



# The Emerging Designers Festival Competition 2024



GP.

OPEN HOUSE  
MELBOURNE

# Introduction

The Open House Melbourne Weekend 2024 invites us to rediscover our city—exploring new places and reconnecting with old favorites. It's all about unexpected discoveries.

This weekend celebrates good design by opening buildings, places, and spaces, and sparking public engagement in conversations about our city's future. It provides insight into the significant role design plays in addressing critical issues that shape our city's form, future, and identity, while also fostering curiosity through various programs.

As part of Open House Melbourne, we are offering students the chance to contribute to our collective future. Presentations and discussions with students and partners will fuel meaningful conversations, shaping our city for tomorrow.

The event underscores the importance of creating a more equitable and inclusive city, considering aspects like gender, culture, employment, poverty, and more. It encourages collaboration among architects, designers, and creative practitioners to explore responsive design approaches.

## Design Brief

### **"Rediscover our city—exploring new places and reconnecting with old favorites."**

The challenge is to propose an adaptive reuse plan for a CBD building that showcases design excellence and sets a standard in Environmental Sustainable Design (ESD) to contribute to reducing Melbourne's carbon footprint.

You can select any space currently in the CBD and propose a fictional adaptation to the building looking at the growing requirements of the Melbourne CBD, and how the new proposed function of the building is both sustainable and functional; what sustainable measures can you bring to the existing building?

This solution should include:

- 200 word description of your concept
- 1 x A2 board (portrait) to explain your concept. This can include mood boards, images, plans, etc. Please submit as a high-res pdf (300dpi) 10mb max. ready for printing. These will be printed and displayed at the Open House event. This board can include images, text, and plans to explain your overarching concept.

# Submission + Presentation

All submissions are due **Friday 5 July**

- Finalists announced Friday 12 July
- Presentations Saturday 27 July 11-1pm at the Open House Melbourne Event held in our recently completed project at [300 Flinders Street, Melbourne](#).

Three finalists will be chosen to present their concept in a 5-minute presentation at the Melbourne Open House event at 300 Flinders Street, Melbourne on Saturday 27 July between 11-1pm.

The winner(s) will be given the opportunity of an internship\* at Gray Puksand Melbourne Studio.

**SUBMIT HERE:** <https://forms.gle/d7BpG9tavNzsHo6a9>

## Judging Criteria

Finalists will be chosen by Gray Puksand judges, and the winner will be awarded on the day. Judging will be based on the following criteria:

1. Response to brief – The proposed design responds to the theme.
2. Design approach – Clear and concise.
3. Innovation – The proposed design offers a unique and innovative vision.
4. Sustainability – Promotes sustainability.

## Conditions

- Each entry can be an individual or team of 2 (max.)
- Work will be shown on Gray Puksand social media channels and website as part of Open House Melbourne promotions.
- Open to Interior Design and Architecture students and recent graduates (within one year of graduation).
- Internship will be offered to an individual or a team of two (max.) and dates will be arranged in agreement with Gray Puksand and the winner.

## Questions

Contact: Anita Siiankoski [asiiankoski@graypuksand.com.au](mailto:asiiankoski@graypuksand.com.au) or 0407025600

\*Duration of the internship is dependant on a single or team entry (2) winning. Single entries receive 3mth paid part-time internship, team entries (2) both receive a 6 week paid part-time internship.

**GP.**