

# ID Summer Challenge 2020

**Launch Date**  
30th June 2020

# Collage

**Deadline**  
7th July 2020  
8PM

**This first challenge will test your conceptual design and communication skills using Adobe Photoshop and collage techniques.**

## **Brief:**

The House of the Future designed by Alison and Peter Smithson (1956) and the Festival of Britain in Southbank (1951) were designed as exciting visions to help share ideas about how people could live, work and play in the future. These designs were forward thinking where designers offered alternative lifestyles compared to present day.

Recently, due to the pandemic, there has been a seismic shift in the way people are going about their lives, around the world, affecting the ways that we live, work and play. It is likely that many of these adapted ways of living will continue as the world returns to a 'new normal'.

Use the above as a starting point, as well as your own pandemic experiences to create an image (collage) to convey a new way of living (20 years from today) in 2040. Consider live/work/play to help define your initial ideas.

## **You may want to:**

Focus on an existing space to edit, add and manipulate,  
Create a poster of an exhibition/event,  
Propose a dream/abstract space,  
Design for a future space, event, moment.

## **We are looking for:**

Forward thinking  
Originality  
Large and small scale  
Photoshop Skills  
Bold visions  
Use of colour, materials and textures  
Inhabitation

## **Collage Examples:**

Superstudio  
Richard Hamilton  
Enrique Miralles  
Archigram  
OMA  
David Hockney  
Yona Friedman  
Anastasia Savinova  
Office Kersten Geers  
Atelier d'Architecture Autogérée  
Erect Architecture  
Simon Astridge  
Cedric Price  
Robert Venturi  
Mies van der Rohe  
Ray and Charles Eames  
Rachel Whiteread  
Assemble Studio  
Diller Scofidio + Renfro  
Architettura Radicale  
Gruppo Strum  
Archizoom

## **Technical requirements:**

- The file should be A3 size and any orientation (landscape, portrait, square, circle).
- The file should be sent as PDF and JPEG file types.
- File name should be set out as the following:  
SURNAME\_FIRSTNAME\_IMAGE\_TITLE\_DATE

## **Please submit this work to**

Owain: [daviesow@regents.ac.uk](mailto:daviesow@regents.ac.uk) and post this material on your professional Instagram profile tagging @regents.interiors

To celebrate the ID Summer Challenge 2020 we will host a celebratory webinar on August 21st 2020 with a virtual exhibition of all ID Summer Challenge entries and the announcement of the winning pieces.