



PAVE

STUDENT DESIGN
COMPETITION

2022

IN COLLABORATION WITH

City
Relief

PROUDLY SPONSORED BY

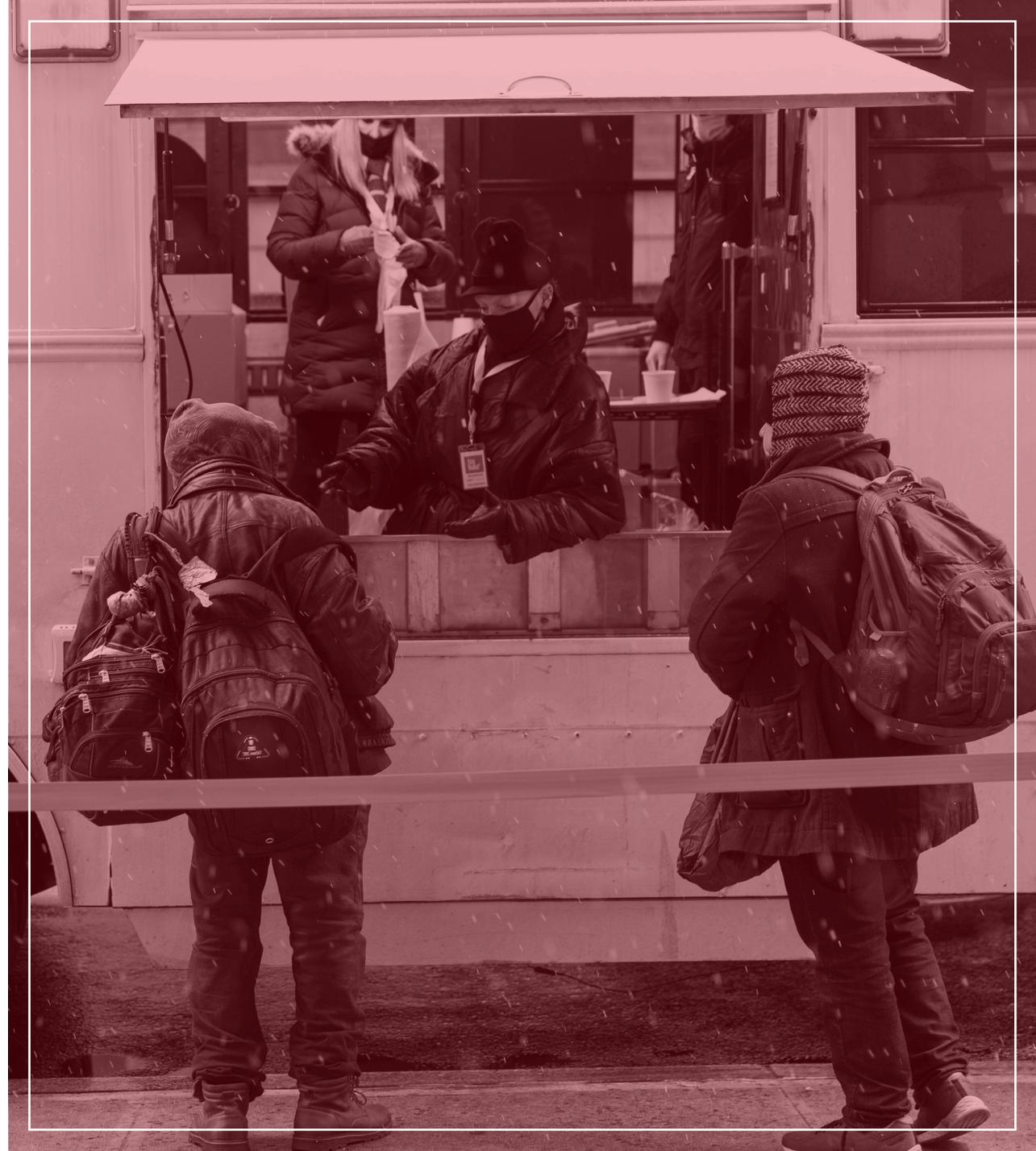
e/design

HOMELESSNESS

As of Sept. 2021 the Total number of homeless people in municipal shelters: 47,916

14,741 are adults in families and 14,8819 are children. And these are only the numbers for shelters. Thousands more go uncounted and unseen by the current system. Even though NYC is a “Right to Shelter” city, some shelters end up being more dangerous than sleeping on the street.

"PROVIDING A HOT MEAL AND HYGIENE KIT IS JUST THE BEGINNING. WE WANT TO CREATE A SPACE WHERE PEOPLE CAN COME AND FIND FRIENDSHIP AND COMMUNITY. THE SAYING GOES THAT PEOPLE “DON'T CARE WHAT YOU KNOW UNTIL THEY KNOW THAT YOU CARE.”



ABOUT CITY RELIEF

Founded in 1989, City Relief has mobilized thousands of volunteers to compassionately serve those struggling with homelessness by providing hope & resources that lead towards life transformation.

We leverage our mobility to consistently show up every week for the people in our cities who are struggling with homelessness. Our pop-up, drop-in style outreaches create safe and welcoming environments where our guests can feel a sense of normalcy, even for just a few minutes. Our model emphasizes **COMPASSION** by offering hot meals, health/hygiene supplies, as well as other urgently needed items like cell phones and on-site access to community partners, which lead to **CONNECTION** and hope that tomorrow can be better than today. Our Follow-up Team provides wraparound care coordination and advocacy that allows our friends on the street to be part of our **COMMUNITY**.



CITY RELIEF'S APPROACH

MOBILITY, FLEXIBILITY & CONSISTENCY

We are a mobile outreach to people struggling with or at risk of homelessness and we consistently go to the same eight locations each week. We create an intentional space that is welcoming and dignifying. How? By setting up tables & chairs on the sidewalk that welcome our guests and invites conversation over a shared meal.

STEP ONE: **COMPASSION**

We start by providing our outreach guests with the essentials to survive a day. Our outreaches are pop-up care centers where staff and volunteers serve hot meals, distribute hygiene kits, socks, pray for the needs of our friends on the street - a place where everyone belongs and help can always be found.

STEP TWO: **CONNECTION**

Our next step is to connect guests to resources that will help them to a better tomorrow. We do this through Life Care Visits. These are one-on-one meetings, our team provides hope and resources through individualized action plans. We provide hope — by listening, encouraging and praying with our friends who are struggling — and then we provide resources by connecting guests to emergency shelter, job programs, and detox or drug rehabilitation.



CITY RELIEF'S APPROACH CONTINUED

STEP THREE: **COMMUNITY**

We take a long-term approach. After we meet one-on-one in an initial Life Care Visit, we introduce guests to our Follow Up Care Team. Our Follow Up Care team walks alongside our guests to help them connect with our community partners, as well as navigate agencies & government programs. This can mean anything from assisting with paperwork to attending meetings to advocate on our guests' behalf.

This mission is too big to tackle alone, so we partner with **over 250 organizations in NYC and NJ** and can help refer guests to specific shelters, job programs, detox, or rehab, depending on their individualized needs. The road back can be long and difficult, but we walk with our guests each step of the way on their journey towards a life transformed.



CITY RELIEF'S VALUES

COMPASSION Tangibly demonstrating God's love through humble service.

ONENESS Achieving deep relationships and intimate community with our friends on the streets, and each other.

TRANSFORMATION Life transformation for those experiencing homelessness and addiction, as well as those who serve them.

EXCELLENCE Consistent and reliable in always giving our best for the broken, to instill dignity.



DESIGN OPPORTUNITY

To design and enhance a mobile/pop-up, guest experience for City Relief, connecting friends and guests in need, with much-needed resources while creating an equitable sense of place for friends and neighborhoods.

To support the idea of a pop-up "Third Place", your vision should be a transformative experience based on strong design concept development, defining a unique and supportive guest experience, while celebrating a flexible, sustainable, and buildable project.



DESIGN REQUIREMENTS

SITE AND CONSIDERATIONS

- Size requirements - Must open up to at least 150 linear feet of a sidewalk or 1500 square feet of open space (preferably more)
- Should be able to handle all weather conditions. (Heat, Cold, High Wind)
- Easy to assemble, portable (but secured), and be able to be taken down (current set up is 30 min), provide services, repack and clean up on the same day.
- Must fit in approximately 2,000 cubic feet of space.
- Must be able to be stored and transported in vehicles like a school bus, airport shuttle, or food truck.
- The guests served have experienced varying degrees of trauma in their lifetime - All spaces have to have a component of privacy without feeling trapped.
- Line management - how do you have a flow where one station with 25-100 people doesn't run into another station with the same amount - as well as maintaining that no line can block the flow of public sidewalk traffic.



DESIGN REQUIREMENTS CONTINUED

Defining the customer experience is paramount and may dictate the program of your project. With a sensitivity to privacy and safety, your program shall address the guest experience by providing:

- **Agencies + Services Area**
 - Case management
 - Various community partner agencies services/outreach
- **Food Area**
 - Serving stations
 - Food/perishables storage
- **Retail Area**
 - Various retail partners that may help guests with services/products
- **Healthcare Area**
 - Private counseling
 - Clinic services
- **Activation Spaces**
 - Places to welcome/celebrate/congregate
- **Lounge(s)**
 - Cooling tent
 - Warming station
 - Respite/Seating
- **Equitable Technology Services**
 - Wi-Fi for all hot spots/charging stations
 - Cell phone distribution
 - Computer/iPad access
- **Multi-lingual Communication Graphics**
 - English, Spanish, Mandarin, Cantonese, etc.
 - Screens/monitors
 - Stand-alone signage



DESIGN REQUIREMENTS CONTINUED

With the opportunity for the winning project to be fabricated, the designs should incorporate various elements that support the current and future programs/and agencies (services and retailers) that partner with City Relief such as:

- flexible/portable/modular shelters
- furnishings and seating elements
- display fixtures
- pavilion, as well as any architectural elements that define space.
- communication/environmental graphics

Addressing flexibility and durability, Your concepts should be easy to assemble and take down (the current setup is 30 mins.).

The overall design vision shall provide the guest experience with compassion, connection, and community with a project that speaks to flexibility, community place-making, and sustainability.



DESIGN PROMPTS

- How can you create a model of equitable community engagement focusing on the combination of amenities and services?
- How can you cultivate a space of dignity and choice while leveraging trust?
- How do you address design flexibility, durability, sustainability, and creativity?
- How can you activate the street yet provide privacy?
- How can you create inclusive experiences catering to groups of individuals with various wants and needs?
- How do you celebrate accessibility, safety, and comfort for all?
- How can you create relevance in your community through design?
- How can your design/vision provide unique, meaningful moments and interactions for all?



SUGGESTED RESEARCH

• CITY RELIEF LINKS

- www.cityrelief.org/
- www.cityrelief.org/media
- www.cityrelief.org/our-partners
- www.youtube.com/newyorkcityrelief

• THIRD PLACE ARTICLES

- <https://www.brookings.edu/blog/up-front/2016/09/14/third-places-as-community-builders/>
- <https://www.steelcase.com/research/articles/topics/design-q-a/q-ray-oldenburg/>

• DESIGN ARTICLES

- <http://designresourcesforhomelessness.org/about-us-1/>

QUESTIONS?

You can find the answers to frequently asked questions about this competition at www.paveglobal.org/SDCFAQ.

If you find that your question has not been answered through the PAVE Student Design Competition FAQ, please reach out to us directly at info@paveglobal.org.



DESIGN DELIVERABLES

GUIDELINES

- Each entry should be submitted as an **11 X 17-inch, landscape format PDF, not to exceed 12 single-sided pages.**
- The submission should address the general requirements of the design brief at a scale and composition determined by the student.
- Illustrations can be hand or computer-generated. You will be judged on the quality of the renderings and their ability to clearly and dynamically tell the story of your concept.
- Students may enter as a team of two or submit an individual entry.
- Entrant name(s) and/or school(s) **MUST NOT** appear anywhere on the presentation materials or cover.



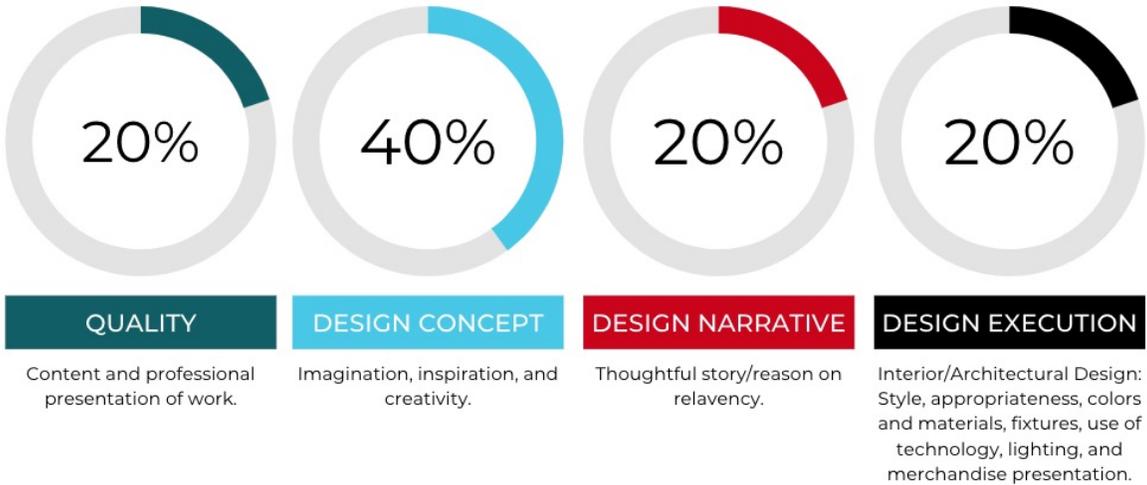
DESIGN DELIVERABLES CONTINUED

FORMAT

- Cover page with a concept image and title (1 PAGE)
- Written concept/point of view statements that highlight the unique approach to the concept and the rationale for design decisions and how it delivers on City Relief's values. (1 PAGE)
- Visual positioning/Image strategy - no more than 10 images that represent the essence, and inspiration, and visually describes the experience. (1 PAGE)
- Design process development (1 PAGE)
- Plan(s) that indicates the guest/client journey (2 PAGES MAX)
- Material/finish palette (1 PAGE)
- Vignette/perspective views showing key experiences. (3 PAGES MAX)
- Drawings /renderings that show important design elements in detail (2 PAGES MAX)



JUDGING CRITERIA AND PROJECT EVALUATION



To guide both the student and the judges, the above criteria is used to establish a scoring matrix based on the evaluation of broad categories implicit in the design submission. A team of industry professionals will evaluate and judge all entries blindly.



ELIGIBILITY

This international competition is open exclusively to undergraduate and graduate college students involved in retail planning, interior design/architecture, visual merchandising, branding, and similar programs.

IMPORTANT DATES



AWARDS & PRIZES

The **TOP 3 CONCEPTS** will be awarded **\$3,000 each***, an additional **\$1,000 will be awarded to each of their schools**, and students will be invited to attend the PAVE Gala in New York City (travel expenses covered*) where they will be recognized for their achievement, and students may even have the opportunity to work alongside one of the industry's leading design and manufacturing teams to bring their ideas to life!

* Prizes awarded to teams of two will be split between both team members.



**WE LOOK FORWARD TO SEEING YOUR VISION FOR
A CITY RELIEF MOBILE GUEST EXPERIENCE!**



WWW.PAVEGLOBAL.ORG/SDC

