The Competition “Community”

About the RAIC

The Royal Architectural Institute of Canada (RAIC) has a rich history of promoting public engagement through architecture and design. For the 2020 Conference on Architecture, the RAIC has partnered with Fluevog to launch a student design competition for their Edmonton storefront.

The competition is open to students at accredited Canadian schools of architecture.

The theme of the window installation is “Community Interlace”.

About Fluevog

John Fluevog has come a long way since his humble beginnings in 1970 as a partner in the Vancouver shoe store, Fox and Fluevog – and boy, what a ride!

John is no stranger to Edmonton. He first opened a store in the historic City of Champions way back in the 80’s when we were all listening to Madonna and Michael Jackson in our ripped jeans and Jheri curls. After a far too long hiatus, his unique soles returned to the Albertan capital with the opening of a new Fluevog Edmonton store on Whyte Avenue!
Design and Installation Parameters

The Edmonton store is located across from the Princess Theatre at 10330 82nd Ave NW in the newly redeveloped Beljan Block. It is a refreshed heritage building with original brick walls from the 1920’s.

Fluevog’s street level storefront is contemporary while tying into Whyte avenue’s deep-rooted community and character. The installation should therefore contrast the heritage character of the building while showcasing Fluevog’s unique soles for unique souls. The installation should also consider the impact of the storefront on the streetscape and the city’s urban fabric.

The installation should be self-supporting and cannot exceed the size of the window. The volume of the window is 120" in length 67” in height, 11.25” in depth. The window features five transoms 20.5” in height and 18” in length. The casement between the large storefront window and the transoms is approximately 12 inches. The depth of window including the wood blocks varies between 2 feet 3 inches (at the shortest) and 3 feet 3 inches (at the longest).

The installation should be made of recyclable material (e.g. glass, paper, cardboard, metal, plastic, tires, textiles). It can display Fluevog merchandise (shoes), however, it is not a necessary element of the submission.

The winning design must be installed on site at the Fluevog store in Edmonton on June 1. The installation must be ready to open by June 1 at 7 p.m. It will remain on display until June 22. At least one member of the winning team must be present during the installation. The installation must be assembled during Fluevog store hours:

June 1 from 11 a.m. - 7 p.m.

The installation will be dismantled on June 23 by the Fluevog team. Instructions on how to dismantle it must be included with any competition submission.

Images of the storefront can be accessed through the following link: https://bit.ly/2HRy9P3

Eligibility

This competition is open to students enrolled full time at an accredited Canadian school of architecture in either an undergraduate or graduate program. Teams can be formed of up to 3 people. Each team may only submit one proposal. Only one submission is permitted per individual.

Registration

Competition submissions must be completed via an online portal. The registration form can be accessed through the following link: https://forms.gle/L12sZHn6REgCjXEXA

Submission Requirements

The competition submission will consist of:

- Team member names and contact information
- One A1 sized panel in landscape layout
The panel should be submitted as a PDF document, attached to the registration form (up to 10 MB) at 300 DPI.

- The panel can include text, drawing and rendering as determined by each submission.
- The elements included on the panel should clearly articulate the concept, materials and assembly and how they relate to the installation theme of "Community Interlace"
  - A 250-word introduction and description of the design
  - A maximum of one page of disassembly instructions submitted as a PDF
  - All file attachment names should follow the below convention using the primary design team member: LASTNAME_firstname_YYMMDD_FluevogRAIC2020

Incomplete submissions will not be accepted for review.

Submissions made by other methods will not be accepted for review.

**Deadline**

The deadline for submissions is **5:00pm PST April 9, 2020**

Submissions received after this time will not be accepted for review.

A confirmation email will be sent from RAIC within five (5) business days of the submission deadline.

**Selection Process**

All submissions will first be reviewed anonymously by the jury members which include:

- Stephen Bailey (Chief Marketing Officer, John Fluevog)
- Signe Yerxa (Store Manager, Edmonton Fluevog)
- Giovanna Boniface (Vice President of Corporate Affairs, RAIC)
- A member of the RAIC Board of Director (TBD)

One winner and up to three honourable mentions may be selected. At its discretion, the Jury may choose not to select a winner. It may also choose not to award the commission of the installation to the winning proposal.

**Budget**

The value of the materials required for the installation must not exceed $1000. The RAIC will reimburse the cost of these materials up to $1000\(^1\). Teams are responsible for any costs related to shipping, handling and installation of the winning submission.

**Prize**

Winning submissions receive:

1. Acknowledgement through RAIC communication (e-bulletin)

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\(^1\) Reimbursement information will be provided following the announcement of the winning submission. Receipts for materials are required for any reimbursement from the RAIC.
2. Acknowledgement RAIC post-Conference communication (e-bulletin in July), including photos of installation
3. Acknowledgement via Fluevog communication, including photos of installation
4. Announcement at RAIC Conference on Architecture
5. News article via RAIC
6. Opportunity to present the project at Fluevog store at a pop-up cocktail fundraiser on June 6 (event taking place 7pm-9pm).
7. Cash prize of $500 for the winning team

Timeline

Competition Launch – March 12, 2020
Competition Submission Deadline – April 9, 2020
Competition Winner Announced – May 7, 2020
Installation Mounting – June 1
Installation Opening – June 6
Installation Dismantling - June 23