

#MakeMaggiesYours - Design Brief



About Maggie's Centres

Maggie's Centres are for anyone with cancer and their family and friends. Sitting and working alongside NHS cancer hospitals, they provide the emotional, practical and social support that people with cancer need. They provide a bridge from the stress of dealing with hospitals, appointments and treatment.

On offer within the building is a free programme which includes group support, family and friends support, relaxation sessions, information access and benefits advice. People choose to do some, all or none of the programme. Some will want to use the Centre to have a cup of tea and a quiet pause. Others will be helped by offering volunteer services themselves, such as gardening. Others will want to join support groups and actively participate.

Who was Maggie?

Maggie Keswick Jencks lived with terminal cancer for two years, and during that time she used her knowledge and experience to create a blueprint for a new type of care. Care based around the places that let people with cancer feel in control and not part of a production line, care that recognises the importance of reassuring spaces when people are feeling vulnerable, and care that never allows people to 'lose the joy of living in the fear of dying,' as she put it. She died in 1995 but her ideas live on today in the Centres that bear her name.

A design competition for all

This is an architectural design competition for a new Maggie's Centre. Maggie's Centres are designed by some of the world's leading architects. They understand the importance of good architecture and design and the difference the centres can make to people with cancer and their family and friends.

Maggie's Centres are there to support those individuals suffering with cancer as well as their families, so why not include your family in this competition?

We hope to inspire all those entering to learn more about Maggie's and architecture by designing their own centre. There will be a category for student entries and one for professionals.



The busy and welcoming kitchen area at Maggie's in Newcastle's Freeman Hospital

The design brief

Design a Maggie's Centre that combines visionary architecture with a feeling of welcome and safety. Maggie's Centres are places where people feel at home and cared for so the design should be small and domestic in scale.

The aim is clear: to encourage people who feel frightened and anxious about coping with cancer to feel better by developing their sense of confidence and resourcefulness. What they discover at a Maggie's Centre may help them put a different perspective on what is happening to them and make a profound difference to their experience of living with cancer.

The design should facilitate spaces where people can retreat with their families, where staff can meet with a centre user privately, where people can relax on their own, or with family and friends and where people can share their experiences with others. Spaces should be enclosed, but also include a

sense of openness and a variety of different sized rooms should accommodate for the different purposes mentioned. The kitchen table plays a key role for people to meet and should be at the heart of the design.

The design should be sensitive to the surrounding landscape and provide an uplifting environment that inspires people to come in. Outdoor space is just as important and should be part of the design, with easy access between inside and out, and with views connecting the landscape to the building and its interior. Every part of the building should be accessible to all visitors.

Your centre should...



Requirements for your Maggie's Centre:

- The size of your Maggie's Centre should be approximately 280m².
- It should have an entrance that's obvious and welcoming.
- There should be as much light as possible, with views out to a garden/trees/sky.
- The kitchen area should be at the heart with a large table to sit at least 12 people.
- There should be other rooms that are flexible to accommodate large and smaller sessions e.g. Yoga classes, relaxation spaces, somewhere for 1-2-1 counselling sessions or where group talks can take place.
- A small number of same sex toilets; this is a home so there are no male or female units.
- Office space for the Centre Head and Fundraising Team.
- An impressive garden area.

Think about this:

- We want people to feel protected and relaxed in the internal as well as the external space of the centre.
- We want people to feel more buoyant, more optimistic and more ambitious when they leave a room or the centre as a whole.
- We want people to feel at home, which makes them feel that there is at least one positive aspect about their visit to the hospital which they may look forward to.

- We want centre users to feel encouraged and not daunted. We want them to feel that they have come into a family community in which they can participate, make their own tea or coffee, use a computer, sit down and borrow a book, even find somewhere they might have a sleep for half an hour.
- Maggie's Centres need to be run as economically friendly as possible without compromising with what we're trying to offer.

What to submit



a design statement
(max. 100 words)



a plan drawing 1:50



two images/sketches
of design development



two interior images



A physical/digital model
(optional)

What you need to include:

- A design statement (max 100 words)
This describes your design intentions, the atmosphere you would like to achieve in your design and your inspiration for the design.
- A plan drawing 1:50
Architects scale drawings either 2, 5, 10, 20 or 50 times smaller than the real size, or even smaller than that. For your Centre, we recommend you work in the scale of 1:50 – that means one metre will be represented on your drawing by two centimetres.
- Two images or sketches of the design development
This could be a sketch, a drawing, a scale model, a photograph, a table full of materials, testing different shapes, colours etc. This should aim to give an insight into the design process you have been through.
- Two interior images showing the intended atmosphere of your design
- Optional: A physical or digital model of your design
This is an optional choice for those who have the skills/resource to make either a digital or physical model. You can choose to do one, both or neither.

How and when to submit

Our competition launches on Monday 1st October 2018 and you must have submitted your finished entries by Friday 30th November 2018 at 5pm.

Digital files should be submitted to info@theNBS.com with the subject line 'Make Maggie's Yours Competition'. You can post or drop physical objects or drawings to the following address:

FAO Jennifer Scullion
NBS
The Old Post Office
St. Nicholas Street
Newcastle upon Tyne
Tyne and Wear NE1 1RH

Please do not send us your only copy of your entry as we may not be able to send it back to you.

Celebrating our winners

Following the closing deadline, shortlisted nominees will be invited to a presentation event where a panel of judges will decide the winners.

The winners of each category will then be invited for a special tour of the Maggie's Centre in Newcastle and its new extension, as well as an opportunity to have lunch with the original architect and interior designers who worked on the building. You will have the chance to see and hear first-hand just how impactful the design of a Maggie's Centre can be.

Case studies

Why not take inspiration from some of the fantastic Maggie's centres around the country?

Maggie's Dundee

www.maggiescentres.org/our-centres/maggies-dundee/architecture-and-design/

Maggie's Highlands

www.maggiescentres.org/our-centres/maggies-highlands/architecture-and-design/

Maggie's Glasgow (Gartnavel)

www.maggiescentres.org/our-centres/maggies-glasgow/architecture-and-design/

Maggie's Cheltenham

www.maggiescentres.org/our-centres/maggies-cheltenham/architecture-and-design/

Any questions?

If you have any questions about your entry or any of the guidelines, you can get in touch with us via email on info@theNBS.com or send us a tweet [@theNBS](https://twitter.com/theNBS).

We look forward to receiving your entry!