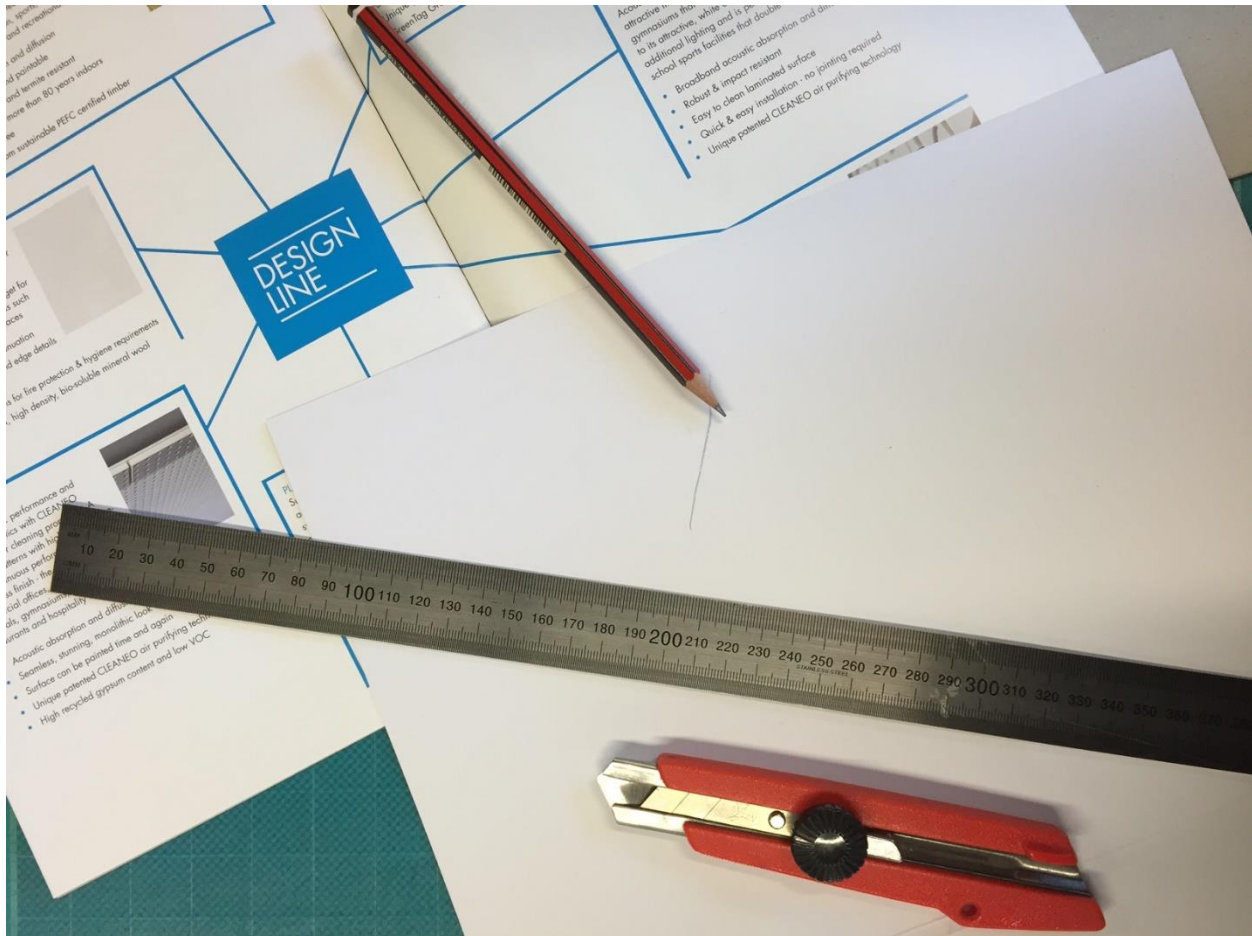


Architects do it with models!

THE BRIEF

Calling all model making SONA members – you are invited to **create a product display for a SONA pop up store using Knauf Plasterboard products!** The challenge being to see how innovative you can be, by asking the question: What else is possible with Knauf plasterboard products? Show us what you can do in a 1:50 white card model. The winning team's model will be built at 1:1 and displayed at the Australasian Student Congress – People, held in Melbourne (2-4 July).



Australasian Institute of Architects

CHOOSE YOUR MATERIAL

The white card model of the product display should be created with the intention that at least one or more of the following Knauf products is being used.

[Stratopanel](#)

[Heradesign](#)

[Permarock](#)

[Designpanel](#)

- To eliminate any wastage you will need to use the entire sheet in your design!
- Research your chosen product/s on the [Knauf](http://www.knaufplasterboard.com.au/) website <<http://www.knaufplasterboard.com.au/>> to assist with your submission!
- You can use other complementary materials in your design but the Knauf product you select should be the prominent material of the product display!
- Consider how your product display will join together, e.g. glue is fine for your white card model, but if you win, how would you join the Knauf product for real?!
- Consider using not just white card - you could show different materials and product thicknesses using corrugated cardboard boxes, cereal boxes or whatever material best expresses your idea!
- Did you know [Knauf](#) is not just plasterboard products, they have a full range of complimentary products and accessories! Visit the website for more information to assist you.

CHOOSE YOUR PRODUCT

What product (choose one or more) will your SONA pop up store product display innovatively showcase?



- T-shirts
- Books and Journals
- Stationery
- Backpacks



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SUBMISSION REQUIREMENTS

WHITE CARD MODEL

The white card model is a simple way to quickly work through an idea, it is exploratory, and provides an understanding of how your design works in three dimensions.

- 1 x white card model at scale of 1:50, photographed to show your design at its best!

DESIGN STATEMENT

What properties of the Knauf product your team has selected contribute to your overall design? How has the product or products selected impacted the design of your white card model? Include a 500 word (max) design statement about your model and thought process.

- 1 x design statement, 500 words (max)

MATERIAL SHEET DIAGRAM

Sketch the Knauf material/s at 1:5 as it comes (e.g. 1200 x 600 x 15), then indicate where you would cut the Knauf material to ensure you use the entire sheet.

- 1 (or more) x diagrams (1:5) of the Knauf material in sheet format indicating where the material would be cut

SO WHAT DO I NEED ON MY PANEL?

Please submit 1 x A2 PDF panel (Maximum file size 4MB) to sona@architecture.com.au by 22 June 2015.
Include:

- Photographs of white card model to show your design at its best!
- Design statement, 500 words (max).
- Diagram/s (1:5) of the Knauf material in sheet format indicating where the material would be cut to create your product display.
- Include all of your team member's names (x3), year level and university!



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THE PRIZE

FIRST PRIZE

- \$300 cash prize (per team member)
- Plus flights from your home city to Melbourne, accommodation and a ticket to the Australasian Student Congress!

BUILDING YOUR TEAMS DESIGN!

The winning team will have two days to build their winning submission, from white card model to 1:1 scale, it will then be displayed at the Australasian Student Congress – People!

To provide guidance around safety and working with plasterboard, a Knauf representative will provide advice throughout the construction process from the 30 June - 1 July 2015. A workshop environment will be provided.

If you are the winning team of this competition you will agree to:

Workshop and potentially alter your design to ensure its suitability for the event.

Ensure the design is able to be packed down in order to transport and re-assemble (if required) in other locations.

Manage the construction and delivery of the design.

Ensure the design is built to occupy a space no greater than 2 x 2 metres.

Ensure the design is free standing.

Ensure the construction is sturdy and safe, presenting no risk of collapse or injury to congress attendees.

Ensure the budget to build the design (not including Knauf product) will not exceed \$1,000.

After the event, Knauf will manage and store the design for their potential future use.

COMMENDATIONS

- Your model / design (PDF) on display at the Australasian Student Congress - People
- \$300 cash prize (per team)

Please note - If the first prize winning team is based in Melbourne, a lump sum cash prize of equivalent value will be awarded in lieu of flights and accommodation



Australian Institute of Architects

ENTRY REQUIREMENTS

- You must be a SONA member and an Australian student of architecture (or an associated design degree) to enter this competition.
- Join or renew your SONA membership at SONA.COM.AU
- You must enter in a team of three

JUDGING CRITERIA

There are four core judging criteria:

- 1. Innovation**
Demonstrate innovative use of Knauf product that challenges the status quo.
- 2. Functionality**
Demonstrate exceptional design that is functional and displays your chosen product/s.
- 3. Design aesthetic**
The visual appeal of the finished product
- 4. Knauf Material**
Use one or more of the following Knauf products within the design: Stratopanel
Heradesign, Permarock or Designpanel. Demonstrate use of the entire material sheet.

THE JURY

- SONA - Paul Violett, President, Student Organised Network for Architecture
- Knauf Representative - Stephanie Olsen, Marketing Manager, Knauf Australia
- Architect – Professor Donald Bates, Director of LAB Architecture Studio (TBC)
- Institute Representative – Loren Bates, National Manager Emerging Professionals

IMPORTANT DATES

05 June 2015 Competition starts

22 June 2015 Submission deadline

26 June 2015 Winners announced

30 June 2015 First place winners travel to Melbourne

30 June – 01 July 2015 First Place winners build their design

2-4 July 2015 First place winners attend the Australasian Student Congress – People

5 July 2015 First place winners travel home



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