

VENDING CART DESIGN COMPETITION

THE BRIEF

Propose a new street food vending cart for the City of Toronto. Winning designs will be prototyped, exhibited in Alphabet City's Food Festival and used in a citywide pilot project. All short-listed and winning entries will be exhibited throughout the city during the Food Festival in various high profile locations.

The Vending Cart Design

Requirements:

- Provide a mobile premises to prepare and serve street food;
- Support the sale of street food that is healthy, affordable and reflective of Toronto's diverse populations;
- Consider the City of Toronto's vending regulations (licensing, permitting and health). *Note: you do not need to strictly abide by these regulations. For example, health regulations only permit the sale of hot dogs but we encourage you to consider other foods.*

Important considerations:

- The conditions and needs of Toronto's street food vendors;
- The social spaces that vending carts create;
- The contribution of street vending to pedestrian-friendly environments;
- The cart's location in Toronto's diverse neighbourhoods, including those without access to healthy, affordable food

We encourage design teams to collaborate or consult with vendors and consider issues like food security, urban planning, urban design, employment and the creation and regulation of space.

BACKGROUND ON COMPETITION PARTNERS:

A. Multistory Complex: Street Food Vending Project

The Street Food Vending Project aims to introduce tasty, affordable, healthy, culturally diverse and locally sourced food to Toronto's streets. We will attempt to change current health regulations that limit Toronto's street food to precooked meat on a bun. We'll work to build partnerships between vendors and local farmers, gardeners and kitchens. We'll attempt to reform licensing and permitting regulations to bring street food to neighbourhoods across the City, including those without access to healthy and affordable food.

We'll listen to the experiences of vendors and help them identify possible employment and training opportunities. We will listen to vendor advocates, food security advocates, restaurants, planners, designers, City divisions, and social service

organizations in an effort to break down disciplinary silos and encourage innovative solutions to Toronto's vending culture.

Our work will culminate with a street food vending cart pilot project that will be featured in Alphabet City's FOOD festival in October 2007.

Why are we doing this? Because we're hungry for better street food. And we want to show that everyday issues and spaces, like street vending and vending carts, are important elements of city life and urban planning. We want to show that good ideas about city planning come from involving those most affected by planning decisions.

Further Information: www.multistorycomplex.org

B. Alphabet City: Food Festival

Alphabet City will present the 2007 edition of its arts and ideas festival—FOOD (local meets global)—in Toronto this October, ending on World Food Day. Alphabet City challenges us to rethink ideas central to our lives. At each festival writers, artists, and musicians address a single theme from many perspectives, revealing its processes and possibilities.

For festival details, visit alphabet-city.org after Labour Day, 2007.

C. Ryerson University – Faculty of Communication and Design

Ryerson University – Faculty Of Communication and Design and the School of Interior Design will be acting as the host institution for the Competition and the Snack Chats.

RESEARCH AND IDEAS DEVELOPMENT

Snack Chats: Everything You Wanted to Know About Street Food Vending

Multistory Complex and Ryerson University will be hosting a series of informal “Snack Chats” open to competition entrants and the general public. Send us your email to get upcoming Snack Chat dates and locations.

Learn about:

- The conditions and needs of Toronto's street food vendors
- Existing vending regulations including food safety, licensing and permitting
- Urban food consumption and partnership opportunities with local farmers, chefs and vendors
- Current vending cart designs and future considerations

Web Links:

Licensing and Permitting:

Toronto Municipal Code, Street Vending

<http://www.toronto.ca/licensing/pdf/chpt315.pdf>

See page 315.9, Section 1b and 2 for vending cart size and location requirements.
(*Your design does not need to follow these regulations but do consider them*).

http://www.toronto.ca/licensing/pdf/boulevard_vending_frm.pdf

City of Toronto vending application and information

Health regulations:

Ontario Food Premise Regulation 562/90

http://www.e-laws.gov.on.ca/DBLaws/Regs/English/900562_e.htm

Toronto Public Health

http://www.toronto.ca/health/he/hd_index.htm (this site explains the Ontario Food Premise Regulation)

City of Toronto Food Charter

http://www.toronto.ca/food_hunger/pdf/food_charter.pdf

DELIVERABLES

A. Send us your email to receive competition updates and invites to snack chats and other events.

B. One or Two Poster Boards [24" x 36", unmounted poster]

- Drawings should include front, back and side views of vending cart
- Include any details or key features (at least 2) relevant to your design
- Written Design Statement summarizing your concepts and its objectives, the type(s) and preparation of food that will be served. Maximum 250 words attached to the back of the design board.
- **BLIND REVIEW PROCESS:** Names of designers should not be listed on the front of the design board.
- CD – High-resolution print read images saved as .eps or jpeg file

DEADLINES: SUBMISSION AND ANNOUNCEMENTS

Submissions must be postmarked by **Friday June 15, 2007 by 5 p.m.** Late entries will not be accepted. Judging will take place in August. Winners will be announced in early September.

The Jury and evaluation criteria

A diverse panel comprised of vendors, local politicians, journalists, health advocates, academics, designers and the public will review all valid entries.

Evaluation Criteria: Is the solution well executed? Originality of design; overall presentation; consideration of existing vending regulations, the conditions and needs of current vendors and the relation of the cart to social and physical spaces in the city; clever use of current vending cart designs along with future considerations.

MAIL SUBMISSIONS TO:

Ryerson University, Faculty of Communication and Design, School of Interior Design
Attention: Lorella Di Cintio – Vending Cart Competition

Mailing Address: 350 Victoria Street, Toronto, Ontario, Canada M5B 2K3

Courier Address: 302 Church Street. Toronto, Ontario, Canada M5B 2K3

The prizes

First Prize will receive funding to support fabrication of a working prototype, to participate in Alphabet City's Food Festival, and to collaborate with a local chef or vendor.

Second and Third Prize winners will be eligible to receive funding to support fabrication of a working prototype, to participate in Alphabet City's Food Festival and to collaborate with a local chef or vendor.

All short-listed and winning entries will be exhibited throughout the city during the Food Festival in various high profile locations.

Brief set by Lorella Di Cintio, Katie Rabinowicz, Andrea Winkler

Returns

Entries will not be returned. If you would like your project returned, you must make arrangements after the Food Festival. Details to follow.