



THE PG BISON 1.618 COMPETITION AND AWARDS LAUNCHES THE 2016 BRIEF

FEBRUARY 2016

PG Bison recently launched the 2016 brief for their long-standing 1.618 Competition. This year it is based on the Cape Recife Lighthouse, in Port Elizabeth.

The entirely fictional brief states that a Collective has been put together to work on a massive international sporting event which will be taking place in Port Elizabeth. This Collective has been tasked with putting together the creative, advertising, marketing and PR logistics for the event, but also includes experts in sport and venue management, along with technical and logistical professionals.

The Brief

Students are tasked with creating the space in which this team will operate over a 4-year time frame. This space needs to foster creativity, design, interaction and maximum productivity. The design must include:

- A high technology section that allows all members of The Collective to engage with each other and their contemporaries around the world.
- A technology free zone that promotes interactions among all the members of The Collective in either small or large gatherings.

Ultimately, the design needs to sit comfortably within its environment, and must still retain its original and authentic lighthouse character.

Download the 2016 brief here

Some of the key considerations

- The Collective includes people of various ages, from diverse social and cultural backgrounds.
- The new space will be open 24/7, with members of The Collective being able to work whenever they choose.
- The design must stimulate highly productive collaboration, and support interaction among this diverse group.
- The space should be easily convertible for new commercial tenants once the project is complete
- Submission deadline: Thursday 11 August 2016

Book a Roadshow Presentation

The 2016 Roadshow presentations are underway, and lecturers are invited to contact the competition office to book a presentation of this year's competition brief.

For more information please contact the PG Bison 1.618 Competition and Awards office on:

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For more information or to request additional photographs please contact the PG Bison 1.618 Competition and Awards office on:

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