



Latvijas Finieris in cooperation with Latvia's State Forest announces an ideation competition "Modular House Challenge" on the 26th of May, 2023. Competition is organised in two stages. First stage includes a 4 hour idea competition on May 26th, 2023 in person at Latvijas valsts meži centre in Jelgava. Followed by an in depth 6 month concept development incubator with mentors for winner teams.

In the ideation competition the teams will have to come up with a solution or idea and prepare 3 min pitch of their proposals.

Follow the <https://www.facebook.com/modularhousechallenge> for the newest information and updates.

1. Competition organiser: First stage of the competition is organised by Latvijas Finieris in cooperation with Latvia's state forests. The second part is coordinated by MeKA - research and development institute of forest and wood processing and "Morbergs Studio".

2. Competition coordinator: Andra Marta Babre, tel: (+371) 26368790, e-mail: info@modularhousechallenge.com

3. Modular House Challenge and related activities: Until the day of the event, informative and practical lectures will be held for six weeks, as well as excursions to modular housing factories and Latvijas Finieris demo centre. On online platform "Creative Tuesdays" the lectures will be held by the industry experts bringing up relevant topics.

The goal of the Modular House Challenge is to challenge the industry and bring new innovations and solutions.

4. About Modular House Challenge

Time of the event:

26th of May 14:00

Venue: Latvijas valsts meži client center, Loka Maģistrāle 2m, Jelgava

About the event: <https://modularhousechallenge.com>

Modular housing present several challenges but also benefits for those in the construction industry. One of the main challenges is meeting customers' desires for personalization while still maintaining the efficiency and cost-effectiveness of the factory-built, prefabricated process. Customers often want their modular homes to reflect their unique style and preferences, which can add additional costs to the overall project. However, despite the upfront costs, the long-term expenses for modular homes are typically lower, particularly in areas like electricity and maintenance. As the demand for modular homes continues to

increase, it will be important for builders to find ways to balance customers' desires for personalization with the need for efficiency and cost-effectiveness.

5. The goal of the competition

The competition's purpose is to find 10 best ideas that will be developed further in the competition's second stage, where they will have an opportunity to work with mentors and to build the first prototypes.

6. Form of the Competition

Open and public idea competition. Information provided and available through Modular house challenge website (<https://modularhousechallenge.com>)

7. Accessibility

The Competition is open to all architecture, designer, engineering and other professionals and students (all study levels). Registration is mandatory.

No member of the Jury shall take part either directly or indirectly in the competition nor be entrusted either directly or indirectly with work connected with the submitted designs.

8. Competition language

English

9. Timetable

18.04.2023. Registration opens

26.05.2023. Competition day

From Fall 2023 to Spring 2024 - Stage II, mentoring and prototyping, coordinated by Morbergs Studio.

10. Questions-Answers

Participants may present questions through e-mail to info@modularhousechallenge.com.

11. Awards

From the first stage about 10 best ideas will be awarded on the competition day on 26th of May, and will proceed to the second stage of the competition.

All teams who pass Stage I idea selection phase get up to 500 EUR per team for prototyping, expert consultations and A1 poster print for the second round. The 3 best teams from Stage II will be awarded with monetary prizes up to 3000 EUR per team for first place, 2000 EUR for second place and 1000 EUR for third place.

From the 3 final awarded winners jury selects 1-3 ideas that will be realized as a full-scale prototype and used for user testing at a camping site. Full applicable costs per unit are up to 20 000 EUR.

11. The Jury (can be adjusted according to availability)

The jury consists of 5 industry experts and will be announced after the registration closes on website and facebook event.

12. Evaluation criteria and the Jury's work (not listed in hierarchical order):

- Creativity and Innovation
- Feasibility and Cost Optimization
- Usability, Adaptability, and Relevance to the Target Audience
- Sustainability
- Team competences
- Presentation quality

13. Technical information

Formed teams will have 3 minutes to pitch their proposals. No format limitations, which means it can be in a form of a presentation, prototype demonstration, posters, video or other creative approaches.

14. End of the Competition

The end of the Stage I is on the 26th of May, 2023 and the Stage II is planned to end in Spring of 2024.

15. Organiser's right

The organizer reserves the right not to proceed with the selected designs if the entries fail to meet the expectations of an outstanding proposition. All pitch materials for the competition will become the property of the organizer. The organizer reserves the right to use, publish and exhibit all or any part of the entries and documentation at any time and in any format, under the condition that the author is acknowledged.