THE CHALLENGE

Along Leimert Park Boulevard in the Leimert Park neighborhood of Los Angeles, California, an African American Cultural Museum and Community Center is to be designed in order to support the already vibrant culture in the area. All submissions will be judged on the following core values: Cultural Expression (10), Design Excellence (10), Community Integration (15), Constructibility (10), Innovative Programs & Technology (10) and bonus Construction Cost Analysis (15).

The African American Cultural Museum and Community Center Program will be named by the design team and should be comprised of the following programmatic elements:

- Galleries and exhibition space
- Performance and curatorial space
- Museum gift shop
- Theater that sits 99 people
- Typical administrative office areas for director and staff members, storage, etc.
- Meeting rooms varying in size and capacity, classrooms, music rooms, and computer labs.
- Audio/visual facilities for creative productions (i.e. green screen, recording studio, telecom room).
- Outdoor and indoor gathering spaces
- Any other element that teams deem appropriate

DESIGN CONSIDERATIONS

It is encouraged that teams gain a thorough understanding of Leimert Park’s history, including iconic buildings and businesses past and present as well as the various cultural activities that are unique to Leimert Park residents and visitors.

Teams will need to become familiar with the immediate and larger context in which Leimert Park is situated and make appropriate architectural gestures. Consider the prevailing architectural styles of the surrounding structures as one part of Leimert Park’s identity as the design of the building is progressed.

Teams are also encouraged to integrate sustainability (energy and water efficient, day lighting, etc), design landscaping/site elements, activate the streetscape along Degnan Boulevard, as well as defend the financial feasibility of the design. Correlated diagrams, plans, sections, 3D perspectives, and details should be used to effectively convey concepts and design intent.
Named after developer Walter H. Leimert in 1927, Leimert Park was designed as one of L.A.’s first comprehensively planned communities in Southern California designed for upper and middle-income families. It was considered a model of urban planning for its time with limited automobile traffic near schools and churches, hidden utility wires, and tree lined streets. Walter H. Leimert envisioned a self-sufficient community with a town square, movie theatre, and retail shopping. The neighborhood was the model of the ideal American dream in Southern California.

However until 1948, the Leimert Park community was restricted to Caucasian residents due to Los Angeles’ restrictive real estate covenants. These covenants, clauses written into property deeds which restricted where people could live, were created to keep African Americans, Asians, Hispanics, and people of Jewish heritage from moving into these neighborhoods. Newspapers and railroad workers who moved back and forth across the United States spread the news that Los Angeles was a place where people could buy homes, get decent paying jobs, and live comfortably. Although African Americans and other minorities had lived in Los Angeles since before the turn of the century, the majority of African American migration into the area began in the 20’s, 30’s and 40’s. These covenants were lifted in 1948, and Leimert Park was officially opened to residents of all races. The community has since experienced resurgence as middle-class African-American families from other parts of Los Angeles have moved into the bungalows and Spanish Colonial Revival style houses. Unlike other parts of Los Angeles, Leimert Park remains composed of almost entirely African American residents. Leimert Park is a success story for a thriving cultural African American community.

Often called “Black Greenwich Village,” Leimert Park is considered the center of the African-American arts scene in Los Angeles, with flourishing blues and jazz clubs, as well as venues for hip-hop and numerous dramatic performances and poetry readings. Leimert Park also is home to the Brockman Gallery, which nurtured the early careers of respected artists like David Hammons, John Outterbridge, as well as many other established African-American artists who were exhibited. Unfortunately, the Brockman Gallery no longer exists, but the cultural renaissance it fostered during the 70’s and early 80’s continues.

Despite its vibrant cultural scene, the area today is struggling to maintain its identity as several of the long term tenants are being forced out by redevelopment and rapidly increasing rents. The area still boasts galleries, coffee houses, performance spaces, restaurants, and Afrocentric fashion and merchandising shops, but there are many organizations trying to save Leimert from brand name businesses in order to keep the soul and integrity of local businesses alive. Some notable landmarks and events in Leimert Park include:

- The Vision Theater, with its iconic steeple, cascading fountain, and drum circle that convenes every Sunday
- Project Blowed, the longest running hip hop open mic in the world
- The World Stage (or “The Stage as it is affectionately called), an educational and performance arts gallery
- The park at the district’s center, is a popular place for performances and gatherings.
Leimert Park suffered tremendously from the rising crime that began in the 1970s, sustained damage during the 1992 Los Angeles riots as well as the 1994 Northridge earthquake. The community has since experienced a resurgence as middle-class African-American families from other parts of Los Angeles have moved into the bungalows and Spanish Colonial Revival style houses. Unlike other parts of Los Angeles, Leimert Park remains composed of almost entirely black residents. Leimert Park is a success story for a thriving cultural African American community.

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The Intersection of 43rd and Degnan at the south end of Leimert Park Village is home to the steeple of the Vision Theater, a park with its landmark cascading fountain and a drum circle that convenes every Sunday. For example, Project Blowed, hosted by Kaos Network, is the longest running hip hop open mic in the world: started in 1994 by Aceyalone and Friends it is held every Thursday night at 43rd place and Leimert Boulevard. The World Stage (or “The Stage as it is affectionately called, is an educational and performance arts gallery in Leimert Park Village, the heart of L.A.’s African-American cultural community. The park at the district’s center, adjoined by shops and a theater, is a popular place for performances and gatherings.

Currently, controversy has arisen in Leimert Park over the proposed Crenshaw rail line, a crucial link in a planned rail network that will span Los Angeles County. The Crenshaw line would cover 8.5 miles through South Los Angeles. Due to budget constraints, Leimert Park might be left without a station. A station at Leimert Park would be a community amenity that would provide greater access for residents to other parts of the city including downtown, the airport and Hollywood as well as a viable way to bring visitors to the local businesses and events. Community members are concerned over the fate of local businesses due to being excluded from this large economically stimulating project.
REQUIREMENTS & RULES

A. Maximum of (4) 24” x 36” or (2) 48” x 36” mounted boards not to exceed 96” x 144”, including: plans, sections, elevations, 3D views, design concepts, sustainable and accessible design integration.

B. A brief 500-word essay should appear as part of the presentation boards describing the most important concepts of the design project. Keep in mind that the presentation should graphically convey the design solution as much as possible, and therefore it should not rely on the design essay for a basic understanding of the project.

C. Each team may also present their information in digital format, PowerPoint or PDF.

D. Scaled model, maximum size 24” W x 36” L x 24” H. (OPTIONAL)

E. Submitted boards in jpeg, tiff, or PDF format at a minimum resolution of 150 dpi.

F. No school names may be on the front of the boards or embedded on any slide, 3D view or PPT presentation.

G. Contact information for each team member, including email and telephone, in doc or xls format.

H. The final submission must be uploaded in (1) single zip file, not to exceed 15MB. The zip file should be labeled in the following format: Region- School Name - 2016 Competition.

I. All team members must be financial (paid) members of both the local NOMAS chapter AND the national organization for calendar year 2016, by July 1, 2016. Exception: students who are in their first semester/quarter of architectural study in Fall 2016.

J. NOMAS chapter must be a recognized student organization on its respective campus with a chapter bank account to receive funds if selected as a winning team.

*A projector will be available upon request, for the competition presentation. Upon submission of your project please state if your team will need a projector.

There is no entry or submission fee to participate in the competition. This competition is open to all NOMAS chapters. If your school is in the process of applying to become a NOMAS chapter your application and board report must be received by June 30th, 2016. Existing chapters must submit chapter reports by October 1st, 2016. A 2016 NOMAS Chapter Report must be submitted and approved before entries will be accepted. All team members must be financial (paid) members of NOMAS. Only one entry per NOMAS chapter and/or school will be accepted. Given the multi-faceted problem outlined, multi-disciplinary project teams are encouraged (i.e. A well-integrated team could consist of architects, urban planners, interior designers, landscape architect, etc.). Each entry must be issued a written acknowledgment, of your participation, from your Regional University Liaison. Additionally, each student must also be a registered conference attendee.

PRIZE

1st Place: $1,500*
2nd Place: $1,000
3rd Place: $750

* NOMA will grant a $3,000 stipend for travel the following year to defend 1st Place.
**SCHEDULE**

- Final submission of questions via email: September 17th, 2016
- Final distribution of answers to questions: September 21st, 2016
- Required notification of entry to your Regional University Liaison: August 31st, 2016
- Deadline to upload all competition entries to Dropbox or emailed via WeTransfer: October 8th, 2016 by midnight PST*
- Please contact your local University Liaison if you have any questions.

  Tiffany Brown, Assoc. AIA, NOMA, MBA, Midwest Region Liaison: midwestliaison@noma.net
  Victoria Acevedo, Assoc. AIA, NOMA, Northeast Region Liaison: northeastliaison@noma.net
  Andrea Simpson, AIA, LEED AP, NOMA South Region Liaison: southwestliaison@noma.net
  Gabrielle Riley, Assoc. AIA, NOMA, West Region Liaison: westliaison@noma.net

*If your competition entry is uploaded after the deadline your entry WILL NOT be eligible to for 1st Place.

**JUDGING**

Saturday, October 15th, 2016

**Round 1**
Each team will have 5 minutes to succinctly introduce their project. During that time the jurors will be listening ONLY and taking notes. There will be no Q&A for this round.

**Deliberation**
Jurors deliberate and select the top 5 teams that will move to round two.

**Announcement of Top 5**
Top 5 teams announced. If your project was not selected to move onto Round 2, your University Liaison will distribute comments from the jurors after the conference. Out of respect and time consideration, please do not ask for feedback from the judges.

**Round 2**
Each team will present for approximately 20 mins (10 min presentation followed by 10 min Q&A). Once all teams have presented, the jurors will spend the remaining time deliberating and select the final competition winners.

First, second, and third places teams will be announced at the Awards Banquet.

*When the University Liaisons confirm submission entries times will be announced.

sponsored by PERKINS + WILL
In 2013, the annual NOMA Student Design Competition was renamed in honor of Barbara G. Laurie, AIA, a lifelong friend, supporter, professor, mentor, and active member within the NOMA family. An accomplished architect in her own right, Barbara dedicated her life to the education and mentorship of young students as a professor of architecture at Howard University. Drawing inspiration from her students, both in practice and at school, she consistently encouraged and pushed her students to realize their full potential.

It is recommended that this design competition be integrated into a formal design studio or an independent study in order to encourage a vital discussion of diversity, culture, universal access and sustainability within the study/practice of architecture.

Each team member may earn up to 40 core hours in each IDP training area 1-15 for completion and submission of a design competition entry outside of a recognized work setting or academic requirement. Please see www.ncarb.org for information and requirements.

Upon receipt, all entries become the property of NOMA. NOMA reserves the right to publish drawings, written descriptions, photographs and the names of entrants, without issuing compensation.

Competition Brief location: [http://www.noma.net/article/259/organization/members/nomas-student-members](http://www.noma.net/article/259/organization/members/nomas-student-members)

All entrants must have their presentation boards and models at the hotel:

Westin
C/o NOMA Student Design Competition
5400 W Century Blvd
Los Angeles, CA 90045
Phone: (1) (310) 216-5858
by Wednesday October 12th, 5pm PST.

Barbara G. Laurie, AIA, NOMA (Dec 5, 1961 - Feb 7, 2013)

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