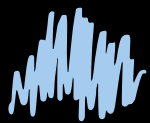




A F F E C T

A F F E C T



DESIGN FOR

INCLUSION
CRITICAL ISSUES
COMMUNITY
CONVERSATION
REFLECTION
ALL



SUBMISSIONS DUE (11:59 PM EST)
THURSDAY, MAY 6, 2021.



CENTRE FOR
CREATIVE
BUSINESS
INNOVATION

A F F E C T

V E E E C T

AFFECT IS A POST-SECONDARY DESIGN
COMPETITION THAT EXPLORES NOT ONLY
HOW DESIGN CAN CHANGE THE WAY WE ACT,
BUT ALSO HOW WE FEEL ABOUT OUR WORLD.



INTRODUCTION

The Power Plant Contemporary Art Gallery, in partnership with the Centre for Creative Business Innovation of Humber College, is proud to announce its inaugural post-secondary design challenge, AFFECT.

AFFECT seeks to engage students on critical issues, exploring creative solutions and concepts for problems facing our public services and institutions. In addition to exploring how designed products and services can solve problems, AFFECT questions how design can change the way people feel about their environments, their communities and their own place within those.

CONCEPT

In times of social upheaval and uncertainty, artists and their works can play a unique and meaningful role to help build community, encourage conversation, and as a means of reflection on our lives and our worlds.

If art is for the people, then how can we attract and engage a broader range of people to experience art in a gallery context?

Contemporary galleries want to expand their reach beyond their traditional art-viewing audiences. Galleries like The Power Plant are committed to the recognition, development and incorporation of inclusive and diverse perspectives. Unfortunately, visitors to cultural institutions still do not reflect community diversity.

In addition to the very real socioeconomic factors that impact the ability for all to visit the galleries (e.g. admission cost, travel, time), there is a perception that art is “for the elite” and the activity of viewing and engaging with art is not an open invitation for all. Many may feel like they do not “belong” in gallery spaces, or that the experience of being a gallery visitor could be alienating, confusing or simply a waste of time.

Contemporary art addresses the challenges of our world, and is the art of our time. It deals with our daily realities, politics, power, social issues...all that is meaningful and impactful in our lives. It's critical that we engage more individuals in the making of, viewing of and discussion of art.

CHALLENGE

For this challenge, we would like to address the following question:

HOW MIGHT WE EXPAND THE COMMUNITY OF CONTEMPORARY ART VISITORS, AND ENGAGE A MORE DIVERSE AND REPRESENTATIVE COMMUNITY FOR CONTEMPORARY ART MUSEUMS AND GALLERIES?

Your solution may be a digital, a physical solution, a campaign – any format you choose. However, we are looking for a creative design solution, not an academic paper or written response.

You can address the core problem, a side effect, a related topic – we welcome all ideas related to the question above.

PRIZES

First place

A \$250 Amazon gift card plus a family membership to The Power Plant (valued at \$100 for two years (2021 and 2022)), your choice of 1 exclusive TPP art publication, and TPP Swag. A short accolades video (30-60 sec) will also be provided to the student(s) involved for portfolio purposes.

2nd and 3rd place will be granted a \$75 Amazon gift card.

EVALUATION

All entries will be reviewed by a panel of experts, and up to 8 short-listed projects will be adjudicated by the contest judging panel. The judging panel member will be selected by The Power Plant.

One winner will be awarded, and 2 runners-up. All projects will be evaluated as follows:

SUITABILITY

The concept demonstrates an understanding of the challenge(s) outlined in the contest brief.

CREATIVITY

The concept is novel, unique and demonstrates divergent thinking.

CONCEPT DEVELOPMENT

The concept is clear and well-articulated.

IMPACT

The concept has clear and evident value to the galleries, to gallery visitors and to society more broadly as a result.

TIMELINE

All submissions must be received before midnight (11:59pm) on **Thursday, May 6, 2021.**

Judging will take place in the 10 days following the contest closing date, and winners will be announced by Monday, May 17, 2021. Winners and runners-up will be contacted by email.

REQUIREMENTS

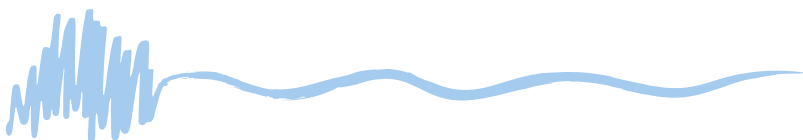
This project has been left open to interpretation in order to encourage a wide variety of ideas and response types. However, at the end of the project, all entries must include the following:

1. A completed [submission form](#)
2. A single PDF which includes:
 - a. A Summary of your design concept, and a description of how your solution addresses the themes of this contest. Please submit between 250-500 words only.
 - b. At least 3 and maximum 5 sketches, mock-ups, wireframes or other visuals that represent your solution.
 - c. You may also include a link to a prototype, video or other resources, however this is completely optional.

ELIGIBILITY

This competition is open to any post-secondary college or university student enrolled in either a design-focused discipline (UX, graphic design, interior, web design, landscape, industrial, etc) or a related discipline (arts, media, business). Students must be actively enrolled in a program at the time of the submission, or have completed the program within the previous 6 weeks.

Students may submit individually, or in small groups. Submissions generated as part of a course curriculum or course project are welcome.



RELATED RESOURCES

REPORTER Magazine | "Art World Elitism in the Contemporary Age"
<https://reporter.rit.edu/leisure/art-world-elitism-contemporary-age>

The New York Times: "Which Force is More Harmful to the Arts: Elitism or Populism?"
<https://www.nytimes.com/2017/04/13/books/review/which-force-is-more-harmful-to-the-arts-elitism-or-populism.html>

Canadian Art | "A Crisis of Whiteness in Canada's Art Museums"
<https://canadianart.ca/features/a-crisis-of-whiteness/>

c magazine | "Turning the Page on the Politics of Inclusion and Exclusion, 30 Years On"
<https://cmagazine.com/issues/144/turning-the-page-on-the-politics-of-inclusion>

Canadian Art | "8 Things Everyone Needs to Know About Art and Disability"
<https://canadianart.ca/features/7-things-everyone-needs-to-know-about-art-disability/>

Zero Project | Fact Sheet about MoMA: "The Fully Accessible Art Museum"
<https://zeroproject.org/practice/pr181237usa-factsheet/>

TEDx FoggyBottom | "How I learned to stop hating and love museums" by Nick Gray
<https://youtu.be/6VWPHKABRQA>

CONTEST PROMOTION & OWNERSHIP

By entering the contest, you agree to allow your work to be presented and displayed by Humber College and The Power Plant Contemporary Art Gallery for promotional purposes.

CONTACT INFO

Any questions about this contest may be directed to:

Hana Glaser
Branding and Marketing Officer, Humber College
hana.glaser@humber.ca

