

DESIGN EXCHANGE
IN PARTNERSHIP WITH DISNEY



DESIGN.
COMPETITION.

MICKEY

MOUSE'S.

HOME

OF

THE FUTURE.



EXPO FOR DESIGN, INNOVATION & TECHNOLOGY
SEPTEMBER 28 – OCTOBER 8, 2017

PRODUCED BY



IN PARTNERSHIP WITH



MAJOR SUPPORTERS



COMPETITION PARTNERS



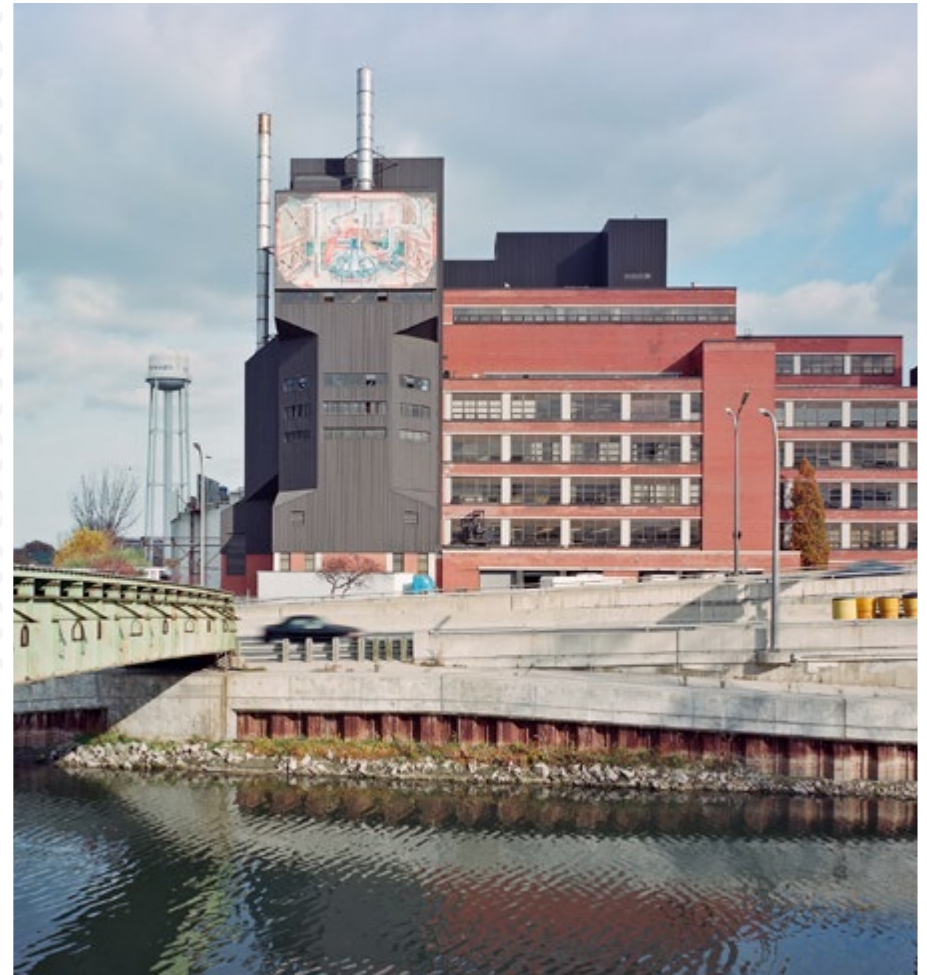
SEE YOUR DESIGN COME TO LIFE AT EDIT

Design Exchange and Disney invite students studying at OCAD University to participate in a design competition to win a chance to collaborate with Disney at EDIT this fall.

**PRESENTED BY
DESIGN EXCHANGE**

**IN PARTNERSHIP WITH MICKEY
MOUSE AND THE WALT DISNEY
COMPANY CANADA**

**PRODUCED BY
GIANT CONTAINERS**





EDIT TAKES PLACE SEPTEMBER 28 TO OCTOBER 8, 2017 AT EAST HARBOUR (FORMERLY UNILEVER SOAP FACTORY) IN TORONTO, CANADA.

Featured Exhibitions, workshops, talks and architectural installations will transform this 150,000-sq.-ft. space into **EDIT: Expo for Design, Innovation & Technology.**

IMAGINE

THIS—



EDIT is an unprecedented, 10-day international design festival that explores how design, innovation and technology can address today's global issues and envision a world where all people prosper.

In partnership with the United Nations Development Programme, Design Exchange will produce an immersive event that educates and engages visitors about inspiring solutions for the **UNDP's 17 Global Goals for Sustainable Development**. Launched in 2015, the Global Goals is an ambitious campaign that challenges nations and citizens to come together to end extreme poverty, inequality and climate change by 2030. With chief curator **Bruce Mau**, and co-curators Carlo Ratti, Kentaro Toyama, and Julielynn Wong EDIT will present a range of bold and dynamic programming within the main theme – Prosperity For All – and subthemes Care, Educate, Nourish and Shelter/Cities.





CONCEPT.

Students studying at OCAD University are invited to submit proposals to outfit Mickey Mouse's Home of the Future, which will be a fully functioning house made from recycled shipping containers.

Mickey Mouse's Home of the Future envisions a not-so-distant future that focuses on a contemporary and sustainable way of living. Submissions should thoughtfully consider sustainable solutions to interior and industrial design while simultaneously communicating Mickey Mouse's personality (See [Appendix B](#)).

Students may submit projects individually or as a group (maximum four students per group submission).

INTERIOR DESIGN. CHALLENGE.

Students are asked to submit designs for Mickey Mouse's Home of the Future, a 640-sq.-ft. house by Giant Containers (see [Appendix A](#)). The competition asks interior designers to create three Mickey Mouse rooms from existing products that are sustainable. **These rooms include:**

+ Kitchen + Bedroom + Living room

YOUR SUBMISSION SHOULD INCLUDE:

- + A completed registration form (available at www.dx.org/disney)
- + A one-page concept statement that includes a summary of the design concept, its objectives, and description of how the project addresses sustainable practices (approximately 500 words)
- + A minimum of three, maximum of six full-colour sketches or renderings of the proposed rooms
- + A list of sustainable materials/practices used
- + Preliminary budget

INDUSTRIAL DESIGN. CHALLENGE.

Students are asked to submit a design for a new piece of furniture for the kitchen, bedroom or living room space, based on principles of sustainability and Disney creative. The winning submission will be fabricated and exhibited in **Mickey Mouse's Home of the Future**.

YOUR SUBMISSION SHOULD INCLUDE:

- + A completed registration form (available at www.dx.org/disney)
- + A one-page concept statement that includes a summary of the design concept, its objectives, and description of how the project addresses sustainable practices (approximately 500 words)
- + A minimum of three maximum of five full-colour sketches or renderings of the proposed project
- + A list of sustainable materials/practices used for fabrication of the work
- + Preliminary budget



ELIGIBILITY.

&

PRIZES.

Participation is open to all currently enrolled students and 2017 graduates of OCAD University.

Prizes provided by Design Exchange:

- + Interior Design Grand Prize \$1500.00 each
- + Industrial Design Grand Prize \$1500.00 each
- + Winning designs to be fabricated and exhibited in Mickey Mouse's Home of the Future at EDIT: Expo for Design, Innovation & Technology
- + Certificate of accomplishment
- + Tickets to the opening reception of EDIT
- + Two tickets for friends and family to EDIT
- + Media and press feature

EVALUATION.

Submissions will be evaluated based on the following:

IMPACT

The project is designed in a way that thoughtfully recognizes the importance of sustainability in design.

CREATIVITY

Unique and innovative design concepts that embody Mickey Mouse's spirit and characteristics in a contemporary style.

PRESENTATION

Well-executed renderings and clearly identified project documents.

UNDERSTANDING

Clear and concise project statement.

REALIZATION OF PROPOSAL

The goals outlined in the brief can be implemented.

Entries will be evaluated by a panel of experts from the design community:

- + Shauna Levy, President and CEO, Design Exchange
- + Sara Diamond, President, OCAD University
- + Jana Macalik, Associate Dean, Faculty of Design
- + Janice Lau-Pearson, Sr. Manager, Franchise, Disney Consumer Products Canada
- + Daniel Kroft, Vice President, Giant Containers
- + Gordon Kroft, President & CEO, Giant Containers
- + John Tong, Founding Principal and Executive Creative Director, +tongtong

SUBMISSION.

SUBMISSION DEADLINE

Friday, August 11, 2017 @ 9pm

JURY DELIBERATION

Tuesday, August 15, 2018

AWARD CEREMONY

Friday, August, 18, 2017

PROCEDURE

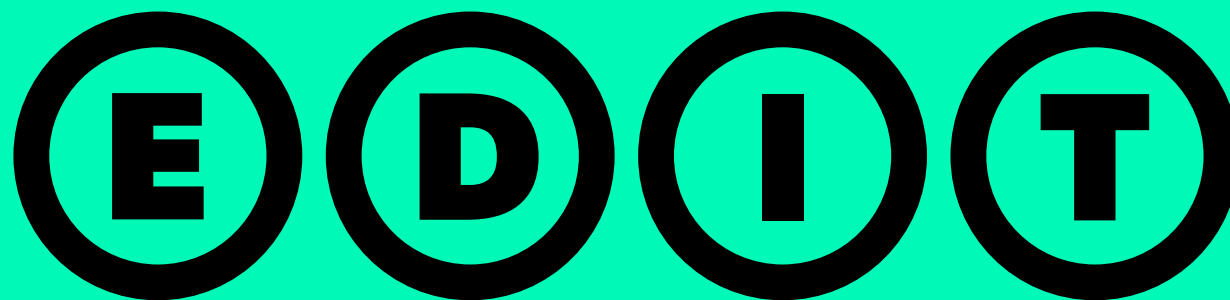
- + Please submit all required materials to disney@dx.org by 9pm, **Friday, August 11th**, 2017.
- + Submissions will be accepted through **WeTransfer** or **Dropbox**.
- + All submitted items **MUST be PDF files**.
- + If you have any questions regarding the competition please contact **Mo Ghoneim, Marketing Director**, at 647.643.6218 or by email at mo@dx.org.

CONDITIONS.

INTELLECTUAL PROPERTY/PRIORITY RIGHTS/RIGHTS OF PUBLICATION

By entering the competition, the entrant:

- i. agrees that The Walt Disney Company Canada and Design Exchange will have the right to use and/or publish in any medium and for any purpose, without additional compensation, the submitted design, if it is selected by the jury as the winning entry;
- ii. agrees that all ownership of any intellectual property which constitutes a derivative work of any of the intellectual property of Disney Canada or its affiliates shall be owned by DEI (Disney Enterprise, Inc.) or its designee;
- iii. certifies and warrants that the submitted design is the entrant's own original work and that the design including its eventual publication by Disney, and/or Design Exchange, does not and will not infringe any right of any third party, including intellectual property rights and rights of privacy; and
- iv. agrees that the Government of Ontario and Design Exchange may use either during or at any time following the competition, but in relation to the competition, the name, education institution and photograph of the entrant without restriction or compensation. Design Exchange and The Walt Disney Company reserve the right to suspend, modify, terminate or cancel the Mickey Mouse's Home of the Future Design Competition at any time.



EXPO FOR DESIGN, INNOVATION & TECHNOLOGY

SEPTEMBER 28 – OCTOBER 8, 2017

PRODUCED BY



DESIGN EXCHANGE
CANADA'S DESIGN MUSEUM

IN PARTNERSHIP WITH



MAJOR SUPPORTERS



PRESENTING PARTNER

MAJOR PARTNERS



AIR CANADA



FIRST GULF



SUPPORTING PARTNERS



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FRONTIER



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FOUNDATION



FIRE PROTECTION
& BUILDING CODE
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MEDIA PARTNERS



THE WALRUS

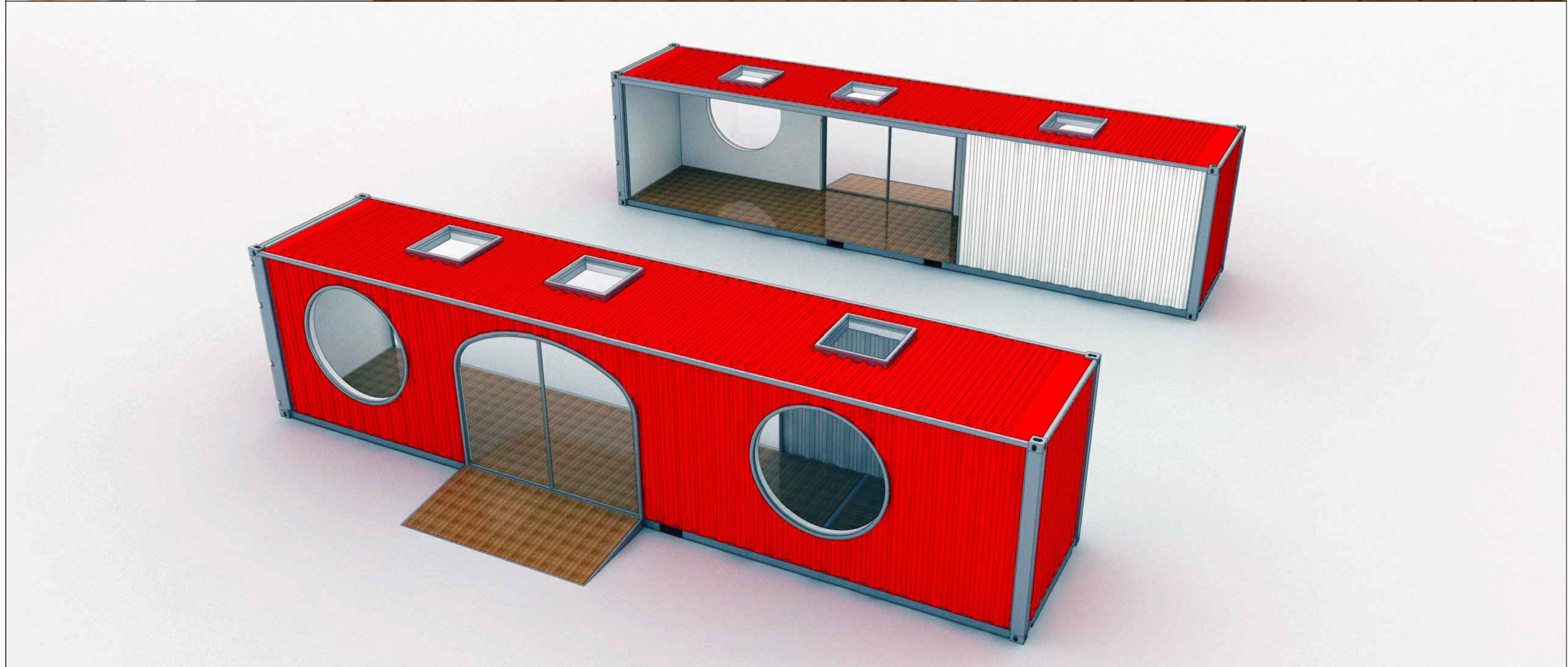
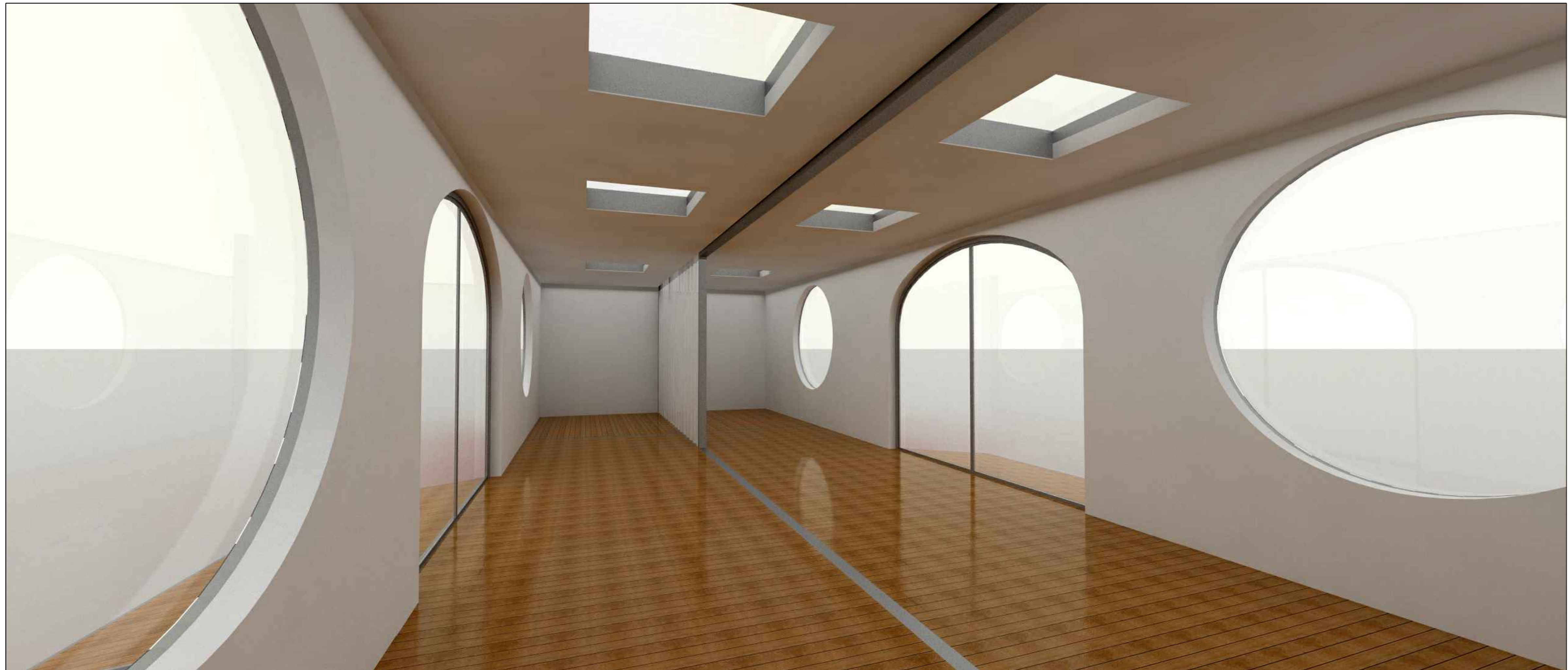
FAST COMPANY

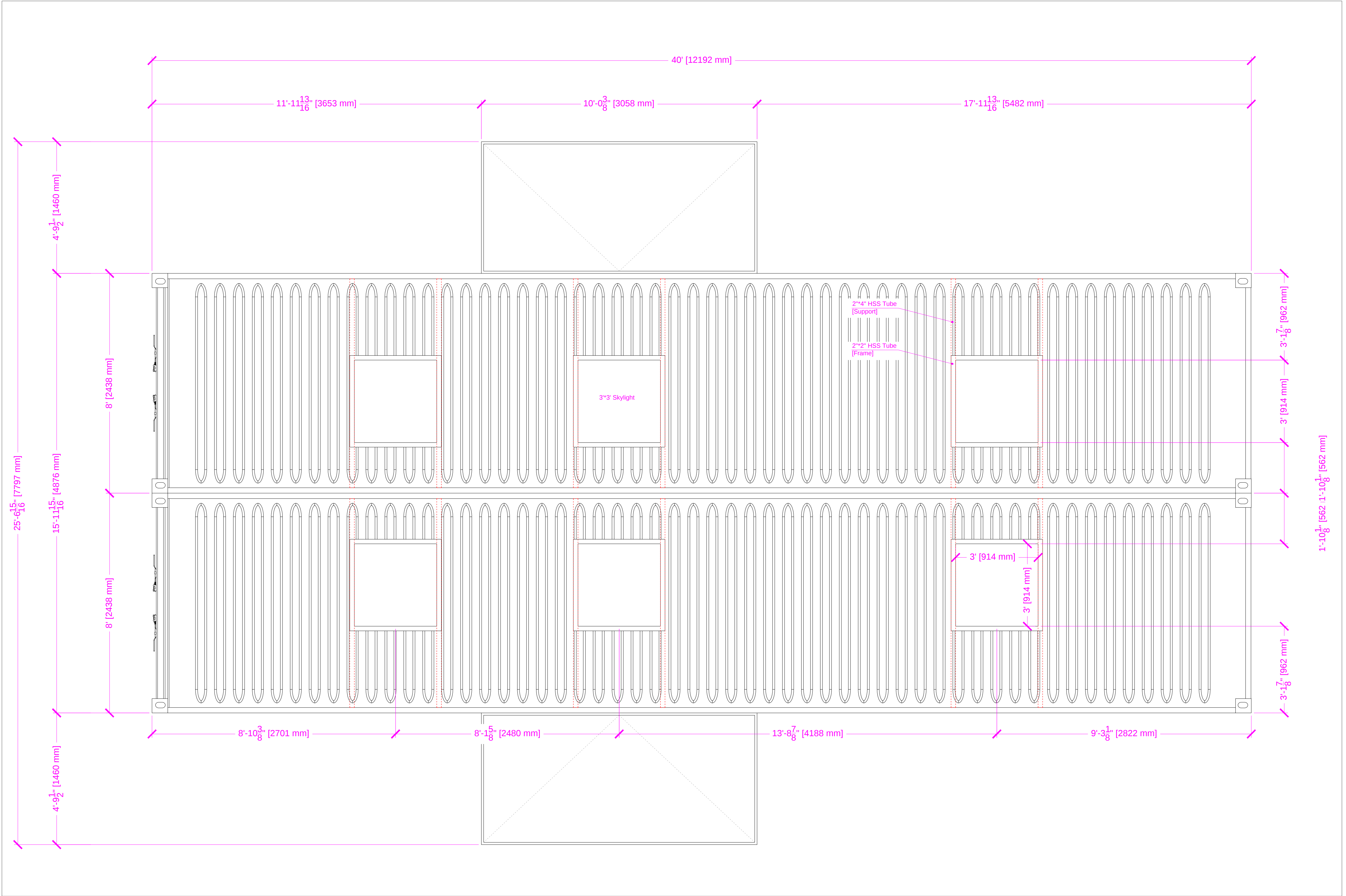


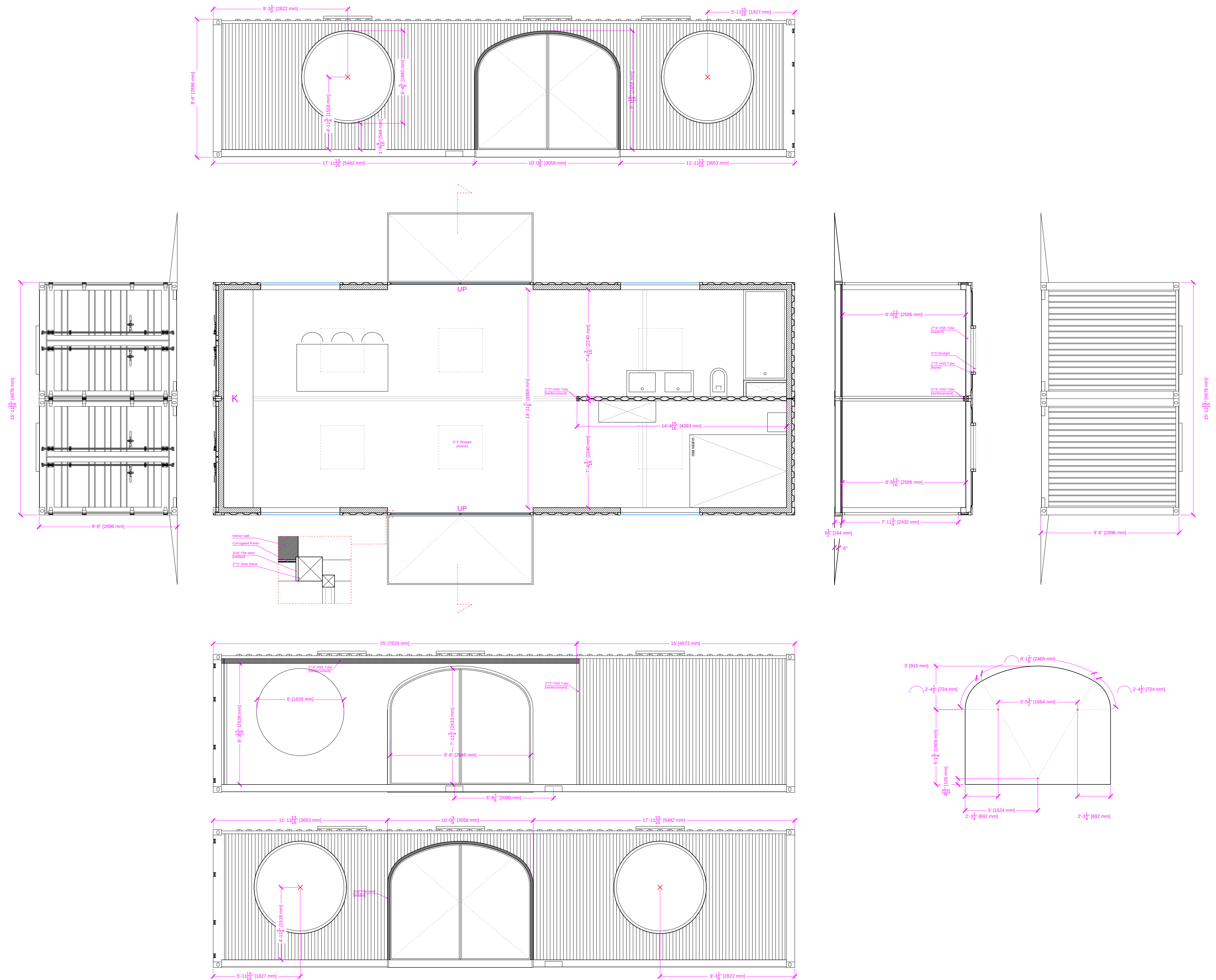
APPENDIX A.

STRUCTURE DIMENSIONS

Mickey Mouse's Home of the Future Design Competition will be built by Giant Containers who have provided the following rendering and technical documents for reference.





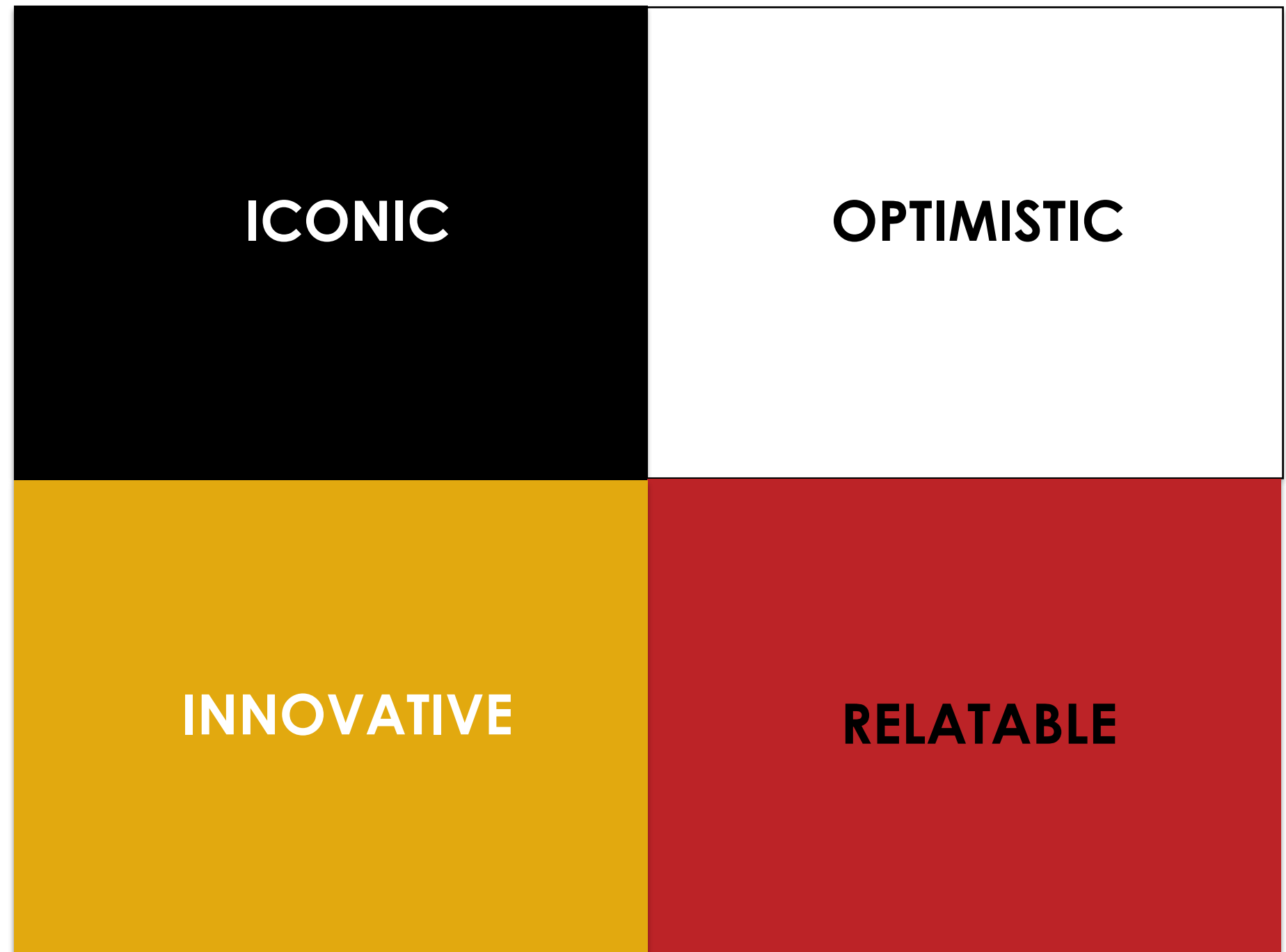


APPENDIX B.

MICKEY MOUSE BACKGROUNDER

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Not for public distribution.

MICKEY MOUSE



Mickey Mouse - The Kid Next Door

Mickey Mouse. Mickey is described as a **natural born hero, enthusiastic** and **expressive with an optimistic** outlook on life. He is fun, silly and mischievous and, on occasion, even crosses the line. He sometimes finds himself in adventurous situations where his ingenuity and unfailing resourcefulness rescues him from many a tight spot. Clever and determined, Mickey is the little underdog whose bravery and spirit always puts him on top. The character of Mickey Mouse was an extension of Walt Disney's own personality with the same basic ideals he grew up with.

Mickey Mouse is the most universally recognized animated character to enter into popular western culture. Audiences connected with him on an emotional level when they saw a reflection of their own selves on screen. Mickey (and Minnie) were the everyday, ordinary couple. Mickey has truly become a global icon in the past 90 years. He continues to stay relevant as he evolves each decade from the 1920's into the 21st century.

Walt Disney himself paid a high tribute to Mickey when he said, *'I hope we never lose sight of one fact...that this was all started by a mouse'*.

MICKEY BY DECADE



1928



1930



1938



1940



1945



1955



1960



1970

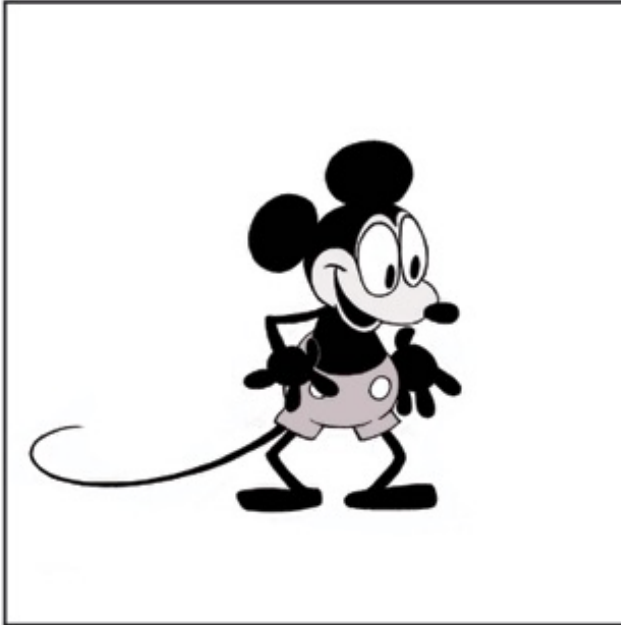


1980



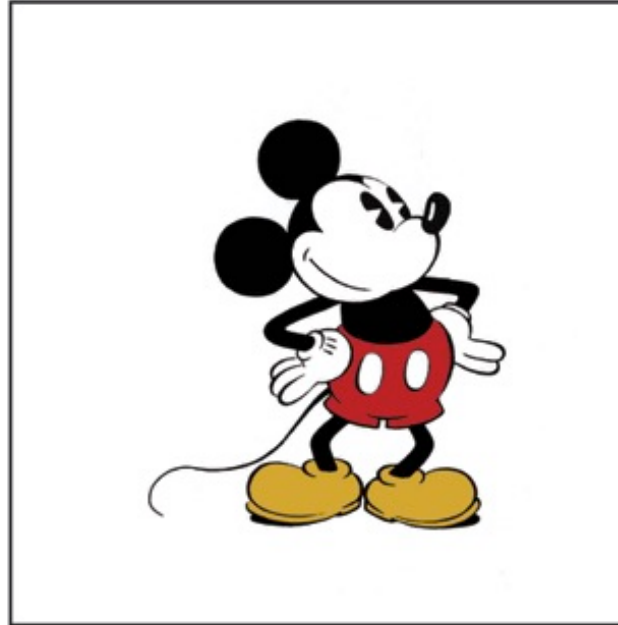
1990-TODAY

The Various Styles of Mickey Mouse



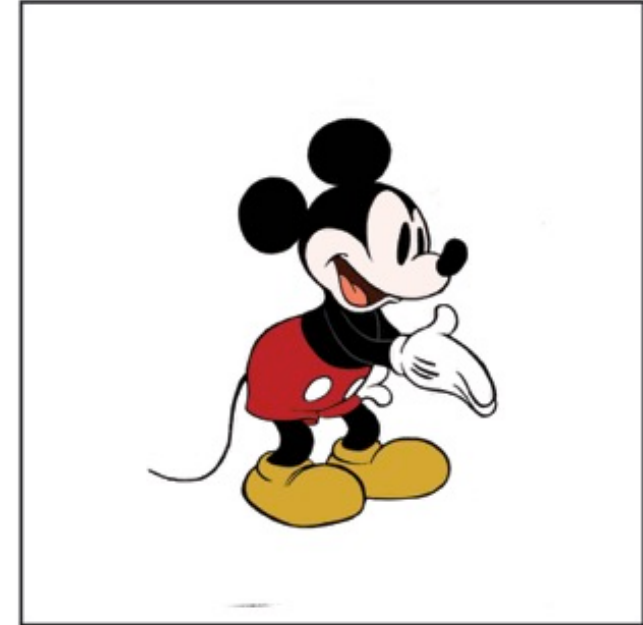
“Rubber hose Mickey”

- Thin appearance
- Overly large eyes
- No shoes or gloves



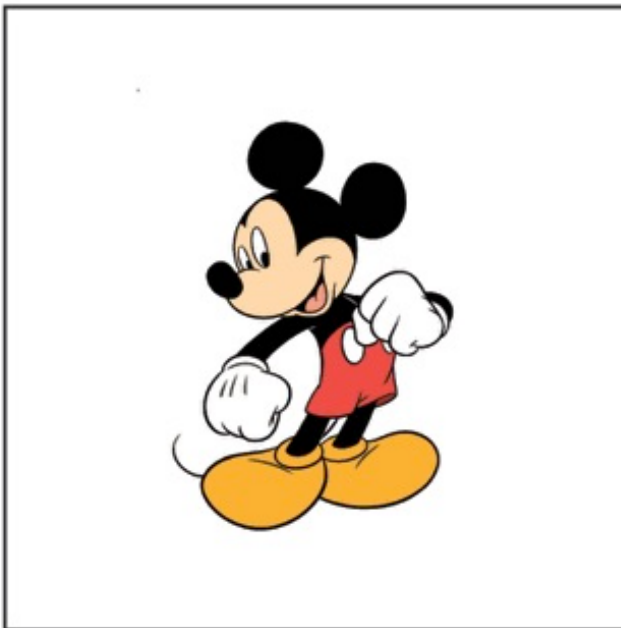
“Pie-eye Mickey”

- Fuller face and body
- White face
- Shoes and gloves



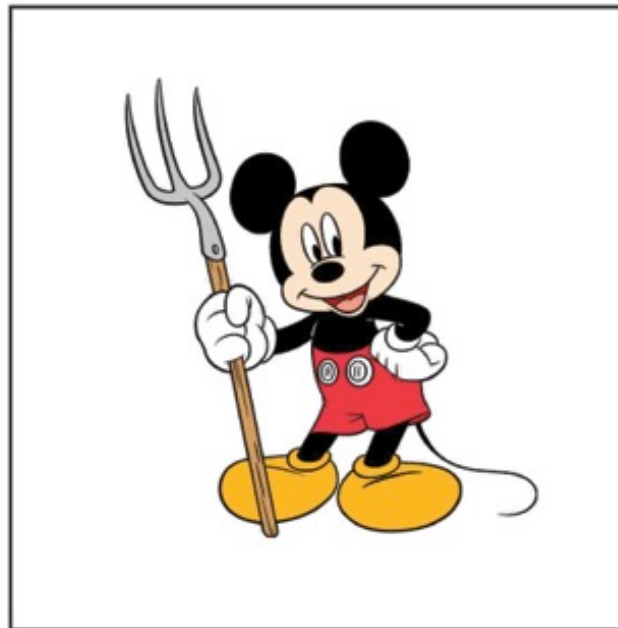
“Button-eye Mickey”

- Softer appearance
- Light flesh tones
- More expressive



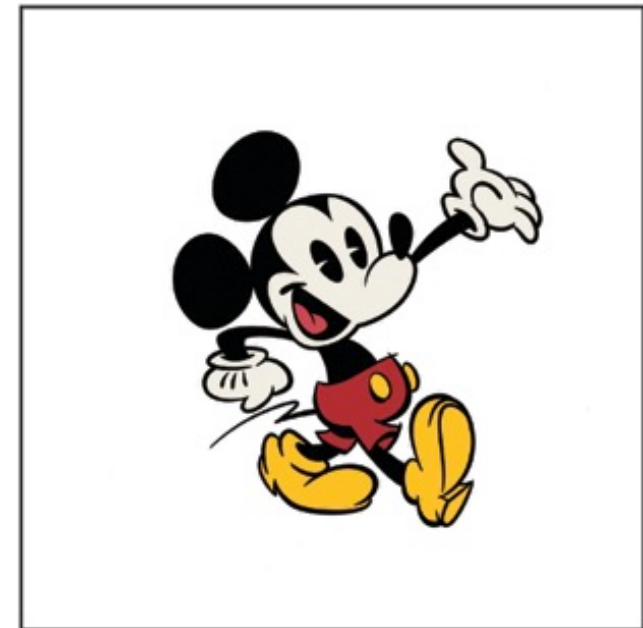
“Contemporary Mickey”

- Most useable design
- Flesh tone face
- Human eyes



“Club House Mickey”

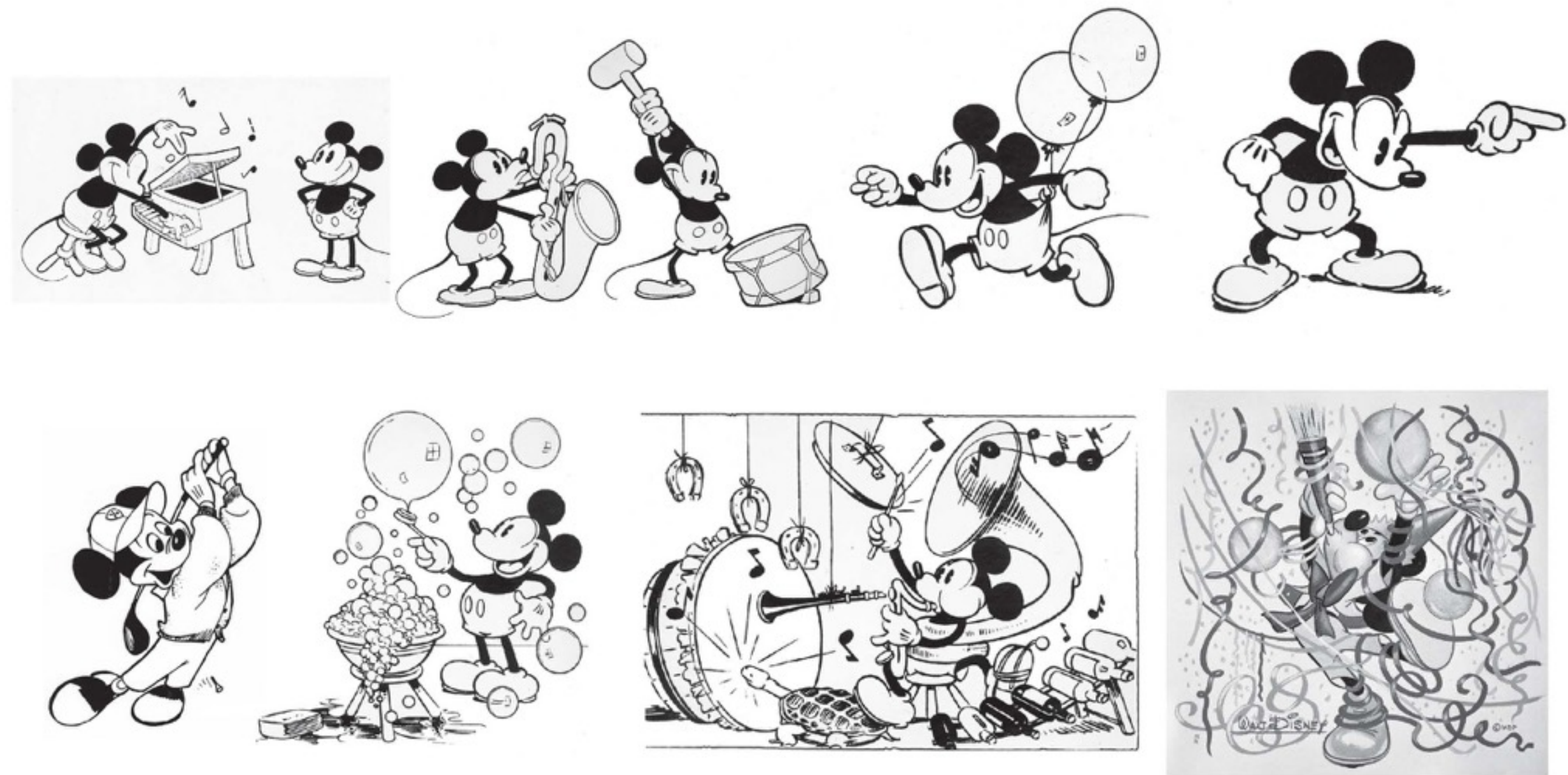
- Classic design
- Same as Contemporary Mickey
- Round detailed buttons



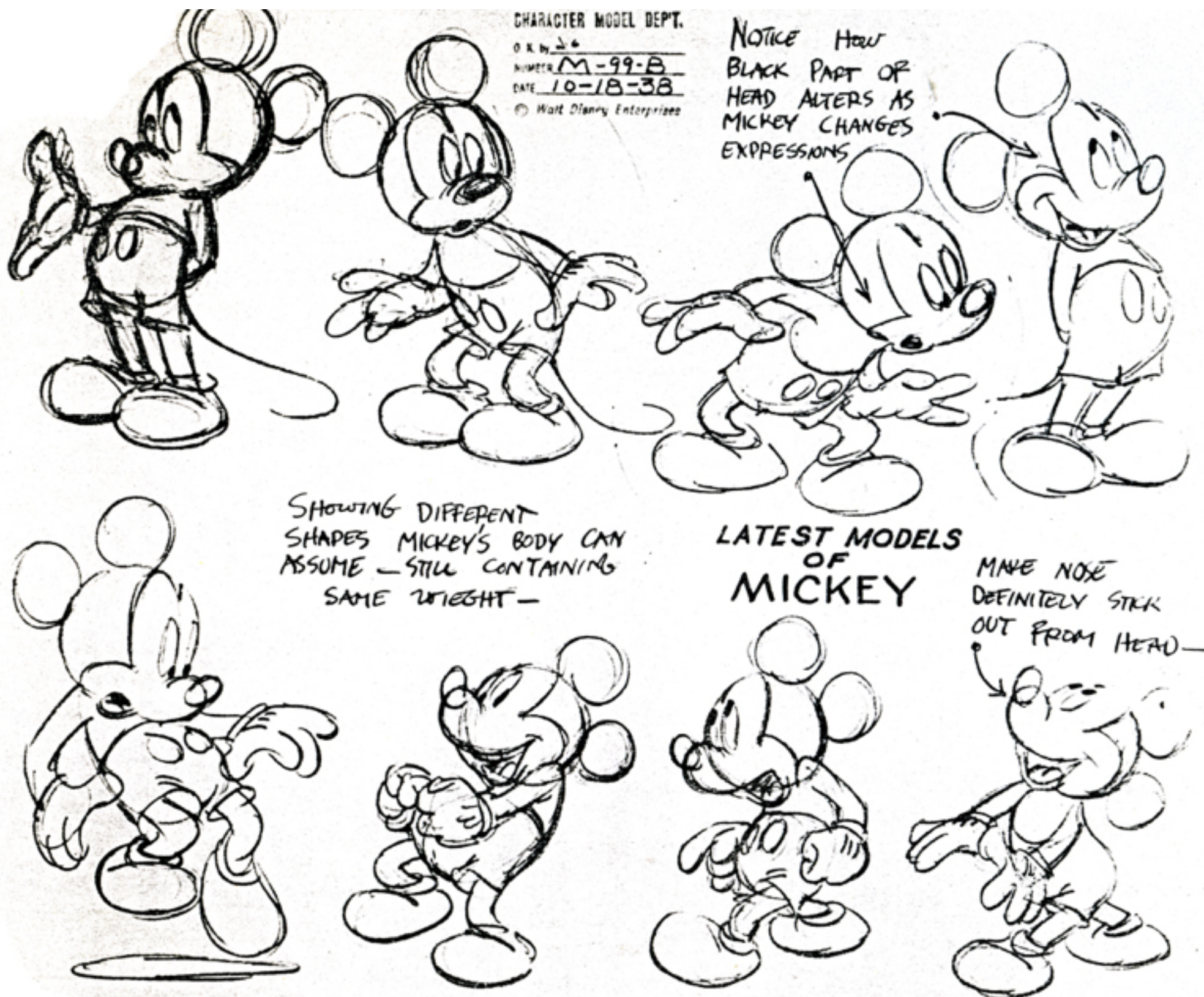
“TV animation Mickey”

- Inspired by classic Mickey
- Stylized design
- Pie-eyes

Mickey Mouse PUBLICITY STYLE



Mickey Mouse SKETCH STYLE



Mickey Mouse COMIC STYLE

