



How this brief will be judged
1 Social and environmental benefit
2 Research and insights
3 Design thinking
4 Commercial awareness
5 Execution
6 Magic

Please see the next page for further details

Beyond the Kitchen Table



Awards

There are two awards available for this brief.

2 x Industry Awards of £1,000 each

The judging panel may decide on more than one winner and will allocate the awards accordingly. In addition, the judging panel may award commendations.

Sponsored by



Brief

Develop a convivial kitchen product or spatial solution that enables people of diverse generations and needs to prepare and eat food, entertain, engage in hobbies or work, and enjoy being together.

Background

- Kitchens are at the heart of home life, offering a place of refuge and sociability, where the story of domestic and family life is played out. The kitchen table is often a key focal point – how might its spirit of conviviality (the quality of being sociable, enjoyable and lively) be spread to the whole kitchen environment, the products within it, and the way people interact at home?
- The built environment and the products within it can be challenging for all of us, at every age and stage in our lives – whether as a child, adult, disabled, non-disabled, or as part of our ageing population.
- Demographic trends, property prices and changing social structures are causing us to completely rethink the design of our homes and specifically the kitchen environment:
 - Population ageing is a worldwide phenomenon; the kitchen should support our changing needs as we age, but also inspire healthy and sociable behaviour.
 - The 'boomerang generation' phenomena (older adults moving back in with their parents) contributes to a rise in the number of generations living under the same roof.
 - There are 13.9 million disabled people in the UK, many of whom want to live independently in their own homes.
 - Other social factors such as urbanisation, rising property prices, a general rise in co-living and a break from the traditional nuclear family set up has contributed to increased diversity in household members and structure.
- Inclusive design is about understanding people – their needs, concerns, desires, common behaviours and risks – and engaging the more social aspects of design that others overlook.

How should you approach this brief?

- This brief asks you to design a delightful solution that enables people to be more active in the kitchen, and enjoy more intuitive and dignified use of kitchen spaces and

components. We are looking for enchanting, socially sustainable and affordable solutions that acknowledge diversity and put people at the heart of the process.

- Pay attention to style, mood and design influences – how can your design solution have emotional as well as functional value?
- Examine your preconceptions about what a kitchen is, what it looks like, and how different people use it through user-centred research.
- Explore the concept of a multigenerational kitchen. Investigate the personal, social and economic changes in people's lives over time, and consider the behaviours, risks and aspirations that are common across different ages and abilities.
- Space limitations often provide a key design constraint - how might kitchen conviviality be spread in smaller spaces? How can kitchens become more friendly and sociable in terms of body movement and layout?
- Consider the trade-off between space, comfort and access; explore storage and environmental solutions that combine optimal space utilisation with comfort and accessibility.
- Technology is revolutionising the way we live, work and entertain ourselves. You might explore the concept of the smart kitchen and how emerging technologies could enhance the kitchen experience (whilst paying attention to safety, ease of use, and data privacy).
- Consider creating an affordance – an object or environment – that offers opportunities for new shared activities, and offers individuals different ways to inhabit the space.

For the purposes of illustration only, viable responses could include:

- A stylish kitchen component, storage solution, or furniture item that facilitates intuitive and dignified usage for people with specific needs or impairments, whilst improving the experience for all users.
- A delightful spatial design that enables people of different ages and different physical/emotional needs to use the space together and for multiple uses.
- A proposal for a compact yet joyful kitchen or aspect of it that improves flexibility and sociability for users.

... and many more are possible.

With additional support from

The National Innovation Centre for Ageing (NICA)

Aug 2018
Briefs launch + register your interest online

14 Jan 2019
Competition opens

13 Feb 2019
'Early bird' submission deadline (£25)

13 Mar 2019
Final submission deadline (£35)

20 Mar 2019
Judging begins: shortlisting and interviews

May 2019
Winners announced

Judging criteria

There are 6 criteria that your entry will be judged against – make sure that your submission materials demonstrate that your solution meets these criteria:

- 1 **Social and environmental benefit** – how does your solution benefit society and/or the environment?
- 2 **Research and insights** – how did you investigate this issue? What were your key insights?
- 3 **Design thinking** – how did your research and insights inform your solution? How did you develop, test, iterate and refine your concept? Demonstrate the journey you've been through to the end result.
- 4 **Commercial awareness** – does it make sense from a financial point of view? What is unique about your solution compared to other interventions? Who would need to pay for, deliver or support your proposal in order for it to succeed?
- 5 **Execution** – we are looking for a design solution that feels pleasing and well resolved.
- 6 **Magic** – we want to see a bit of 'magic' – a surprising or lateral design solution that delights.

Key dates

Aug 2018 – Briefs launch
+ register your interest online

Mon 14 Jan 2019 – Competition opens for submissions via www.thersa.org/sda

Wed 13 Feb 2019, 4 pm GMT
– Deadline for 'early bird' submission at reduced entry fee of £25

Wed 13 Mar 2019, 4 pm GMT
– Final deadline for online registration
+ submission (£35 entry fee)

Wed 20 Mar 2019
– Judging begins (2 stages: shortlisting
+ interviews with finalists)

May 2019 – Winners announced

Jun 2019 – Awards Ceremony

Submission requirements

All entries must be submitted through our online entry system, accessed via www.thersa.org/sda

If you are unable to submit online, please contact us by email at sdaenquiries@rsa.org.uk

As you prepare your submission, please ensure that:

- You do NOT include your name, university/college or other identifying marks anywhere on your submission.
- None of your PDF submission files exceed 10MB – this is the maximum size for each individual file / board when you submit online.

The submission requirements are:

- 1 x A3 PDF Hero Image, with project title and 1 sentence description

A singular 'poster image' that conveys the essence of your project, and includes your project title plus a 1 sentence description. For example: *'Bare Technology: a product and service design solution to convert old computers (e-waste) into simpler, more straightforward, accessible computers for older people'*. Your hero image should aim to bring your concept to life – make sure it is vibrant and engaging.

- 1 x A3 Written Summary

A single A3 PDF page that summarises your big idea using the following format:

- **Problem (50 words max)**

What is the specific problem you identified within the brief topic? Who experiences this problem, and how does it impact them?

- **Process (75 words max)**

How did you investigate this issue – what were your key insights? What journey did you go through to get to your final solution?

- **Solution (50 words max)**

What is your proposed solution? How will it solve the problem?

- 4 x A3 PDF Boards Outlining Your Proposal

4 pages describing your proposal and demonstrating that you have met the 6 judging criteria. Each board should include a heading. It is important that you number each board in the top right hand corner, in the order you want them viewed by the judges.

- 5 x A3 PDF Pages of Supporting Material

Up to 5 A3 pages of additional material illustrating your development process – this could include scanned pages of your sketchbook or computer modelling (if applicable).

- **Optional YouTube/Vimeo + website links**

Please note that we cannot guarantee supporting films and websites will be viewed at the shortlisting stage. If you have created digital materials, we recommend referencing them (for example by including labelled film stills or website screen grabs) in your 4 main PDF boards.

Exhibition opportunity

The National Innovation Centre for Ageing (NICA) will open its flagship building at the end of 2019, which will be home to businesses, academics and innovators working in the ageing space. As part of its launch programme, NICA may invite one or more finalists to exhibit their designs in the building.

Partner information

Blum UK

Blum is well known and valued as an innovative family-owned company that makes high-tech furniture fittings for modern living worlds, operating on an international scale. It is our motivation to perfect motion. Our solutions make opening and closing furniture a mesmerising experience and deliver quality of motion and enhanced user convenience to the entire home, and in particular, to kitchens. Our product range is complemented by

extensive support services, and our goal is to be a trusted and future-oriented partner.

Symphony

With the recent launch of our innovative Freedom brand of kitchens we are leading the way in designing for both an individual's requirements and for today's increasingly multi-generational households. Freedom has been developed in partnership with Adam Thomas, the UK's leading expert in accessible kitchen design. Symphony is the UK's largest privately owned manufacturer of fitted kitchens, bedrooms and bathrooms and Freedom is one of our many brands that service the retail, new build and refurbishment markets. Our furniture is FIRA Gold certified and has been made in the UK for over 45 years.

Blanco

Blanco's vision includes the further development of the company, and provides a framework for everything we do. We want to delight our customers with innovative system solutions on every aspect of the sink centre in professional designs, the best quality and with maximum benefit to the customer. We want to be the most appealing and preferred provider whose excellence and reliability, especially in customer service, enables us to develop an internationally important market position.

Kesseböhmer

Kesseböhmer is a family-run business originally founded in 1954. The name Kesseböhmer stands for innovative solutions and a powerful blend of design, function and quality. Today the Kesseböhmer group is still owned and managed by the current generation of the founding family. Strong customer orientation has helped us to achieve and maintain our position as the leading supplier of functional fittings for kitchen units.

The Kitchen Education Trust (TKET)

TKET is a registered charity that provides a link between the kitchen industry and higher education. TKET acts as an intermediary for the kitchen sector in the award of scholarships to successful applicants to attend the Foundation Degree in Kitchen Design at Buckinghamshire New University.

National Innovation Centre for Ageing (NICA)

NICA's mission is to facilitate the development of innovative new products and services for the ageing population working across all relevant sectors from adaptive living through finance to health, consumer products, mobility and beyond. NICA's work is focused on enhancing and extending the healthy life years of the UK population, working with businesses, users and the innovation community to establish new products and service opportunities within age-relevant markets.

Brief developed and devised in collaboration with kitchen designer Johnny Grey, with input and expertise from the National Innovation Centre for Ageing.

1 www.scope.org.uk/media/disability-facts-figures