

Attention Bentley Users!

We're looking to a few good sports with creative ideas to join the *Be Together LIVE Design Competition!*

Time and Date: Tuesday, May 18, 2010, 7:00-8:30pm

Location: Mainstage at the Be Together Conference

The Be Together LIVE Design Competition is all about fun!

For this event, teams of Bentley users will match wits, skills and talents to solve design challenges—real-time, up close and with no holds barred! (And yes, there will be prizes!) Each team will get to choose their favorite Bentley colleague “ringer” to join them as they conceive, model and render an original design—showing off their best MicroStation “chops” in the process!

The Mission:

Design a **new** Philadelphia landmark, chosen from the following list of imaginary projects:

- The Ben Franklin Lightning Bolt Power Plant
- The Philly Cheese Steak Museum
- The Soft Pretzel Hall of Fame
- The New Washington's Crossing of the Delaware
- The Liberty Bell Tower
- The Rocky Balboa Boxing Ring
- The Mummers Parade Grounds
- The Tastykakes Shrine
- The Philadelphia Eagles Super Bowl Trophy
- The Philly LOVE Shack (*inspired by Robert Indiana's sculpture in JFK Plaza*)

The Teams:

- There will be three teams in the competition
- Each team will be made up of 2 Bentley users and one Bentley colleague expert—“the ringer”
- At the beginning of the competition, each team of two Bentley users will draw straws to decide which of the Bentley experts will be on their team
- In reverse order from the Bentley team member draft, each team will pick their design challenge from the list above

The Tools:

- Each team will have one super-charged HP workstation and a copy of MicroStation V8i
- Each team will have a desk, 3 chairs and an easel with sketch pads and markers

Advance Preparation:

- *Not allowed! You can only bring your skills and imagination to the table*

- There will be a “reference library” of books and objects to provide inspiration

The Contest (aka *The Charrette)**

- Once the teams have been set and the design problems have been chosen, the contest will begin
- The teams will have one hour to complete their design
- Each team is required to produce at least one rendered image of their design
- When the hour is up, all teams must stop work
- Each team will be asked to present their design to the audience
- During the design phase, all team members must stay on the stage, at their workstations
- The Emcees will periodically check in on each team to review progress and interview the team members... (think *Junkyard Wars*, *Project Runway*, or *Top Chef*)
- Refreshments will be provided to team members
- The Emcees may throw “curve balls” to the design teams during the competition—just to keep it interesting...
- While audience members may not come up on the stage, audience suggestions are allowed and cheering is encouraged
- Outrageous, whimsical, and even unbuildable designs are not only allowed, but are more likely to be crowd-pleasers
- As you will see under “Judging”, playing to the audience is a plus
- While the design phase is under way, the Emcees will also engage the audience in a fun trivia contest, to keep them entertained and to give the design teams time “out of the spotlight” to develop their designs

Judging

- The audience will be the judges of the competition
- The audience will be asked to applaud for each of the designs and the top score on the “Applause Meter” will determine the winning team

Prizes

- The winning team will have a donation of \$1000 made in their names to Engineers Without Borders
- 2nd and 3rd place teams have donations of \$750 and \$500 respectively made in their names to Engineers Without Borders
- The winning design will be featured on the Be Communities website
- 3D prints of the winning design will be made for each team member
- All team members will receive a special prize for participating

Final Note:

This competition is all about creativity and teamwork, and meant to be entertaining for all involved...

Interested in participating? What to find out more? Please email us at events@bentley.com

***About the Charrette:**

A charrette (pronounced [shuh-ret], often Anglicized to charette and sometimes called a design charrette) consists of an intense period of design activity. A creative process akin to visual brainstorming that is used by design professionals to develop solutions to a design problem within a limited timeframe.

The term 'charrette' evolved from a pre-1900 exercise at the Ecole des Beaux Arts in France. Architectural students were given a design problem to solve within an allotted time. When that time was up, the students would rush their drawings from the studio to the Ecole in a cart called a charrette. Students often jumped in the cart to finish drawings on the way. The term evolved to refer to the intense design exercise itself.