

Welcome!

Thank you for participating in our window design competition for schools. This document includes all the information you will need to submit your students' entries. If we have missed anything, or you have any further questions, please don't hesitate to contact Katy Wade via email: katy.wade@riba.org

What is the window design competition for schools?

The Royal Institute of British Architects (RIBA) has teamed up with the Coventry City of Culture Trust and the Coventry Business Improvement District to create an architecture inspired competition for students across Coventry & Warwickshire. This competition is part of a city-wide initiative called The Show Windows which sees artists, designers and architects transform the city centre shop windows into portals and mirrors to tell new narratives and reflections about ourselves and the city.

To enter, students must design a window display using the template provided to show how Coventry links to the theme indicated for their age category. The winning entry will be decided by a panel of local judges and the design will be turned into a real-life display by an architect to be exhibited in the Apps Living window near Belgrade Theatre. It will be up for approximately one month during December 2021 (exact dates TBC). The architect creating the window display will also visit the winning school to talk about how they have created the final piece and do an introduction to students about life as an architect.

What is the theme for Key Stage 2 students?

The Key Stage 2 theme is **Coventry, a city of light**.

Students will need to create a window display which shows how Coventry could be a city of light, either physically or symbolically. For example, they may wish to design a window display which shows a city full of sunny spaces which uses sunlight to create power. Or maybe they would like to design a new park which uses reflection and refraction to create rainbows and playful communal spaces for children. Or they could create a design which uses lights and lanterns with iconic buildings to create a magical look for their city.

For more ideas on what students could design, please see our Key Stage 2 classroom resource, found below in this pack. This presentation is designed to be used with the class to guide them through the brief and inspire their creativity of what they could produce.

How do students enter?

Students should create their design by drawing and annotating their ideas onto the Key Stage 2 student entry template, found below in this pack. Designs must explain the link to Coventry and light, and the theme must be clearly explained in their window label.

Students should suggest how their display could be assembled, whether that is hanging things from the ceiling, placing items on custom made units/shelves, or sticking graphics on backdrops or windows. They should also consider materials and colours to be used. Finally, please make sure students draw things roughly in proportion; if they want something large make sure it is larger than the other things they draw – if they want them to be the same size, try and get them to draw them similar sizes.

Please refer to the Key Stage 2 classroom resource found below in this pack to help students consider the design process and identify what they need to include.

How do I submit their entries?

A teacher should submit all entries together at the same time, whether this is for a class or subject group. They will need to complete the *Teachers' submission form* and then email or post this form, alongside the students' entries, in one of the following ways;

- Email as attachments to katy.wade@riba.org with the subject as **Key Stage 2 window design competition**
- Post; FAO Katy Wade, RIBA West Midlands, 321 Bradford Street, Birmingham, B5 6ET

Please check that each entry has all the necessary details completed before sending them to us.

What are the key dates I need to know?

The schedule below highlights the dates you need to be aware of. As the time for submitting entries covers two academic years, we recommend that any year 6 students enter only from September onwards, so that the winning entry doesn't come from a student who has left for secondary school.

- **June 9th 2021:** Competition launches.
- **October 11th 2021:** Competition closes. All entries must have been received by RIBA by 5pm
- **October 22nd 2021:** Winning entry is announced
- **October-November 2021:** Architect visits the school to share their proposal with pupils at a convenient date/time agreed with the school.
- **November 2021:** Architect builds/installs the window display (date TBC)
- **December 2021:** Window display is exhibited at Living Apps for 1 month (dates TBC)

How will the entries be judged?

Staff from RIBA will do an initial short listing before handing remaining entries over to a panel of judges. The judges will include architects, artists and representatives from the organisations involved with City of Culture and the Coventry BID team. Entries will be judged on their creativity, how well they have met the brief and the skill shown in communicating ideas (taking their age into consideration).

Will the final window look exactly like the winning design?

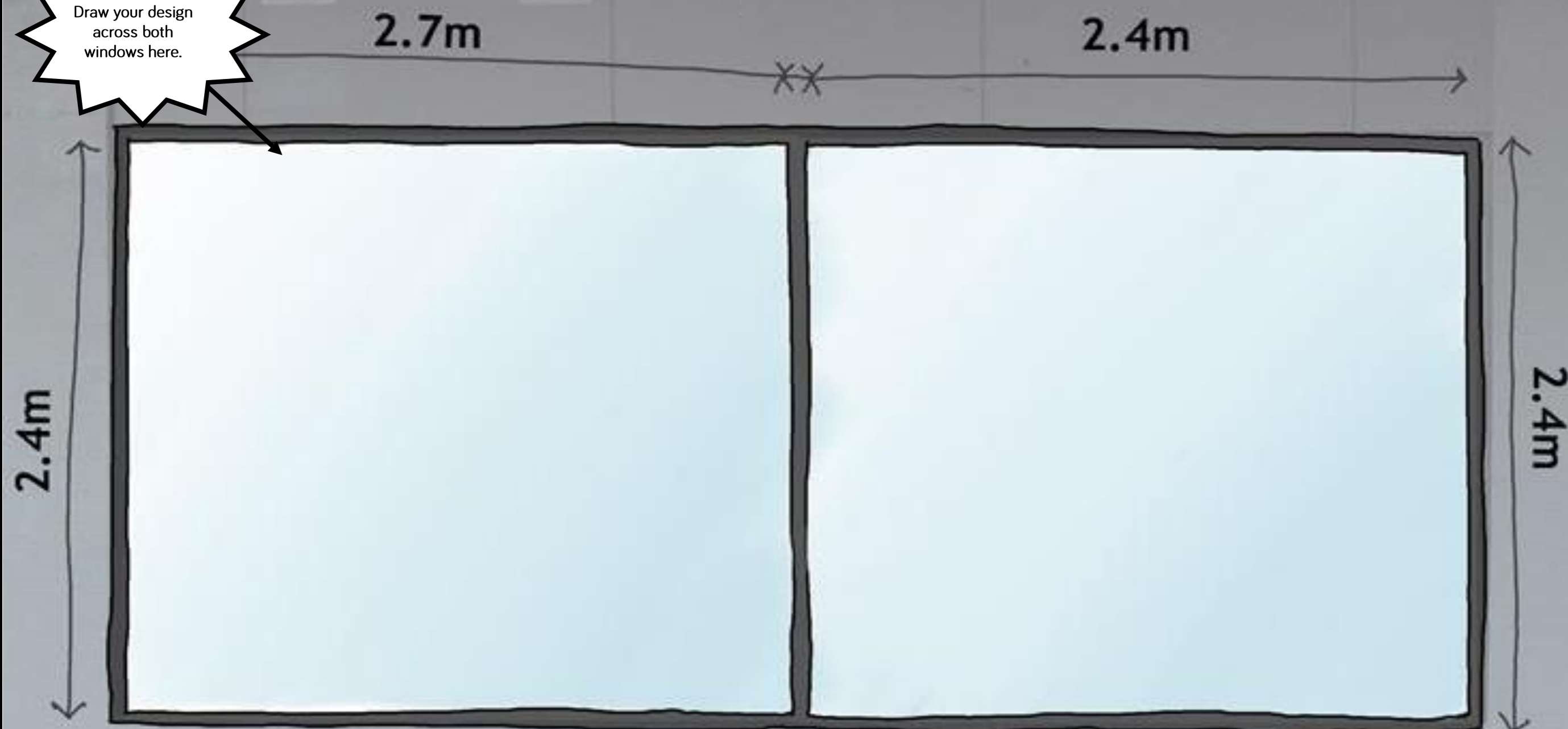
This will depend on how complicated and extravagant the student's design was. The architect will use as many ideas and elements from the winning design as possible, but due to budgets and logistics, it is likely they will have to alter the design. This is why we invite the architect into the school, so that they can explain the process and some of the challenges they faced when creating the display.

Can we submit entries as a group?

Absolutely! Teamwork and collaboration are skills we value, so please feel free to submit group entries (just make sure everyone's name is included so that they all get credit!).

Coventry city of light window display design – Key Stage 2 entry form

Draw your design across both windows here.



Checklist

Have I...

- Drawn what I want to be included in the display?
- Shown what colours I would like things to be?
- Written clear labels in neat handwriting?
- Suggested materials it could be made from?
- Drawn things in proportion (e.g. the thing I want to be biggest is drawn the biggest, things of a similar size are drawn similar sizes)

Your Details

Full Name:

Age:

School:

Title of your Display:

Exhibition Label

Write a brief description which explains what your display shows and how it links to Coventry being the City of Light.

Coventry city of light window display competition

Key Stage 2 classroom resource

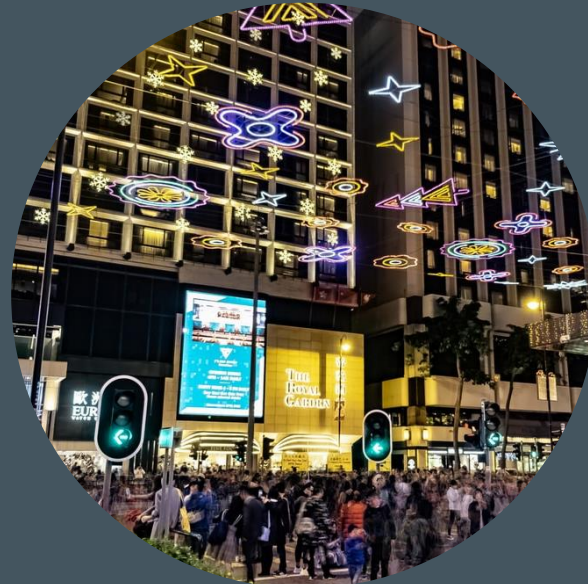
The Challenge

We want you to design a window display that shows how Coventry is/could be a City of Light.

You can think of light in its PHYSICAL meaning (candles, lamps, sun, electricity, rainbows, reflections, fire etc)

OR

How light can be SYMBOLIC and have other meanings (happiness, wisdom, goodness, purity, peace, etc)



Using the template provided you will need to draw and label your design for the window display.

Things you will need to consider include;

- How can I make it clear what my window is telling/showing people?
- How can I make it eye catching to people far away?
- How many elements should I include and what size should they be?
- What colours and materials should it use?
- How will people know it's about Coventry?



Your design will fill two windows of the Living Apps Building

Step 1: Research

What makes a good window display?

Look at the following window displays and discuss as a class what is good or bad about them.

Think about:

- What type of colours do they use?
- Are they designed to be seen from far away or close up? How do you know?
- How have different parts of the display been put together?
- What type of backgrounds are there?
- What types of materials have they used?
- Is the display easy to understand?
- Would this look better in the day or night?



How has lighting been used in this display?

RIBA REGENT STREET WINDOWS DISPLAY 2015



Does the background add glamour or make it harder to see what's happening?

OXFORD STREET SELFRIDGES CHRISTMAS WINDOW DISPLAY 2018



Is this designed to be seen from far away, inspected up close, or both?

RIBA REGENT STREET WINDOWS DISPLAY 2015



Do you like this view – looking down on a city?

Photo Beth Beckman
<https://www.mommynearest.com/edition/nyc/article/take-a-walking-tour-of-nycs-best-holiday-windows>

MACY'S CHRISTMAS DISPLAY 2017



RIBA REGENT STREET WINDOWS DISPLAY 2015



MAKE MY MAGNUM, SELFRIDGES, 2014

How does the arrangement make these displays unique?



Would this be as attractive without the backdrop?

BLOOMINGDALES 2019



What tone does the colour scheme create?

Do you like the detailed background?

GLITZ AND GLAMOUR OF THE GOLDEN AGE OF HOLLYWOOD, BROWN THOMAS, DUBLIN 2018



**WASTE
IS
RUBBISH**

HERON

CHA

Selfridges has been zero waste to landfill since 2014.

SELFRIDGES PROJECT EARTH DISPLAY 2020

How quickly did you understand the message of this window?

Is this a good or bad thing if you want to draw people over?



What do you notice first – the bottles or the outfit? Why?

ANTHROPOLOGIE EARTH DAY WINDOW DISPLAY 2013



How has the designer used mannequins to create a story?



How has the designer
created texture and
movement in this
display?

HERMES MAKING WAVES WINDOW, TOKYO, 2016



How do you think this floating look as been achieved?

Do you like its simplicity?

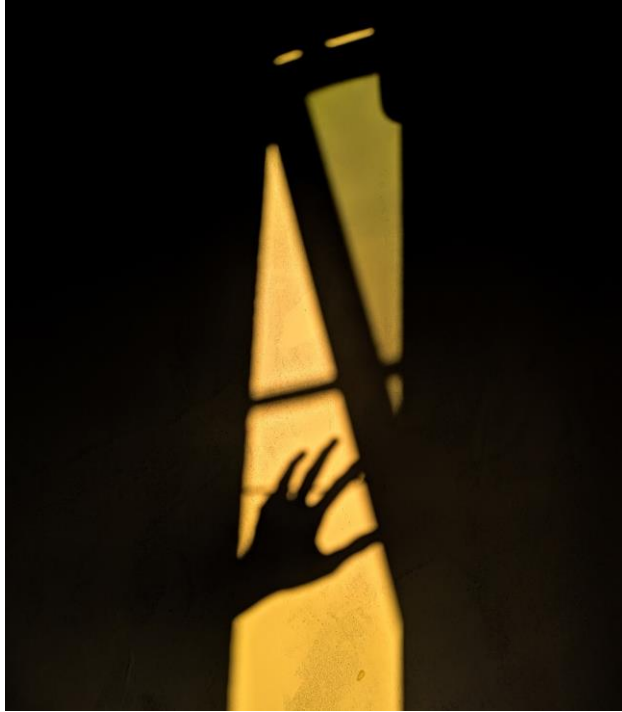
RIBA REGENT STREET WINDOWS DISPLAY 2015

Step 2: Meeting the brief

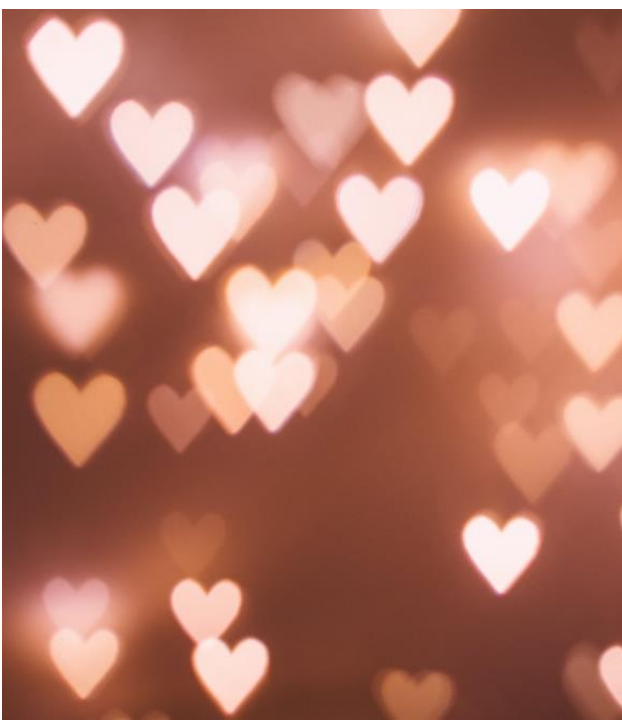
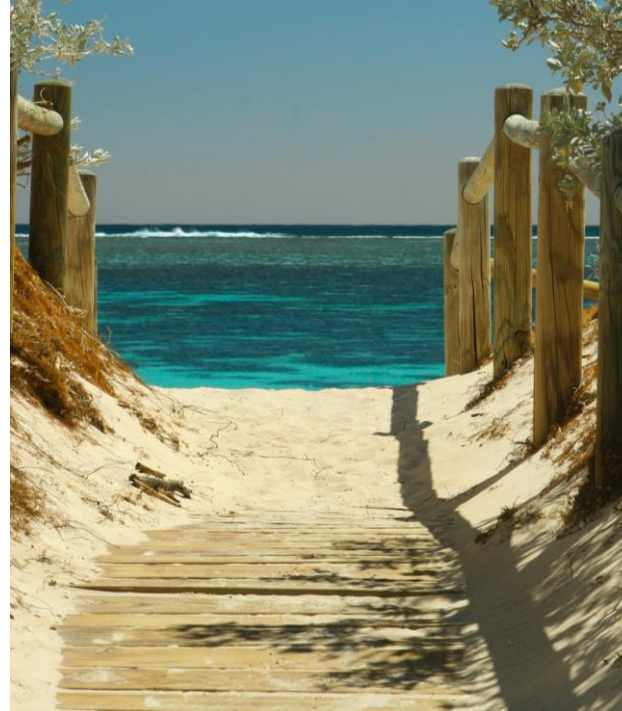
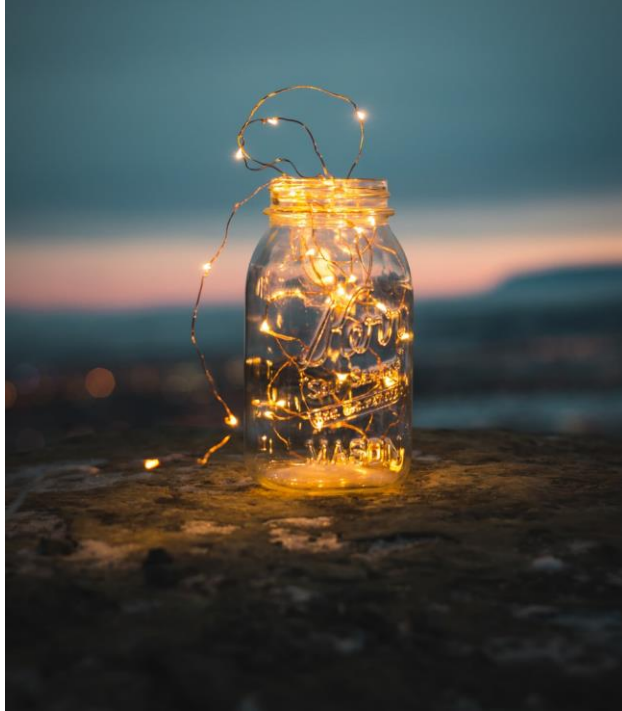
How do I include light?

Look at the following images and discuss as a class the following things.

- How do they link to the word 'light'?
- Are they sources of light, effects of light or symbolic of light?
- What emotions do they make you feel?
- Which do you think would stand out most in a window display?



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How can light be used to tell us things about a city?

Look at the following slides and discuss as a class the following things:

- What impression does the use of light give?
- Does the light add atmosphere or make a statement?
- Is the link to light direct (like a lamp) or abstract (such as plants)
- How do different colours/types of light change the look and feel?
- Would you like a city designed like this?



What would you think
about a city that
looked like this?





What would you think
about a city that
looked like this?





What would you think
about a city that
looked like this?





What would you think
about a city that
looked like this?



Can you think of how you could use light to show these things?

- Coventry is the best
- Coventry outshines other cities
- Coventry is lively
- Coventry loves art & culture
- Coventry is multicultural
- Coventry loves nature
- Coventry loves sports
- Coventry embraces technology



Step 3: Designing your display

Now put your ideas together!

Remember you need:

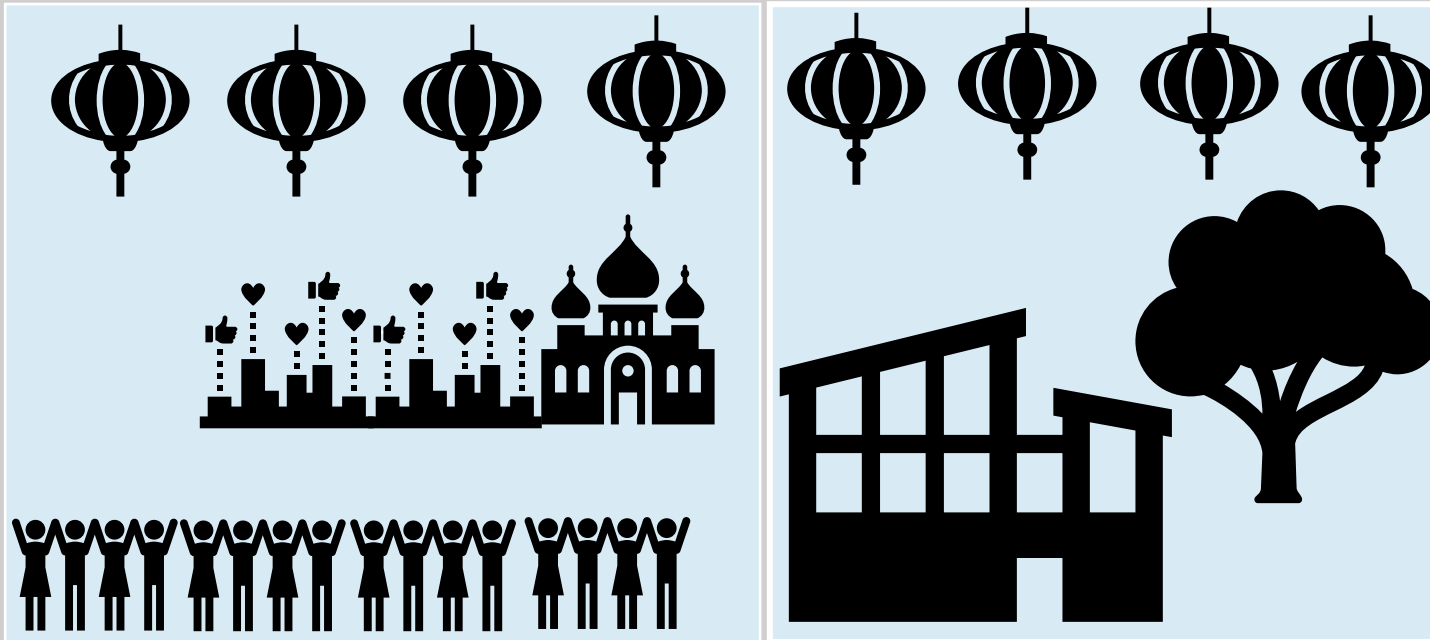
A clear link to light
(a source, effect or symbol)



Something to connect the
display to Coventry

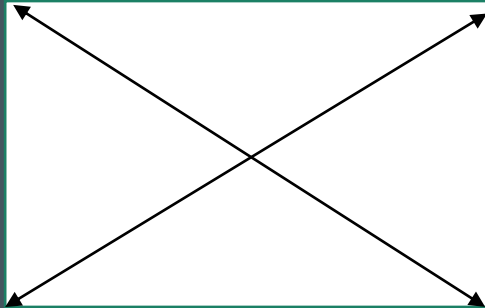


Something really eye catching
that will make people walk over
to the window and make them
remember it when they leave



Optional- a message about how Coventry is symbolically a city of light (e.g. diverse, exciting, peaceful)

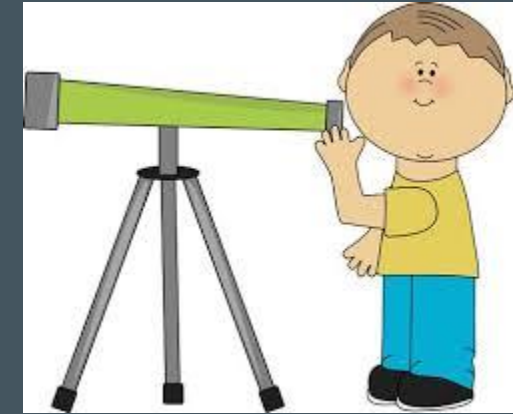
How to make it eye catching



Use the space wisely – your display should fill the two windows.



Choose a focal point. This should be the largest/most noticeable thing(s) that people see



Size matters! People across the street need to notice it, so designing lots of small things won't catch their attention.



Use lights to your advantage. Spotlights, twinkling lights, disco lights, LED candles are sure to grab people's attention and help you meet the brief.



Think carefully about colours and patterns. Do they clash in an unattractive way or distract from your focal point?



Consider using a backdrop. Contrasting or plain colours can make other things stand out, or create the link which ties all the items together.



Be unique and creative! Anything that is unusual looking or assembled in an interesting way will make people stop and look.

Impress us with your skills!

- Think about the size of each feature in your display and how this compares to other items in your display. Draw things large if they are meant to be large and small if they are meant to be small.
- Colour neatly and try shading if you can.
- Think about how you can show different textures or materials visually.
- Use labels and annotate your ideas. If you struggle to draw something, or it would be too small to draw clearly, write a label telling us what it is and how you want it to look.
- Show your personality! Don't create a design you think we want to see, create one you'd want to see!



Good Luck!

For more information please email learning@riba.org

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