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OVERVIEW

In 2010–11, the University of Waterloo hosted the i3 Challenge: an initiative for the development of inspiring academic environments, through innovative student solutions. This challenge was intended to solicit creative and exceptional concepts for the entrance to the University of Waterloo’s South Campus. Over the span of six months, interdisciplinary teams of Waterloo students competed in a three-stage challenge that led to the design and implementation of the University Avenue gateway.

In 2017 the University of Waterloo is adopting the principles and best practices of i3 to host the Celebration 2017 Challenge. Celebration 2017 honours two significant year-long celebrations at the University of Waterloo: the 60th anniversary of the institution and the 150th anniversary of Canada’s confederation. Amidst year-long events, communications and partnerships, this “legacy project” will be defined and launched in 2017 in recognition of the year.

BACKGROUND

As Canada’s most innovative university for the past 25 years, the University of Waterloo is a leader in the delivery of outstanding undergraduate and graduate education. While research and education programs carried out on the South Campus continually garner national and international acclaim, there are opportunities for renewals and improvements to our campus entrances and common spaces to reflect University’s continued commitment to excellence.

Serving as a major hub in Waterloo Region’s innovation ecosystem, the University of Waterloo hosts an ever-increasing number of visitors to our campus each year. In additions to hundreds of “ecosystem tours” by government and industry partners, in recent years, the campus has hosted such high-profile government and industry leaders as Prime Minister Justin Trudeau, Croatian President Kolinda Grabar-Kitarović, Governor General David Johnston, Blackberry CEO John Chen, and their Excellencies King Willem-Alexander and Queen Maxima of the Netherlands. At the same time, the campus Visitor Centre hosted over 42,000 guests in 2016, the majority visiting us for the first time from across North America. Thousands also join our campus for March Break Open House, You@Waterloo Day, Reunion, Convocation, and other annual events.

At the same time, there have been recent developments to our campus spaces that maximize engagement and participation of our campus community. For example, the Student Life Centre (SLC)/ Physical Activity Centre (PAC) Expansion, currently underway, creates additional student social, activity, dining, and recreation space, to help facilitate a greater sense of community and to improve the Waterloo student experience.
The University’s Campus Master Plan for the redevelopment and growth of North and South Campus was last approved by the Board of Governors at its February 3, 2009 meeting. Submissions to Celebration 2017 will respect the foundation established by the Campus Master Plan, will incorporate innovative principles from the fields of urban design, architecture, engineering and ecology, and will meet the technical and financial principles established by the Celebration 2017 Steering Committee.

**BUDGET**

Prizes are available to successful teams as follows:

- $500 honorarium to each team (up to 10 teams) selected in phase one
- $1,000 honorarium to each of the four finalist teams
- $10,000 prize to the winning team

The University’s contribution to implementing the winning design is $210,000. Teams seeking to introduce design elements beyond this amount would be responsible for securing the additional costs.

**THE SITE**

The site is the area surrounding the Arts Quad (south of Dana Porter to the Arts lecture hall)
DESIGN BRIEF

IDENTITY
- Embodies the University’s commitment to high quality and innovation.
- Celebrate Canada’s spirit of diversity and inclusion.
- Acknowledge the local geographic, cultural and historical context of Waterloo Region.
- Identify areas where interpretive, interactive or commemorative elements can be incorporated.
- Consider continuity with the iconic presence of the campus gateway sign, which was developed as a result of the original I3 project.

EXISTING CONTENT
- Acknowledge the vision established by the Campus Master Plan and build on its foundation.

SUSTAINABILITY
- Align with the University of Waterloo’s campus sustainability strategy by ensuring best practices of sustainability by quantifying implications for energy and resource use at the point of construction and through the lifecycle of the project.

NON-MOTORIZED ACCESS
- Integrate the safe movement of pedestrians, cyclists and vehicles

WAYFINDING
- Include features that incorporate creative solutions to enhance visitor wayfinding.

ACCESSIBILITY
- Incorporate innovative principles and techniques that ensure physical, sensory and cognitive accessibility.

TEAM STRUCTURE

In addition to soliciting creative ideas that address the requirements outlined above, the Celebration 2017 Challenge is keenly focused on promoting the development of interdisciplinary solutions by tapping the diversity of expertise across the University’s six faculties. While the challenge is design focused, any student who is affiliated with the University of Waterloo and is interested in art, architecture, urban design, planning, sustainability or engineering is encouraged to participate.

To promote a mixing of ideas and expertise, teams must meet the following criteria:
- Be comprised of three to six members.
- Include members representing at least half of the six faculties.
• Include no more than three members from any one faculty.
• Include no more than two Graduate students.

CHALLENGE STRUCTURE

Celebration 2017 is comprised of three stages that will iteratively narrow the field of participants down to four finalists. Requirements and procedures for the first stage of the challenge are described in full detail below.

STAGE ONE: ENTERING THE CELEBRATION 2017 CHALLENGE

Teams will have approximately three months from the time the challenge is announced to strike their team, register, and submit stage one concepts based on the deliverables outlined below.

To participate in stage one, each team must complete an online registration form by May 15, 2017. The official deadline for stage one is June 15, 2017 at 4:30 p.m.

Stage One report

The Celebration 2017 Challenge Steering Committee has intentionally placed few restrictions on what an implementable project might be. Teams are encouraged to put forward any idea that reflects the innovative spirit of the Celebration 2017 Challenge. That said, teams will demonstrate that their proposed idea can meet three general criteria:

1. It directly addresses one, or several, of the elements outlined in the Design Brief.
2. It recognizes the general vision established by the recent Campus Master Plan.
3. If implemented within a budget of up to $210,000, it will have a meaningful impact on the identity or function of the designated area.

Questions

Competing teams will have the opportunity to ask questions prior to the submission deadline. All questions will be submitted to the e-mail address by 4:30 p.m. each Friday. Responses to each question will be posted, with the original question, on the Celebration 2017 website the following Friday.

Deliverables

Proposed initiatives must be described in detail. Each team’s stage one report must include their registration number on all pages. To maintain anonymity, no other identifying mark should be included.

Written Components (ALL written components are mandatory)

1. A statement describing your team’s broad vision for the area. This vision statement should clearly portray the ‘brand’ that your concept will develop for the university.
2. Identify the primary users of the space and outline how your team’s vision meets the needs of this diverse group of clients.
3. A description of the character, quality and function of key design elements/technological features that illustrates how they fulfill the requirements of the Design Brief.
4. A general description of proposed initiative(s), including a brief discussion of their phasing if applicable.
5. A detailed description of the implementable project, and a brief discussion of its phasing.

Graphic Components
The following list of graphic components is not mandatory or exhaustive. Teams may use any combination of these and/or other graphics to facilitate the communication of their proposal.

1. A function diagram, at an appropriate scale, that includes:
   • The site boundary
   • The surrounding context (including UW buildings)
   • The location of specific design elements (e.g. hard and soft landscape features)
2. Architectural concept drawings or precedent photos that illustrate the general character of proposed structures. (Elevations and cross sections must be at a scale of 1:100.)
3. An illustration or precedent photos of specific design elements (e.g. benches, lighting, materials). *Note: Imagery and reports must be at a resolution of 300 dpi.

STAGE TWO: CELEBRATION 2017 SEMI-FINALS
All stage one proposals will be reviewed by the Celebration 2017 Steering Committee with input from technical advisors as appropriate. No more than ten design teams will be invited to participate in stage two.

Successful teams will refine their initial concepts based on committee feedback.

Stage Two submissions
Stage two submissions will contain all materials from stage one, plus 3D illustrations of the design proposal and a detailed description of project phasing.

Each semi-finalist team will receive an honorarium of $500 to cover costs incurred by participation in stage two of the challenge. Any funds that are not spent will be divided equally among team members as a reward for reaching the semi-finals.

If, after stage two, there are similar designs being proposed, teams may consider merging.

STAGE THREE: CELEBRATION 2017 FINALS
All stage two proposals will be reviewed by the Celebration 2017 Jury. No more than four teams will be selected by the Celebration 2017 Jury to participate in stage three.
At the invitation of the jury, teams will refine their submissions based on feedback from the stage two review process. Stage three submissions will contain all materials from stage two plus a digital or physical 3D model of the concept proposal. In addition to the detailed description of phasing, teams will complete a comprehensive cost estimate for their ‘implementable project’, as well as a life cycle assessment of energy and resource use for the entire concept.

Each finalist team will submit a team-building component outlining the experiences and lessons gained by participating in the Celebration 2017 Challenge. There will be no specific format required for this component, but teams should keep in mind that submissions will be displayed during the final awards presentation, making a visual format preferable. Presentations will contribute to the final competition results and will be assessed by the jury.

Each finalist team will receive an honorarium of $1,000 to cover costs incurred by participation in stage three of the challenge. Any funds that are not spent will be divided equally among team members as a reward for reaching the finals.

**TIMELINE**

- **Stage one** applications open May 15, 2017
  - Deadline is June 15, 2017
- Up to ten semi-finalists proceed to stage two.
  - Deadline is August 15, 2017
- Up to four finalists proceed to stage three
  - Deadline is October 15, 2017
- **Finalist is announced** at President's Town Hall in November 14, 2017
- **Project implementation**
ADJUDICATION

STEERING COMMITTEE

The Celebration 2017 Challenge Steering Committee administers the Challenge. In addition to overseeing its processes and budget, the Committee will select and provide advice to the ten teams moving on to stage two.

With the exception of the Committee Co-Chairs, the Committee will not participate in or provide direction to the Jury on the selection of proposals for stage three, nor the selection of the winning submission. One or both of the Co-Chairs of the Committee serve as the Jury Chairs. The role of the Co-Chairs is to ensure that the Jury’s deliberations proceed in an orderly manner. Prior to the adjudication process, if a Jury member becomes unable to attend a scheduled jury meeting, after consulting with the Steering Committee, the Co-Chairs may appoint a new juror to take his/her place. The Jury shall act in accordance with the jury process, described below, to assess the submissions and select a winning proposal.

JURY

The Steering Committee will appoint a Jury to review and evaluate the submissions during stage two and three of the challenge. The evaluation of submissions for this challenge is anonymous. The Jury will not receive any information regarding the authorship of entries submitted. Registrants may not communicate with the Jury in any way prior to the final announcement of the winning submissions from stage three. Any registrant or juror found in violation of this rule will be withdrawn from the challenge immediately.

The Jury is the sole authority to select the proposals that will advance to stage three, as well as to rank the winning proposals at the end of the challenge. Through the Co-Chairs, the Jury’s scoring, comments and recommendations will be forwarded to the Committee. The Jury will meet in person to evaluate the submissions according to the evaluation criteria established by the Committee. In the event that not all Jury members are present at a scheduled Jury meeting, the Jury evaluations will still proceed, with quorum (50% +1).

Jury decisions will be made by consensus or majority vote if consensus cannot be reached. These decisions will be based on their expertise, the work submitted by challenge registrants, and evaluation criteria established by the Committee. After reaching a decision in stages two and three, the Jury will submit a summary report explaining its decision. The report will be delivered to the Steering Committee for review and subsequently provided to challenge registrants and members of the campus community through the challenge website. In the event of a Jury decision that none of the submissions meet challenge expectations, the Jury may recommend that no submission be accepted.
CONTACT INFORMATION

Mail:
Celebration 2017 Steering Committee
c/o Community Relations & Events
East Campus 5, Room 2043 | 95 Columbia Street | Waterloo, Ontario, N2L 3G1

Website:
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