



MAKING THE SHIFT

The **2019 SHIFT Infrastructure/Architecture Challenge** asks the architecture profession to propose new ways to understand, create or support physical or social infrastructure that links communities. The goal is to show how architectural thinking promotes social equity, reduces isolation or embodies social justice, but the possibilities are limitless.

FREQUENTLY ASKED QUESTIONS



Since this is the first time the OAA has held such as a competition, and because the potential submissions are so wide-ranging in scope, we have received quite a few questions. In this edition of Making the SHIFT, we are answering a few of the most common queries.

I'm still not clear on what would work as an example for SHIFT. Is it a built project? Can I submit an environmentally responsible bus terminal design?

Yes and no. Built projects can be used in the images or text as part of the submission to illustrate a concept, but the jurying of the SHIFT Challenge is actually based on how architectural thinking can help address an issue. This means it's not enough to show a finished project or even an unbuilt idea—a successful SHIFT submission needs to illustrate a complete picture of a specific infrastructure-related situation and how architects can have a positive impact. Some examples might be **how UN bases can be better**

integrated with their local communities, how transit design can enhance the layout of a city or how buildings can support social equity and diversity. The next edition of *Making the SHIFT* will look at the design of public restrooms and their impact on health and human dignity.

How polished do the video submissions need to be? Can people appear in them?

The SHIFT Challenge requires the submission of a three-minute video, but it doesn't need to be laden with special effects or Oscar-worthy cinematography. Its purpose is to serve as a quick summary of your idea and your approach. Don't worry about making it super-slick—just make it informative and interesting. Unlike last year's Design Excellence Awards, SHIFT doesn't require anonymity. That means team members can appear in the video.

I'm not an OAA Member. Can I participate?

Yes! Teams can be diverse and interdisciplinary; they might have members from different architectural practices or even different industries. A team could also include subject matter experts from outside the design/construction world. **The only criterion is that the team lead and spokesperson must have status with the OAA.**

I have three ideas—can I do three separate submissions?

Yes! You can enter three completely separate submissions or find a way to combine all the concepts into a single, holistic approach.

How are 'winners' chosen?

A selection of submissions that clearly identify and address an infrastructure issue—large or small, either physical or social—where using architectural thinking can advance insight and innovation will be chosen by the SHIFT jury. The ideal submissions will be socially innovative and inspirational, demonstrate thoughtfulness and inclusiveness and illustrate the capacity to bring the project's guiding principles to life. The concept should be something that is replicable or possible on practical terms, rather than simply theoretical.

CONTACT US

We'd love to hear from you! Whether you have questions you need answered or want to share stories or examples that relate to the infrastructure topic, please drop us a line at shiftchallenge@oaa.on.ca.

For more information about SHIFT Challenge, [click here](#).

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