

# Welcome teams!

## Canstruction Southwest Virginia

**Taubman Museum of Art March 1-17, 2019**

A *can do* event raising hunger awareness  
and collecting food



through a colossal canned food sculpture  
(*can*sculpture) competition!

[www.canstructionswva.com](http://www.canstructionswva.com)

# Agenda

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## Welcome and Introductions

**Can**struction Planning Group

**Can**sculpture Teams

**Can**struction Sponsors

## Impact on Hunger

## Marketing/PR Tips

## Timeline

## Jury and Awards

## **Can**struction Rules

## Walk Through Exhibition Space

## Sponsors

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## **Canstruction's impact internationally**

### **- What is the idea and purpose behind Canstruction?**

**Can**struction® is an international hunger campaign that's distributed millions of pounds of food to local food banks through our unique design/build Competitions and exhibitions.

Founded in 1992, the event is now held across the US, Canada, Australia, Europe, China and South America. It is the largest international food drive with more than 150 competitions annually.

The organizations primary mission is to highlight the issue of hunger in our community, collect food for distribution to thousands of hungry people and to shine a spotlight on the design/build industry.

## Impact on Hunger in Southwest Virginia



Cans from the 2016 sculptures and Peoples' Choice donations added up to more than 17,000 lbs. of food – **providing more than 14,000 meals for the hungry.**





## Marketing/PR Plan – How You Can Help

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- In addition to our marketing and PR activities, you can help promote our event by sharing these resources with your friends and family
- **Website:** [www.canstructionswva.com](http://www.canstructionswva.com) – *updates ongoing*
- **Social media:** Twitter, Facebook and Instagram – be sure to follow Feeding America Southwest Virginia and Taubman Museum of Art for updates and cool things to share throughout the process
- Coordinated media interviews – you might hear from us!
- Posters hung in key businesses and restaurants around town – *coming soon!*

## Timeline

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<b>October 19:</b>	Deadline for participation commitment
<b>Mid-December:</b>	Teams send designs and can orders to Cindy Peterson (be sure to provide <b>can</b> sculpture dimensions)
<b>February 26:</b>	Can Load-in
<b>March 1:</b>	Teams build structures, start time 12 p.m. end time 12 a.m.
<b>March 2:</b>	Jury: 9:00 – 11:00 a.m. Opening and Awards Ceremony: 2:00 p.m.
<b>March 2-17:</b>	<b>Can</b> sculpture exhibit is open to the public during regular Taubman hours
<b>March 17:</b>	Take down <b>can</b> sculptures, box cans 5:00 – 7:00 PM. Teams will dismantle the <b>can</b> sculptures. Volunteers will aid clean-up.

## **Jury and Awards**

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### **Jury**

- Completely independent and not connected to any team
- Select winners in 5 categories the morning after build
- No signage identifying firms / teams
- No team members present



## Jury and Awards - 2016

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### Award: Structural Ingenuity



*"A Shot Against Hunger" – Spectrum, Inc.*

## Jury and Awards – 2016

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### Awards: Best Use of Labels and Juror's Favorite



*"Hats Off to Willy Wonka!" - Roanoke County Public Schools, Burton Center for Arts and Technology*



## Jury and Awards - 2016

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### Award: Best Meal



*"The BIG Engine that CAN" - SFCS, Inc.*

## Jury and Awards - 2016

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### Award: Honorable Mention



*"Chew Chew Express" - AECOM*



## Jury and Awards – 2016

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### Awards: People's Choice



Determined by a donation-based vote from visitors to the exhibit

*"FPA CAN Do It!" – Roanoke City Schools, Forest Park Academy*

## Jury and Awards

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Winners in each category of every local **Can**struction competition are forwarded via digital photography to compete in the International **Can**struction competition.



## **2019 Teams (so far)**

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AECOM

Association of General Contractors

Burns and McDonnell

MB Contractors

Roanoke City Schools – Forest Park Academy



## Team Responsibility Highlights

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- Submit your design and can order on schedule by December \_\_??\_\_
- Pay for your cans on schedule prior to event / delivery
- Build day: unbox your team's cans
- Break-down day: carefully take apart your **can**sculpture and deliver boxes to designated area
- Help clean up after build and after break-down

## **Rules: Team Rule Highlights**

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- Any number of people may participate in design
- Only 5 team members are allowed to build at any given time
- 6<sup>th</sup> teammate allowed to unbox cans
- Team members may swap out at any time in order to give as many people as possible an opportunity to build
- Other teammates are not allowed to unbox food, cut foam core, etc.

## Rules: Material and Size Requirement Highlights

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- Use CANS!
- Don't rely on boxes, bags or props
- Maximum size is 10'W x 10'L x 10'H
- Must be structurally self-supporting
- Use of ¼" thick materials (foam core, cardboard, masonite, plywood, plexi, etc.) are for leveling only, not bearing weight
- Tape, rubber bands, wire, Velcro, magnets, zipties, nylon string and ¼" threaded rod may be used
- Labels must remain intact and cannot be covered, damaged or altered
- NO junk food or pet food, glass containers or alcoholic beverages, NO expired food or beverage. NO empty cans or plastic bottles/containers.
- "Purest"-looking structures, where evidence of non-food materials does not show, fare better with the jurors

**\*\*See 2018 Rules and Regulations for a full list of permitted/non-permitted items**

**Thank you!**

Q & A

## A word from our host

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**TAUBMAN**  
MUSEUM OF ART