

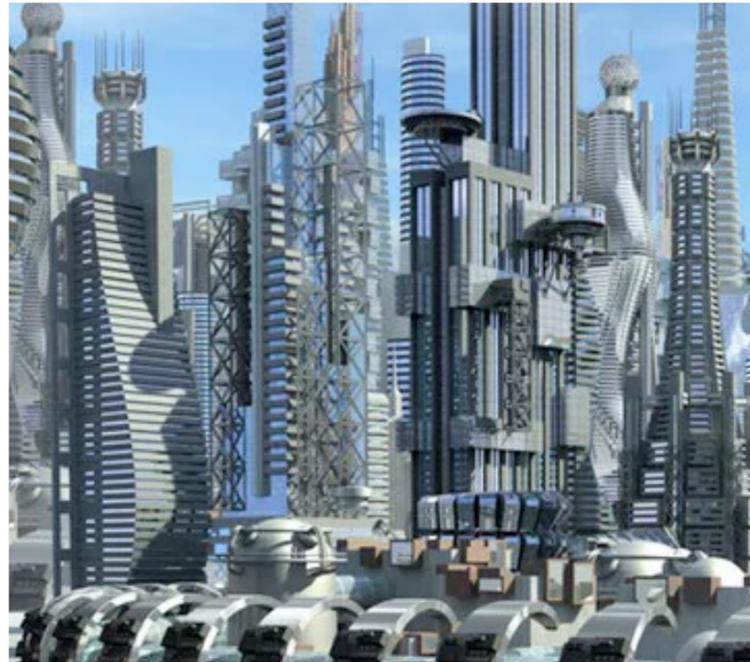
CORE OBJECTIVE:

Create an overarching theme for 2020 season...one that explores how infrastructure can be designed with more meaning, function, and purpose than ever before. How can it work with us, to better connect us to each other and our environment, to help us learn and grow?

KEYWORDS

Build	Efficiency
Assemble	Evolve
Construct	Flourish
Engineer	Advance
Sustain	Prosper
Improve	Metropolis
Create	Transform
Ultimate	Possibilities
Destiny	Automated

FIRST 2020 THEME: MOODBOARD



FIRST 2020 THEME: OVERALL NARRATIVE

Throughout history, great cities have risen, then fallen. Now, we must protect and advance the greatest city of all.

Welcome to FIRST City—the world’s international and interstellar hub. The one place where people from all cultures and traditions come together to learn from one another and build a shared future. It’s where technology develops from simple, problem-solving concepts to real solutions. It even served as Home Base for FIRST Launch, our exploration mission into space.

Most importantly, it’s our home. And now it needs our help.

FIRST City is flourishing, with so many people and ideas pouring into the city every day—but our infrastructure must expand and adjust to accommodate them all. We need to build up and around our environment to ensure its protection. We need to learn from the mistakes of the past, and let older tech make way for the new. We need to grow smart and plan well for our collective future.

This isn’t a challenge, it’s an opportunity. A chance for us to work with each other, using our varied experiences and cultural differences to build something that’s strong and unique and beautiful. Together, we can create a home for ourselves that’s unlike any other city in history.

Let’s build FIRST City to last.

FIRST LAUNCH: OVERALL NARRATIVE



Making present day life easier

FIRST City is built around the needs of its community. Every change to our infrastructure is made thoughtfully, addressing the specific needs of the people and making everyday life a little easier for everyone.

Challenge questions: How can we increase efficiency for specific segments of the community? What processes can be automated to simplify day to day tasks?



Learning from past mistakes

FIRST Launch pushed our boundaries out into the deepest fathoms of space. Now we're pushing past the limits of time. A new machine allows us to step out of our modern world and move through history, exploring the evolution of city life.

Challenge questions: What mistakes did past cities make, in terms of planning or structure? What solutions can we create now to avoid the same fate?



Using/protecting the surrounding environment

FIRST City is its own little world. Surrounded by natural beauty, we know how important it is to build up and around our environment, incorporating it into our infrastructure and making the most of its benefits while protecting it for future generations.

Challenge questions: How can we capture and harness our environment's natural energy? How can we use the landscape to address the community's needs in powerful, meaningful ways? How can we best protect the natural resources we depend upon?



Planning for the future

"Far into the future, FIRST City sees itself in terms of its most highly held values. Our infrastructure is built to support the priorities of our people; buildings are designed to foster their progress through imagination and innovation. We think creatively about building a strong base to support and inspire future FIRST City generations.

Challenge questions: What are our city's most closely held values? (Examples: sustainability, beauty, health, connection.) What changes to our structure, transit, use of energy, or communication systems can we make to support those values and strengthen our community as a whole?