

2006 NOMA Student Competition

Celebrate: Achievements Design Diversity



Preamble:

The most important component of preserving a people's cultural history and sense of values is in their stories. One of the greatest ways for a culture to share and tell their stories is through the medium of film. Film is a modern method for people to distribute their history much like the ways many ethnic groups tell their stories through song. Minorities, use the mechanism of film to present their own perspective of history, their thoughts, feelings and relationships.

Accessibility to digital technology such as the Internet and digital cameras allows easy recording of history for all, and in particular, minorities. This new technology allows the continuum and expansion of the story telling for each diverse ethnic group.

Where are those that wish to continue this rich heritage of film to get their training? The economic backgrounds of many minorities will not allow them to attend the traditional four-year universities. Most renowned film schools operate on the graduate level. Where can minorities pick up the skills to become professional filmmakers?

Idea:

For these future producers, directors and writers there are very limited accessible points of entry for education and to hone their skills or even be introduced to the film industry. Many urban and suburban areas need engagement between business, community and cultural history. We have all driven or walked by an empty lot or abandon building and wondered what it could become. That mental image can become a work place where the importance mechanism is in the interface with business and the neighboring community. How would this interface develop and educate potential youth about the rich history of minorities' impact in film? The place where business and community come together could become a center which houses production studios, class rooms, sound stages, music record studios, set design areas, retail and housing.

Design:

The design intent should be reflective of the culture and/or cultures of the users of the building/complex. We challenge the designers to utilize the full range of factual and figurative elements to delineate the expression of culture and/or cultures. The site location is strictly up to the entrant/s of the competition. The choice of the site should reinforce the cultural group and/or groups to be served. A clear expression of relevant data produced to support the designer's idea of an interface between community development; business and cultural history could ultimately become the tangible ingredient for a cohesive design solution.

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 will be accepted.
Every entry must receive verbal acknowledgement from your regional University Liaison.
There is no entry fee.

Prizes:

1st Place Team \$1500
2nd Place Team \$1000
3rd Place Team \$750
4th Place Team \$500

Submission Requirements:

-Maximum of (2) 30"X40" Boards
-1 Physical scaled model
-CD of model pictures and submitted boards, in pdf, jpeg or tiff at a minimum resolution of 150dpi.

Additional information:

It is encouraged to use this design competition as project in design studio to help encourage the thought process and discussion of diversity and culture in design.

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

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For additional information on 2006 NOMA Conference,
Celebrate: Achievements Design Diversity goto <http://www.sfnoma.org/nc2006>
For more information on NOMA goto www.noma.net