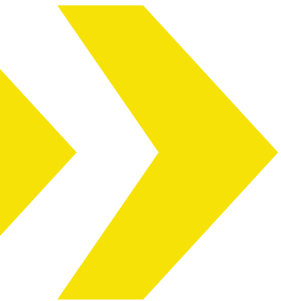


## 2021 Reimagining the Experience of Public Transportation in a Post-pandemic Metropolis

Program and registration conditions

How can design accelerate the transition from the end of the pandemic to a new experience of public transportation?

This design competition is part of a joint research initiative. The Concordia University Chair of Integrated Design, Ecology, and Sustainability for the Built Environment and the Canada Research Chair in Architecture, Competitions, Mediations of Excellence at Université de Montréal are working together to mobilize the creativity of young designers of the built environment in order to stimulate debate on the renewed experiences of public transportation for increased urban resiliency.




This 2021 edition is done in collaboration CRE-Montreal and ARTM. The Conseil régional de l'environnement de Montréal (CRE-Montreal) has as its mission statement the protection of the environment and the promotion of sustainable development on the Island of Montreal. The Autorité régionale de transport métropolitain (ARTM) is the transportation authority, which plans, funds, and promotes public transit and paratransit services for the Montréal metropolitan area.

This ideas competition seeks to gather:

1. narratives of renewed experience of public transportation;
2. design idea(s) for encouraging the use of public transportation;
3. design principles for implementing a renewed experience of public transportation.

### THE PROJECT




Public transport has been impacted through the pandemic in ways that have considerably changed its experience. The notion of time, the experience of the city, the experience of the everyday, have all changed in 2020.

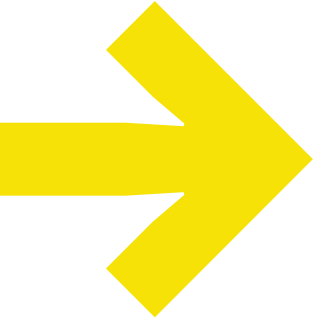
We adhere to the principle that public transport is an essential and safe part of the ecological transition of our cities. If citizens shift from public transport back to private vehicles, we can predict a drastic degradation of environmental and traffic conditions – a situation to be averted. Thinking about new ways to encourage and renew the experience of public transport opens up avenues redefining an enhanced relationship to urbanity and the sharing of public space while contributing to the ecological transition.

This competition asks:

1. How can we renew the pleasure of public transportation following the decline in ridership experienced in the last year?
2. How can we redesign the spaces and places of public transportation for encouraging the use of public transit?



**Encouraging the use of public transport, metro, bus, and tramway, means imagining the pleasure of living in a sustainable city.** This competition is aimed for students in arts, design, engineering, architecture, psychology, film-making, literature, sociology, finance, management.




“Reimagining the Experience of Public Transportation” wants to expand the vocabulary of the experience of public transport, particularly in a post-pandemic metropolis. It will serve as a **learning platform** for future designers, urban planners, and decision makers. Potential design interventions are:

- » Imagine installations that help communities develop a sustained pleasure of using public transport
- » Increase the ability for current infrastructures of urban mobility to offer different experiences throughout the year, month, week, or even day
- » Rethink traditional design principles for the travel experience (critical approach)
- » Rethink urban mobility space to address inequities
- » Explore the embodied space and multi-sensory design of urban mobility
- » Conceptualize urban experiences that transform a pandemic-induced perception of “public transport as a place to avoid” to “public transport as reliable and enjoyable”
- » Design (interactive, playful, engaging, informative) solutions to improve the positive emotional experiences of mobility



## DESIGN SPECIFICS

The narratives, principles and design ideas must focus on the experience of public transport. The competition invites modest and moderated interventions that will have an impact on the transport experience. Since this competition is not organized by Mr. Elon Musk, the focus is not on new technological transportation vehicles, nor the replacement of existing infrastructure, but rather imagining minimal additions, transformations, frugal new experiences in a post-pandemic world for the social sustainability of public transport. Submissions can focus on specific spaces, places, or more macro level insights of an overarching experience.




This competition, as a learning platform, seeks to collect a great variety of design principles. There will be 5 winners, but all projects will be permanently displayed on the Canadian Competitions Catalogue ([ccc.umontreal.ca](http://ccc.umontreal.ca)) as a collective contribution to the debate on the renewal of public transportation. An illustrated guide book will include a curated set of principles from winning and non-winning proposals as the main research outcome of this competition.

Submissions can be in **English or French**. However, the third panel which includes the principles, must be presented in both languages, French and English.

## REGISTRATION

This competition is open for **registered students**. We invite multi-disciplinary teams, involving at least one student in design or architecture.

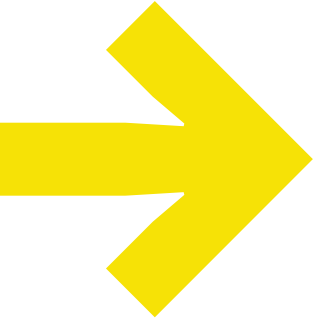
**Registration prior to submission is mandatory.** Before submitting your proposal, please email [ideas.be@concordia.ca](mailto:ideas.be@concordia.ca) to register your team and to receive your unique TEAM ID. This TEAM ID must be included on each of your three competition panels on the bottom right (Arial Bold, 14 point, black).



This competition is anonymous. Any indications of authors on the panels will disqualify the proposal. A team can present more than one proposal. Each proposal must have a unique title at the top left of each panel (Arial Bold, 18 point, black).

## CONTACT

For registration or for further information, please email [ideas.be@concordia.ca](mailto:ideas.be@concordia.ca).



The subject line of this email should read: **“Registration for competition: Reimagining the Experience of Public Transportation”**

Please include the following information for each team member upon registration:

1. Full name: First name, second name + email address.
2. Affiliation (name of university, department of study).
3. Proof of registration + year of study.

## DELIVERABLES

The submission must include three 11X17 inch panels (landscape) in pdf format. Each panel must include a title of the project (along the top left, Arial Bold, 18, black) and team number (bottom right, Arial Bold, 14, black).

1. The first panel is a *narration* of a *renewed experience* in environments dedicated to one of the three main modes of public transport: bus, tram, metro (max. 750 words).
2. The second panel *illustrates* design idea(s) encouraging the use of public transportation through collages, images, montages, drawings, storyboards, etc. Ensure that the images are in high resolution. These images should be printable at 300dpi on 11X17 landscape panel.
3. The third panel includes 2-3 design *principles* (max. 200 words in total) for implementing a renewed experience of public transportation. These principles must be **written in both English and French.**

Please follow these steps to submit your proposal:

1. Send an email with the details of the team number and title of the proposal to [ideas.be@concordia.ca](mailto:ideas.be@concordia.ca). Please only send one email per proposal. Send the **weTransfer link** in the submission email.
2. Make sure to send links for the three high resolution (300 dpi) pdf files: 11X 17 panels (landscape).
3. The naming convention for each of the three files should be: <TEAM Number>\_<Title of Project>\_ <panel #>.pdf
4. The subject on the email should read **“Competition submission for Reimagining the Experience of Public Transportation”**

**NB. Panels must be anonymous.** The identification on the plates should only include the number provided during registration at the bottom right of each panel (Arial, 14 point, black). Proposals will be evaluated anonymously by an interdisciplinary jury. **Panels that include names of team members will be excluded.**

## PRIZES

5 prizes of 1500\$ will be awarded to 5 winning teams, *one of which will be a public vote.*

## CRITERIA CONSIDERED BY JURY

Each submission will be judged based on how well they accomplish the following criteria:

**PANEL 1:** The qualities of the narrative in terms of its description of a renewed experience of public transportation in a post-pandemic metropolis.

**PANEL 2:** The evocative force and realistic simplicity of the design idea(s) for stimulating the use of public transport.

**PANEL 3:** Clarity and feasibility of design principles for implementing a renewed experience of public transportation.

The submissions will be judged anonymously.

## DISCLAIMER

All proposals will be fully documented for public display online on the Canadian Competitions Catalogue (CCC - [ccc.umontreal.ca](http://ccc.umontreal.ca)). CoLLaboratoire, CRE-Montréal, and ARTM will also announce the winners on their websites once the results are made public, and will provide a link to the CCC for full competition documentation. The proposals may also be exhibited on the social media pages of the Canadian Competitions Catalogue, CoLLaboratoire, and CRE-Montréal.

Although the copyrights of proposals remain with the teams for future use, by submitting a proposal to this competition, all teams give permission to the organizers for the dissemination of their projects as well as for research purposes and scientific publication only. The principles identified in the submissions will be collected, summarized and categorized in an open access bilingual guide book intended as a learning platform. All competitor names will be clearly indicated in future publications.

## SCHEDULE

February 1, 2021: Competition Launch online + Registration Opens

March 1, 2021: Registration Closes

April 12, 2021: Competition Submission Deadline at 5:00PM EST

May 17, 2021: Event for Announcing the Winners

## JURY

1. Emmanuel Rondia, Conseil régional de l'environnement de Montréal
2. Peter Fianu, City of Montreal
3. Stéphanie Benoit, Autorité régionale de transport métropolitain
4. Izabel Amaral, Laurentian University
5. Sarah Doyon, Trajectoire
6. Virginie Lasalle, Université de Montréal
7. Anne Cormier, Atelier Big City
8. Thomas Bernard Kenniff, UQAM
9. Bechara Helal, Université de Montréal

For more information on this student design competition, visit our website at [ideas-be.ca/project/competition-reimagining-public-transport](http://ideas-be.ca/project/competition-reimagining-public-transport).