



**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

# Wearing Intelligence 2.0



## Awards

There are two awards available for this brief.

### Eddie Squires Award of £2000

#### Placement at Kinneir Dufort

Grant to support living expenses: £1133/month  
Placement duration: 3 months, with potential to extend or transition to full-time position  
Placement location: Bristol, UK

Working in KD's dynamic and integrated design team, you'll be surrounded by a wealth of knowledge that spans insight, innovation, design and development to production, across consumer, medical and industrial sectors – all within our Bristol studio. It is anticipated that the winning student will get the opportunity to develop their RSA winning entry, supported by the power of KD's creative and engineering teams. The developed design may be showcased on KD's stand at the Wearable Technology Show, or other high profile events.

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

**Supported by**

Eddie Squires Legacy to the RSA

With additional support from



### Brief

Develop a design solution that utilises 'advanced textiles' (fabric that has been enhanced by new technologies) to improve wellbeing or the quality of people's lives.

### Background

- Providing us with comfort, safety and shelter for thousands of years, textiles are the material that we have our most intimate relationships with, literally cloth-ing our bodies from head to toe.
- But while most of us associate textiles with soft furnishings, clothing and upholstery, the future of textiles is changing in a big way – textiles stand at the forefront of material technology, offering a staggering range of characteristics for designers to exploit.
- 'Advanced textiles' refers to fabrics that have been developed with new technologies that provide added value to the wearer. They are being used to make progress in clothing, healthcare, transportation, human habitats and architecture; they can keep emergency personnel safe with flame and chemical retardant fabrics, guard against extreme environmental hazards like radiation, and support our health by monitoring breathing patterns and skin temperature.
- Advanced textiles includes the world of 'smart textiles', which refers to fabrics that can sense and react to environmental conditions or stimuli from mechanical, thermal, chemical, electrical or magnetic sources.
- Coatings and fibre technology have improved, allowing textiles to be imbued with added functionalities – anti-bacterial, conductive, light-transmitting, temperature-controlling, self-cleaning, medicine-releasing, heat-carrying, colour-changing – the list goes on and on...

### How should you approach this brief?

- This brief asks you to explore the world of advanced and smart textiles, and to find an application where their use can offer a significant benefit to the user, or even society as a whole. How can textiles be used to keep us safer? Support our health and well-being? Help us communicate? Transport us faster? Reduce our environmental impact?
- Responses should explore the technical properties of advanced textiles, but also consider the emotional benefits and qualities.
- Think how physical products could interact seamlessly with connected and digital worlds. Make sure you clearly define the specific problem or issue you have chosen to address, articulating how you identified it and making it clear how advanced textiles are integral to your solution (be wary of 'bolting on' the technology).
- The full life-cycle of designs should be considered – where the raw material is sourced from, and what processes it must undergo to its eventual end of life scenario.

For the purposes of inspiration only, valid responses could include:

- medical applications which improve day-to-day living with chronic conditions or life changing events, aid medical treatment, or improve the quality of life for an ageing population
- industrial applications which increase efficiencies in the work place, reducing risk of injury, or protecting and enabling safe working
- consumer applications which deliver real time feedback to users, address everyday human needs in new and intelligent ways, or enhance and humanise technology when used as part of a greater eco-system

... and many others are possible; creative and imaginative solutions which reach beyond these illustrations are encouraged.

**August 2017**  
Briefs launch + registration opens

**15 Jan 2018**  
Competition opens

**14 Feb 2018**  
'Early Bird' submission deadline (£25)

**14 Mar 2018**  
Final submission deadline (£35)

**21 Mar 2018**  
Judging begins: shortlisting and interviews

**22 May 2018**  
Winners announced

## Judging Criteria

There are six 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 your journey make sense from a financial point of view? What is the competitive environment your solution would sit within?
- 5 **Execution** – we are looking for a design solution that feels pleasing and well resolved
- 6 **Magic** – we are looking for a bit of 'magic' – a surprising or lateral design solution that delights

## Key dates

**August 2017** – Briefs launch online + registration opens

**Mon 15 Jan 2018** – Competition opens for submissions via [sda.thersa.org](http://sda.thersa.org)

**Wed 14 Feb 2018, 4pm GMT**  
– Deadline for 'early bird' submission at reduced entry fee of £25

**Wed 14 March 2018, 4 pm GMT**  
– Final deadline for online registration + submission (£35 entry fee)

**Wed 21 March 2018**  
– Judging begins (2 stages: shortlisting + interviews with finalists)

**Tues 22 May 2018** – Winners announced

**June 2018** – Awards Ceremony

## Submission Requirements

All entries must be submitted through our online entry system, accessed via [www.thersa.org/sda](http://www.thersa.org/sda)

If you are unable to submit online, please contact us by email at [sdaenquiries@rsa.org.uk](mailto: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 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 1 sentence description**  
A singular 'poster image' that conveys the essence of your project, and includes a 1 sentence strapline or description. Your hero image should aim to bring your concept to life – make sure it is vibrant and engaging
- **1 x A3 PDF Big Idea Summary**  
A single A3 PDF page describing your 'Big Idea' in less than 250 words. This should clearly explain what your solution is, the specific area of need it addresses, and how you arrived at the solution
- **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. Number each board in the top right hand corner, in the order they should be viewed by the judges
- **10 x A3 PDF Pages of Supporting Material**  
Up to 10 A3 PDFs of additional material illustrating your development process – this could include scanned pages of your sketchbook or computer modelling/sketches (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

## Partner Information

### The Eddie Squires Legacy to the RSA

The Eddie Squires Legacy to the RSA is dedicated to promoting innovation in design education, particularly around textiles and soft furnishings.

### Kinneir Dufort

Kinneir Dufort are one of the longest established innovation and design consultancies in Britain, enjoying an enviable track record of international client success and awards recognition. Kinneir Dufort integrate Research, Innovation, Design and Development, balancing creative and technical expertise, helping companies deliver successful new products and brand experiences. With a 75-strong team based in Bristol and Cambridge, Kinneir Dufort's expertise covers research, product and packaging design, engineering and electronics and software based technology. Areas of focus include design management and strategy, healthcare and medical devices, consumer products, packaging and fast-moving consumer goods, business-to-business and industrial products.

### Materials Council

Materials Council are specialists in the research, comparison and selection of materials for architectural and interior applications. We cater to both creatives and manufacturers by supporting the design process and facilitating the communication, implementation and development of materials and new technologies. We aim to provide a greater physical appreciation of applied materials. Materials Council was established by Ian Hunter and Brad Turner, former materials researchers at Foster + Partners architects.

Brief developed and devised in collaboration with Ian Hunter of Materials Council, with additional input from Kinneir Dufort.