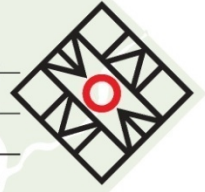


EVOLVE Expanding Our Horizons

2008 NOMA Student Design Competition

the NATIONAL
ORGANIZATION
of MINORITY
ARCHITECTS

DC08



Evolving Design Excellence through Cultural Identity



National Memorial & Interpretive Center of the Black Civil Rights Movement

The 2008 NOMA Student Design Competition is a *CALL for IDEAS*.

Competition Challenge

The definition of the Black Civil Rights Movement in America lies in the perspective of each of us, regardless of our ethnic origin. It is interpreted through the eyes of each individual whose liberties have been impacted by the movement as well as through the collective memory of Americans who have experienced this period of critical racial, economic, legal, political and social reform. The purpose of commemorating this Movement is to ensure that all people who face inequity in our society are provided with the great example of tenacity and hope established by Americans of all races who helped to advance civil rights on behalf of African-Americans during a time of harsh injustice. The Black Civil Rights Movement of 1955-1968 will celebrate its 40 year anniversary in 2008. What impact has the movement had on the nation over the last four decades? What other movements has the Black Civil Rights Movement paved the way for? How can a building begin to address this history?

The Black Civil Rights Movement signaled the beginning of a new American paradigm, one that was concerned with achieving equal opportunity for all. Many of the liberties and freedoms that all Americans enjoy today exist, in part, as a result of the Black Civil Rights Movement. The contemplative thoughts, research, design process and delivery of a Black Civil Rights memorial and interpretive center will create a deeper understanding of the contributions of other movements which have collectively advanced the rights of Americans who represent all races, creeds, colors, physical abilities and sexualities since the end of the Black Civil Rights Movement in 1968.

NOMA is issuing a challenge to the students unlike any other academic project they will encounter. We are asking students to interpret how a movement as powerful as the Black Civil Rights Movement can be translated into a building project that will occupy a prominent site on the National Mall, at the

foot of the United States Capital. This project will also challenge students to understand how the Civil Rights Movement affected them, their family and their community. What then is the definition of the Black Civil Rights Movement for all Americans and how can we pay homage to the participants and outcomes of the *Movement* through built form? How can this architecture reflect the culture of this period and its people? How do we capture the memory and interpret the stories of this life-changing period in American history?

Competition Brief

This competition calls for ideas in the making of a place that reflects the rich history and culture of the Black Civil Rights Movement. The design must accommodate the following program:

- A place of memory, contemplation and reflection
- A place for interpreting history and educating the community of visitors
- An outdoor space...a landscape for meditation or celebration
- A place or marker of remembrance, depicting an important "moment" in the Movement
- An Auditorium for 200
- Multi-Purpose "Demonstration" space
- Café
- Bookstore/Gift Shop
- Idea Center

Though not listed, it is expected that each team will account for spaces which are needed for a truly functional building (i.e. loading dock, restrooms, adequate circulation, etc.)

Your design solution will be evaluated on:

- Conceptual idea
- Implementation of your Conceptual Idea
- Cultural Expression
- Design Excellence
- Sustainable Strategies

Project Site

The project is located at what is referred to as the "Capitol Site", located at the foot of the U.S. Capitol building in Washington, DC on the National Mall. It is a 229,000 SF parcel set between Pennsylvania Avenue, Constitution Avenue, and 1st and 3rd Streets, NW, just north of the reflecting pool. The site directly mirrors the U.S. Botanical Garden site on the opposite (south) side. It sits diagonally across from the Museum of the American Indian and next to the East Wing of the National Gallery of Art. The historic McMillan Plan of 1901 suggests a "monumental" building at this site. See Site Maps, Photographs and CADD Site Plan.

The Cultural Design Primer

Promoting Black Culture/Afri-Culture in Environmental Design

A cultural design primer, made available to competitors, provides a list of readings and resources for exploring the idea of creating an architecture that is reflective of Black cultural identity. The primer is intended to serve students as a tool to better understand how one might cater design work to a specific cultural group. Students are strongly encouraged to use this tool to aid in the process of designing a building that will embody the Black Civil Rights Movement in a thoughtful manner.



Submission Requirements

Maximum of (4) Boards at 24" x 36", including: (1) Board with cultural design concepts; and (1) Board of sustainable design concepts (concept sketches, analysis diagrams, and written design concepts must be presented on the allotted boards)

- (1) 48"x72" Model (built in 2-24"x36" format to be joined together as a single model or,
- (2) separate 24"x36" Models w/minimum 1-1/2" high x 1/2" thick wood frame at all sides.

CD of model pictures and submitted boards, in pdf, jpeg or tiff at a minimum resolution of 150dpi.

All boards and models shall have the team members' names and school listed on the back of each item in the lower right corner.

Prizes

First Place	\$1,500
Second Place	\$1,000
Third Place	\$750
Fourth Place	\$500

Competition Schedule

- Notification of 2008 Competition to Universities: **February 1, 2008**
- Notification to your regional liaison for entry into the competition: **September 12, 2008**
- Submission deadline for upload to the FTP site: **September 26, 2008**
- All boards and models must be submitted to the University Liaisons no later than Friday October 3, 2008 at 5:00pm unless agreed upon by your University Liaison. If the model and boards are different than the images uploaded to the FTP site, the entry will be disqualified.

Rules of entry:

Open to all NOMAS chapters and NOMAS members.

All team members must be financial (paid) members of NOMAS.

Only one entry per NOMAS chapter and/or school will be accepted.

Every entry must be issued a written acknowledgement from your regional University Liaison.

There is no entry fee.

Additional information:

It is recommended that this design competition is integrated into a formal design studio in order to help encourage a vital discussion of diversity and culture within the profession of architecture.

For questions regarding the competition, contact your regional University Liaison:

Kimberly Dowdell, Northeast Regional University Liaison: northeastliaison@noma.net

Antoine Bryant, South Regional University Liaison: southwestliaison@noma.net

LaBarbara James-Wigfall, Midwest Regional University Liaison: midwestliaison@noma.net

Prescott Reavis, West Regional University Liaison: westliaison@noma.net

For additional information on the 2008 NOMA Conference: **EVOLVE** Expanding **Our** Horizons goto www.noma.net



"...deep in my heart, I do believe, we shall overcome some day."

Charles Tindley (1900)

Adapted by Guy Carawan & Candie Carawan