
A/D/O
WATER FUTURES.
DESIGN CHALLENGE.



THE CHALLENGE.

A/D/O invites designers and multi-disciplinary teams to help shape the future of drinking water in the urban environment. Pressing issues such as water scarcity and plastic pollution, mean that new behaviors, products and systems for accessing drinking water in the city are urgently required. As part of the Water Futures Research Program that aims to inspire designers to take action in reimagining our toxic drinking water culture, this Design Challenge is a search for new ideas to facilitate change and encourages designers to collaborate with environmentalists, scientists, architects, engineers, policy makers, city planners, and manufacturers.

We are open to a wide range of approaches from campaigns to products, systems or infrastructure, digital interfaces, packaging, service design, and more. Ideas and submissions can tackle the global crisis or can be related to a specific region or city in the world.

CATEGORIES.

- I. Future Objects & Materials
 - A. Future objects that facilitate sourcing and accessing drinking water in the urban environment. New materials and alternatives to single-use plastic.
 - B. For product designers, material innovators, scientists, engineers, hydrologists.

- II. Future Systems & Infrastructure:
 - A. Alternative systems and infrastructure to those we already know: this could be an off-grid system, a new system for harvesting and delivering water, or a

communications system. Entries can challenge existing infrastructure and propose new methods, including looking at policy design, and material or immaterial systems

- B. For engineers, architects, social designers, policy makers, hydrologists, environmentalists.

III. Future Information & Communication:

- A. Advertising campaigns, graphics, packaging and other ways to communicate alternative methods for sourcing and accessing water, promoting behavior change or raising awareness among the public, in neighborhoods, schools, workplaces, and more.
- B. For graphic designers, information designers, digital designers, app innovators, advocacy organizations, educators, council members, futurologists.

ENTRY GUIDELINES.

- Please submit a two-page proposal outlining your idea and category, plus a one-page resume with details of your studio or team, in pdf form, max 10MB.
- Existing projects that have not been widely published or exhibited may also be submitted.
- Videos may also accompany your submission (max 2 mins).
- This challenge is open to professionals and students.

SUBMISSION PROCESS.

Applicants must submit their application through the submission form available at A-D-O.com/research-programs/water-futures (entries open March 22nd).

KEY DATES.

March 22	Open for Submissions.
June 21	Deadline for Submissions.
End of July	Finalists Announced.
August	Finalists Development Phase.
Sept. – Nov.	Submission of Final Proposals.
December	Winners Announced.
January '19	Public Voting Begins.
March '19	Exhibition of Finalists & Winners at A/D/O + Public Vote.

SELECTION PROCESS.

Finalists and Winners will be selected based on the below criteria:

INNOVATION

Does the submission include a concept or idea that hasn't been created before or is it an innovative improvement on an existing concept?

IMPACT

Does the idea have scalability and extended reach to help solve a global crisis?

FEASIBILITY

Does the submission include something that is executable and scalable in a more foreseeable future?

Nine (9) finalists - three (3) from each category - will be awarded a stipend to develop their ideas over three months.

During the development phase A/D/O will connect finalists with mentors in its network across design, hydrology, environmentalism, engineering and more.

In January 2019, one winner will be selected from each category and awarded a cash prize (detailed below).

A people's choice award will be chosen by public vote and presented with a suite of prizes from our program partners at our Final Exhibition and Program Recap in March 2019.

AWARDS

Nine (9) Finalists: \$3,000/each

Three (3) Winners: \$15,000/each

Total = \$72,000

PUBLIC PRIZE. (ANNOUNCED MARCH 2019)

To be determined.

Funded by A/D/O and our partners.



CONFIRMED JURY.

Our jury will be composed of members of our Symposium on March 21st as well as various experts in each category.

Confirmed Jury thus far:

Jane Withers, Water Futures Curator

Vincent Lee, ARUP

Josh Kogan, EPA

Deb Johnson, Pratt Institute Executive Director Center for Sustainable Design Studies



OVERVIEW: WATER FUTURES AT A/D/O

A/D/O's Water Futures research program curated by Jane Withers Studio, explores drinking water in light of urgent issues such as scarcity and pollution and asks how design will address these issues for the future. Responding both to the tensions around water in the urban environment and the shift for cities to ban the single use disposable plastic bottle, the program aims to inspire designers and architects to take action in reimagining our toxic drinking water culture.

Throughout the year, the program of exhibitions, events, and workshops will equip the design community to galvanize a more responsible, responsive, and imaginative approach to water. Water Futures aims to inspire and encourage fresh approaches and cross-disciplinary collaboration to expand the reach of design in the context of drinking water and the urban environment.

A/D/O is a creative space in Brooklyn founded by MINI to explore new boundaries in design and foster pioneering creative work.

A/D/O is leading the pathway of 'the future of design' - always pushing boundaries while creating a space where entrepreneurs, designers, and creative professionals connect and exchange.

TERMS & CONDITIONS

All entrants will be notified as to the status of their entries after the selection process has completed. The jury's decisions are final, unfortunately we will be unable to give individual feedback on our selection process. A/D/O assumes that all entries are original and the property of the entrant. As a condition of entry, the entrant grants A/D/O permission to reproduce the works in print and in digital format and attests that they have the right to grant this permission. A/D/O will not be held liable for any action or claim arising out of the reproduction of entered works in whatever format.