

ERC=Science²

Pop-up science stand: Open call for designers

Subject of the call: Design a pop-up science stand to be used in open public spaces with the intention to inform, excite and capture people's attention and curiosity in science and engage the general public in the scientific controversy.

Project synopsis:

The ERC=Science² project, funded through the European Union's Horizon2020 program, is a large promotional campaign which, among others, aims to promote the European Research Council's (ERC¹) projects and their grantees and to stimulate greater public interest in the excitement of science vis-à-vis ERC.

Within the project, Ecsite will target the general public via a series of public activities carried out by 10 organizations located in Austria, Bulgaria, the Czech Republic, Estonia, Poland, Greece, France, Spain, Portugal and Latvia. In addition, the project will produce for instance short inspirational videos, augmented reality products, professional snowfall articles, science cartoons, activities on university campuses across Europe all related to 6 scientific themes, 4 of which have been already identified (Urban planet, Longevity, Robotics, and Food). All these communication tools should a) communicate the cutting-edge ERC funded research projects and results to the general public; b) spark the interest and curiosity of the general public in science; and c) engage the general public in discussion on controversial scientific issues.

One of the activities designed to contribute to meeting these objectives is a direct interaction with the general public in open public places such as city squares, shopping malls, parks, markets, festivals, etc. via a pop-up science stand. The stand will become a communication vehicle able to engage the public by means of demonstration, displays, experiments, presentations and similar.

Purpose of the pop-up stand:

The pop-up stand will be set-up in public spaces such as shopping malls, city squares, parks, festivals, etc. with the intention to engage the general public with a short (10-20 min) experience where curiosity and interest in science will

¹ Established in 2007 by the European Commission, the European Research Council works to encourage high quality research in Europe through competitive funding. For more information visit <https://erc.europa.eu/>.

be sparked. The stand will be inviting towards the passers-by, who will be able to engage with it through the activity of demonstration, presentation and experimentation. It is foreseen that the stand will feature some of the multimedia produced by the project, such as augmented reality products, videos, cards with cartoons, teasers, etc.

Design brief:

Ecsite seeks a design which makes the structure inviting, attractive, fascinating, artistic and above all scientific. Besides these general attributes, the design should be aligned with the visual identity of the project in Annex I. The general public should be able to receive the information channeled via the stand but also for them to share and embody their ideas, opinions and concerns. Therefore, the stand must be equipped with IT features such as touch screens and communication panels, writing and graphics tablets, sound system (headphones), digital drawing boards, etc. It must be possible to attach all the IT equipment securely to the structure of the stand. A suitable design will allow for all the IT equipment and the lights, to run for a minimum of 8 hours. The stand should provide for a space where project materials (such as booklets and brochures) can be displayed. At any given time, the stand should allow for simultaneous use of the IT equipment by at least 2 visitors.

The stand must be robust enough to withstand outdoor weather conditions, such as bouts of wind and light rain. It must be universally accessible for people of all ages and sizes and ensure sufficient safety (good stability, no sharp edges, etc.).

Since the stand will be shipped around Europe, its assembling and disassembling should be easy and achievable within 1-2 hours by non-trained staff without the necessity to use any power tools. The building materials should be durable enough to cope with the usual wear-and-tear, yet light so that the stand can be moved around without a lot of efforts. The stand, including all the accessories should be easy to pack in a reasonably-sized box for simple shipping across Europe. Ideally, the design should be modular in order to be adaptable to different places and environments.

The designer will be expected to conduct a training workshop for all the 10 organizations that will be hosting and setting up the stand.

Main requirements for the stand:

Attractive and intriguing design	Just like the field of science, a simple glance at the stand should generate a feeling of curiosity and a desire for exploration. The design should be creative and art can be used to attract attention.
Visual identity	The design of the stand must be in line with the visual identity of the project and carry features of ERC.
Basic message	The design of the stand has to convey a basic message "science is cool" in a clear and understandable way for people of all ages and backgrounds. It should also present science as an enterprise of global collaboration where public is involved.
Structure	The stand must be stable, safe and able to withstand weather conditions without any damage. At the same time, it should provide adequate protection for all the IT and electronic equipment.
Modular design	The stand must fit in different places and events.
Simultaneous use	The stand should accommodate at least 2 visitors' interaction with the IT equipment at the same time.
Mobile/portable	The stand must be easy to put together and take apart without a need for power tools. Materials used should be durable, yet light to carry around.
Weather-proof	The stand must be able to withstand various weather conditions such as bouts of wind, light drizzle/rain, heat, etc.
Lighting	The stand should have lights so that it can be used in winter time/after dark.
Other project materials	The stand must have a place where project materials can be put on display.

Dimensions:

Maximum: 5m x 5m, 3m high

Maximum weight: 30 kg

Timetable:

Launch of the call:	November 25 th , 2015
Submission deadline:	January 15 th , 2016
3 best concepts shortlisted:	January 22 nd , 2016
Submission deadline for detailed concepts:	February 8 th , 2016
Start of the final design and manufacturing process:	February 15 th , 2016
Completion of the stand and delivery:	April 11 th , 2016

Budget:

The total available budget is €16,000 (excluding VAT). This includes the costs of material, manufacturing costs, purchase of the IT equipment, the winning designer's fee, costs of shipping the stand to Lisbon, Portugal, and participation of the author/designer at a training event in April 2016. All other shipping costs will be covered by Ecsite.

The 2nd and 3rd best-ranking designers will receive a fee of €750 for their detailed design concepts.

How to apply:

If you are interested and would like to respond to this call, please email your application to Mr. Tomas Rehacek (trehacek@ecsite.eu). As we evaluate the applications on the rolling basis, we very much encourage you to apply as soon as possible but no later than **January 15th, 17:00 (GMT+1)**.

The applications, addressing the main requirements described in this call, should consist of:

- A synopsis describing and explaining the main ideas and concepts behind the design
- Design visuals
- Technical specification, including:
 - Dimensions
 - Information on frame construction
 - Used materials
 - IT equipment
 - Other relevant information
- Budget breakdown
- Full name and contact information

Annex I: ScienceSquared project logo

