

MEANING CENTRED DESIGN AWARDS 2021

The context.

The last year has had a huge impact on the way we live. Disruption, innovation and diversification have occurred across multiple industries, with almost every consumer offering affected in some way.

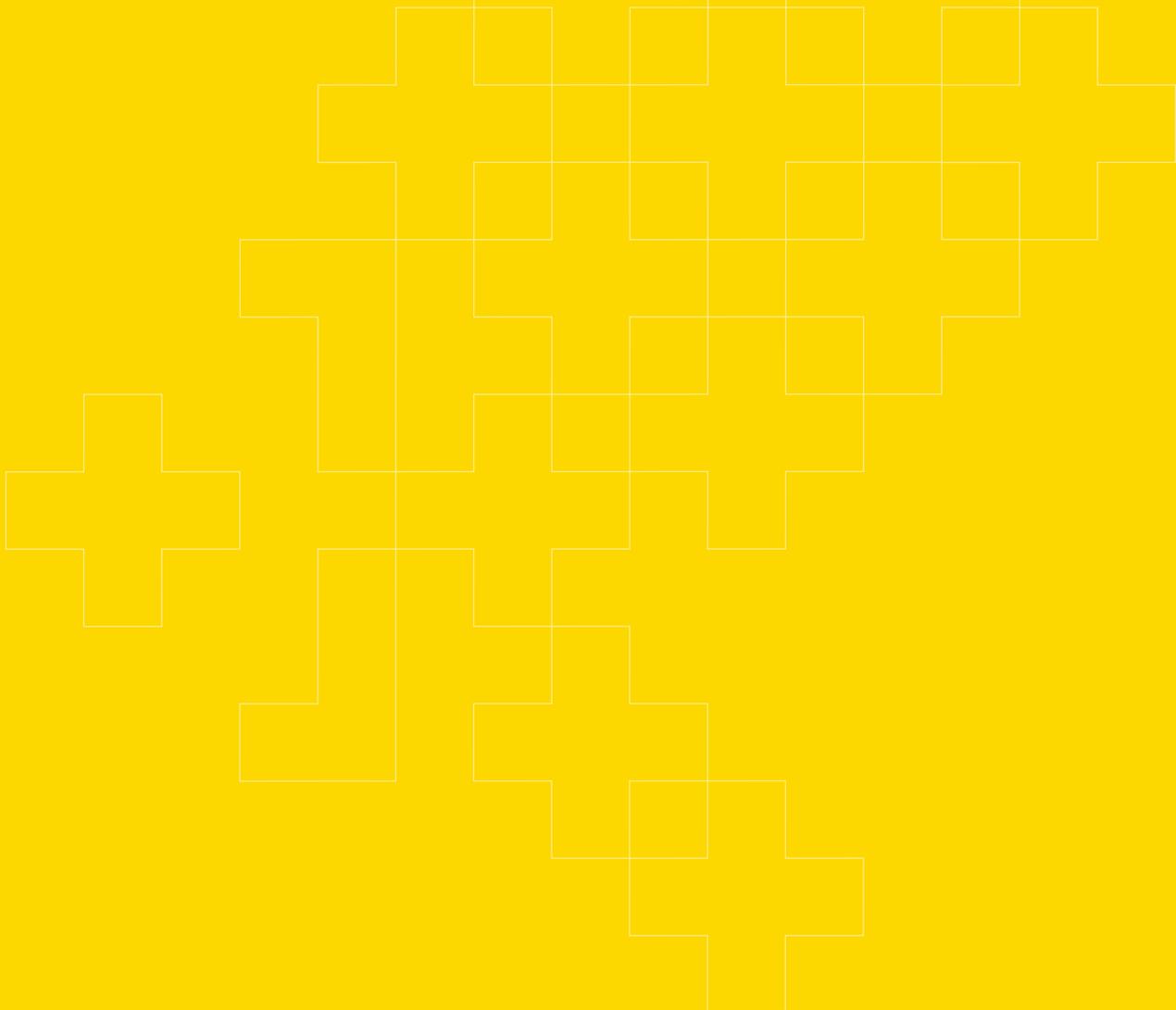
As a result, people have reassessed their priorities, their values and their desires. This is shaping their expectations for post-pandemic life and in turn, which products and services they choose to fulfil their needs going forward. As these needs change, the ways in which new and existing products meet them changes too.

Disrupted, reframed and enhanced by the pandemic, many consumer offerings have taken on different meanings or even created new ones. One particular aspect of life that has had to alter and evolve quickly is that of 'home'.

Our homes provide us with a wide range of fulfilment, but never more so than during a lockdown situation. Overnight our homes became our offices, our classrooms, our retreats, our restaurants, our high streets, our gyms, our nightclubs, our GP surgeries and our places of worship. Our homes had to stretch, helping us to fulfil our existing needs for all those services in one place.

This new 'lockdown home' dynamic gave rise to new needs and meanings too. Increased value and significance was placed on garden space. Food provision, preferences and cooking rituals adapted. New forms of socialisation were created, like virtual parties and pub quizzes.

People interacted with consumer products in new and varied ways, looking to borrow, replace or exchange how they would ordinarily fulfil their existing needs, whilst responding to unprecedented and emerging needs.



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The brief. 'The lockdown home.'

More of us are already spending more time at home, but it is predicted that we will see more pandemic situations arise in the near future, meaning lockdown situations may be enforced more often in response. People will repeatedly look to their homes to support their full range of needs when out-of-home solutions are inaccessible.

How can the products and services we use in our homes better support future lockdown situations? How can they respond to the meaning shifts at play to facilitate better human experiences?

Select one of the following six categories, identify an existing or evolving need within that category and propose a solution that responds to that scenario.

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|-------------------------|---|
| Entertainment | How can our homes host recreational activities? |
| Productivity | How can our homes optimise work and study? |
| Communication | How can our homes facilitate socialisation and safe human contact? |
| Health | How can our homes provide environments that support our physical and mental health? |
| Hygiene | How can our homes be kept clean and safe? |
| Food & drink | How can our homes support our needs for physiological and emotional nourishment? |

Your design solution can address the issue through whichever typology you decide is most suitable. It could be a consumer electronic, a piece of furniture, a branded FMCG (Fast Moving Consumer Goods) product, an experience, a piece of food or drink, a rebrand or new piece of packaging for an existing product, an improved set of instructional materials etc. Choose whichever format and category you feel would best respond to the needs and meaning shifts you have identified.

When submitting your work, please select which design discipline is demonstrated most prominently in your concept. Your submission can combine multiple disciplines, but should centre on one of the following:

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| 3D Design | Product, Industrial, Furniture or Structural packaging etc. |
| 2D Design | Graphics, Branding etc. |
| UX Design | Service, Experience, App, Website etc. |

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Your submission.

Submissions should articulate concepts and solutions that identify a shift in meaning or an emerging opportunity for the products and services used in the home and propose a design solution to address that meaning shift.

Submit a portfolio of up to 5 pages explaining:

- Your chosen direction and interpretation of the brief
- The research you carried out to inform your solution
- Your initial development and concept work
- Descriptions of the details of the final concept (CMF spec, Brand Guidelines, Wireframe or Technical drawing etc.)
- Visualisation of the final concept

The criteria.

1. Submissions must contain a digital portfolio of up to 5 pages, uploaded as a PDF document with a maximum file size of 20MB. Submission portfolios will be viewed digitally.
2. Submissions may also include a short video of up to 2 minutes long to support the entry, which can be shared as a link via the online submission form (YouTube or Vimeo preferred).
3. Entrants must be currently studying an undergraduate or postgraduate degree (or equivalent level) or have graduated since January 2020.
4. Submissions must be uploaded to the Meaning Centred Design Awards [website](#) by midnight on Friday 30th July 2021.

Contact us.

If you have any questions, please contact submissions@meaningcentredesignawards.com