

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 February 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 age secondary students can enter for this competition?

Students from Key Stage 3 and Key Stage 4 are eligible to take part in this competition. The student's age will be taken into consideration when we judge their designs as we realise ideas and designs will be more mature and developed in older students.

What is the theme for secondary students?

The theme is **Coventry, a city of hope**

Students will need to create a window display which shows what they hope Coventry will be like in the future. The display will need to convey this hope in either a real or abstract form and must link to the city's architecture – whether that is focussing on designing a particular building or space, looking at how the city is laid out, or referring to landmarks or architecture styles found within Coventry.

For this age category we want the hopes expressed to be beneficial for large groups of people – such as residents, minority groups or those of a certain age. To create extra challenges, we have included more details in the brief found in the secondary school classroom resource, included 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?

Each student must create their design by drawing and annotating their ideas onto the secondary student entry template we have provided below in this pack.

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 the materials and colours to be used (though the architect may change this). We would expect students to

come up with an idea that could be recreated by an architect quite faithfully, although we cannot guarantee the winning design will look exactly like what the student has created.

Please refer to the secondary school classroom resource provided 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 **secondary school 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, please consider how classes/groups may change and how this may affect when you would like students to submit their entries.

- **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
- **November 2021 to February 2022:** Architect visits the school to share their proposal with pupils at a convenient date/time agreed with the school.
- **January/February 2022:** Architect builds/installs the window display (date TBC)
- **February 2022:** 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 availability of materials and logistics, it is likely they will have to alter the design slightly. 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 hope window display design secondary school entry form

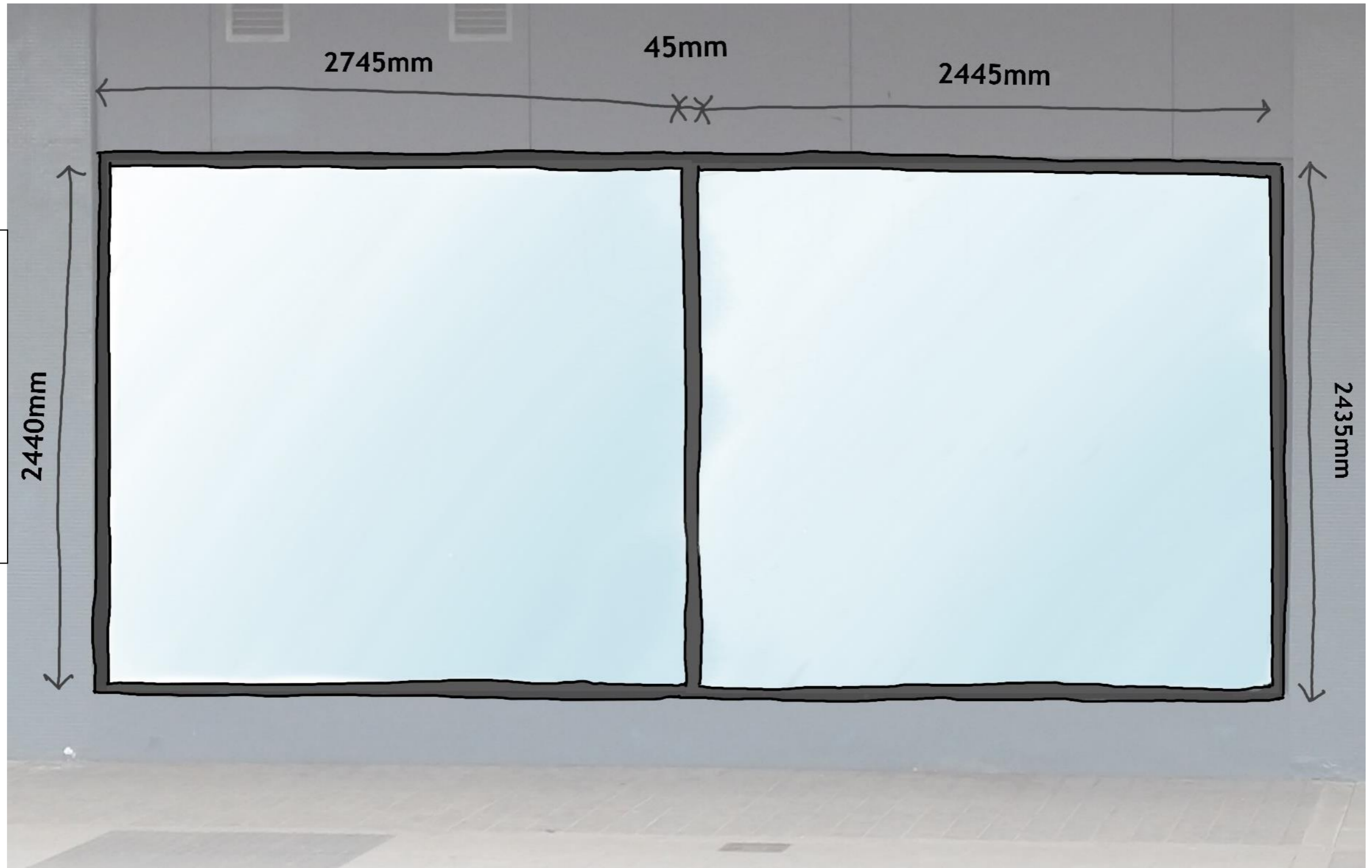
Your Details

Full Name

Age

School

Title of your Display



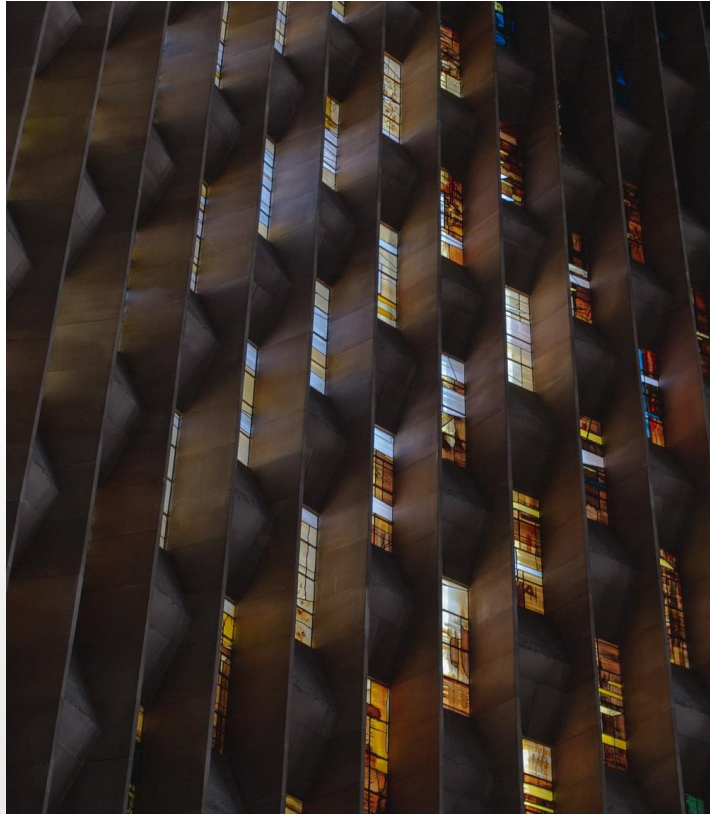
Checklist

Have I...

- Considered what the focal point of my display is?
- Designed something that will be noticeable from far away?
- Created a display with a clear message or story?
- Used the space well and drawn things in proportion?
- Considered what materials might be used?
- Considered the effects of colour and tone?
- Suggested how the display could be assembled?

Exhibition Label

Please write a description for the public explaining what your design shows and how it links to Coventry being The City of Hope



Coventry city of hope

Window display competition

Secondary classroom resource

The Brief

We want you to design a window display based on the theme 'Coventry, a City of Hope'.

Your window display must:

- Show a hope or vision you have for the city's future
- Link this hope/vision to the city's design or architecture
- Be eye-catching and make people want to look closely



The Site



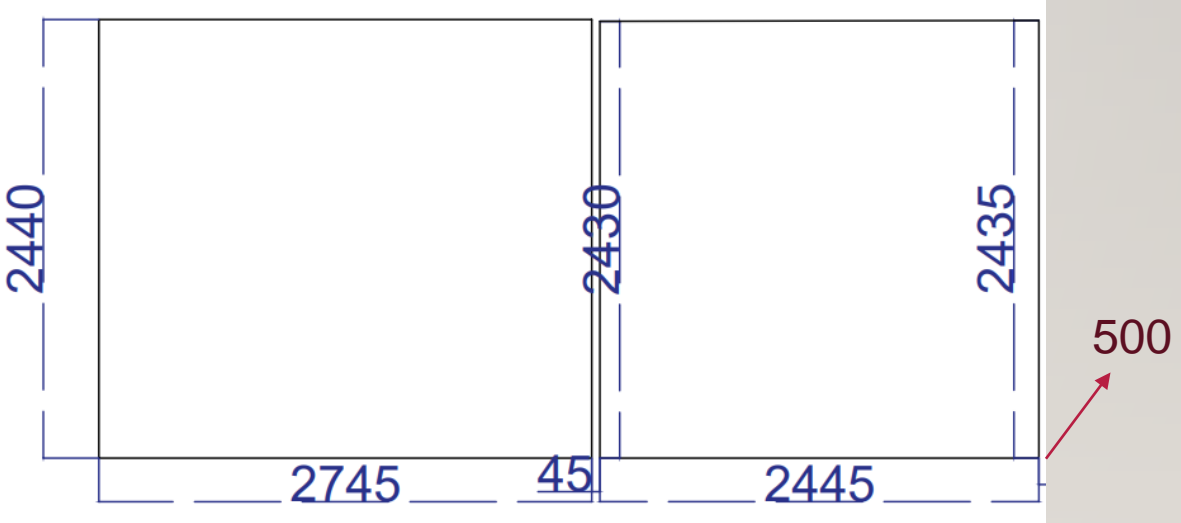
- The window you are designing for is on the ground floor of the App Living Building.
- Your window is opposite Belgrade Theatre and near a popular hotel. It has a lot of footfall both during the day and early evening.

The Window



Your design will span across two windows similar to the one pictured. There is a frame of 45mm dividing the two windows.

The dimensions are shown below in mm. The display depth is up to 500mm from the window.



Extra Considerations

- The window will be made on a budget of £300. Suggest materials you think will be appropriate for this amount.
- The window is part of a frequently used space. A fixed backdrop is not possible so if you use a background it would need to 'pop up' or be temporary
- Light from outside will need to enter the building through the window, so consider this in your design e.g. a backdrop which doesn't go all the way to the top, semi transparent materials used



What Types Of Hopes Are We Expecting To See?

- We want a hope for the city which will benefit many people. This can be everyone or specific groups of people. For example;
 - Residents, tourists, workers, those involved in entertainment.
 - Specific age groups
 - People you believe currently face discrimination
- It should address the idea of what would make Coventry a better place to live, work or visit



Showing Hope Through The City's Architecture

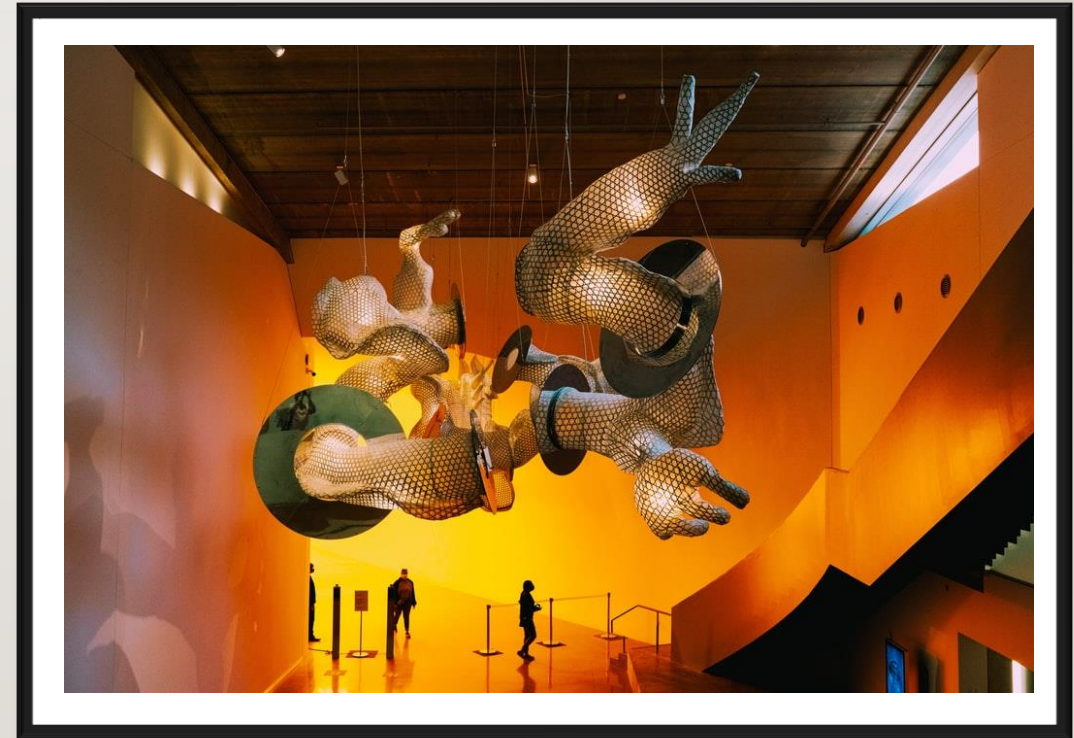




What Hopes Could These Represent?

Turning Ideas Into A Window Display

- Window displays are designed to be beautiful/thought provoking displays which draw people over to the building.
- Most use large, colourful and abstract designs. You will need to think how you can transform your ideas into something that would work well in a window display
- RESEARCH good window displays to help you form your ideas. The next few slides show different designs, but you may wish to do your own independent research and analysis.



Research





RIBA REGENT STREET WINDOWS DISPLAY 2015





OXFORD STREET SELFRIDGES CHRISTMAS WINDOW DISPLAY 2018



RIBA REGENT STREET WINDOWS DISPLAY 2015



MACY'S CHRISTMAS DISPLAY 2017

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



HERMES MAKING WAVES WINDOW, TOKYO, 2016



RIBA REGENT STREET WINDOWS DISPLAY, 2015



SELFRIDGES PROJECT EARTH DISPLAY 2020



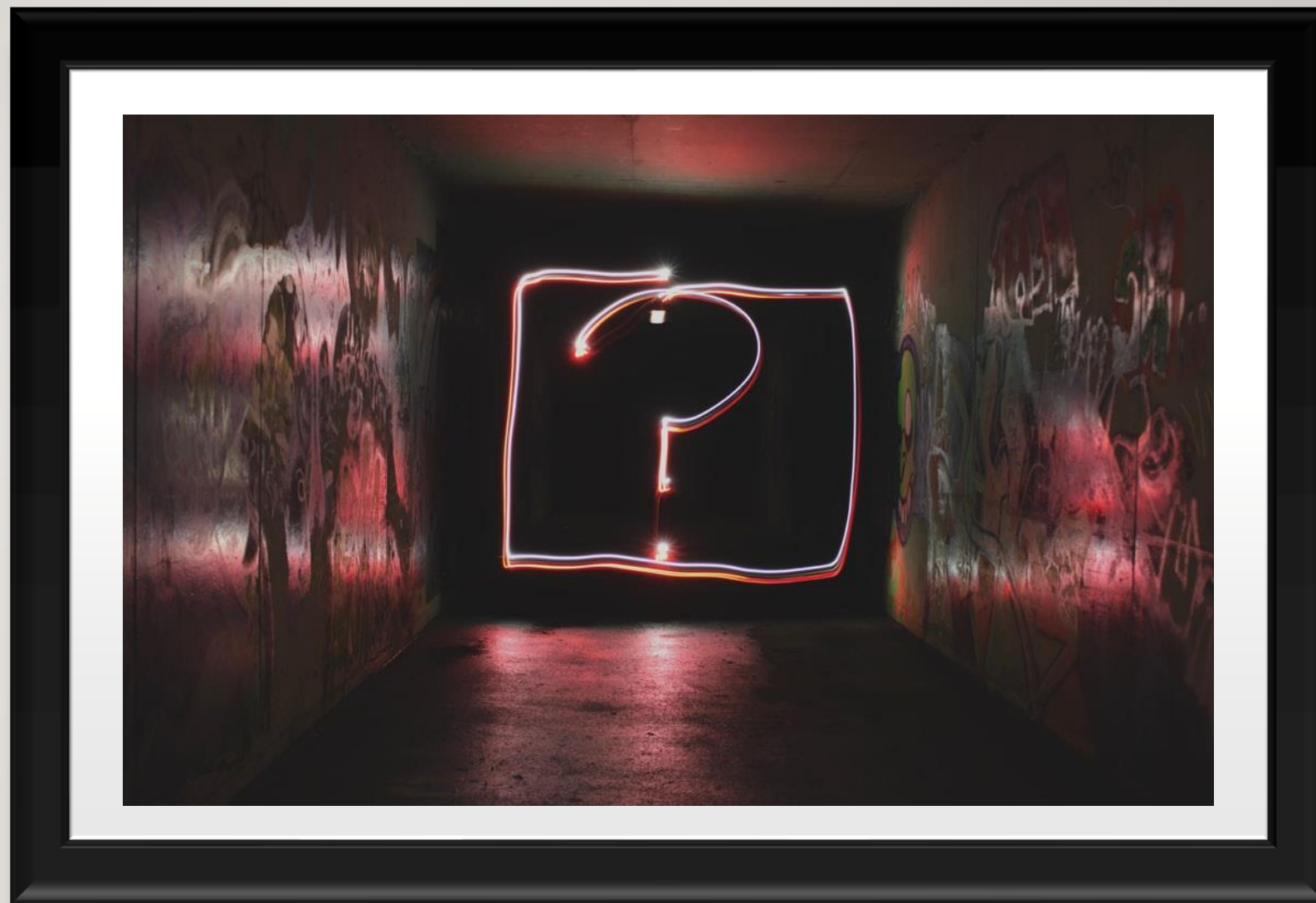
RIBA REGENT STREET WINDOWS DISPLAY 2015





ANTHROPOLOGIE EARTH DAY WINDOW DISPLAY 2013

Hints and Advice



Creating A Good Design

Capture the attention of passers-by and encourage them to view the window. This can be done through;

- Clever use of colour and textures
- Large elements which look unusual or exciting
- Things assembled in unexpected ways (floating, on unusual platforms, creating one item out of many small things etc)
- A design which puzzles and needs further exploration
- Something beautiful which people would want to photograph



Creating a Good Design

When you have their attention entertain and/or share an interesting idea. This can be done by;

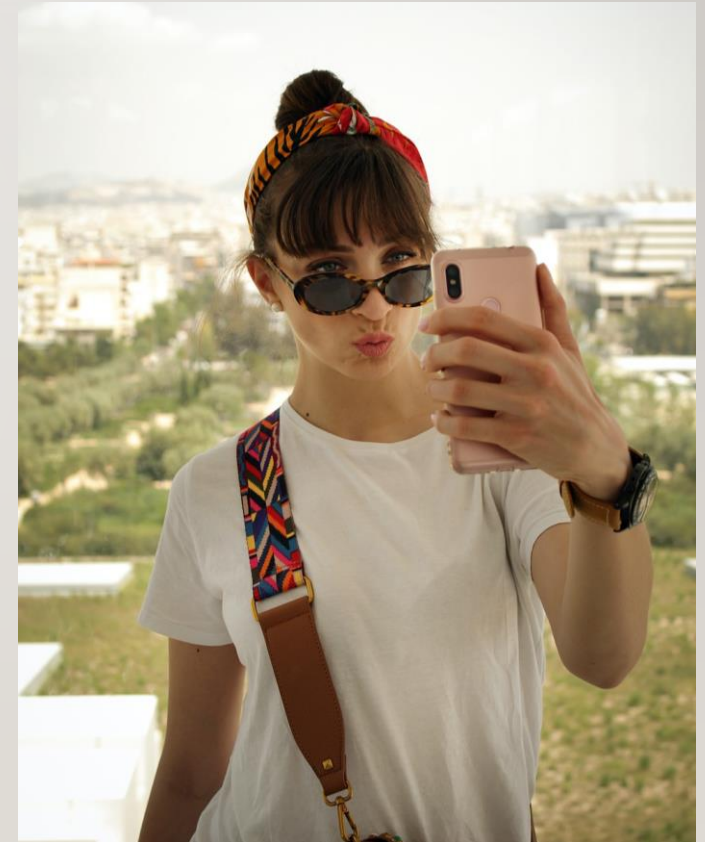
- Including things which each tell a different part of a story/idea
- Creating a beautiful design people enjoy looking at
- Making viewers explore the display for more detail/information – the message is not obvious at first glance
- Using humour or making a bold statement
- Creating something which stirs emotions
- Encouraging questions or making the display feel personal to the viewer



Creating a Good Design

Create a lasting impression

- Make sure your message/idea is clear and easy to understand (even if somebody has to read or look at the display for a while to fully appreciate it).
- Create something impressive and unusual they will remember and want to tell people about.
- Consider how people may interact with the display – is there something they will want to photograph? Is there a part that would make a great selfie?



What are the Judges Looking For?

- Designs that clearly tell us what you want Coventry to be like in the future.
- Designs which meet the brief and are drawn in proportion (*we don't expect scale drawings unless you want to challenge yourself!*)
- Designs that will make people stop and explore the window.
- Entries that communicate your ideas clearly and have considered how things like display arrangement and materials.
- Realistic designs that you think could be made (e.g. nothing that would cost thousands of pounds or defy the laws of physics)



Good luck

For more information and to find out about the latest news and events for schools:

- Visit www.architecture.com/education-cpd-and-careers/learning/riba-national-schools-programme
- Email learning@riba.org
- Follow us on twitter @RIBALearning