



October 16, 2018

Ontario Association of Architects



MAKING THE SHIFT

Last month, the OAA debuted its new initiative, the **SHIFT 2019 Infrastructure/Architecture Challenge**. This program offers the opportunity for the profession to identify and address an infrastructure issue, either physical or social, where architectural thinking can advance insight and innovation.

For the SHIFT Challenge, infrastructure can include anything from transit, water/sewage systems, electrical grids, housing and hospitals to planning regulations, definitions of family, immigration laws and other social constructs. In other words, think of infrastructure as the foundational aspects of society—those profound structures governing our daily lives.

The disconnects between our modern demands and our existing infrastructure systems can create fundamental gaps in experience, accessibility, safety and quality of life. The OAA challenges the architecture profession to examine these systems and propose new ways to understand, create or support infrastructure linking our communities in order to address these connective elements. The goal is to show how architectural thinking can promote social equity, reduce isolation or embody social justice.

Given the ambition of the SHIFT Challenge, and since this is the first edition of the program, there are understandably some questions over how it works.

As we approach the January 18 deadline for submissions, this SHIFT-focused e-newsletter will be coming to you biweekly (alternating with *OAA News*) to answer commonly asked questions, offer case-study examples of possible infrastructure topics and explore the potential of this exciting program.

WHAT DOES A SUBMISSION LOOK LIKE?



The [submission criteria for SHIFT 2019](#) are available online, but the details of your idea are up to you. What is your focus, how will you use architectural thinking to have a positive impact and how do you articulate this in text, images and a short video?

Over the next few months, *Making the SHIFT* will be here to help you on your way with answers and tips. The SHIFT 2019 Task Group has also selected a handful of projects reflecting the spirit of the challenge by thinking deeply on infrastructure problems that do not yet have clear solutions. These will also be shared.

In the meantime, 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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