

"Pride in where and how we live"

Welcome back!

On behalf of the team, we are glad you have chosen to support our bi-weekly updates.

Seven Pillars

Presenting key information about the competition and its shared goals with the team.

A look ahead..

A summary of the next key submission for Team ESTEEM

Stay updated

The team shares a reflection on the work undertaken recently in their sub-teams.

Welcome to Issue 2 of the Team ESTEEM Bulletin!

Welcome all, to the second issue of the Team ESTEEM newsletter. We are excited to connect with you and make our relationship more special. We hope that sharing our updates, advancements, tips and cause for celebration will further develop your interaction with us.

7 Pillars of the Competition

Soon after Heriot-Watt's first completed entry with ORA house in 2018, the beginning's of Team ESTEEM's campaign was established after university competitors submitted their proposals to SDME. Proposals were directed by seven crucial pillars which coincide with the goals of DEWA (Dubai Electricity & Water Authority) and the World Expo to inspire interrelated objectives.

The ESTEEM House focuses its key design, engineering and built results around these pillars.



Upcoming Deliverable 5 Summary

Deliverable 5 is the point in the competition where the team updates their construction documentation, more specifically details of their electric charts, architecture design and energy simulation. The deliverable builds on previous decisions from the team, as well as previous evaluations from the judges. A differential development of the deliverable 5 upon the previous Deliverable 4 is the individual contest report where architecture, construction, energy and marketing teams have to explain their concepts, innovation and decision strategies. One could say that this is the step before any decision in the internal core of furnishing and decorating the house is settled.



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Some of Team ESTEEM's Sub-team Updates

Architecture

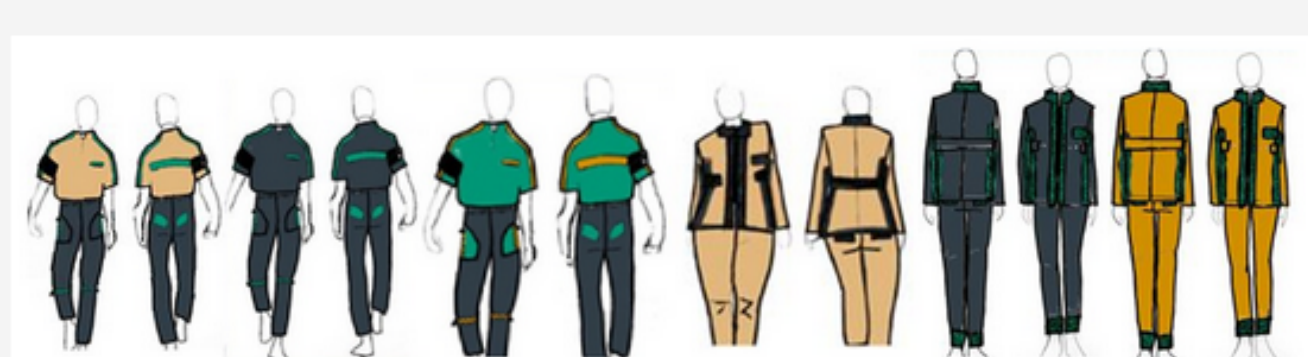
The architecture team has mainly focused on aligning work with other teams and researching; flooring, ceiling, wall materials and windows that would be suitable and complement our house. We have also been focusing on our software skills to further improve how we communicate our ideas and visions. Within the next upcoming weeks, we will be looking to secure some partners for the above products.

Marketing

In Marketing, we are currently working on an array of campaigns. From "Meet The Team Interviews" to "What Is Your Favourite Room In The House?". These projects have created a platform for our supporters and spectators to not only gain an insight of our team, but also get actively involved and participate through social media. We are proud to gather through the team interviews to illustrate how bonded our team truly feels. A common expression being the sense of family that is felt, although our team is very internationally combined. Furthermore, we have had the great opportunity to be involved in the Envirolution Festival - a virtual festival dedicated to the idea of what people want the planet to look like. We have members of our team on a panel with sustainable architects and interior designers to further extend our showcase of environmentally friendly materials that our ESTEEM house will consist of!

Uniform

To best accommodate and visually apply our team throughout the competition, two uniforms have been designed to fulfill different purposes. One uniform will be used for formal events, whilst the other will be used on site for construction. The uniforms have been designed to be unisex, with the ability to slightly adjust them to suit the taste and needs of the wearer. We hope to incorporate the use of smart textiles and are considering the options available to us locally. With the support and input of not only the team but also supporters, we hope to create an innovative yet highly functional design, taking advantage of having expertise from our very own Galashiels Campus.



Some of our Uniform team's great designs, at the moment the most popular are the beige casual (far left) and the formal blue (second in from the right).

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Team ESTEEM

info@teamestem.co.uk

Heriot-Watt University, Edinburgh

