

STREET
DESIGN
CHALLENGE
FROM 90 CM EDITION
STREET

A black silhouette of a person is positioned on the right side of the text, appearing to be climbing or standing on the 'STREET' text at the bottom. The person's right arm is extended upwards, and their left leg is bent as if they are pushing off or pulling themselves up.

Theme → Street Design Challenge 2026



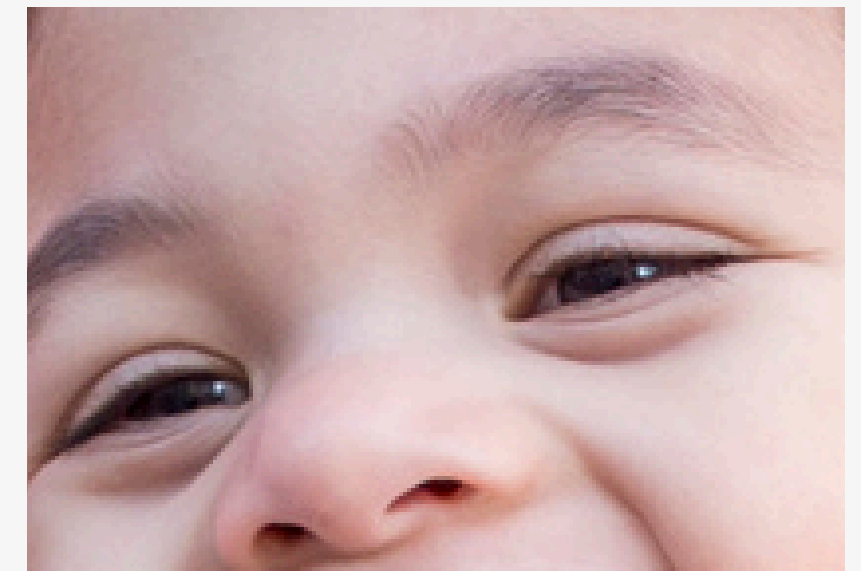
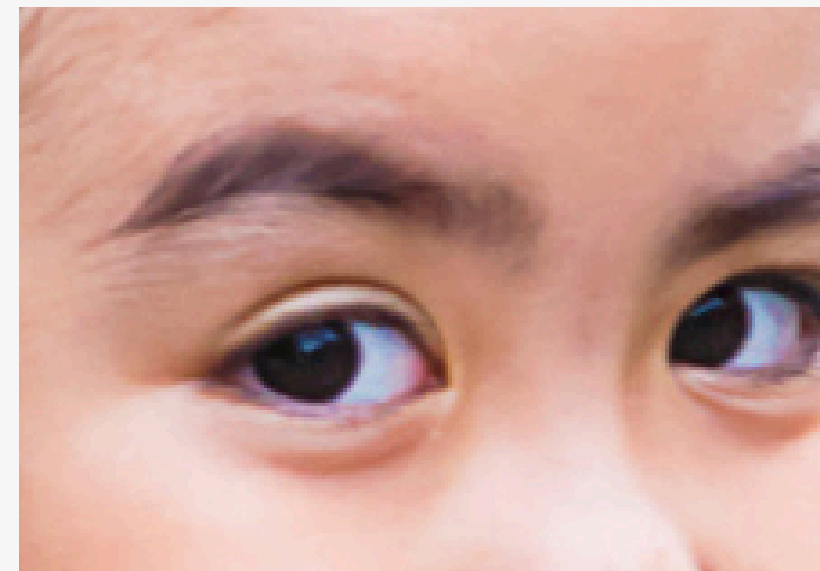
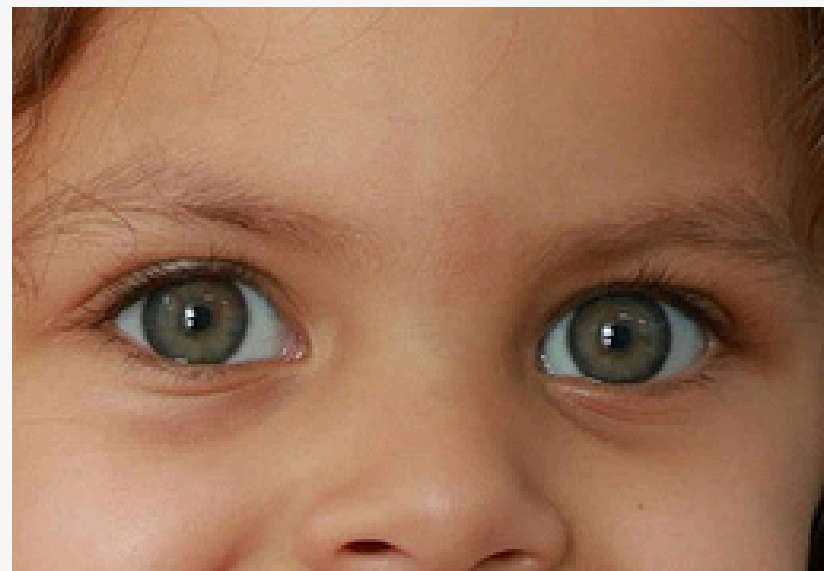
90 cms

Designing Streets from a Child's Eye Level

The Street Design Challenge is a 48-hour international competition for university students from UNESCO Creative Cities to reimagine real streets as safer, more playful and caring environments when seen from 90 centimeters which is the approximate eye level of a 3-year-old child.

Streets that work for young children and their caregivers tend to be safer, healthier and more inclusive for everyone.

Organized by the Cities of Design of Detroit, Muharraq, Doha, Wuhan, Asahikawa and Queretaro Creativo, the 2026 edition invites new ideas for child-focused streets that improve everyday life for local communities.



Goals

Participating teams will be asked to:

- Design streets that **prioritise** young children and caregivers in terms of safety, comfort, play, access to nature and basic services.
- Show how a child's perspective at 90 cm **changes decisions** about mobility, public space, climate resilience and social interaction on the street.
- Propose feasible, low-carbon, interventions that cities could **realistically prototype** in the short to medium term.
- Strengthen **intercultural dialogue** across the UNESCO Creative Cities Network by working on streets located in other countries and contexts.



This image is the intellectual property of Universidad Cuauhtémoc, 2025.



Who can participate?

Creative Cities

All UNESCO Creative Cities are invited to:

- Register as participating cities and submit one Street Profile in English (max. 300 m street segment) focusing on an area where improving conditions for young children could trigger wider neighborhood benefits.
- Nominate a local expert who can briefly present the street (recorded video, max. 20 minutes) and be available to answer questions during the 48-hour challenge.

The Street Profile should include: basic location and context, photos, main users and activities, key challenges and opportunities related to young children and caregivers, and any relevant plans or data.

Universities

Universities based in any of the 350 UNESCO Creative Cities are invited to:

- Form multidisciplinary teams of 4–6 current students (e.g. design, architecture, urbanism, landscape, communication, social sciences, public health), supported by 1–2 faculty mentors.
- Register their teams through their city or directly via the challenge platform, within the announced deadlines.

At the start of the challenge, each team receives the Street Profile of a street in a different Creative City. Teams then have 48 hours to develop and submit their proposal.



Formats & Deliverables

The challenge runs over 48 hours, respecting each city's local time zone.

Teams are asked to submit three elements:

Project Dossier

Max. 8–10 A4 pages in English, using metric units.

Clear explanation of the concept, main interventions, child-focused strategies, and expected impacts on daily life.

Combination of drawings, diagrams, photos, and short texts.

6-minutes video

Visual narrative of the intervention and the design decisions around the 90 cms logic.

Use images, sketches, models or simple animations; upload to an online platform and share the link.

Maximum length: 6 minutes.

Exhibition Panel

One A0 board (horizontal or vertical, max. 10 MB).

Should communicate at a glance the essence of the proposal and its benefits, without relying on long texts.

Submissions must omit any identifiers (city, university, team names) to ensure anonymous evaluation.



Jury & Evaluation

A joint international jury appointed by Querétaro Creativo, Detroit, Muharraq, Doha, Asahikawa and Wuhan will evaluate all proposals anonymously. One overall winning team and three honorary mentions will be selected.

To keep evaluation clear and aligned with the “90 centimeters” theme, all entries will be assessed in three simple categories, each scored on a 1–10 scale:

Category	Focus	Guiding questions
Child-centered experience	How the design changes the street when seen from 90 cm.	Does the proposal make the street measurably safer, more comfortable, and more engaging for young children and caregivers throughout the day? Does it consider sensory experience, scale, visibility, and independent but supervised mobility for children?
Street life and feasibility	How it works in daily life and could be implemented.	Are the interventions realistic in terms of materials, maintenance and local capacity? Do they support local businesses, mobility, and everyday routines without displacing vulnerable users?
Narrative, clarity and impact	How clearly the idea is communicated.	Do the dossier, video and exhibition panel explain the idea in a concise, visually clear way that local stakeholders (including non-experts) can understand and discuss? Does the narrative convincingly link design decisions to children’s needs?

The winning project will be the one with the highest total score across these three categories. In case of a tie, jury members will deliberate to select the final winner.

Results

→ Street Design Challenge 2026



Results & Follow-up

All participating students and cities receive digital certificates issued by the organising cities.

The winning project and honorary mentions may also be exhibited in participating cities.

Organising cities will share materials with local governments and partners to explore pilot implementations or further development of presented ideas.



Key dates

→ Street Design Challenge 2026



Timeline

Launch Call

June 10th, 2026

Street Profile Q&A Session

August 11th, 2026

**Street Profile Submission
Deadline**

September 25th, 2026

Team Registration Deadline

October 16th, 2026

Registered Teams Q&A Session

October 20th, 2026

48 hrs challenge

October 24th-26th, 2026

Awarding Ceremony

January 30th, 2027



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Questions?

You can contact us to ask questions or to get involved in the organisation of the challenge.

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**Cities of
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WORKING GROUP