



2019

DESIGN  
CHALLENGE



## WHAT IS A “GENERATION”?

For the 2018-2019 Design Challenge, we require that each team be comprised of at least two people from different “generations.” Because there is no standard definition for this term, each participating team must decide for themselves how to name the different generations they represent.

The entry form allows for any description that team members decide is appropriate.

Teams may choose simple terms for their generations like “older” and “younger”, widely known designations like “Boomer” and “Z”, or even symbolic terms like “car” and “skateboard”.

We expect that this aspect of the Design Challenge will be thought-provoking and will help contestants focus on this year’s theme: “Contributing at Every Age: Designing for Intergenerational Impact”.