DESIGNING DIGITAL | TRANSFORMATION

fall 2020

STUDENT DESIGN SUMMIT

THE CULTURAL CENTER
PLANNING INITIATIVE

MIDTOWN
DETROIT

UNIVERSITY OF
MICHIGAN

WAYNE STATE
UNIVERSITY

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THE STUDENT DESIGN SUMMIT

THE STUDENT DESIGN SUMMIT is a complementary component of the Detroit Cultural Center Planning Initiative (CCPI) meant to engage students in contemporary design practice and community involvement. Each Design Summit is accompanied by a Student Design Competition to give students in the State of Michigan an opportunity to re-conceptualize spaces in need of innovative design solutions. Students work together in teams and are provided with resources, networked with professionals, and use the competition to elevate their skills and develop new ones. The Summit also includes talks with design professionals and guidance on masterplan development. This series of events places emphasis on design practice and the development of catalytic ideas for digital transformation. Students are encouraged to think about how digital technology can create meaningful/rich experiences for audiences/visitors in public spaces online and on-site.

In 2018, the Student Design Summit asked students: What is the role of the art museum and cultural district in the 21st century? How do cultural institutions establish or reflect civic values? What tactics, tools, or designs can be developed to help these institutions better serve the communities around them? And where does public space fit into the mix?

The 2018 competition challenged students to re-design the Cultural District surrounding the Detroit Institute of Arts and think of ways to activate the area. The winning team, 51Eighty from Wayne State University, was awarded the Jury Prize of $2,500 as well as the People's Choice Award. Projects were also given honorable mentions.

In Fall 2019 the second Student Design Summit asked students how public spaces are shaped by their surrounding civic institutions—specifically looking at the Cass Avenue connection between Wayne State University and the Main Branch of the Detroit Public Library. The winning team, I.D. studio 4 from Wayne State University, was awarded First Place in the amount of $2,500.

In Fall 2020 the third Student Design Summit asks students to consider how technologies can be used to further the missions of cultural institutions and help them better coordinate, cooperate, and collaborate with each other to enhance the experiences of visitors to their institutions and to the wider cultural district.

DESIGNING FOR DIGITAL TRANSFORMATION

Detroit is considered the "least connected city" in America. The 2018 American Community Survey (ACS) revealed 27% of Detroit households do not have access to the internet; 46% lack access to high speed internet; 45% do not have a computer; and 42% lack access to a cellular data plan.

Because of the pace of technological change, we also understand that there will always be a digital equity gap even as we work towards digital futurity. Cultural and educational institutions can play a vital role in addressing the equity gap by focusing on the way that digital technologies enhance the relationship between visitors and cultural institutions by enabling engagement, participation, and collaboration.

Even before COVID-19, cultural institutions demonstrated an appetite for developing cross-cutting digital strategies and programs to enhance their missions and attract new audiences with compelling content and engagement. The pandemic further compelled cultural institutions to increase their online activities, to provide a vital connection to the audiences they serve. This crisis made us acutely aware that a robust digital strategy entails much more than simply adding content online. It requires a fundamental understanding of the relationship we want to have with our audiences, of digital skills, platforms, and opportunities.

Digital technology has afforded new networks for people to make their voices heard, to tell inclusive stories, and shape the future. Technologies enable different communities to come together to share experiences, learn something new, inspire, and bring change. However, there is still a lot to learn about how cultural organizations can work together to deploy these technologies.

We are looking for innovative visions that catalyze digital transformation for the Cultural Center. Visions should be anchored in digital inclusion, that is designed to integrate our core values and beliefs while promoting the excellence, and cultural vibrancy our cultural institutions are recognized for. The third Midtown Cultural Connections Student Design Summit will explore the following questions:

- How might we Detroit's Cultural Center institutions enable individuals to work in collaboration towards the achievement of common goals and objectives, enhancement of productivity, and greater satisfaction?
- How might digital technology help the Cultural Center institutions engage new people, especially Detroit residents?
- How might we the Cultural Center institutions use technology to expand social connectivity, promote more versatile working, make information storage more manageable, and entertain us?
- How might we the Cultural Center institutions use these technologies to tell more inclusive stories?

The Design Summit starts with a presentation/panel discussion and workshop to accelerate project ideas for the Student Design Competition. The CCPI cultural institutions each have their own needs, appetites, readiness and opportunities. Through the CCPI there is the potential for the cultural institutions to work together to identify what matters most and support each other to address the continually shifting terrain that is contemporary digital technology. Working together, in partnership with other Student Design Summit partners, Midtown Detroit, Inc. (MDI), the University of Michigan and Wayne State University are inviting students to envision catalytic ways to amplify cross-promotion between cultural district institutions; increase communication between cultural district institutions and their audiences and visitors; engage people through a cultural district virtual visitor desk; and make greater connections between cultural district institutions' online presence and their physical locations. One of the long-term goals of the CCPI is to create engaging and inviting physical public spaces where everyone—including long-time residents, students and employees, and visitors—feel welcome. How can the use of digital tools aid in this goal? How do we create this same inviting public space virtually?

2020 SUMMIT BRIEF

Individual students and interdisciplinary student teams will develop cutting-edge tactics, prototypes, concepts, and designs that respond to the questions and objectives outlined in the overview. Successful ideas will select at least two cultural institutions to work with and identify a specific collaborative opportunity within this context and develop an appropriate and innovative proposal that can be well addressed over the course of a semester.

SUBMISSION REQUIREMENTS:

- Project title
- Participant name(s)
- Contact info
- Project description of your chosen design focus and proposed solution, with a summary of the approaches taken within your design process, the issues that you are addressing, and your main claims for your proposed vision. 500 words max.
- Description of team's motivation to address the above topic, challenge, approach, and/or solution. 500 words max.
- Maximum two (2) 24″ x 36″ digital presentation boards in PDF format
- Maximum 3-minute video illustrating your proposed vision
- NOTE: Do not place your name or other identifying information on your boards. Please use the following naming convention: CCPI-SDC3 + team initials + school initials (e.g. CCPI-SDS3_XX_WSU_Board1.pdf)

EVALUATION CRITERIA:

- Does the submission address a target population represented by two or more CCPI cultural institutions?
- Does the submission propose to use digital technology in an appropriate way?
- Were relevant precedent examples identified and cited?
- Was the submission developed enough to demonstrate the key ideas?
- Did the team explore and consider the entire ecosystem of stakeholders, conditions, and contexts?
- Does the submission consider that Detroit is the "least connected city" in America?
- Is the submission well-crafted and effectively presented?

A jury will choose one (1) overall winner and two (2) runner-up winners. The three (3) winning ideas will be recognized through a digital announcement and showcased on MDI's Cultural Center Planning Initiative and its organizational websites found at

https://www.midtownculturalconnections.com
and
http://www.midtowndetroitinc.org

Additionally, the overall winner will receive a $2,500 prize. Each runner-up winner will receive a $1,000 prize. Prizes will be divided equally among team members.

Submissions are due by November 30, 2020, 11:59 p.m. E.S.T.

IMPORTANT DATES

TUESDAY, SEPTEMBER 15, 2020, 6:00-8:00PM
LAUNCH OF STUDENT DESIGN COMPETITION
Meet members from the Cultural Center Planning Initiative (CCPI) design team and the Student Design Summit (SDS) project management team. Cezanne Charles and John Marshall of rootoftwo will discuss their work developing a technical framework for the CCPI and Paul Fontaine and Annmarie Borucki from the SDS PM team will answer your questions about the student design competition. Other guests may participate in this launch event.
Location: Zoom Webinar
Register: https://us02web.zoom.us/webinar/register/WN_-x2_46lTQ9ur3b7zjcTR7A

TUESDAY, OCTOBER 20, 2020, 6:00-8:00PM
IDEATION NIGHT
Hear from representatives from Cultural Center institutions and other organizations making an impact in the City of Detroit around digital equity and who are using technology to engage new audiences and deliver programming in innovative ways. Other case studies will also be explored. This conversation will begin at 6:00 p.m. and will include a Q&A.
Location: Zoom Webinar
Register: https://us02web.zoom.us/webinar/register/WN_XwFoHaLFSqqT4_6TsX1XHw

TUESDAY, NOVEMBER 17, 2020, 6:00-8:00PM
PROFESSIONAL RESOURCES NIGHT
Meet professionals working in the field of arts and cultural programming, museums, digital technologies, urban planning, communications and marketing, and more to run your ideas by and ask questions.
Location: Zoom Webinar
Register: https://us02web.zoom.us/webinar/register/WN_Vc7CFItQSiW7FqntXh107w

MONDAY, NOVEMBER 30, 2020, 11:59PM EST
SUBMISSION DEADLINE
The Student Design Summit competition is using Slideroom to manage all submissions. Please submit your 500-word description, digital presentation boards and 3-minute max video via SlideRoom at: https://midtowndetroitinc.slideroom.com/

TUESDAY, DECEMBER 15, 2020, 6:00-8:00PM
STUDENT DESIGN SUMMIT VIRTUAL AWARDS CEREMONY
Location: Zoom Webinar
Register: https://us02web.zoom.us/webinar/register/WN_nTLVk4mrSCasTBHCfD4L4w

SUBMISSION
Deadline for the competition is November 30, 2020, 11:59PM EST

Submissions must be submitted via SlideRoom at:
https://midtowndetroitinc.slideroom.com/

A free SlideRoom account must be set up prior in order to submit a submission.

VIRTUAL OFFICE HOURS
Zoom office hours will be held on the 4th Tuesdays of the month:
• September 22, 2020, 6:00-7:30PM
• October 27, 2020, 6:00-7:30 PM
• November 24, 2020, 6:00-7:30PM

Reservations are required and will be allotted in 15-minute increments. Members from the Student Design Summit project management team will be available during these times to answer student questions and share other resources, as needed. In order to receive event reminders and log-in information about these sessions, students either must sign up for the Student Design Summit e-newsletter, or follow the Cultural Center Planning Initiative website or Facebook page.

FOR MORE INFORMATION

CONTACT:
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FREQUENTLY ASKED QUESTIONS

Who is eligible to submit ideas?
The only requirement for submitting ideas for the Student Design Summit (SDS) is that you are currently enrolled at least part-time in a Michigan high school, college, or university. Teams are strongly encouraged.

Is there a cost to apply?
No. Participating in the Student Design Summit design competition is free to all Michigan high school, college or university students.

What is the required team size?
There are no minimum or maximum team sizes. However, it is highly suggested that one person serves as the primary contact for the team in terms of managing the application process.

Am I required to participate in the monthly Student Design Summit info sessions in order to apply to the competition?
No, but it is highly encouraged. Post-meeting videos will be made available on the Cultural Center Planning Initiative (CCPI) **website** and **Facebook** page. Those students who participate in the monthly info sessions will have immediate access to professionals already working in the field and will be able to receive feedback on their ideas.

More information about the participants in each info session will be shared on the CCPI website and Facebook page. Occasional e-newsletters will also be sent out with competition reminders.

Are there prizes/rewards?
Yes. A jury will select three winning submissions. First prize will receive $2,500.00 USD, and second and third prizes will each receive $1,000.00 USD. Prize money must be split evenly amongst the team members—no exceptions.

What is the review process to judge ideas?
A jury of local professionals representing the interests of Detroit's Cultural Center and with expertise in digital technologies, arts and culture, urban planning and placemaking and more, will review and rate the ideas.

Selection criteria includes:
- Does the submission address a target population represented by two or more CCPI cultural institutions?
- Does the submission propose to use digital technology in an appropriate way?
- Were relevant precedent examples identified and cited?
- Was the submission developed enough to demonstrate the key ideas?

- Did the team explore and consider the entire ecosystem of stakeholders, conditions, and contexts?
- Does the submission consider that Detroit is the "least connected city" in America?
- Is the submission well-crafted and effectively presented?

How do I submit my team's idea?
The Student Design Summit is using SlideRoom for online applications. The online application will go live on September 1, 2020 and can be accessed **HERE**.

The deadline for applying is Monday, November 30, 2020, 11:59PM EST.

When will I hear if my team is a finalist in the competition?
All announcements about the winning student teams will be made at the December 15th Student Design Summit Virtual Awards Ceremony.