

DESIGN  
COMPETITION

UNDERSTANDING THE IMPACT  
OF THE BUILT ENVIRONMENT  
ON BEHAVIOR

SPACES FOR  
CREATIVITY



# WHY?

There is much discussion about the role of technology in our future, and it is, without any doubt an important driver.

However, our very human aspects: Creativity, Critical Thinking, Problem Solving, Negotiation, Emotional Intelligence, Judgement and Cognitive Flexibility are some of the most important skills that will be required in all future jobs, according to World Economic Forum.

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How can we begin to foster **creativity** at an early age?



## DESIGN A NURSERY THAT BOOSTS CREATIVITY



Develop a proposal that focuses on encouraging a child's creativity, uniqueness and personality.

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Create a sense of place that fosters belonging, fun, and responsiveness to all the stakeholders.

Should you want to know more about the subject, please watch these speeches by Sir Ken Robinson:

**Do schools kill creativity?**

<https://cutt.ly/dtcil9A>

**Changing education paradigms**

<https://cutt.ly/NtciAFD>





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# GUIDE- LINES

The Nursery School should be for 15 children ages 3 to 6 years old. All other parameters you may define yourself.

Your entry should reflect the **purpose** of the center and how it will positively impact children's education.

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Your graphic presentation, using whatever types of expression you wish, should clearly reflect your goals and how your approach/ design will achieve them.

This is an ideas competition that seeks to reward talent, creativity, and the promise of the participants. This is not a traditional design competition.

# JURY



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## Elvira MUÑOZ

Joined DEGW (now, Strategy Plus, a strategic business practice within AECOM) in 1998, and has been leading the Consultancy and Design team since 2000. She is currently leading projects for Accenture, Huawei, Novartis and others.

## Primo ORPILLA

Primo Orpilla is the co-founder and principal of San Francisco-based design studio O+A. As a work-place design specialist, he has designed innovative workspaces for some of the world's top tech companies. He is naturally passionate about design education, has taught at IE, and believes the next generation of designers will play an important role as politicians and artists in shaping the future.

## Enrique DE LA PUENTE

Founder & Global Creative Director of neabrading, his clients include many of the largest multinational corporations.

He develops global architectural branding projects, incorporating graphic and industrial design into the architectural environment, synchronizing the client's architecture, image and philosophy.

His inspiration, drawn from art and science (he is an illustrator, painter, sculptor and biologist), leads to clean, innovative and contemporary designs

## One FIRST PRIZE

Pending admission to IE's Master in Strategic Interior Design program, a scholarship worth €11,000 towards the program tuition fees for the 2021 - 2022 academic year.

## Three SECOND PRIZES

Pending admission to IE's Master in Strategic Interior Design program, a scholarship worth €9,000 towards the program tuition fees for the 2021 - 2022 academic year.

# PRI- ZES

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# ELIGIBILITY

Anyone who currently holds a bachelor or master de degree (or will complete one by September 2021) in architecture, design or a related field or have a bachelor or master degree in another field along with a keen interest in design may apply.

This competition is for individual participants only. Teams and groups are not eligible.

Any person with links to the organizers—personal, professional, or otherwise—will not be eligible to participate in the competition.

The winner must also meet the IE School of Architecture and Design admissions criteria.

Winners must register for and attend the **Master in Strategic Interior Design**, and pay the respective tuition fee.



# REGISTRATION

The Projects must be submitted by **June 7th** through the competition platform website **[www.arquideas.net](http://www.arquideas.net)**.

## MAY 3rd

Registration period opens.  
Consultation period opens.

## JUNE 7th

Deadline for submission of proposals.

## JUNE 21st

Pitch and Announcement of winners. Virtual exhibition.



# IE SCHOOL OF ARCHITECTURE & MSID

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**IE School of Architecture and Design** is one of the leading schools in Europe and expands the boundaries of traditional architectural and design education.

Therefore, by establishing this award, "Spaces for Creativity," which brings together knowledge from many fields, including business, technology and management, along with critical thinking and creative approaches, we seek to empower students to prepare themselves for a changing world.

IE welcomes students who seek challenges and aspire to become leaders in the dynamic and evolving world of architecture and design.

**The Master in Strategic Interior Design** was created to provide students with the skills and knowledge necessary to approach challenges emerging in the world of interior space design.

This program focuses on work, retail, hospitality, and learning environments—the four main types of spaces where change is occurring, and those with the greatest potential for innovation.

Students will gain first-hand experience by working alongside leaders in the field, visiting top studios, and attending an IE Architecture and Design special lectures.

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# DELIVERABLES

Your proposal must be submitted digitally.

## ONE PRESENTATION POSTER

Using any medium and order you choose

### Mandatory format

A1 (594 x 841 mm)  
Portrait (vertical)  
PDF Maximum 10 MB

## ONE EXPLANATORY TEXT

500 words or less in English explaining your proposal/ideas

### Mandatory format

A4 (210 x 297 mm)  
Portrait (vertical)  
PDF maximum 10 MB

## CURRICULUM VITAE

PDF format



# FURTHER INFORMATION

## Communication & questions

During the competition, participants may send questions about this competition to [spacesforcreativity@arquideas.net](mailto:spacesforcreativity@arquideas.net)

Arquideas, as the competition manager, will respond to all of the questions posed and will publish answers to questions deemed to be of particular interest to all participants in order to improve the understanding of the competition objectives and resolve doubts.

All the information and documentation needed to take part in the prize can be downloaded from the competition page [www.arquideas.net](http://www.arquideas.net)

## Online exhibition & publication

Or in the Arquideas web site: [www.arquideas.net](http://www.arquideas.net)

All of the proposals presented by participants will be part of a virtual exhibition on the competition platform web site [www.arquideas.net](http://www.arquideas.net), with a special focus on the top Prizes and the Honorable Mentions.

## Property rights

All of the documentation presented to this prize will become part of the Arquideas archive, which reserves the right to promote and publish the presented proposals.

Therefore, participation in the competition authorizes the reproduction, distribution and communication of the projects submitted to IE School of Architecture and Design and Arquideas.

The material presented can be published in virtual galleries on the Arquideas website, as well as on websites of collaborating media.

If necessary, IE School of Architecture and Design and Arquideas reserve the right to adapt the content of presented proposals to ensure their correct publication, without modifying the plans, drawings or other graphic representation in any way.

Participants guarantee they are the legitimate owners of the work submitted and ensure they have not violated intellectual or industrial property rights.

# CONTACT

**Victor Aleñar**

Senior Manager

Global Recruitment

[victor.alenar@ie.edu](mailto:victor.alenar@ie.edu)

Real Estate and Architecture  
Master Programs

IE University

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