

PINA Design Contest 2024

Design Contest Theme: Design for Impact

What We Are Looking For: High-impact/high-visibility designs that have the potential to reach folks who know nothing of permaculture. 🙌

- *Can you design a viral meme that spreads the power of permaculture solutions to regional and/or national media attention?*
- *What design can you create that is so amazing, unique, and attractive that it reverberates throughout your entire community and beyond? Dream big for that special place in your town that needs the type of revitalization that only permaculture can offer.*

Collaboration: We are seeking highly integrated designs. *How can you incorporate collaboration into your design?* From working with other permaculture designers on the design itself, to planning for community feedback and partnerships during the design implementation, we know that permaculture scales and succeeds with PEOPLE.

You can create the world's greatest design but only with buy-in from the local community does the design have the potential to become truly high-impact/high-visibility.

- *Can your design be the spark that ignites a whole new fad/solution across North America and the world?*
- *Who needs to be at the table for your design to succeed in the long run?*

Not a PINA Member? Become One Here: <https://pina.in/membership-landing-page/>

Link to Design Contest Webpage: https://pina.in/design_2024-pina-design-contest/

Design Contest Rules Page, Terms and Conditions: <https://pina.in/rules/>

Email *

Andrew@edgeperma.com

Project Lead: First and Last Name (must be a current PINA member & a PDC grad) *

Andrew Tuttle

Phone Number: *

3605100102

PDC Info: Date and location where you completed your first PDC, and name of primary instructor(s) *

June 2015 Alderleaf Wilderness College Dave Boehnlein

Title of Design: *

Seven Seeds Farm Virtual Tour

Summary of Your Design Narrative: Please provide a summary of your design in 500 words or less. *

Where is it located? Who is the community impacted? Problems solved? What goals does it achieve?

Our project is a groundbreaking virtual tour of Seven Seeds Farm, led by Don Tipping and developed by Andrew Tuttle and Mary Marshall of Edge Perma. Located in Williams, Oregon, Seven Seeds Farm is home to Siskiyou Seeds, a prime example of successful permaculture. The virtual tour will incorporate a 3D model, 360° virtual walkthrough, photographs, 90 minutes of video, 360° drone footage, aerial panoramas, orthomosaic, and topography maps. This project is poised to become one of permaculture's most powerful educational tools, promoting the widespread adoption of the successful methods practiced at Seven Seeds Farm.

The farming community urgently needs case studies showcasing regenerative permaculture strategies that can facilitate their transition to climate-smart farming. Don Tipping's farm is one of North America's leading examples of comprehensive permaculture, featuring water-harvesting earthworks, livestock crop integration, diversified production, and a thriving business model. The virtual tour will equip farmers, homesteaders, and designers with the knowledge to replicate key aspects of Seven Seeds Farm, particularly in regions grappling with increasing drought. Additionally, this project will help bring permaculture into the mainstream as academic institutions incorporate this content into their curricula on sustainable agriculture, agroecology, and landscape architecture.

Here is a video about our virtual tours: <https://youtu.be/5JTumu5ssnc>

Design Impact and Visibility: We are looking for designs that reach multiple partners and stakeholders * and that shine light on permaculture solutions.

Who benefits from this design? Who sees and interacts with it? What potential does your design have to become a permaculture viral meme (aka catch on with media and spread)?

Our design aims to benefit a broad spectrum of stakeholders, including farmers, designers, students, and homesteaders, all of whom will gain valuable insights from the Seven Seeds Farm virtual tour. The project has the potential to reach millions, highlighting the vital role of permaculturists in the regenerative agriculture movement. This virtual tour could quickly go viral by presenting permaculture as a leading solution to climate challenges, sparking widespread interest and engagement across media platforms.

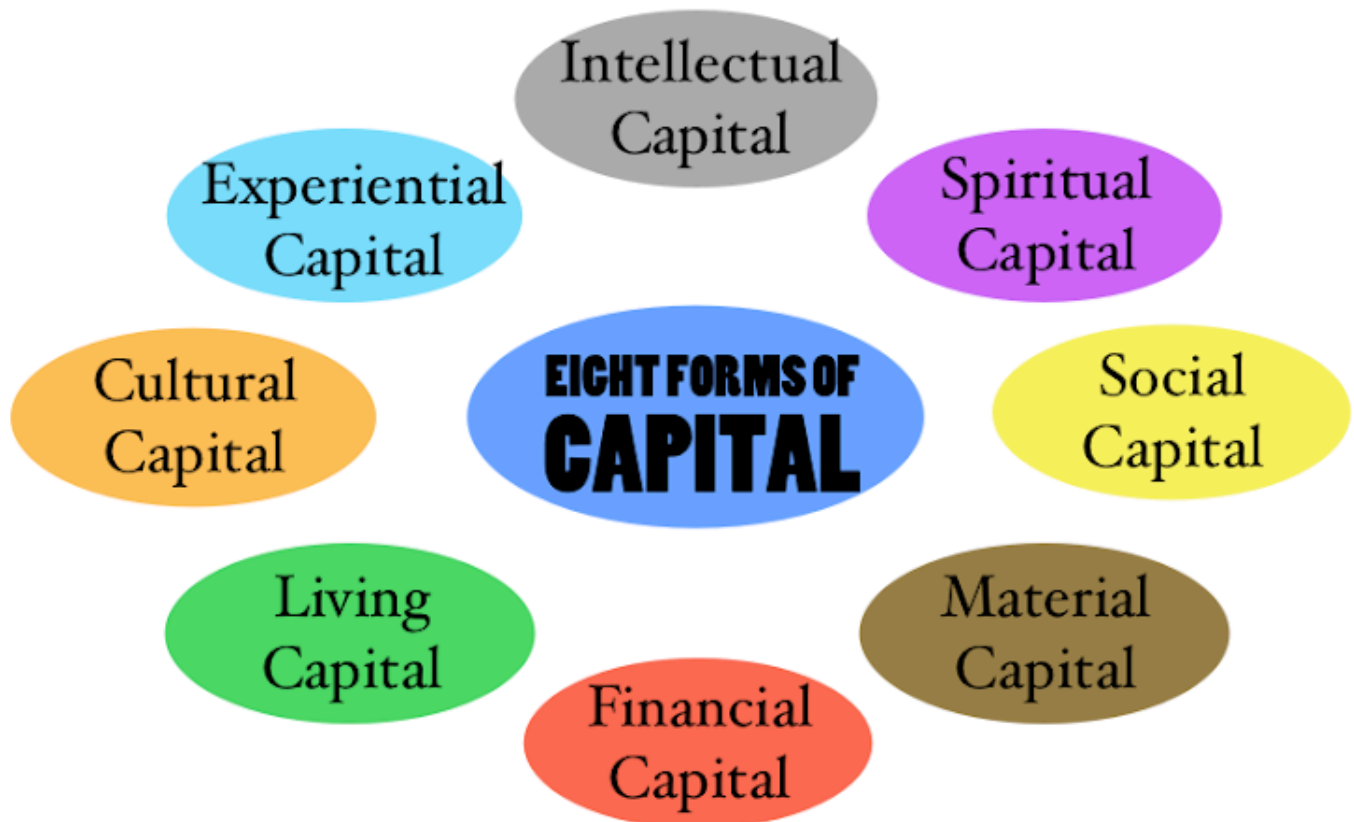
Budget: The winner will receive \$5,000 to kick-start their design. Consider this seed money to implement * a key portion of your larger vision/design for high-impact, high-visibility permaculture project.

How would you spend the \$5,000 Grand Prize to implement your design in the next year? Please be as detailed as possible.

The \$5,000 grand prize would be allocated to compensate for the time and effort required to complete this project. With the necessary tools and expertise already in place, this funding would allow two full-time employees to dedicate a month to the project, working at a rate that approximates minimum wage.

8 Forms of Capital: For large and impactful projects, \$5,000 may not be enough to achieve the full results. However, permaculture urges us to utilize ALL forms of capital by design. *

How does your design leverage the 8 Forms of Capital? How can your design utilize the cash award to bolster the other forms of capital abundance surrounding your project?



By creating a global educational resource, this project will generate opportunities to secure additional funding for future virtual tour builds, amplifying its impact beyond the initial cash award.


Site Analysis and Assessment: Tell us about the current conditions of the land. Please include something about the Climate, Soil, Water, Sectors, Zones of Use/Access and Circulation, Existing Plants, and Social Conditions involved in your project. *


The virtual tour serves as an in-depth site analysis and assessment of Seven Seeds Farm. Current conditions, including climate, soil, water management, zones of use, existing plants, and social dynamics, will be meticulously documented and showcased. For a glimpse of the farm's current conditions, you can view the following videos:

<https://www.youtube.com/watch?v=jkrsqrRKgd4>

<https://www.youtube.com/watch?v=BuYGS5pLRZg&t=5s>

Full Design Narrative and Scope: Please upload your full design proposal here. Please include a section * in your design for collaboration considerations.


 PINA Design Con...

 Add file

Design Graphic(s): Upload any maps, drawings, or graphics you would like to include. *


We understand that not everyone does this professionally and that we will receive a wide variety of styles and quality. Just do your best to give us a visual representation of the project, sector analysis, zone analysis, and collaboration analysis.

Please send your files as PDFs.

 PINA Design Con...

 Add file

Photos: Upload any photos you would like to include. (Preferred file types: JPEG, PNG)

 Add file

Do you agree to the RULES, TERMS, and CONDITIONS - <https://pina.in/rules/>? *

Yes, I will use the award money to implement my design & agree to the terms linked

In order to submit your design, you **MUST** be a member of PINA at any level. Are you a current PINA member? [Become a member here for as little as \\$20 a year.](#) *

Yes

No

Maybe

How did you find out about the Design Contest? Were you referred by someone? If so, who?

Email

Feedback: any comments or suggestions for this submission process?

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Thank you for your entry!



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