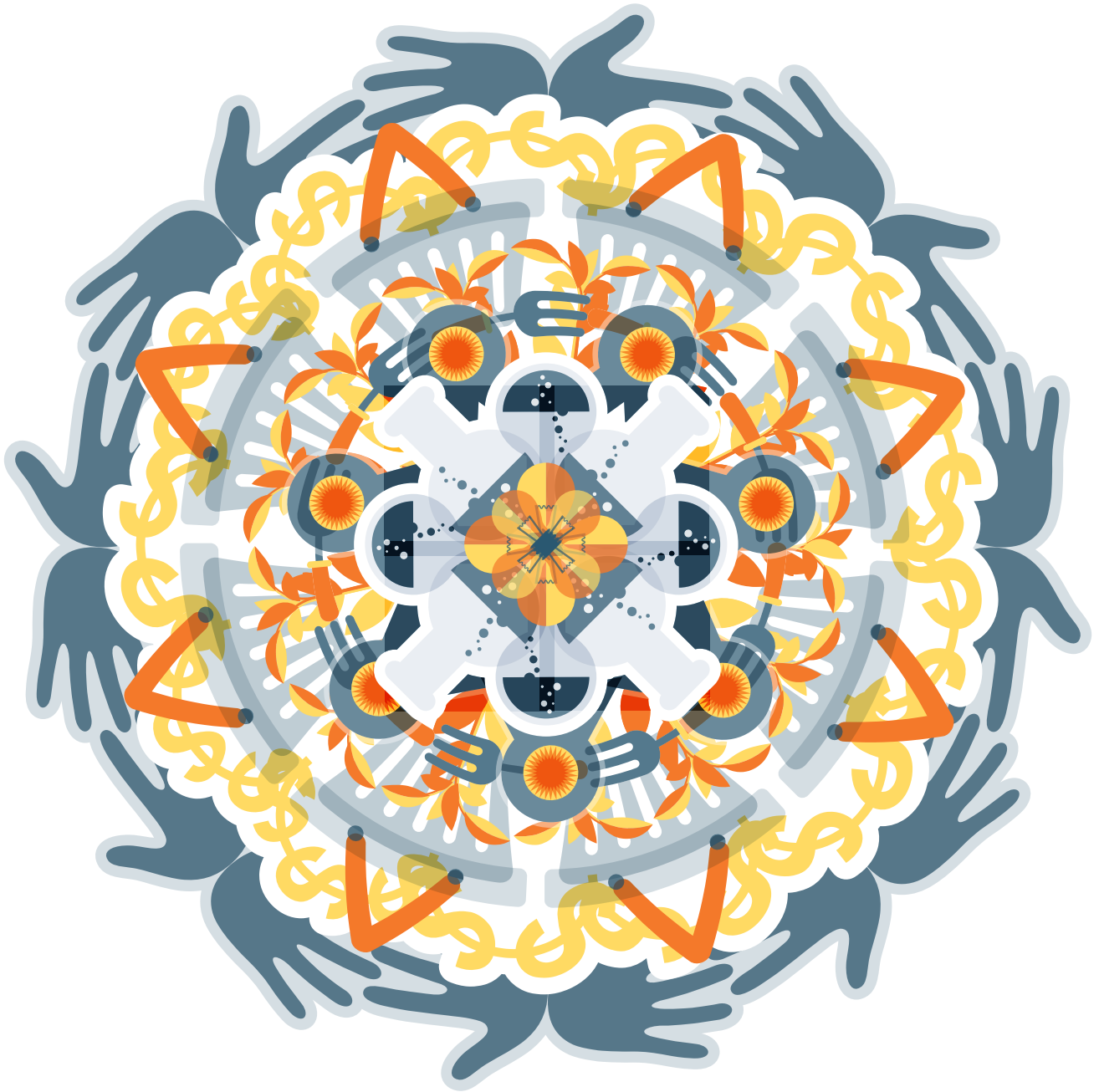


# EDUCATION AND INCUBATION

---

 caesarstone®

Student Designer 2016



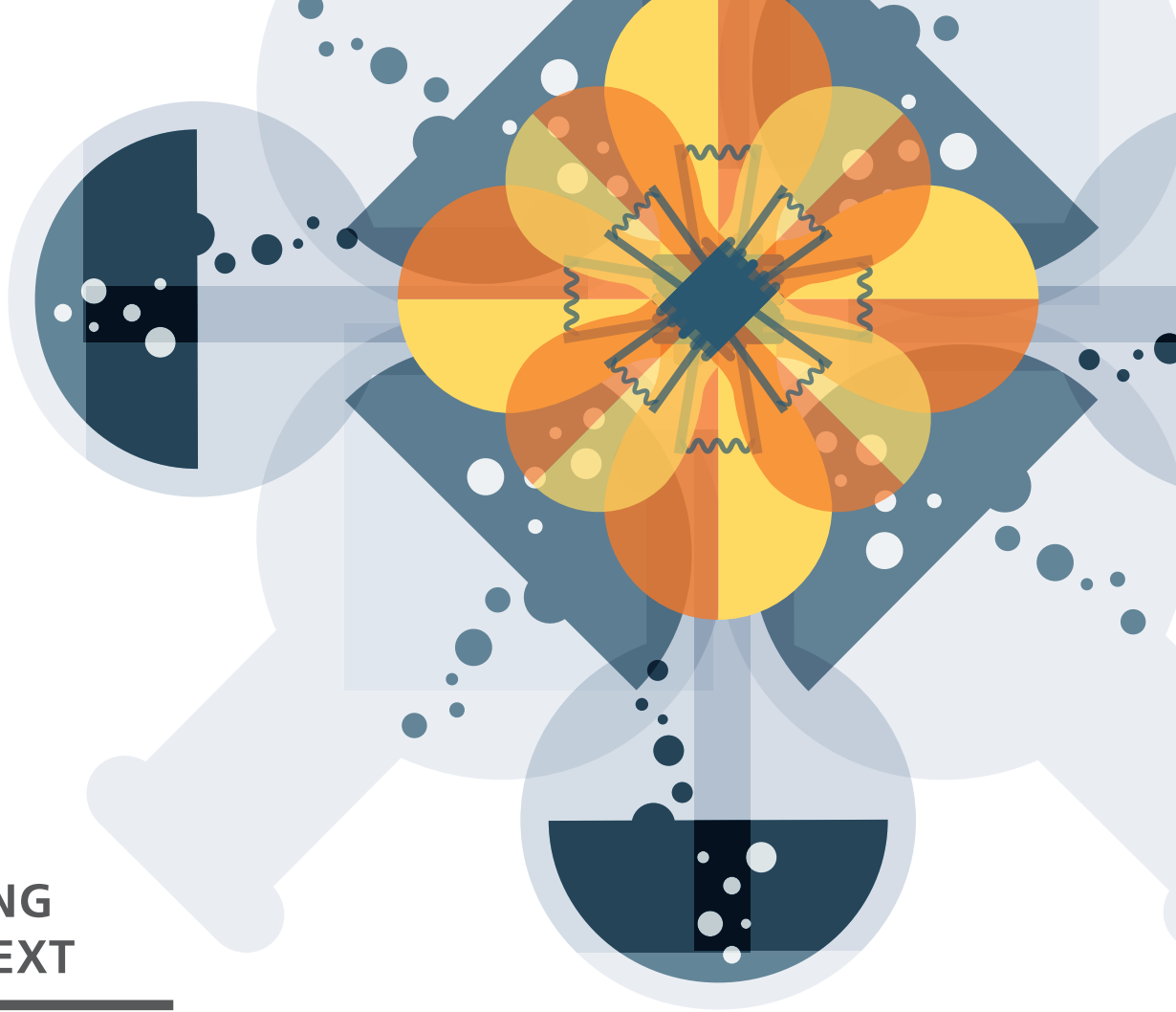
Overcoming poverty is not a task of charity; it is an act of justice. It is man-made and it can be overcome and eradicated by the actions of human beings. Sometimes it falls on a generation to be great. You can be that great generation.

**LET YOUR GREATNESS BLOSSOM.**

---

Nelson Mandela

 caesarstone®



## DESIGNING IN CONTEXT

---

The year is 2025 and the South African landscape has changed dramatically. Our cities are bursting at the seams with huge numbers of people hoping to find employment and build a better life. Unemployment is rampant; crippling poverty is the reality of millions of South Africans. Poverty alleviation remains a key development challenge in the social and economic growth of the country.

A ray of hope has emerged, as a new wealth development program has become a reality. Vast areas of land previously forming part of the tribal land allotments, state-owned land and unused commercial farms have been acquired, and divided up into commercially viable mini-farms of between 20 and 50 hectares. Each farm is connected to either a natural water source or irrigation canal.

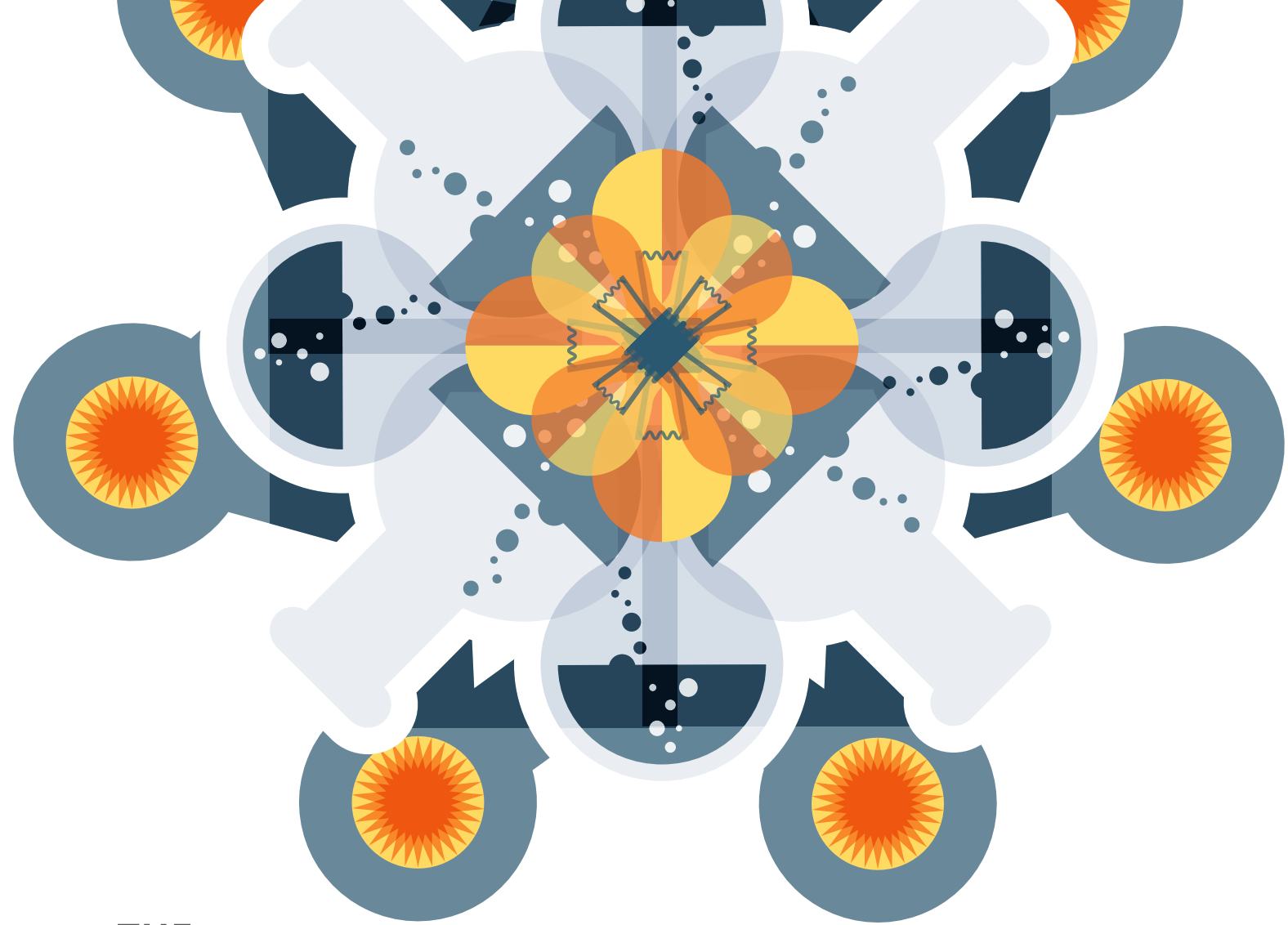
Title deeds have been issued and sold for a nominal amount to prospective farmers with preference given to local inhabitants. This immediately creates a point of wealth establishment as previously poor people can now own and trade property.

A huge amount of dead capital has now come alive.

The South African government has realised that education and job creation alone cannot eradicate poverty. Education coupled with entrepreneurial development and skills development is the roadmap out of poverty.

Instead of just working on the farm, these people will be skilled with the 'how to' of farming: how to go from producing just enough to eat, to viable, commercial farming through upskilling, training and mentorship. This should help to create sustainable commercial farming chains, contributing to the economy and breaking the cycle of poverty.

This cycle of poverty is broken through individuals being educated and 'incubated' and, in turn, transferring their skills to others. This model, if implemented, will change the economic climate of our country. It will be a sustainable model.



## THE BRIEF

---

In each region, a support hub is to be established. This hub will be a multifunctional facility providing the following facilities:

1. Education Centre: providing courses to equip new farmers with the business and technical skills to manage their farms.
2. Farm Extension Offices: where farmers will be mentored in establishing and sustaining their farming businesses for the long-term.
3. Technical Laboratory: a well-equipped and staffed scientific laboratory.
4. Commercial Support Centre: bulk acquisitions of fertilizer, seed and fuel will be purchased and supplied to individual farmers at wholesale prices. This is also the place where selling produce to the market will be coordinated.
5. Agricultural Bank: supplying financing facilities and banking to new farmers.

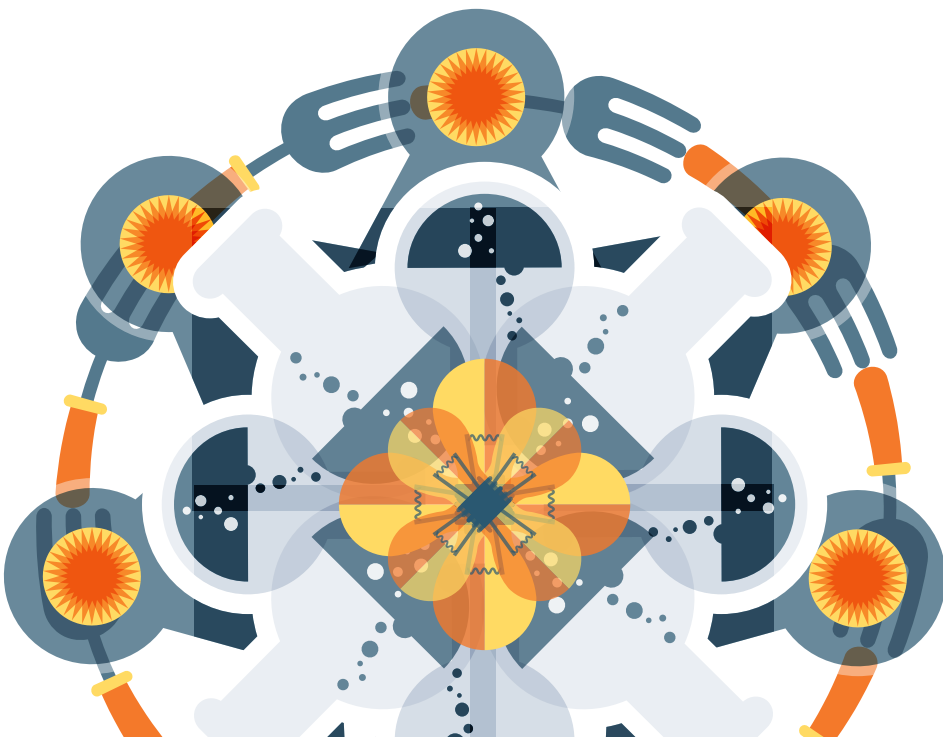
You must design a training centre, either as a new structure, or based on an existing building, that can achieve the above. Your design will be part of the change needed in the country, even helping to shape the very structure of the societies that surround them.

# A SYMBIOTIC RELATIONSHIP BETWEEN THE HUMAN, THE ARCHITECTURE AND THE LAND

---

Organic architecture is the chosen philosophy behind this brief. Design an organic architectural structure where the architecture serves the people and the land and the people serve the architecture. We are looking for a symbiotic relationship between the human, the architecture and the land.

- Your structure needs to celebrate the spirit of growth, development and progress. Your structure should be able to be adapted to various regions around the country.
- The architectural structure needs to be a response to its site. Organic architecture promotes harmony between human habitation and the natural world through design that is integrated with the site, the buildings and the surroundings, becoming a unified, interrelated composition.
- Let your design be inspired by nature and be sustainable, healthy, conserving and diverse, so that it unfolds like an organism, from the seed within. Your structure needs to “grow out of the site” and be unique. Make use of natural light and ventilation. Frank Lloyd Wright said that the building should be “of the hill” and not “on the hill”.
- The building interiors should mirror the beauty and complexity of nature. Subtly allow the rhythm of music and the power of dance that is so often found in our colourful rural communities, to add yet another layer of interest to a technology-driven building.
- Human beings cannot be nurtured by removing them from the natural world in which they belong. Your architectural structure and the design must harmonize with its environment and the needs of the people using it. Your building should reflect the character of its occupants, the conditions and



the qualities of its site.

- Your structure should not be a harsh, style-driven, fashionable building but rather a design that reaches far beyond any forms that would characterize a style. It should be designed in context. It should also employ available materials and new technology.
- Allow the interior design to be a natural flow from exterior to interior and a modern interpretation of traditional designs. The interior designs should show a connection between natural colours and earth colours. Exclude superfluous designs.
- Explore ways in which barriers between the interior and the exterior can be dissolved to break the traditional definitions of an enclosure.
- Find ways to breaking down the building envelope by creating your structure in such a way that it optimizes connections to the world beyond the building.
- Incorporate design techniques and contemporary materials in your interior spaces that flow with a sense of harmony, organic interior design and interconnection of all the elements.
- Create a fresh modern interior environment that reflects the colours, patterns and textures that will inspire the people in this creative organic space.

## THE SITE

---

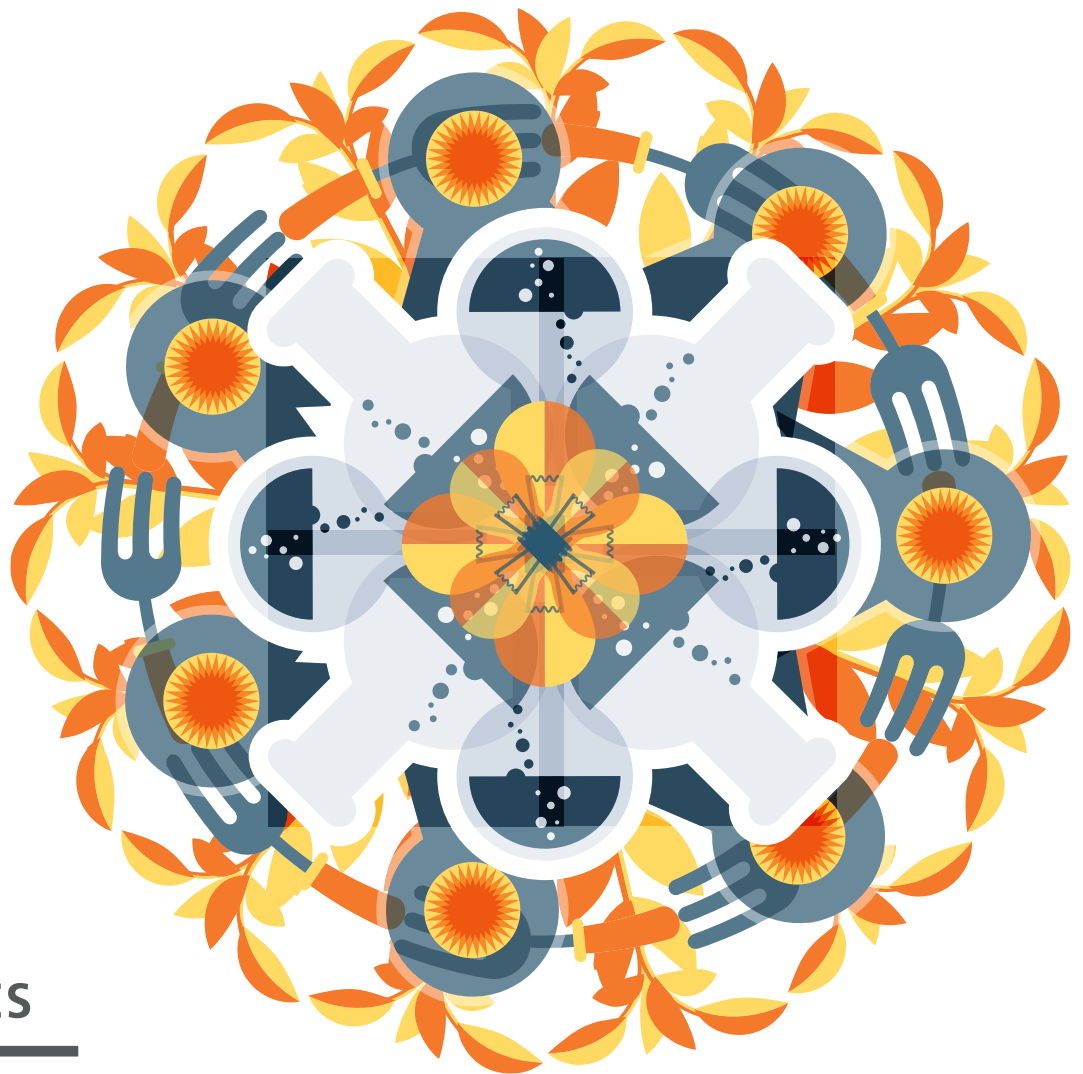
Identify an area of your choice. Choose your site, stating where it is and the approximate size of your site. Include the following zones in the design of the Centre for Education and Incubation:

- \* Soil and plant testing and analysis laboratory
- \* Training facilities
- \* Meeting rooms
- \* An area for experimental growing of crops

The area of your structure should be between 500 – 800m<sup>2</sup> and must adhere to all the key areas described above. Your site itself can be up to 2000m<sup>2</sup>.



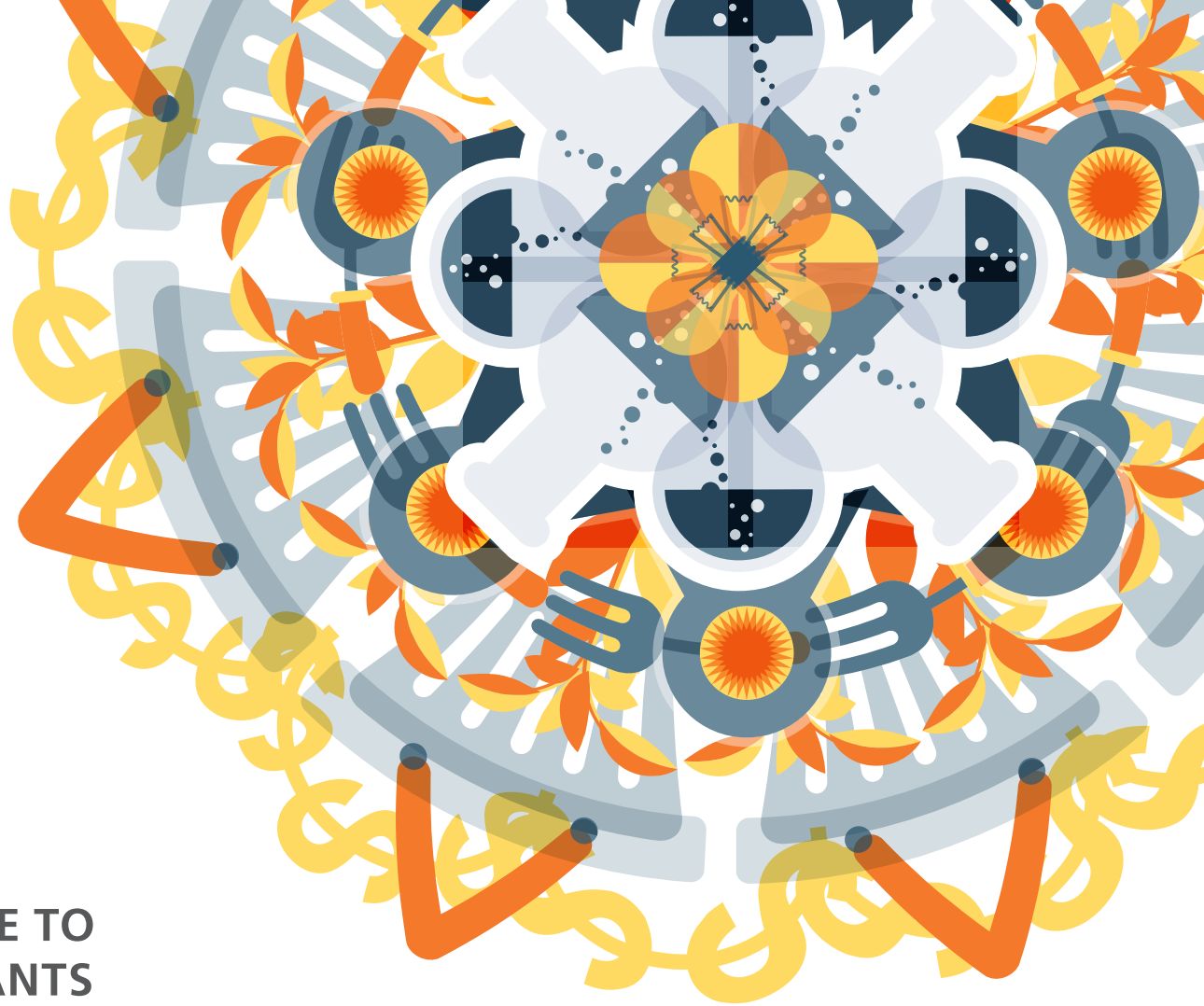




## DELIVERABLES

---

- Creatively include Caesarstone to the interior spaces of the centre only.
- Include detailed concept sketches of the macro context. Also include detailed concept sketches of the structure.
- Concepts are to be resolved in sufficient detail to explain the concepts clearly. Provide:
  - \* 1 section
  - \* 1 elevation
  - \* Concept sketches
  - \* Graphic narrative
  - \* 3Ds
- 1 x overall concept perspective. This should include some hand drawn sketches describing your design process and thinking.
- 1 x detailed internal perspective view (minimum). Again, we encourage you to include hand drawn sketches/perspectives to clearly convey your design thinking, ideas and processes.
- Prepare a hand drawn axonometric cut-away section, revealing an understanding of Caesarstone detailing within your focus area.
- Materiality is to be described and inventive use of Caesarstone is central to the success of the Centre for Education and Incubation.



## ADVICE TO ENTRANTS

---

- The presentation of your submission should reflect the brief.
- Get your message across graphically. Avoid too much text.
- Judges need to understand your thought process.
- Don't overcrowd or clutter presentation sheets.
- Keep graphics simple, clean and neat by distilling the essence of your design.
- Text must be limited to bullet points.
- Emphasise your key points.

## THE PRIZES

---

- **The winner** and their lecturer will be sent on an all expenses paid trip to an international design fair of their choice, courtesy of Caesarstone worth R100,000.00. Flights, airport and hotel transfers, meals, accommodation and spending money are all included. Visa-related costs are excluded.
- **The second place winner** will get R10,000.00.
- **The third place prize** is R5,000.00





## SUBMISSION FORMAT

---

Each institution is permitted to submit their **top five entries** from each department for final judging. Entries must include:

- 3 x A2 matt-laminated drawings as well as an accompanying disc with files in both high res and low res formats in either jpeg or PDF.
- Entrants must clearly mark the A2 matt-laminated drawings with the following details on the reverse:
  - \* First Name and Surname of student
  - \* Name of Institution
  - \* Department of architecture or interior design
  - \* Lecturer's name
  - \* Lecturer's email address and contact number
  - \* Entrant's email address and contact number

**ONLY 3 x A2 STORY BOARDS / DRAWINGS WILL BE ACCEPTED IF ADDITIONAL BOARDS ARE SUBMITTED THE ENTRY WILL IMMEDIATELY BE DISQUALIFIED. ANY UNLAMINATED ENTRIES WILL ALSO BE DISQUALIFIED.**

Please courier entries to 9 Gold Street, Northgate Estate, Cape Town, 7405, marked for the Marketing Assistant's attention. Alternatively, please carefully package your entries with backing board and post to PO Box 425 Maitland 7404. Submissions will not be returned and will remain the property of Caesarstone.

The brief has been prepared by Dorothy van't Riet.

## THE DEADLINES

---

To be confirmed.



 caesarstone®

Student Designer 2016