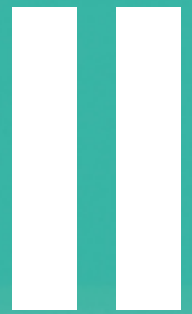


Image: Bilborough College, designed by CPMG. Photo © Martine Hamilton-Knight

# TRANSFORM

COLOURFUL SUSTAINABLE DESIGN FOR COMMUNITIES

# THE FUTURE



2008

A new competition for design students sponsored by  
Dalsouple Natural Rubber Flooring in partnership with sustain' magazine  
Entries close 31/05/08



natural rubber

[www.dalsouple.com](http://www.dalsouple.com)

email: [julie@dalsouple.com](mailto:julie@dalsouple.com)  
tel: 01278 727777



DALSOUPLE

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## INTRODUCTION:

After an excellent response to the first year of this competition, Dalsouple has decided to run it again in 2008 – with a few important changes.

'Transform the Future' encourages design students – tomorrow's designers and specifiers – to go out into the community and spread the word that in design, 'sustainable' doesn't mean 'boring'.

By seeking sustainable solutions to design problems, tomorrow's designers will make a huge contribution to the environmental performance of the built environment. And as Dalsouple's massive range of gorgeous colours and textures clearly shows, these days 'green design' should be anything but dull.

## ABOUT TRANSFORM:

Design students from relevant disciplines will need to establish a link with a local community group. That could be a school or college, like last year. Or it could be a youth centre, community hall, or other interior communal space that would benefit from a little TLC – you can think as laterally as you like. The students will work with real 'clients' in the form of the people who use the space every day. Together they will identify an interior project and develop a realistic design solution, based on the clients' needs.

The judges will be looking for creative designs that will deliver a realistic and tangible improvement to the chosen space. Particular attention will be given to the use of colour, and to awareness of sustainability in the selection of all the materials used. Of course, the design should incorporate Dalsouple Natural Rubber as a flooring material, because this will form part of the prize. And as the aim is for the winning design to be implemented, the school or community will get the benefit.

### IMAGES: THIS YEAR'S WINNER: (main image)

1. The winner was **JANINE WATKINS**, in her second year at the University of Plymouth's Somerset College, with **'The World at Your Feet'**

### HIGHLY COMMENDED: (pictured)

2. **LUCY MARLOR**, of Northampton University, with a conversion of storage space at the Priory Primary School into a library
3. **LUKAS SCHWIND**, created a dynamic 'action room' in Berlin's Freie Schule summer school.
4. **MARCO RIBERIRO**, produced a design for the Peckham Experiment Nursery, London.
5. **MICHELLE BAKER** of Duncan of Jordanstone College with a redesign for the Liar Bar in the student union.

### ALSO HIGHLY COMMENDED: (not shown)

**FIONA DALE**, Newcastle College  
**JULIET MURRELL, AMY RENNIE, MIN YOUNG**, Edinburgh College of Art  
**NATALIE TOMS**, University of Northampton



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## HOW TO ENTER:

Entry to Transform is free. Entries will close on 31 May 2008, giving colleges and universities nearly a full academic year to respond.

Dalsouple can offer a free presentation about the competition for participating colleges at a time to suit your course. Sample materials and literature will also be supplied.

Winners will be notified by the end of June 2008. Winning entries will be featured in sustain' magazine and displayed on the Dalsouple website.

If you are interested in entering, email [julie@dalsouple.com](mailto:julie@dalsouple.com) with your

full mailing address so that we can post you a competition pack. This will contain Dalsouple brochures and samples to show to students. If you would like a presentation from Dalsouple to launch the competition, email us with your proposed dates.

Individual students and international students are also welcome to participate.

Please note that for reasons of sustainability, these competition details and the separate entry form are available in digital pdf format only. You should print out only the number you need.

## THE PRIZES:

The winning project will receive:

- **FOR THE PROJECT**  
Up to 50sq m free Dalsouple Natural Rubber Flooring as specified in the design.  
Plus 1000 Euros towards the other costs of installation
- **FOR THE DESIGN STUDENT (S)**  
A one-week work placement in the Interiors division of top multimedia design agency Graven Images in Glasgow  
A personal prize of 1000 Euros
- **FOR THE DESIGN STUDENT'S COLLEGE**  
A prize of 1000 Euros to spend on relevant materials or projects
- In addition to the main prize, highly commended awards may be made at the judges' discretion

The judges deliberate: L to R. Tim Gaukroger of Dalsouple, Jim Hamilton of Graven Images, Jim McClelland of Sustain', Kevin McCloud of Grand Designs



## THE JUDGES:

- Kevin McCloud, best known as presenter of TV's 'Grand Designs' and a keen advocate of sustainable design
- Jim Hamilton, director of award winning design agency Graven Images
- Jim McClelland, editor of sustain' Magazine – the voice of the sustainable environment
- Tim Gaukroger, managing director of Dalsouple

## ABOUT DALSOUPLE:

Dalsouple is a specialist manufacturer of rubber flooring for contract and domestic installations. Dalsouple is often utilised in educational establishments because it comes in a fantastic range of colours yet offers exceptional durability and performance. And Dalsouple is currently the only flooring manufacturer to offer a natural alternative to synthetic SBR rubber. For more information about Dalsouple visit [www.dalsouple.com](http://www.dalsouple.com)

## 100% RUBBER

This is Dalsouple's second major competition. The company ran the high profile 100% Rubber design competition from 1997 – 2002, which was open to both students and professional designers, and was extremely successful in raising the profile of rubber as a contemporary design material. 100% Rubber attracted worldwide press coverage together with inclusion on a huge number of international design websites.

[www.dalsouple.com](http://www.dalsouple.com)

email: [julie@dalsouple.com](mailto:julie@dalsouple.com) • tel: 01278 727777



natural rubber **DALSOUPLE**



## ENTRY FORM:

Please print out this form and submit with your entry.

Name(s) of student(s) involved in project

.....  
.....

Name of Course Leader ..... email .....

We have read the competition rules and agree to abide by them

..... Signature of course leader

Name of College .....

Address of college

.....  
.....

Tel no .....

Name of project .....

Please provide a brief summary of your approach to the following headings on a separate A4 sheet (max 500 words)

1. The brief as agreed with your 'client' group
2. Your inspiration
3. Your use of Dalsouple
4. Your use of colour
5. The 'sustainable' elements of your design and chosen materials

## ENTRY CHECKLIST:

- up to 4 x A3 presentation boards, with the project name only on the front, and other details (name of college, students and course leader with email) only on the back
- written submission of no more than 500 words summarising the brief and proposed solution
- completed entry form, signed by course leader

## HOW TO ENTER:

Send this form with your entry to:  
Dalsouple Transform the Future, Showground Road,  
Bridgwater, Somerset, England, TA6 6AJ to arrive no later  
than 30 April 2008.

Please note: we regret that we cannot return entries. If you  
need your work back you can collect it from us or arrange for  
a courier collection.  
Please give us advance warning of the collection date.

If you would like your work back and intend to arrange  
collection after the end of the competition,

please tick here

## COMPETITION RULES:

Please read carefully

- The judges decision is final. No correspondence will be entered into.
- Where applicable, entrants are required to obtain permission from clients and third parties before submitting their entries
- Dalsouple reserve the right to publicise photos and details of entries, with mention of the name of the designer(s)
- All entries remain the intellectual property of the designer(s)
- Dalsouple cannot return entries. If you need your entry back after the end of the competition you will be able to collect it from us, or arrange your own courier collection. You will need to give us reasonable notice of the collection date.
- Winners will be notified via the nominated contact at their college. All college contacts will be sent the competition results by email after the end of May 2008.
- You will be able to see extracts from the winning entries
  - on the Dalsouple website at [www.dalsouple.com](http://www.dalsouple.com)
  - in the September 2008 issue of sustain' magazine.

If you are uncertain about any aspect of this entry form, or  
have questions about the competition please feel free to call  
Julie Mellor on 01278 727777 or email [julie@dalsouple.com](mailto:julie@dalsouple.com).

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Dalsouple thanks all entrants for their participation and wishes them the best of luck in the competition.