SONA

upscale_

> **Renew [verb]**
>
> Resume [an activity] after an interuption.
>
> Give fresh life or strength to.

The social and environmental changes that Australia has faced over the last few months have created interruptions to all aspects of our lives. As students of the built environment it can be difficult to comprehend positivity for our future post disruptive interruptions that have a direct impact to the communities of which we live, work and learn in. Climate change, natural disasters and a global pandemic are examples of such interruptions. We believe that a state of renewal is a way of thinking that can allow us to see positivity during and after these interruptions.

Upscale will allow students to work together to find ways to renew; to resume after an interruption or give fresh life to their communities that have been disrupted during these times. The interruption that Upscale will respond to is specifically the COVID-19 pandemic.

During this period of interruption, spontaneous interactions of the everyday are no longer a regular occurance.

Chance encounters between strangers, or those that we sporadically see throughout the day are no longer afforded to us:
- Seeing someone when you pass by each other at university
- Having a chat with someone before class
- Meeting someone new when you're waiting for your coffee

These are all chance encounters that strengthen our everyday relationships, yet post-COVID, will they be as strong as they once were?

This Ted Talk: "Why you should talk to Strangers" provides an insight into how important these spontaneous interactions are.

LOCAL BRIEF

1. The 'Client' Collective
The 'client' is a collective of two community groups: bachelor students and masters students within the A+D UTAS campus.

2. The 'Client' Collective Aims
Spontaneous interaction often occurs between these two community groups in the studio space, outdoor public spaces, circulation spaces or while grabbing a coffee. However, over the course of the COVID-19 pandemic, these interactions have been limited or are simply non-existent.

These two communities often interact in passing with these everyday exchanges enabled through everyday activity. Confined due to the pandemic however these 'chance encounters' to interact are removed from the everyday.

3. Design Brief
The intent is to create an intervention which promotes spontaneous interaction between strangers. The intervention should challenge strangers to engage with each other freely and of their own accord without the need for a predetermined program. A range of actions to promote a variety of interactions between the communities and the intervention is encouraged.

4. Site and Scale
Choose a space at your university which is used by both community groups, either for extended periods of time or as a transitory space. As mentioned, this may be in the studio, outdoor public space, circulation space or while grabbing a coffee. Should you wish to suggest an alternative site, you are free to do so as long as the space is used by both community groups. The site should be no larger than 3m x 3m. When choosing your site you should consider transportation and access to the site.

The built form must fit through a standard size door.

5. Material

The primary material for Upscale 2020 is TIMBER. The proposals should seek to explore the creative use of a single material, only introducing a secondary material where structurally or experientially necessary (e.g. paint, vegetation, L–brackets, etc). Participants are encouraged to get creative with the wide range of timber based products that are available. Timber framing members, battens, plywood sheets, softwoods, hardwoods, IKEA cabinets or even sticks from the garden are all considered acceptable.

If you are looking for a starting point, search 'timber' on the Bunnings Warehouse website, and see the 4,679 results that show up.

Estimates should be calculated by using online prices per unit, lineal meter or m^2 of material. Participants need to keep a record of any prices of the materials they are proposing (a simple word document with web links will suffice).

6. Feasibility and Installation

As a total build, you will have a fixed budget of **$800.** Your proposal must be built considering the following costs: raw material, transport and fabrication. It will be helpful to utilise the resources provided by the universities (ie. workshops, material supply, tools etc) to reduce the cost of fabrication.

7. Submission Information

Submission should be uploaded pdf/powerpoint, how you express your proposal is flexible – mediums including sketches, drawings, renders, and scale models are encouraged. Students present their idea via Zoom with their submission as a presentation. Presentations should be approximately 5 mins. 3 mins presentation with 2 mins Q & A.

Submissions should include a reasonable estimate of the cost of materials to build the design. Estimates should be calculated by using online prices per lineal meter or m^2 of material with references to websites/quoted prices. A list of links to where these prices were obtained must also be included in the submission (a simple word document would suffice).

Submissions must also include:
- 100 word description that clearly explains your concept
- 2 x hero images that represent your proposal at 1080px x 1080px

8. Assessment Criteria

- **Buildability:** The construction approach should be feasible for assembly in a workshop; and thus should not implement any intense or complicated methods or constriction. The transport and assembly method should be considered, and the final design must be able to fit inside a standard door frame for installation.

- **Feasibility:** The design should fall within a $800 budget using materials that can be realistically sourced.

- **Sustainability:** Credit will be given to designs that explore the possibility of being recycled, deconstructed and re-erected elsewhere, reimagined or repurposed etc.

- **Collective Design:** The design process and outcome should show efforts of collective design with the community representatives, peers and mentors. The design should meet the needs of the selected community group(s) in an insightful way that adds value to their situation.

- **Thematic Response [Renew]:** The design should insightfully respond to the overarching theme renew; to resume after an interruption or give fresh life to the communities that have been disrupted during these times.

9. Prizes

- **Build:** The most successful (1st place) will receive both the above prizes as well as have their design built 1:1 and be displayed in a suitable location.

- **Recognition:** The three most successful design proposals will all receive recognition utilising the SONA and National Institute media platforms. The recognition will showcase the students works and their names, giving students the opportunity to be recognised across the entire professional network.

- **Free SONA Memberships:** All students of the three most successful design proposals will also receive complementary SONA memberships for the following year.