

Core77



Adapting the Home for Drone Delivery
A Core77 Competition | Spring 2021

Adapting the home for drone delivery



Package delivery by drone will soon be common. Shipping companies, e-sellers and brick and mortar retailers are all trialing the technology. Consumers also see the technology as an advantage as hands-free delivery to one's doorstep is a benefit in the post-COVID-19, low-touch economy.

Before drone technology can become widely adopted, however, privacy and safety issues need to be addressed as well as the consideration of adaptations to our living spaces. How does the package get into the recipient's home? If drones just drop deliveries unattended in the driveway, as has been shown in concept videos, it will do nothing to stop package theft. Furthermore, how could residents of dense urban apartment buildings also benefit from drone delivery?

Drone Home

This spring, Core77 will present a new competition, Drone Home.

We'll ask entrants to envision and design an arrival and delivery acceptance system not for the last mile, but for that last ten feet. Moorings, docking stations, outdoor to indoor landing stages can all be explored, evaluated and presented for consideration.

In addition, entries can focus on, or span, urban, suburban and rural settings, and can encompass either retrofitted designs or ground-up changes.

Core77 has run dozens of competitions and challenges. The design community is familiar with the high standards which guide our competitions — designers are assured by our involvement and are keen to learn about and pass-on competition details. This trust translates into results with some of our most popular programs attracting 2000+ participants and 3000+ entries.

Creative Overview

Core77 will ask entrants to submit projects in the following categories:

Urban, Ground-Up Redesign

What if the top story of apartment buildings were designed with a rooftop drone package reception center for the entire building? Would residents take the elevator up to retrieve their packages, or could a system of dumbwaiters spirit packages downstairs to the mail room? Or would there be some other system, say smart lockers?

Urban, Retrofitted

No matter how small the apartment, many NYC residents sacrifice at least one window to install an air conditioner in the summertime. Could the same be done with some type of retrofittable drone dock, allowing package delivery directly to the window of one's apartment? What should this dock look like? How can it keep packages protected from the elements? Would it coexist with an air conditioner, or require a second window? How would it be installed?



Suburban/Rural, Ground-Up Redesign

In Japan, electric clothes dryers are uncommon, due to the high cost of electricity. Therefore, nearly every house and apartment is designed with a balcony, specifically for line-dried clothes. What if houses in America were designed with balconies as drone package drop areas? Could belfries become an architectural feature again, just without the bells?

Suburban/Rural, Retrofit

What affordable changes could be made to existing homes, ranging from single-story trailers to suburban manses, to accept packages from drones? Window-mounted docks? Milk doors with automatic drawbridge openings that can swallow packages through the walls? And what would these look like from inside the house?



About Core77

Since 1995 Core77.com has served a devoted global audience of industrial designers ranging from students through seasoned professionals. Core77 publishes articles, discussion forums, an extensive event calendar, hosts portfolios, job listings, a database of design firms, schools, vendors and services. Core77 provides a gathering point for designers and enthusiasts alike by producing design competitions, lecture series, parties, and exhibits.

Core77.com Statistics

Total monthly page views: 1.2 million+

Monthly unique users: 500,000+

Social media followers: 473,000+

E-mail newsletter recipients: 280,000+

RSS subscribers: 75,000+

Core77 Audience Profile

67% between the ages of 22 and 34

50% have 6 years or more of work experience

90% have college degrees, 15% have postgraduate degrees

56% from United States and Canada

66% Corporate, 22% Consultancies, 12% Independent/Freelance

Partnership Opportunities

Core77 is seeking a market-leading industry partner for *Drone Home | Adapting the Home for Drone Delivery*.

Partner Brand Benefits

1. Exposure in the design community: the partner's name and link will accompany all community engagement and promotion.
2. Positioning as leader in the marketspace: A member of the partner's team will be part of the prestigious panel of experts jurying the results and be quoted in our coverage of the competition.
3. Visibility via results publicity: Design competition results are compelling visual stories that gain significant traction across social media and in design and tech publications.

Benefits for Partners

Core77 will craft a partnership plan that is aligned with your company's marketing, sales and PR goals.

Brand exposure opportunities

- Announcements on the Core77 blog
- Social media announcements via twitter, facebook, instagram, linkedin
- Banner advertising across our sites
- Email promotion to Core77 mailing lists
- Peer-to-peer outreach by our editors to design community influencers and publications

Community engagement opportunities

Core77 can utilize a number of structures to produce a high level of competition entries:

- Personal invitations to our network of professional connections
- Coaching announcements with advice on what makes for a good entry
- Editorial tie-ins featuring inspirational talents taking on the challenge

Expanded promotion opportunities

On-going coverage keeps the competition relevant during its entire run. Examples include:

- Celebrity judge profiles series
- Heads-up direct messages for competition deadlines
- Announcement of supplemental prizes
- Targeted outreach to media partners in technology, business, environmental and urban design.
- Direct sales opportunities through Core77.com
- Webinars and educational tutorials presented by sponsor



For information on how your
company can participate contact

Deb Aldrich
deb@core77.com

