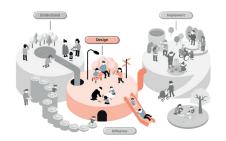**Format**
activity

**Group size**
big

**Time**
a few weeks

**Facilitation experience**
moderate



# Design challenge

**What is it?** Design challenge is a method that can be used for **gathering ideas**. At the same time, it is a powerful tool for raising the **visibility** of your project through the engagement with experts in a specific area, and with the wider public. Design challenge can be organised in different ways, on different topics, and be open to public or by-invitation. The right choice will depend on what you want to achieve through this method.

**How to use it?**
Start by defining **the purpose** of your design challenge - what do you aim to achieve in relation to your project? The example on the right is a design challenge organised by *Espacio Ludico*, as part of the *Sensing the City* project in Montevideo, Uruguay. The main purpose of the challenge was to gather ideas for designing a poster to raise awareness among design professionals of the importance of *sign language* in public spaces and the integration of the *deaf community* in cities. They asked students from different design schools in Montevideo to design a poster that would visually present this topic, and be used as the main visual to promote the project. Once the purpose is clear, think about the potential **reward** for the winners, the **process and criteria** for selecting the best ideas, and the **communication channels** to be used with the participants and the wider public. Espacio Ludico organised a **jury pannel** comprised of experts in urban design, sign language, graphic design, and members of the local city authority. In this way, the design challenge was also used to nurture relations with local stakeholders and build the project momentum. The winning idea was announced during the *public event*, organised for the testing of the pilot project created by Espacio Ludico.

**Keep in mind:** Consider the **time** needed to prepare for, promote and run the design challenge. Think of the **outputs** this process could generate for the project as a whole, from design ideas and options, to service design opportunities and stakeholder engagement.


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**INTEGRAR**

LA CIUDAD DE LOS SENTIDOS

Es un proyecto de la ONG Espacio Lúdico y la Intendencia de Montevideo que se desarrolla en el marco del Programa Proximity of Care de la organización Arup y la fundación Bernard Van Leer. Busca generar entornos urbanos amigables con niños y niñas, y sus cuidadores/as, considerando especialmente a la comunidad sorda de nuestro país.

Este afiche, realizado por el artista plástico **Henry Fernández**, es el primer premio de un concurso enmarcado en el mencionado proyecto.

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