

**with Roxul and the  
Design Exchange National Student Design Competition**

*Design Exchange has partnered with Roxul to challenge Canadian Architecture and Interior Design students to recreate a living space within a home.*

### **About ROXUL**

Roxul Inc. is part of Rockwool International – the world’s largest producer of stone wool insulation – a material that improves the quality of life for millions of people. Rockwool operates 23 facilities in 15 countries. In North America, Roxul is the leading manufacturer of stone wool insulation products, with operations in Milton, Ontario and Grand Forks, British Columbia.

Their stone wool products compete aggressively in the market place against alternative insulation materials that would include: Fiberglass, Spray Foam, Rigid Foam, Other Stone wool products, Cellulose and others.

ROXUL offers a complete line of insulation products serving various market segments including, Commercial, Institutional, Industrial, Roofing and Residential.

To learn more about ROXUL visit: [www.roxul.com](http://www.roxul.com)

### **ROXUL Vision**

Roxul is the brand of insulation that delivers energy efficiency and environmental protection that exceeds the expectations of current and future generations. Roxul is at the start of all building and renovation projects - with “Roxul inside your walls” you can be sure of increased comfort and safety.


### **ROXUL Residential Business**

The focus of this year’s design challenge will be based on ROXUL’s Residential product offerings. In this area ROXUL offers a Thermal Home Insulation product marketed as ROXUL Comfortbatt™ and a Soundproofing Insulation product marketed as ROXUL Safe’n’Sound™ (See attached summary of products and key features and benefits of both).

ROXUL Residential products serve both the do-it-yourself consumer as well as the Professional Contractor.

### **ROXUL Residential Product Offerings/Features & Benefits**

**THERMAL HOME INSULATION  
- FOR SAVING ENERGY**

**ROXUL**  
  
 Thermal Home Insulation

Energy Savings



**R14 - 16"**

Covers: 59.7 ft<sup>2</sup> (5.55m<sup>2</sup>)  
 Length: 47" (1194mm)  
 Width: 15 1/4" (387mm)  
 Thickness: 3 1/2" (89mm)

12 BATTS



**R14 - 24"**

Covers: 60.1 ft<sup>2</sup> (5.55m<sup>2</sup>)  
 Length: 47" (1194mm)  
 Width: 23" (584mm)  
 Thickness: 3 1/2" (89mm)

8 BATTS



**R22 - 16"**

Covers: 39.8 ft<sup>2</sup> (3.70m<sup>2</sup>)  
 Length: 47" (1194mm)  
 Width: 15 1/4" (387mm)  
 Thickness: 5 1/2" (140mm)

8 BATTS



**R22 - 24"**

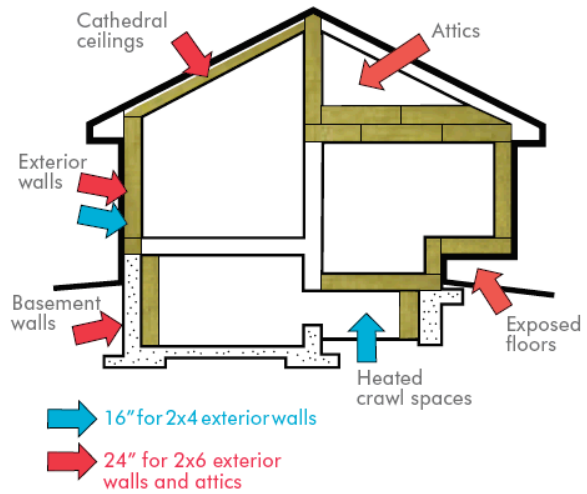
Covers: 37.5 ft<sup>2</sup> (3.48m<sup>2</sup>)  
 Length: 47" (1194mm)  
 Width: 23" (584mm)  
 Thickness: 5 1/2" (140mm)

5 BATTS



**MAXIMIZE THE  
COMFORT**

Roxul ComfortBatt™ installed in exterior walls is a great way save energy, but there are other applications that can make a big difference in your homes comfort also. Insulating the exposed concrete walls in basements and heated crawl spaces, as well as increasing the insulation in your attic are all effective ways to improve your home's energy efficiency



**ROXUL Residential Product Offerings/Features & Benefits**

Fire & Soundproofing Insulation

# ROXUL

## Safe'n'Sound

Fire & Soundproofing Insulation



### 16" – WOOD

Covers: 59.7 ft<sup>2</sup> (5.56m<sup>2</sup>)  
 Length: 47" (1194mm)  
 Width: 15" (387mm)  
 Thickness: 3 1/2" (89mm)

12 BATTS



### 24" – WOOD

Covers: 60.1 ft<sup>2</sup> (5.56m<sup>2</sup>)  
 Length: 47" (1194mm)  
 Width: 23" (584mm)  
 Thickness: 3 1/2" (89mm)

8 BATTS



Covers: 39.9 ft<sup>2</sup> (3.70m<sup>2</sup>)  
 Length: 47" (1194mm)  
 Width: 15" (387mm)  
 Thickness: 5 1/2" (140mm)

8 BATTS



### 24" – STEEL

Covers: 64.0 ft<sup>2</sup> (5.95m<sup>2</sup>)  
 Length: 47" (1194mm)  
 Width: 23" (594mm)  
 Thickness: 5 1/2" (140mm)

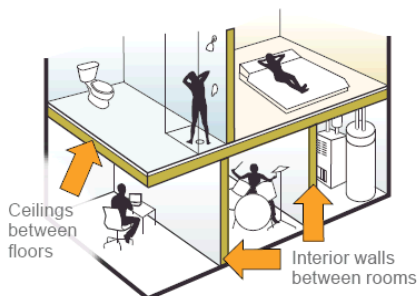
5 BATTS



## MAXIMIZE THE PEACE & QUIET

Installing Roxul Safe'n'Sound™ inside interior walls, under floors and above ceilings is a great way to **reduce sound transmission** and **improve fire resistance**. Roxul Safe'n'Sound in the **basement ceiling** will help maintain peace and quiet on the main floor when the fun is in full gear downstairs. Safe'n'Sound is ideal for:

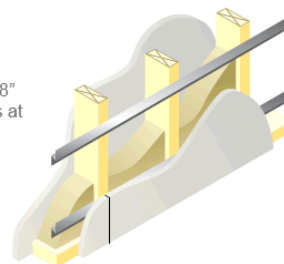
- Bedrooms
- Bathrooms
- Home Offices
- Home Theater Rooms
- Basements
- Furnace/Laundry Rooms



#### Interior Walls

(Wood Studs – 16" On Center)  
 Using Roxul Safe'n'Sound, 5/8" drywall and resilient channels at 24" provides:

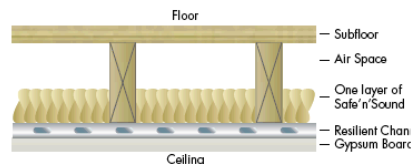
**Fire Rating: 1 hour**  
**Sound Transmission Class (STC): 45**



#### Interior Ceilings/Floors

(2 x 10 Joists – 16" on Center)  
 Using Roxul Safe'n'Sound, 5/8" drywall and resilient channels at 24" provides:

**Fire Rating: 30 minutes**  
**Sound Transmission Class (STC): 47**



## **Design Brief**

The challenge is to create a living space, using the provided plan of a typical unfinished basement. The space may be designed to contain any combination of a small washroom, laundry facilities, a home theatre system, a small home office area, and a convertible area to accommodate overnight guests.

Projects should utilize the Roxul products ComfortBatt and/or Safe'n'Sound, maximizing comfort and safety for the end user. Submitted projects should detail where, why, and how the Roxul products have been incorporated.

The submission should contain an overall sense of the renovation of the space, through floor plans, elevations, and details. A written description (of no more than 500 words) must accompany the submission, detailing how the project meets the design criteria and the development process.

We are looking for innovative design ideas surrounding renovation projects that can inspire consumers. Keeping in mind the Roxul slogan: 'All projects start with ROXUL', simply add innovation and creativity to come up with a winning design.

## **Design Objectives**

- DESIGN – should be aesthetically superior and interesting
- FLEXIBILITY – the design should consider flexible use of space for growing families with changing needs
- UNIVERSAL DESIGN – the design should consider Universal Design principles
- EFFICIENCY – the design should make use of the space in the most efficient way possible
- PRODUCT USE – the project should incorporate Roxul ComfortBatt and/or Safe'n'Sound, maximizing comfort and safety for the end user

## **Judging**

A panel of experts, including judges from Design Exchange, representatives of Roxul Inc., and two representatives from the professional Architecture and Interior Design community, will review valid entries sent to the Design Exchange by Friday March 26th, 2010.

The jurors will select the best design concept(s) based on the following key criteria:

- Incorporation of thermal insulation, maximizing comfort and safety
- Introduction of "quiet walls" maximizing comfort and safety
- Layout efficiencies, maximizing living space
- Innovative, flexible design
- Use of green products/materials
- Plan details – full listing of required materials
- Overall design aesthetic
- Adherence to Universal Design principles

The jury may select first, second and third prize winners from the competition entries, but only if entrants have followed required submission guidelines and design criteria. If

design entries do not meet appropriate standards, the jury reserves the right not to award prizes. The jury's decision is final. *CONNECT* winners will be announced at a reception at the Design Exchange in May 2010.

### ***Why Participate?***

- Prizes (1<sup>st</sup> prize: \$3,000; 2<sup>nd</sup> prize: \$1,000; 3<sup>rd</sup> prize: \$500; 4<sup>th</sup> through 10<sup>th</sup> prize: iPod Shuffle)
- Student recognition within the design community
- *CONNECT* Certificates of Accomplishment to all participating students
- Featured in *CONNECT* Design Exchange National Student Design competition exhibition in May of 2010
- Featured on Design Exchange and Roxul Inc. websites
- Great addition to student portfolio

### ***Who should participate?***

Participation is open to students enrolled in a Canadian, post-secondary, Architecture, Interior Design, Environmental Design, or other design-based programs.

### ***How to participate?***

If you have any questions regarding the submission requirements, please contact Katie Weber, Project Coordinator at Design Exchange, [katie@dx.org](mailto:katie@dx.org) or 416.216.2138.

### ***All entries should include:***

**A completed entry form**

**Two Design Boards:** Foam core boards (24"x 18", no more than 3/16" thick). Boards should include the student's name and institution in the back right hand corner.

**A Project title and Concept Statement (one sentence)** - must appear on the presentation board(s). The concept statement should summarize the design concept and its objectives.

**A project overview** (no more than 500 words). This overview demonstrates how the project meets the design criteria, and provides background to the project as well as information on the development process, functionality and key features. **The overview should be included in a separate booklet and a copy attached to the back of the design board(s).**

**Floor plans, elevations, and details of the basement renovation, affixed to the design board(s).**

**A CD** – with a print-ready, digital file of the project.

**Name(s) of designers** should not be listed on the front of the design boards.

## **Submission Deadline:**

Design entries must be sent postage-paid by 5 p.m. Friday, March 26th, 2010. Late entries will not be accepted.

## **Where to Submit?**

Please submit entries to the following address:

*Connect* Student Design Competition  
Design Exchange  
234 Bay Street P.O. Box 18  
Toronto-Dominion Centre  
Toronto, ON M5K 1B2 Canada

Design Exchange will not be able to verify or acknowledge the receipt of design entries. If this is a concern, it is suggested that your entry be mailed/shipped using a traceable delivery method.

## **Returns**

Entries will not be returned. Entrants are responsible for shipping costs. The Design Exchange and Roxul Inc. are not responsible for lost or damaged entries.

## **Intellectual Property/Priority Rights/Rights of Publication**

By entering the competition, the entrant: (i) agrees that Roxul Inc. ® and the Design Exchange will have the right to use and/or publish in any medium and for any purpose, without compensation, the submitted design as follows: an exclusive right during the competition and for a period of six months following the date the competition closes and a non-exclusive right thereafter (during the competition and the six-month period of exclusivity, the entrant may not use the work in any manner, for example, the submitted work may not be submitted to other competitions or published; in the case of the first, second and third place winners see additional requirements described below), (ii) certifies and warrants that the submitted design is the entrant's own original work and that the design, including its eventual publication or production by Roxul Inc. ® and/or the Design Exchange, does not and will not infringe any right of any third party, including intellectual property rights and rights of privacy and (iii) agrees that Roxul Inc. and the Design Exchange may use either during or at any time following the competition, but in relation to the competition, the name, educational institution and photograph of the entrant without restriction or compensation.

## **Termination of CONNECT Design Challenge**

Design Exchange and ROXUL Inc. reserve the right to suspend, modify, terminate or cancel the *Connect* Design Exchange Competition at any time.