



SOFA CHICAGO 2018

CONNECT Student Competition

CONNECT at SOFA CHICAGO is a design competition for current graduate and undergraduate students. The competition highlights design and the school and student who nurture SOFA CHICAGO's core – form and function.

Six finalists will be invited to Chicago to realize their proposals, one finalist will be awarded a \$3,000 prize. Students are encouraged to form interdisciplinary teams. Spaces are educational in nature; they are not sales exhibits.

The competition is sponsored by Chubb Personal Risk Insurance and Corning Museum of Glass.

GUIDELINES

Proposals must include and, if chosen as a finalist, create, a designed and cohesive installation, which includes: **(1) seating, (2) lighting, and (3) objects or staging.**

SOFA Provides to Finalists

- 24 x 24 feet of floorspace
- Electrical feed. Additional charges for installation may apply based on design and needs
- Feature on the SOFA CHICAGO website through a listing and online statement (online statement is provided by the school – see below)
- Exposure and programming with high school groups visiting the fair
- Coverage in SOFA press kit, eblasts, website, and social media
- Badges for participating students and faculty
- 50 General admission and 20 VIP passes
- \$1500 seed money
- \$3000 top prize awarded to one school

Participating School Provides

- Initial proposal – proposals must demonstrate all required elements mentioned above, but can take any form.
- Faculty advisor to assist students and supervise onsite installation
- All components of installation including seating / lighting elements / staging or objects
- 1500 word statement about project and process
- Ten images documenting process and finished components
- Participation in SOFA educational programming: conduct a booth talk to high school art students during fair (to be scheduled by SOFA)
- Promotion to your audience, including eblasts, newsletters, mailers and website
- Installation and takedown of all components of CONNECT space. Charges may apply for any elements not dismantled
- Travel and lodging for participants
- Shipping to and from SOFA, placing of works, packing of works
- Representative to staff space for duration of fair including; Opening Night Preview, VIP and general admission hours throughout the weekend
- Any additional items requested by school that are not provided by SOFA will be additional costs at participating school's expense

CONNECT

2017 FINALISTS



School of the Art Institute of Chicago



Metropolitan State University, Denver



University of California, Davis



Herron School of Art and Design, IUPUI



WINNER: Purdue University



Columbus College of Art and Design



COMPETITION TIMELINE

MARCH 30	Deadline for consideration
JUNE 1	CONNECT proposals and renderings due
JULY 11	Notification of proposal status
AUGUST	Distribution of seed monies
AUGUST 14	Online statement due (1500 words)
SEPTEMBER	Exhibitor kit sent to faculty advisor
OCTOBER	Exhibitor kit returned to SOFA, completed
OCTOBER 2	10 images of work in progress / project components due
OCTOBER 30	8 am Setup begins at Navy Pier
NOVEMBER 1	12 noon Setup ends; complete cleanup of show floor begins 1 pm jurying 5-9 pm Opening Night Preview TIME TBA winning school announced
NOVEMBER 2-4	General Admission Friday, 10 am 7 pm (VIP hour from 10-11 am) Saturday, 10 am 7 pm (VIP hour from 10-11 am) Sunday, 12 noon - 6 pm
NOVEMBER 4	6:01 pm Takedown begins
NOVEMBER 5	All materials must be out of the hall by 12 noon

Send CONNECT Project + Submissions to Emily Fenn

efenn@urban-expo.com | 312.340.6280

General Information + Travel & Lodging

www.sofaexpo.com

Social Media

<http://www.facebook.com/sofafair>

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