Space), Francesca Giuliani (Blank Space), Eric Rothman (HR&A), Marco Plewe (Mercedes-Benz Research & Development), Michelle Cheung (Mercedes-Benz Research & Development), Susan Chin (Design Trust For Public Space)

6. Blank Space and its partners, sponsors and affiliates have the right to publish without prior consent all materials or work submitted to this challenge.

Rules & Regulations

7. Blank Space reserves the right to modify the challenge schedule if deemed necessary. Entrants will be notified via the contact information provided with their entries.

8. By entering into the challenge, participants grant a license for unlimited use of materials submitted to this challenge for publication, exhibition and electronic posting to Blank Space, the sponsors and their partners and affiliates. Blank Space, the sponsors and their partners will credit the participants/entrants responsible for the materials submitted or their work. Inadvertant failure to credit shall not violate these rules or the license granted.

9. Any materials or work submitted for the challenge must be the entrant's or entrant team's original work. It is the entrant's or entrant team'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, copyright, trademark, patent and design rights. They shall not contain and malicious code, such as viruses, malware, timebombs, cancelbots, worms, Trojan horses or any other potentially harmful programs or other material. No entry may contain material that would violate any applicable law, statute, ordinance, rule or regulation.

10. Submissions/materials, work or entries shall not be published or made public by entrants until after the final event date and formal announcement of the winner(s).

11. The organizer may declare the challenge deserted and reject any and all entries received in response to this challenge. If the organizer declares the challenge deserted, registration fees will be refunded to entrants.

12. The decisions of the organizer, as informed by the jury, shall be final and binding on all parties, and no disputes shall be entertained.

13. By entering the challenge all entrants agree in full to these Rules and Regulations and have read and understand them or have had their parent/legal guardian read them and the parent/legal guardian understands them and agrees to them on behalf of any entrant who is a minor.

14. Award winners are responsible for all taxes and fees associated with prize receipt and/or use. Prizing consists of the following: Up to \$1000 travel stipends for up to 4 finalists, and \$2,500 prize for first place.

15. Entrants under the age of 18 must include a signed letter from their parent or legal guardian that expressly permits their participation in the competition/challenge and have their parent/legal guardian read, understand and agree to the rules prior to entry.

16. Rules and regulations are subject to change without notice by the organizer; however all entrants will be provided with notice of any changes to the rules and regulations as soon as practicable via the contact information provided by the entrant.

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ELIGIBILITY:

This is an international challenge open to all architects, designers, students and members of the public either individually or as a team. Entries may be individually or in groups, with no restriction on the number of members of the team or group. Individuals or teams may submit multiple projects, but it is mandatory that each entry be registered separately, with separate ID codes for each individual or each individual team member depending on the form of the entry.

COPYRIGHT:

By submitting an entry, each entrant warrants that he or she is the sole designer, creator, and owner of the work or materials, including all visual and textual components, or has permission to use any copyrighted or proprietary components, and further warrants that the work or materials do not contain information considered by the entrant's employer, university, college or any other third party to be confidential or the property of the employer, university, college or any other third party. By submitting an entry by a group or team, the entrants each warrant that they jointly designed, created, and own the work or materials or have permission to use copyrighted or proprietary components, and further warrant that the work or materials do not contain information considered by entrants' employer(s), place(s) of business, university, college or any other third party to be confidential or the property of the employer, university, college or any other third party.

DISCLAIMER:

Blank Space, or the organizer, reserves the right to refuse any entry for any lawful reason. The organizer is not liable for lost or misdirected entries. The decisions and opinions of the jurors represent

their professional viewpoints and will be the basis for the organizer's selection of finalists and winner(s). Decisions as to eligibility, application of these rules, the naming of finalists or winner(s) and the awarding of prizes will be made by the organizer (Blank Space). All prizes will be awarded at the discretion of the organizer and all decisions of the organizer (as informed by the jurors' recommendations) are final.

All materials for this challenge must be submitted in digital format. Printed hard copies of entries will not be accepted. Entrants retain ownership of their intellectual property and materials and submissions. It should be emphasized that this challenge is purely conceptual, and the selection of finalists or prize winners in no way indicates intent to implement the proposed schemes. Upon registering for this challenge, all entrants agree to waive any and all claims against Blank Space, sponsors, partners, jurors and their affiliates. By registering, the entrants grant a license to the organizer, sponsors, partners and their affiliates to make unlimited use for publication, exhibition and electronic posting of all entries to the challenge website. Blank Space, sponsors, partners and their affiliates shall have the right to release any of the submitted materials to the media or to feature them in publications, social media, or any other medium when publicizing the challenge and will credit the entrant or entrants responsible for their work or submitted materials.

Entrants agree that the organizer, sponsors, partners and their affiliates may use your name, likeness or photograph or audio-visual footage of you, general information about your place of residence or biography provided by you in connection with the challenge and related publicity, in any media now known or later developed in any location without

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payment or further approval from you. This permission cannot be cancelled and may extend to the websites, social media feeds, publications or any other material that the organizer, sponsors, partners or their affiliates issue in connection with the challenge or their respective roles in the challenge.

ANNOUNCEMENTS AND PUBLICATION:

Entrants may not release any images of their submissions, work or materials until after the official awards announcement from Blank Space in June 2017. This includes all professional publications, media outlets, blogs and social media. Winners may be notified in advance of the official announcement date. Winners may not make an announcement about winning in advance of the official announcement date without permission from Blank Space.

All potential finalists or winners are subject to verification by the organizer whose decisions are final and binding as to all matters related to the challenge. Potential finalists or winners will be asked to complete further documentation to claim any prize award.

Entry does not grant the entrant any permission to use the names, logos, trademarks or materials of the organizer, sponsors, partners or their affiliates.

GENERAL RELEASE:

By entering, each entrant agrees to: (a) comply with and be bound by these rules and the decisions of the organizer which are binding and final in all matters relating to this challenge; (b) release and hold harmless the organizer, sponsors, partners, jurors/judges, and their respective parent, subsidiary, and affiliated companies, the prize suppliers and any other organizations responsible

for sponsoring, fulfilling, administering, advertising or promoting the challenge and all of their respective past and present officers, directors, employees, agents and representatives (collectively, the "Released Parties") from and against any and all claims, expenses, and liability, including but not limited to negligence and damages of any kind to persons and property, including but not limited to invasion of privacy (under appropriation, intrusion, public disclosure of private facts, false light in the public eye or other legal theory), defamation, slander, libel, violation of right of publicity, infringement of trademark, copyright or other intellectual property rights, property damage, or death or personal injury arising out of or relating to an entry, creation of an entry or submission of an entry, participation in the challenge, acceptance or use or misuse of prize (including any travel or activity related thereto) and/or the broadcast, transmission, performance, exploitation or use of entry; and (c) indemnify, defend and hold harmless the Released Parties from and against any and all claims, expenses, and liabilities (including reasonable attorneys' fees) arising out of or relating to a entrant's participation in the challenge and/or entrant's acceptance, use or misuse of prize.

The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the challenge, (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the challenge; (4) technical or human error which may occur in the administration of the challenge or receipt or use of any prize. If for any

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reason an entrant's entry or submission is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is to provide another entry prior to selection of finalists. No more than the stated number of prizes will be awarded.

DISPUTES:

Entrants agree that: (1) any and all disputes, claims and causes of action arising out of or connected with this challenge, or any prizes awarded, other than those concerning the administration of the challenge or the determination of winners, shall be resolved individually, without resort to any form of class action; (2) any and all disputes, claims and causes of action arising out of or connected with this challenge, or any prizes awarded, shall be resolved exclusively by the United States District Court or New York State Court in New York County; (3) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this challenge, but in no event attorneys' fees; and (4) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation and enforceability of these rules, or the rights and obligations of the entrants and organizer in connection with the challenge, shall be governed by, and construed in accordance with, the laws of the State of New York, without

giving effect to any choice of law of conflict of law rules (whether of the State of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York.

IN CLOSING:

This challenge is subject to the terms contained here. This is the definitive declaration of the terms and conditions of this challenge. The conditions are binding for the organizer, sponsor, partners, jurors/judges and their affiliates except as otherwise provided here. By submitting an entry, the entrant declares that he / she is aware of and accepts the terms and conditions of the challenge or, if the entrant is a minor under the age of 18, his or her parent or legal guardian is aware of and accepts the terms and conditions of the challenge.