

DATE: JUNE 2020

INDUSTRY: CONSTRUCTION

ACTIVITY: DESIGN COMPETITION

BUSINESS: VOIGT ARCHITECTS

TARGET AUDIENCE: P1 - S6

PARTNERS: ANGUS COUNCIL & DUNDEE CITY COUNCIL

BUILD A HOUSE FOR A SUPERHERO COMPETITION

Jonathan Reeve of Voigt Architects came up with an idea of a competition to engage young people in architecture and design. Entrants were asked to design a House for a Superhero. This could be for an existing or a new Superhero, and could be created in any format including drawing, cardboard model, Lego, Minecraft or Sims. We worked in partnership with the Local Authorities to promote the competition and to produce 'goody bags' and prizes. The competition was run separately in Angus and Dundee. In each area, entrants were split into 5 age categories. A panel of judges chose a winner in each category and an overall winner. The prize for this overall winner was for Jonathan to produce a professional 3-D model of their design.

The **objective** of the competition was to try and get young people to think creatively about design and architecture. They may not have thought of architecture as a career, but this demonstrates how having a creative

idea can link to a real-life situation, and how architecture could be a good career choice for someone who enjoys art, design or playing Minecraft!

We received **160 applications** which was really impressive as this was during the COVID-19 lockdown and the timescale overlapped into the school summer holidays. However, it was a fun activity to build into home schooling. The judges were very impressed with the high standard of entries that showed a good understanding of how to design a building and some of the important factors to consider.

"The planning, story telling, thought and detail put into the house design made this entry a worthy overall winner. We loved the environmental aspect and the working shower!"

At a time when it was difficult to engage with young people, this was an **effective, fun way to highlight a specific career path**. The feedback from the winners has been incredibly positive, with some saying that they would now consider a career in architecture.



Angus Overall Winner

The benefit of having a competition is that it was open to all young people of every age, from every school across the region. It also didn't rely on having teacher input as we did our own promotion. It was an ideal fun activity to include in home schooling which helped parents at a difficult time. It also generated a good amount of publicity with presentations for the winners being covered by local press.

We would definitely run this activity (or something very similar) again. In future we will try to get more feedback from the entrants to see if taking part has been useful in terms of career education. This is a great idea which can be used for lots of different sectors. We are already planning on doing something similar for the tourism sector.



Dundee Overall Winner

“The sheer creativity and depth of the house design, combined by the beautiful hand drawings made this entry stand out as a worthy overall winner. The judges loved the inventive ‘back story’ and creation of a new Superhero and House.”



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