

Design Pittsburgh 2015

Young Architects Studio Competition (YASC)

INTRODUCTION

AIA Pittsburgh, in partnership with the Design Center Pittsburgh, presents this year's Young Architects Studio Competition as a part of the 2015 Design Pittsburgh Awards Program. Now in its sixth year, the goal of this competition is to engage young architects, emerging design professionals and students, by challenging them to find innovative ways to approach a regional design problem.

This year the Young Architects Studio Competition is partnering with the City of Pittsburgh and the Office of Mayor Peduto as part of the Pittsburgh 200 celebration. The Pittsburgh 200 is a celebration of the City of Pittsburgh's incorporation in 1816. The Mayor's goal is to engage and excite Pittsburghers about our City's history, helping them to recognize how far we've come, as well as celebrating where we are today and will be in the future.

ELIGIBILITY

Enter the competition as an **individual** or **create a design team!**

Entrants are welcome to submit individual entries or design team entries. Individual entries must come from either an architecture graduate or undergraduate.

Architecture Graduates:

Individual architecture graduates, who have been out of school for no more than ten years, are eligible to enter this competition. Entrants may or may not be licensed to practice architecture. AIA membership is not required; however, entrants must be located within AIA Pittsburgh's 11-county chapter area.

Architecture Undergraduates:

Individual architecture undergraduates, who are currently enrolled in an architecture program, are eligible to enter this competition. AIA membership is not required; however, entrants must be located within AIA Pittsburgh's 11-county chapter area.

Design Teams:

The teams must be lead by an architecture graduate and/or undergraduate. Teams can include graduates, who have been out of school for no more than ten years, or undergraduates in a design industry related field which can include, but is not limited to, engineers, landscape architects, or artists. All team members must be located within AIA Pittsburgh's 11-county chapter area.

THE CHALLENGE

A Sign of the Times: Reimagining the Bayer Billboard Site

In line with the Pittsburgh 200 theme, the Young Architects Studio Competition has decided to focus on a true Pittsburgh icon that celebrates our history and future: the Bayer Billboard Site. The Bayer sign was built in the 1920s, and has several incarnations and names such as the Alcoa sign, which rented the

space from 1962 to 1993. The sign has previously been used for advertising, both public and private. It currently spells out the name PITTSBURGH in mosaic block colors, but is hard to read due to years of

neglect and fading. Bayer declined its lease of the sign from Lamar Advertising in 2014, and the city is currently reimagining the future for the sign and the surrounding landscape. In 2012, the Young Preservationists Association named it the best historic preservation opportunity.

The challenge for this competition is to propose a new use for this iconic site.

The Successful Design Shall:

- Be both memorable and impactful
- Create a public place
- Promote connections to adjacent communities
- Be equitable
- Promote principles of sustainability and resilience
- Develop an appropriate character/place/experience suited to Pittsburgh
- Be budget conscious

JUDGING CRITERIA

All judging will be completely anonymous.

The Young Architects Studio Competition entries will be judged by measuring the designer's performance against the project's potential, and the skill in optimizing the design opportunity. Judges will consider the following:

- Creativity of the program
- How well the design and program address the site
- How well the design and program address the past, present, and future of Pittsburgh
- Innovative approaches to design and use of technology, materials, and renewable resources
- How well the design and program communicate both vision and detail
- The constructability of the design and program
- Comprehensive quality of the author's written statement

AWARDS

The YASC entries will be judged by measuring the architect's performance against each project's potential and not in competition with each other. Thus, projects of ordinary program can merit an award based on the architect's skill in optimizing the design opportunity. The awards given will be:

Award of Excellence – Only one Award of Excellence will be given in this category. In addition to a certificate, the recipient(s) will receive an undisclosed gift to be revealed during the Design Awards Ceremony.

People's Choice Award - This category reflects the public's popular vote for a favorite project. Votes will be collected on the AIA Pittsburgh's online exhibit featuring Design Pittsburgh's Design Award Submissions.

THE SUBMISSION PROCESS

All project entries will be submitted via DropBox.

1. Submit a submission request form along with the entry fee. See submission request form for details.
2. Once AIA Pittsburgh has received your submission request form, you will receive an email inviting you to your personalized YASC DropBox folder.

Note: If you do not have a DropBox account, you will be prompted to create one when you receive the invitation.

DIGITAL SUBMISSION REQUIREMENTS

For each project entry, please include the following items in your firm's electronic submission folder via [DropBox.com](https://www.dropbox.com):

- Entry
- Project Summary
- Publication & Print

Entry

For Jury Use

- Four pages maximum, formatted to 11" x 17" size, and compiled into a single PDF file (150 dpi). File names shall contain the name of the project title and the author's name:

DP2015_YASC_FirstLast_Entry.pdf

- One of the pages must be the title page and contain the designer's written approach to the problem, research, ideas, and other statements supporting the author's response to the challenge. Images are allowed on this slide.
- The remaining three pages must contain images illustrating the designer's understanding and solution to the design challenge.
- **There should be no reference to the author's identity in the body of any of the pages contained in the entry folder.**

Project Summary

For Jury Use

- The one-page project summary sheet must include key project images and an at-a-glance abridgment of the project, and be formatted for an 8.5 x 11 printout. File name shall be labeled:

DP2015_YASC_FirstLast_Summary.pdf

Publication & Print

Used for print, web, and exhibit publication. Should be the best representation of the designer's solution to the design challenge. Landscape or portrait orientation should stay consistent.

- **For Print:** One file formatted to 22" x 34" at 300 dpi, saved as a PDF. File name shall be labeled:

DP2015_YASC_FirstLast_Exhibit_01.pdf

- **For Digital Gallery and Media Outlets:** Two files not to exceed 1000 x 1000 pixels each, at 100 dpi, saved as a JPG. File name shall be labeled:

DP2015_YASC_FirstLast_Media_01.jpg

DEADLINES

Friday, August 21st: Submission Request Forms must be turned in to the AIA Pittsburgh office. Please submit by email at submissions@aiapgh.org or via fax at 412.471.9501.

Friday, August 28th: Project Submissions must be received by AIA Pittsburgh via DropBox by 5:00 p.m. to be eligible for judging.

LIABILITY CLAUSE

AIA Pittsburgh assumes no liability for original drawings and other submission materials or loss or damage to any part of the submission. AIA Pittsburgh retains the right to reproduce any of the submission materials in its publications, educational programs, and web site, and guarantees that credit will be given to the designer.

Please check all information for correct spelling and accuracy since it will be used for publication. By making a submission, the entrant agrees that the information contained in this form is correct and complete, and that the entrant will hold harmless AIA Pittsburgh for any and all damage arising out of the use of the information contained herein. Any errors or omissions are the complete responsibility of the entrant.

The entrant further certifies that permission has been obtained from the owner, developer, and photographer of the project to publish photographs, drawings, and other information included in the submission (and releases and authorizes AIA Pittsburgh to use all such materials).

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