

The background features a stylized illustration of a woman's face and hands. She is holding a glowing blue Earth with white landmasses. The woman's face is in the upper center, with her eyes closed and a serene expression. Her hands are positioned at the bottom, cradling the Earth. The overall color palette is dark, with shades of grey, black, and blue. There are some faint constellation-like patterns in the corners.

GAIA

DESIGN, DINE, and MAKE A DIFFERENCE 2021



GAIA

The GAIA hypothesis suggests that we coevolve with our environment.

Designers are challenged to capture our changing planet and humanity's role in this change by considering all four dimensions of sustainability the social, ecological, economic and the worldview.

Designs can be provocative and raise awareness of the ecocide that is occurring or celebrate the beauty that occurs when we work in synergy with nature. **The pieces are meant to live outdoors in nature** and inspire a lighter footprint on our planet — one that encourages humanity to respect, protect and celebrate our connection to Mother Earth!



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ELIGIBILITY

As part of the submission for the competition, your firm must adhere to the following conditions:



ENTRY

- Design firms can put forward an individual designer or a team. Only one entry from each design firm can be submitted
- Design firms are free to collaborate with a build partner of their choice
- A build partner can work with no more than two design firms
- The Design Firm and build partner commit to:
 - Respecting the timelines
 - Transferring the ownership to Surge once the piece is built

STAGE 1

BUILD

- The design should clearly raise awareness to the brief.
- Overall size should not exceed 90*45*200 cms
- The piece must be freestanding.
- The budget should not exceed AED 2,500
- Sustainability criteria (Eco-Design): At least 60% of the design must contain recycled/reclaimed/upcycled materials that are made or sourced in the UAE. Construction methodology has to be as sustainable as possible. The usage of the piece must limit negative impacts through durability, and ease of assembly/disassembly.
- Innovation: In technology, originality, efficient production processes.

STAGE 2



STAGE 3



FINAL SUBMISSIONS

- Brief 1-minute video that raises awareness of the creation
- A1 (portrait orientation) storyboard. It will be printed by the Surge team and displayed at the Gala next to the piece. Files should be high resolution (pdf, jpeg or png) and can be shared through transfer platforms
- Completed scorecard for judges to review creation.
- Build Partners must provide signed cost sheets with information on material, labour and other costs incurred during the build process.
- High resolution bio pictures, logos, social media handles, inspirational blurb to be shared on social channels and Love That Design's voting page for the People's Choice Award.
- Design Teams will have a display area to showcase the inspiration behind the design solution at the gala. The space should include the finished piece and materials that have inspired the design.

To support participants, we will conduct a workshop to introduce various aspects of GAIA and members within our community that support the GAIA hypothesis.



UNITED ARAB EMIRATES
DUBAI

JUDGING CRITERIA



JUDGING CRITERIA

The judging panel includes a select board of design professionals and media. Participants will fill and return a detailed Scorecard to help the judges cover the following criteria:

- An all inclusive piece in compliance to the design brief.
- Shared Value: a positive social outcome is generated.
- Surge's Values: incorporation of Surge's core values of equity, leadership, respect, stewardship (respect for all living beings and our planet).
- Functionality
- Eco-design, including a quantitative and qualitative analysis of the environmental impact. New/ Reused/ Renewed?
- Innovation
- Quality of craftsmanship
- Impact: Networked approach to raising awareness, making a contribution to our community and coming full circle to finding its final home.

AWARDS

- Overall Competition Winner
- Most Commended
- Most Impactful
- Most Sustainable
- Innovation Award
- Master Craftsman – awarded to Build Partner
- People's Choice



KEY DATES



STAGE 1 - ENTRY & CONCEPT

- MAR 15 Early Bird Entries
- APR 14 Entry Forms via PDF/Word or Love That Design
- MAY 15 Concept Submission includes: Inspirational write-up/Design sketches Optional look & feel board
- MAY 29 Concept Approval / Surge to email confirmed participants

STAGE 2 - WORKSHOP & BUILD

- JUNE Workshop date & venue TBC
- AUG 22 Shop Drawing to Build Partner / Build Partner Agreement
- SEPT 5 Production starts, Progress Meeting, Prototype review
- OCT 3 Production completed with finalized piece.

STAGE 3 - FILM SHOOT/ JUDGING

- OCT 10 Support for Social Media Campaign. Submit: team photographs, social media handles, 1 minute video describing the inspiration behind the piece.
- NOV 5/6 Video, photo shoot and Interview organized by Surge
- NOV 9 Score Card Submission (File: PDF Low Resolution)
A1 graphical concept board submission (File: A1 Portrait High Res)
Company & Build Partner Logos (File: High Res .ai/.eps/.tiff/.png)

STAGE 4 - SHOWTIME

- DEC 7 Delivery of the piece to the gala location. Design teams are responsible for the display and to ensure the inspiration behind the piece comes through.
- DEC 8 DDD Gala Evening



CONTACT

Completed entry forms should be sent to:
friends@surgeforwater.org

If you require any further clarification or
information please feel free to contact us
via email above or by phone:

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Surge invests in communities with safe water, sanitation, and hygiene solutions to help end the cycle of poverty.

In a world in where 2.2 billion people lack access to safe water in their homes, Surge takes a multi-faceted approach to reach as many people as possible.

We look forward to your design firm and build partner being part of this meaningful event to support Surge's transformational work. To learn more about the mission, please visit **surgeforwater.org**





THANK YOU

DESIGN, DINE, and MAKE A DIFFERENCE

