

Foundri

Echo of Rubble

Post-war debris product design competition





Fig: 1 – War damage in Syria - [Credits](#)

Premise

The image of the destroyed cities in the past decades is hollow, it is consisting of components to form it which have different echoes that tell stories about the crisis and social context, such areas are dark merging series of incidents as sunlight creates quite shadows on the rubble accumulated reflecting a new hope and inspiration, ancient city rubbles have different stories to tell rather than modern cities rubble each with different echoes and means.

Recently the interest in re-activating these rubbles is widely spread in terms of recycling, new interventions of material use, and smart technologies to activate them.

The reuse of construction waste is a global issue in the crisis situation, however, the nostalgic value churned out of such friction depicts a new way to see and build value out of this constructional waste.





Fig: 2 – An article by the economist on how long it will take to clean out the Rubble - [Source](#)

Rubble Problem

While it's true, the damage from the war can sometimes be so huge, it can't be determined how to even start rebuilding again. And before even, we rebuild the huge rubble problem as a piece of inseparable baggage that can only be solved by dumping somewhere else.

The design challenge calls **for an initiative in new post-war cities**, developing **product ideas that can form and transport social & cultural vision** as well as the **real texture from the spot of crisis** that makes **you imagine, think, and also hear the echo of this rubble**.

We are looking for new industrial design ideas that can be created from it, as an integral design process that combines intense conceptualization, computation, post-war materials, modern materials & rapid prototyping, which give a new dimension to the rubble problem.





Fig: 3 – Rebuilding endeavors have already begun everywhere in Syria – How can we contribute?

Brief

The design challenge is to conceive new product design interventions resulting in more like a speaking product reflecting the roughness of post-war materials and the echoes of its culture, that delivers the society a message.

Physical & conceptual exploration of continuous products that come out of rubble such as (furniture, jewelry, decorative plasters, light products, sculpture, etc.), through the use of manually designed / computational-generated forms and color gradients.

A challenge to design an exclusive structural form product that can simulate the events closely in a unique and expressive way.

Create a scalable framework of these products so that it can be replicable despite the variability in the rubble obtained from post-war sites around the world. The possibilities are many but participants are advised to stick only 1 kind of product from above or of their choice.



Method

Rubble Type: There are plenty of pictures available on the web – you can choose any of the post-war redevelopment cities and pick a type of rubble you want to play with.

Product Line: Understand the material property and product line that can be conceived from that material – What all other materials and processes will be needed to produce the item?

Iterations: Developing iterations of the same product to understand manufacturability, scalability, and the theme embedded in it.

Final Outcome: How well the entire process delivers the echo described in the brief – with a viable design pitch?

Scale

There's practically no limit to what can be a mix and match of materials and items while making this range of products. We understand considering packaging, the structure of the product or the manufacturing process may involve modern machinery or even new raw materials. However principally please ensure that at least 50% of the product is from sourced materials from the theme-related spaces.

(Example: <http://uni.xyz/projects/frozen-mountain-desc-frozen-mountain-con> - This project shares the story of mountains of Hong Kong – where we are constantly overriding the relationships between humans and nature through excessive construction).

The product size without packaging or dis-assembled should be not more than 50cm x 40cm x 40cm – LxBxH

How to submit?

Read all the competition rules and details from the sidebar, and hit **register**. You can pay the entry fee and book your registration right away. The additional resources directly unlock as soon as you register on your dashboard. Once you are ready with your project - begin uploading from the dashboard and follow this tutorial to submit. You can add your team members to your project while submitting.

Discover the full submission tutorial here: <https://to.uni.xyz/uploadtutorial>



Rules

You have to deliver a product design outcome on the following site, based on the given outlines.

1. Recommended number of sheets/presentation images/boards:
3 (Three) of size [2800px x 3500px] in portrait digital format (JPEG only).
2. Minimum 3 (Three) & No maximum sheet limit. Each image should be less than 15MB.
(Do not submit PNG format)
3. Minimum requisite submissions are sheets/boards + Cover image containing:
 - a. Rubble type identification (Compulsory)
 - b. Iteration sketches x 3 (Minimum)
 - c. 3D views x 4
 - d. Additional cover image of 2000px x 1000px
 - e. Write an article/story in the Journal section# of the project (of about 700-1000 words) answering the questions given in the Additional Resources.

#Journal Section appears midway in the project submission portal. More instructions in the additional resources.

Additional Resources

This competition contains additional resources that contain a set of files useful to complete the competition submission. This folder is made available on your profile dashboard automatically as soon as you register.

This additional resource folder of this competition contains:

Submission Format files in PSD | AI | InDD & Guide to Journal Section + Questions

Learn more on <https://uni.xyz/competitions/echo-of-rubble>



Base Rules

- + The competitions are open for students and professionals from all the disciplines of design.
- + The team limit for this competition is 4 members maximum per team.
- + You can register more than one team but they have to be registered separately.
- + Ensure that the final sheets submitted do not include your name or any other mark of identification.
- + Your submission is linked to your UNI user account which stands as your identification, we do not have any identification codes.
- + This is design ideas challenge only. There is no built commission/realization associated with the problem.
- + In case of publication in the yearbook we will reach out separately for selected entries.
- + The winning entry will be a curating partner of the Echo of Rubble - v2 challenge.

Pro Tips

- + Use exploded views to discuss multi-leveled conceptual models better.
- + Mention sheet number on the corner of every sheet.
- + Plagiarism of any idea/form/design/image will be disqualified with a notice.
- + All the sheets or images will be viewed on a digital device. e.g., Laptop screen or projector. Uploaded sheets or images will not be physically printed for evaluation. The submission hence should be prepared for digital viewing only.
- + Submit JPEG images only. (PNG will not function)

Judging Criteria

The entries will be judged by an international jury of the competition on the following criteria:

Presentation: The fundamental to a good entry is a visual delivery of ideas.

Concept/Idea: Quality of thought and intent in the pre-design phase.

Manufacturing Concern: How replicability and manufacturing are brought into the picture.

Design Outcome The final product outcome of the solution.



The judging panel can also add other criteria based on their internal discussions - which will be in line with the problem statement. Participants are advised to fulfill the above-given criteria first in their design. Names of the jury panel will be announced soon.

Curator



Ziwar Al Nouri

M.Arch / PhD Candidate

Founder of Reparametrize Studio

Mohamad Ziwar Al Nouri is an Architect and Computational Designer with expertise in Parametric Design. He holds two masters' degrees –one at ELISAVA specializing in Advanced Design and Digital Architecture (ADDA) in 2012, and the second one in 2014 at Studio Zaha Hadid at the University of Applied Arts in Vienna (IOA).

Studying under the mentorship of the late Dame Zaha Hadid and Patrick Schumacher, he developed a great understanding of pragmatism and its capabilities to define space and form.

He later on studied under Studio Kazuyo Sejima as well. Furthermore, he has lectured as main Tutor of both Studios, contributing greatly to a rich international environment of Computational Design and exchange of knowledge. In order to enhance his skills in Computational tools he extensively used programs and control processes such as Rhino, Grasshopper, Python scripting, Rhino- Cam, and Kangaroo



Ziwar Founding Partner of “Reparametrize Studio” which is established with his partners at 2017 which is span from design, research, consultancy, publication to project realization, with the help of advanced parametric design. Currently Ziwar is a PhD Candidate at Universität Innsbruck; he is developing his Master’s thesis (Damascus Re-Coding). Which achieved an excellent grade, his research is based on find new typology of strategies concept build for Post-War Syria. Furthermore, Ziwar is a collaborator of The Lab of Emergency & Sustainable Settlements (LESS) that is based in Ottawa, Canada, a Non-profit organization that works on developing new models of emergency settlements for future refugee crises, and has been a lead assistant in Global summer school in IAAC 2014.

Prizes / Deadlines / Registration

For complete information on active prizes and details on the entry fee, visit the **Awards & Fees** section of the competition here: - [Awards&Fees](#)

Learn more about this competition here: <https://uni.xyz/competitions/echo-of-rubble/info/about>

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