

# Louisville Children's Museum Competition

## Revitalization of a Downtown Edge



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# Overview

***Designing a Louisville Children's Museum, Revitalizing a Downtown Edge***, is an international ideas competition sponsored by the local chapters of the Construction Specifications Institute (CSI) and the American Institute of Architects (AIA). Louisville is one of the few cities of its size without a museum dedicated specifically to children between the ages of 2-13, and this museum is to be considered as a model to fill that vacuum.

The choice of this site for the competition is intended to address the following issues:

- Located next to the city's main public library, the museum could draw on the large numbers of children accompanied by their parents visiting the library.
- Until now, most of the development and investment in the city has been concentrated in the downtown area bordering the Ohio River. More recently, the City of Louisville has begun to target the area at the edge of the downtown core for revitalization, starting with Broadway, and extending south to Old Louisville. Although the area does include some important institutions, such as Spalding University, Bridgehaven Mental Health Services, numerous churches and housing for the elderly, it lacks in density and urban activity. By implementing a strong program at the edge, with the Children's Museum as an iconic arrival factor, and the addition of important design elements across Second Street to fill two gaps now used as parking lots, this project could be an important building block for neighborhood revitalization, over and beyond the targeted site. Bringing more traffic to the site should eventually result in more retail and commercial amenities.

The competition, open to both professionals and students, will seek innovative ideas, both in the programmatic organization of the museum itself, as well as in the building's architectural expression. In addition, circulation throughout the entire site and the museum's relationship to its neighbor, i.e., the main library and the other designated buildings in the program, is essential.

## Sponsors

The sponsors of the competition are the local chapters of the American Institute of Architects (AIA) and the Construction Specification Institute (CSI). The competition manager is The Competition Project, Inc., based in Louisville, Kentucky.

The Competition Organizing Committee consists of:

- Lawrence J. Timperman, AIA, Michell Timperman Ritz Architects, New Albany, Indiana
- Brian Koetter, AIA, Stengel-Hill Architecture, Louisville, Kentucky
- Sarah Easton, ASID, CSI Representative, The Sherwin-Williams Company
- G. Stanley Collyer, PhD, Hon. AIA, Editor, COMPETITIONS

## Language

English is the official language of the competition for all questions and documents

## Eligibility

The competition is open to design professionals and students currently registered in accredited schools of architecture programs in their country of residence in the areas of architecture, landscape architecture, engineering and planning. Teams including all or part of the above are welcome. Student teams should include no more than six(6) members. Students are required to validate residence in an institutional program in any of the above upon registration. As jury members are not local, and the process is anonymous, AIA and CSI members belonging to the local chapters may enter.

## Schedule

Competition Announcement	15 August 2013
Competition brief available	15 August 2013
End of Q & A period	15 January 2014
<b>Registration deadline</b>	<b>10 February 2014</b>
Submission Deadline	10 February 2014 (5:00 p.m. Eastern Time)
Jury session/Announcement of winners	18 February 2014

*The competition is part of the AIA CSI Annual Trade Fair in Louisville and will be adjudicated anonymously at the Kentucky International Convention Center during that event. Entries from the final round will then be on exhibit at 21c Hotel in downtown Louisville, the highest traffic art gallery in the region.*

## Awards\*

First Prize	\$6,000
Second Prize	\$3,000
Third Prize	\$1,000
Honorable Mentions (3)	

Note: Before any prize money is awarded to a student or student team, a determination will be made that the students are enrolled in a certified program of studies in one of the related fields.

\*The awards can be shared and/or adjusted at the discretion of the jury. The total amount of the awards will not be affected by any adjustments.

## Registration Fees and Procedure

Fees:

Professionals \$75

Student teams \$60 (Teams are allowed only one submission per fee)

Individual students \$30

*Those who wish to enter the competition will receive the full competition brief digitally upon following the registration procedure and payment of the registration fee. They will simultaneously be provided with a registration number, which will then be used to identify their entry throughout the competition process. If an additional entry is submitted, it must be accompanied by payment of an additional fee. Each submission must have its own assigned number, without duplication.*

## Jury

### Expert Jury

Sylvia Smith, FAIA, Senior Partner, FxFowle Architects, New York office

Michael Speaks, Dean, School of Architecture, Syracuse University

Susan Szenasy, Editor, *METROPOLIS* magazine, New York

Carol Drucker, Principal, Drucker Zajdel Structural Engineers (DZSE), Naperville, Illinois

Leigh Breslau, AIA, Partner, Trahan Architects / Chicago Studio

Marc L'Italien, FAIA, Partner, EHDD, San Francisco

### Alternates

Kevin Fennell, AIA, GBBN, Louisville, KY

Brian Court, AIA, The Miller Hull Partnership, Seattle

### Technical Jury

Lawrence Timperman, CSI, AIA, Michell Timperman Ritz Architects, New Albany, Indiana

Brian Koetter, CSI, AIA, Stengel-Hill Architects, Louisville, Kentucky

Randall Reifsnider, CSI, AIA, Conspectus, Inc., Louisville, Kentucky

## Special Considerations and Objectives

Although the Children's Museum will be situated on Broadway facing a more traditional context of architecture (The Brown Theater and St. Francis High School), the Louisville Free Public Library addition on Third Street directly to its south is of more recent vintage, resembling a combination of Mies van der Rohe and the Boston City Hall. Across Third Street from the Library is the Lockett and Farley building, reminiscent of Chicago-style architecture. In the absence of any unifying style within the immediate environs, the architectural language of the museum should reflect recent advances in modern design. Moreover, the new parking garage and HI-Tech buildings across the park area on Second Street should in some way reference the architecture of the Children's Museum, providing a visual connective thread.

The Museum should have very modest or no setbacks bordering Broadway and Third Street. All vehicular access to loading docks and underground parking should probably occur on the east side of the building from Third Street—facing the Library. If vehicle access is situated to the south side of the building, it should not detract from the appearance of the building, as seen from the library. The main entrance to the Museum should ideally be located either on the east or south sides of the building. It should not in any case be located on the west side, next to the Heyburn Building. This project should be envisioned as the first building block in the revitalization and rethinking of an important edge of the downtown core, which could ideally lead to further planning and investment along the Second and Third streets corridor.

## Design Challenge

The Children's Museum will consist of a 5-level structure with one level below grade for parking. Together with the other elements within the extended competition site, it will represent an important arrival feature for that part of the city immediately to its south, an area the City has targeted for revitalization, extending to St. Catherine Street at the northern edge of the Old Louisville neighborhood. Besides the Museum parcel, the site itself will include three additional parking lots between Third Street and Second Street. The parking lot across the street from the Museum on Third Street is envisioned as a transitional park, leading to the other two parcels bordering Second Street. One of these will be a 4-story parking garage, the other a 4- to 6-story high-tech incubator. All of the structures should in some manner relate to each other in architectural expression, with the park serving as an important link between the parking garage, the Museum and the Public Library. The park is not envisioned as a potential playground area, though it might incorporate some reference(s) to the Museum and the learning process.

In addition to the most up-to-date exhibits, the Museum itself should also include space for a Museum Shop, play space, auditorium, and administrative offices. Its appearance should be such, that it stands apart from its neighbors as a Children's Museum, and representationally cannot be confused with corporate architecture. It should also incorporate the most current sustainability technology, with a carbon neutral structure as the ultimate goal. Making this visually apparent to the visitor would represent part of its educational mission.

The main internal circulation component of the Museum should be ramping. This is not only to facilitate easy access to exhibits on the different levels, but to avoid potential accidents leading to injuries, which might be more common with stairs.

## Questions and Answers

Eligible Entrants may seek clarification of the information presented in these Instructions or the Official Rules by submitting questions to the Competition Advisor. No questions may be addressed to the Jury. All communications and/or questions must be in English. Questions may be emailed at any time before January 15, 2014. Questions will be answered in the order they are received in a timely fashion. All questions received by January 15, 2014 will be answered no later than January 20, 2014. Any questions received after January 15, 2014 will not be answered.

Any changes to this document resulting from answers to the questions will become part of the program. All questions, answers, and resulting program clarifications will be posted and available to all registrants on the Competition website and will be accessible to all Entrants through February 1, 2014. Questions should be sent via email to: [scollyer@competitions.org](mailto:scollyer@competitions.org)

## How to Enter/Registration/Sending an Entry

The entry fees for the competition are as listed above. When registering as a team, a team leader should be designated for communication purposes. Once an entrant has registered, a unique identification number will be assigned, which will serve as the code identifying the participant with the entry throughout the competition. At that time, competitors will be furnished with the complete competition brief with detailed information and resources.

Late entries will not be accepted for adjudication.

**Important!** Entries submitted within the geographical confines of the United States will be required to affix their sheets on two 40" x 30" foam core boards as described in the competition brief.

Foreign entries should be sent in a tube, using the same measurements, thus reducing delays in customs such packages might encounter and reducing the prohibitive shipping expense.

All entries should be accompanied by a digital file containing images to be used for a slide show. If no such file is received, the entry will not be part of the slide show for public viewing at the Trade Fair and at the subsequent exhibition. The digital file should be no more than 15 MB and can also be emailed to the below address. In both cases, the code number should be noted.

All entries should be sent to:

**Museum Design Competition  
Builders Exchange  
2300 Meadow Drive, Suite 100  
Louisville, KY 40218  
USA**

## Official Rules

Everyone involved with this Competition must comply fully with the conditions and procedures laid out in these official rules. The Sponsors note that these Official Rules shall govern the Competition. To the extent that there are differences in language between these Official Rules and the Instructions provided above, the Terms of these Official Rules shall control. The competition professional advisor reserves the right to disqualify any entry not conforming to the official rules.

By entering the Competition all participants agree that they have read, and are legally bound by the Rules and further acknowledge and agree that these Rules are a legally binding contract between them and the Sponsor. Failure to adhere to these rules will lead to disqualification from the Competition.

# Submission Requirements

## U.S. Entries

An entry shall consist of two(2) 30" x 40" (0.762 x 1.016 meters) presentation sheets, with each 40" side oriented vertically. Standard sheets of foam core should be used. The board should have a maximum thickness of .25" (6.35 mm) and weigh no more than 5 pounds (6.8 kilograms). The board must lie flat against an easel or wall, and may not include anything that projects more than .5" (12.7mm) from the surface.

A copy of entrant's name, address, email address and phone number should be enclosed in an opaque envelope affixed to the back of the board with the code number supplied by the competition administrator, easily visible on the outside of the envelope. A disc or flash drive with the digital presentation of the materials in jpeg format (no more than 15MB) should also be attached.

## Non-U.S. Entries

For international participants, please use standard presentation measurements for sheets as mentioned above without attaching it to a board, but sending it in a roll. A disc or flash drive with a digital presentation in jpeg format (no more than 15 MB) should also be attached.

The Competition Advisor and Sponsor reserve the right, in their sole discretion, to disqualify any entrant that does not comply with the entry requirements specified herein. The Competition Advisor may invalidate any entries that: arrive after the deadline, or are incomplete in any significant fashion; or contain any visual or written material on the display surfaces of the entry that in any way identifies the author to the jury.

*Entrants may submit as many entries as they desire. However, a separate registration confirmation must be submitted with each entry and each entry must be accompanied by a separate and complete entry form.*

Eligible entrants are *solely responsible* for ensuring their entry arrives on time. The Sponsor will reject entries that violate the stated time limits or other rules as stated herein. The Sponsor strongly recommends that all entries be submitted early to avoid a last minute rush or technical issues that may arise. The sponsor recommends that entrants contract with a shipping or delivery service that guarantees delivery and provides a tracking number.

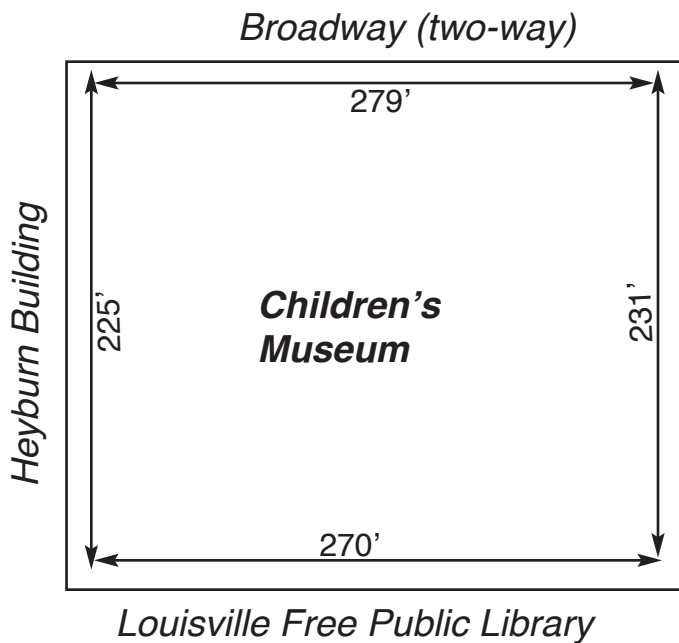
# Presentation Guidelines

- **Site plan**
- **Computerized massing model of entire site**
- **Axonometric view of site from north looking south**
- **Museum**
  - Sections (2) and elevations (4)
  - Floor plans (5) including exhibit programs
  - Building rendering looking southwest from NE corner of Third Street and Broadway
  - Building rendering looking northwest from the Park site.
  - View of interior from entrance
  - Additional interior perspectives (a maximum of two)
- **Park**
  - Plan
  - Program, if any

- **Hi-Tech building and parking garage**
  - View from park to east showing both structures
  - View from Second Street
- A **narrative** of no more than 250 words, arranged on the boards as desired, should describe the design approach to the program in such a way that is succinct and easily comprehensible.

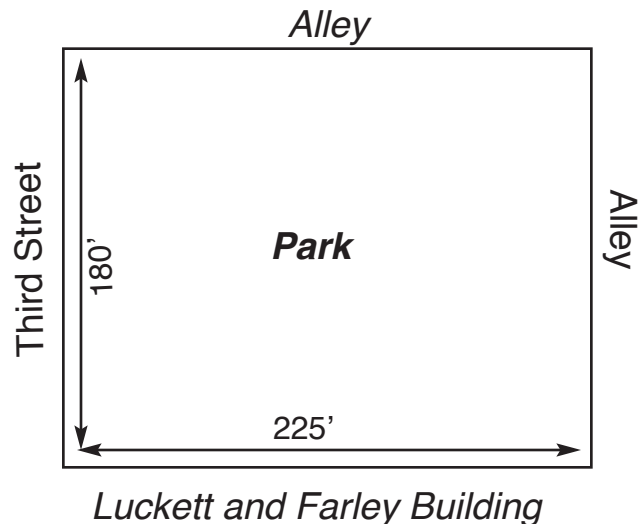
## Site and Museum Details

The measurements of the three parcels within the competition site are as follows:  
*(all measurements in feet, but not to exact scale)*



The **"Park"** should be treated as a transitional element between the new parking structure on Second Street to the east and the Museum and Free Public Library on the opposite side of Third Street. Regardless of how it is programmed, one should not lose sight of its primary function as a path from parking to high traffic destinations for pedestrians.

Note: The addition of a drive to the parking structure located just to the north of the Lockett and Farley building off Third Street could be a viable option.

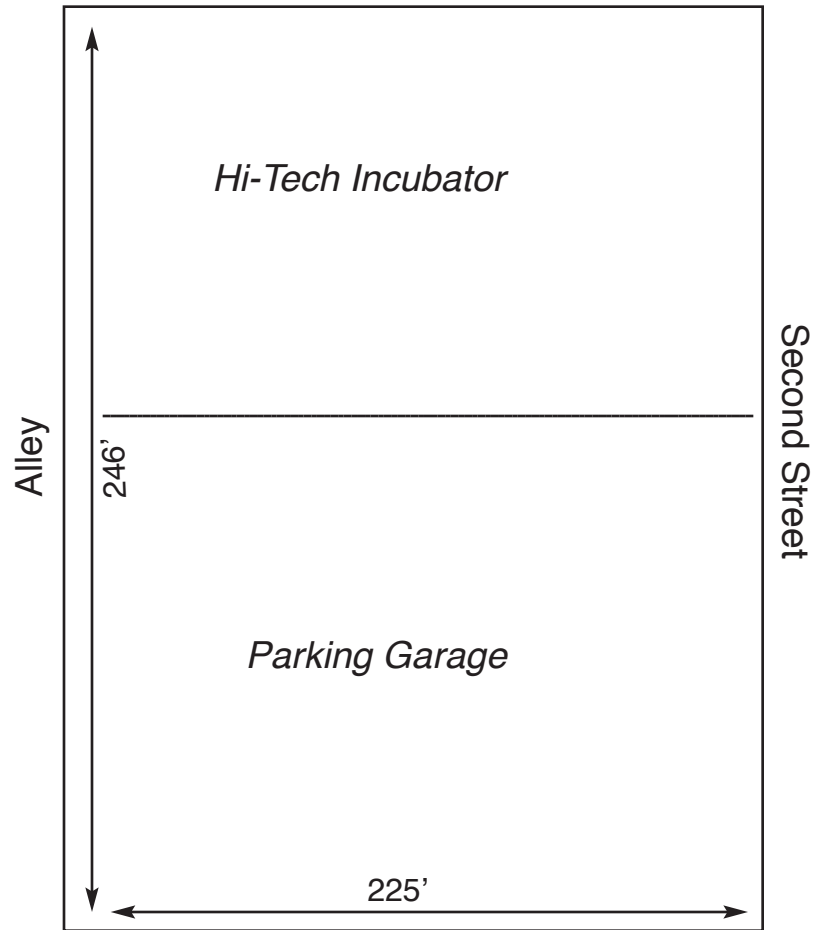


The **"Children's Museum"** is to consist of five (5) levels totaling approximately 300,000 sf., with one level below grade for parking. Ideally, the entrance to both parking and loading dock should be off Third Street, as Broadway is a well traveled two-way street. To accommodate those library patrons who use the north entrance, it would be possible to locate the entrance within the structure, thus not only providing a more inviting view from the library, but also gaining space above grade level for more exhibit areas. The three upper levels of the building could occupy 60,000 sf. each, assuming that they bordered on the outer limits of the site. This does not rule out any setbacks, either on Broadway or Third Street, either totally or partially. Ramping will be the primary means of circulation between the levels, and other necessary items such as elevators, rest rooms, offices etc. should be acknowledged in the presentation.

The program at grade level includes ticketing, a gift shop, auditorium and offices. Many may choose to feature new construction methods as well as evolution of Kentucky industries as part of the exhibit program. Some science exhibits are required.

The **Hi-Tech Incubator** and **Parking Garage** structures are located adjacent to the proposed park to the west and facing Second Street on the east. Since two large parking lots have been eliminated, the **Parking Garage** will require four levels on the existing parcel to accommodate present needs and projected future demand with the establishment of the nearby Children's Museum and HI-Tech Incubator.

The **Hi-Tech Incubator** does not have to occupy the full footprint of the parcel to the north, but should represent a unified composition with the Park and Parking Garage. The HI-Tech building's landscaping should be an extension of the neighboring Park. The HI-Tech building can be four to six stories, but no sections, floor plans or elevations are necessary. A view from the neighboring Park is, however, highly recommended.



View of Museum building site from northeast corner of Broadway and Third Street with library and 800 Building in the background.



View to museum site from southeast at Third Street



View from southern edge of museum site to Park and Luckett Farley building



View to Park site from Library



View across Hi-Tech building site to Park



View to Garage site from Hi-Tech building



View across Park site to Luckett Farley Building on left and Library on right

## The Jury Process

Jurors shall assess the entries from eligible entrants and, in their sole discretion, determine winners. Jurors will base their judgment on their own experience and expertise, the work submitted by the entrants, the information contained in the Competition document, and any questions and answers that arise during the judging process. Each juror will examine every submission with equal consideration. No partner, associate, or employee of any jury member, unless an alternate, or the Competition Advisor may participate in the Competition, nor may any jury member compete in association with, advise, or assist an Entrant in any way.

Jurors who cannot attend all meetings of the jury may be replaced by an alternate selected by the Competition Advisor and the Sponsor at their sole discretion. The Competition Advisor will observe jury meetings to ensure impartial enforcement of the Competition's regulations and intentions.

## Payment of Taxes/Fees Associated with Prizes

All Prizes are subject to verification by the Sponsor. Any costs associated with accepting or redeeming a monetary Prize, including taxes, government surcharges, fees or expenses will be the responsibility of the Entrant/Prize Winner. The Sponsor shall withhold a portion of any monetary prize to a Canadian Winner for the payment of taxes in accordance with Canadian law. Any unclaimed award will be forfeited by the winner and will remain the property of the Sponsor. No Prize will be awarded to any person, whether eligible or not, in any jurisdiction where this Competition is prohibited.

## Ownership and Copyright

The competition sponsor/professional advisor is not obligated in any way to return any of the materials submitted by an entrant. All submission boards and other physical materials submitted to the Competition may be retained for archival purposes, exhibition or publication (see Exhibition). All work submitted must be the entrant's original work and not include any third party intellectual property. It is the entrant's sole responsibility to ensure that the work submitted does not infringe upon the intellectual property rights of any third party, including, but not limited to copyright, trademark, trade secret, patent and design rights (collectively, "Intellectual Property Rights"). The sponsor reserves the right to utilize submission images in any exhibition, publication or promotional materials with every effort made to properly and accurately credit the appropriate Entrant.

## General Provisions

Any entrant who fails to observe the provisions in these rules will be declared ineligible and the jury shall be so informed by the Competition advisor. The sponsor's decision in respect to any such disqualification shall be final and binding on all parties and are not required to notify contestant or provide an explanation for their decision.

If, for any reason, the Sponsor finds that the Competition has become corrupted by entrants, fraud, technical failures, or any other causes, which corruption in the Sponsor's sole opinion, affects the administration, security, fairness, integrity or proper conduct of the Competition, or the granting of a Prize, the Sponsor reserves the right, in its sole discretion to disqualify any individual implicated in such action and/or to cancel, terminate, modify, or suspend the Competition or any portion thereof and to conduct the Competition in a manner that is fair and equitable as determined in the Sponsor's sole discretion.

The jury, by a majority vote, has the sole authority and responsibility, in its discretion, to recommend winners at the end of the Competition. Any questions or disputes concerning the construction, validity, interpretation of the rules, or the rights or obligations of the jurors, the Sponsor, or the Entrants in connection with the rules, their enforceability, or interpretation, will be resolved by the Competition Advisor in consultation with the sponsor and all decisions shall be final and not subject to dispute or protest in any judicial or administrative forum.

## Limitation of Liability/Arbitration

No liability or responsibility is assumed by the Sponsor resulting from a participant's participation or attempt to participate in the Competition. Sponsor is not responsible for any errors in these Official Rules, the Competition Instructional Materials, or the Competition websites. As a condition of participation in the Competition, Eligible Entrants agree: A) to release Sponsor and all of Sponsor's affiliates, officers, directors, members, managers, employees and agents from any and all liability, loss or damage incurred with respect to participation in this Competition and/or the awarding, receipt, possession, and/or use of a Prize; B) that under no circumstances will an Entrant be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental, consequential, or any other damages, other than actual out-of-pocket expenses; and C) that all causes of action arising out of, or connected with this Competition, or any Prize awarded shall be resolved without resort to any form of class action.

By entering the competition, each entrant agrees that any controversy or claim arising out of or relating to these rule, their enforcement, arbitrability, or interpretation, shall be submitted to final and binding arbitration, to be held in or near Louisville, Kentucky, as determined by Sponsor, before a single arbitrator, utilizing the rules and processes of the American Arbitration Association. Each Party shall bear their own legal expenses in such arbitration.

The internal Substantive laws (as distinguished from the choice of law rules) of the State of Kentucky and the United States of America applicable to contracts made and performed entirely in Kentucky shall govern the validity and interpretation of these official rules and all other causes of action (whether sounding in contract or in tort) arising out of or relating to the contest or these official rules.

## Communications and the Competition Advisor

The Competition Advisor is responsible for the administration of the Competition, and the development and enforcement of its rules and procedures. Any and all communication relative to the Competition must be directed in writing by email to:

[scollyer@competitions.org](mailto:scollyer@competitions.org)

A list of the Prize Winners and the Honorable Mention Citation recipients will be posted on the website of The Competition Project ([www.competitions.org](http://www.competitions.org)) within a reasonable period at the conclusion of the Competition.



### **Sylvia Smith**

Sylvia Smith, FAIA, formed and leads FXFOWLE's 30-person Interiors/Cultural/Educational Studio, which has won numerous awards for design excellence. Since joining the firm in 1982, she has been responsible for program-intensive projects of varying scope and size. Sylvia earned a Bachelor of Arts degree in studio art and art history from Dickinson College, where she was named a Metzger Fellow. She received her Master of Architecture from the University of Virginia School of Architecture in 1978 and is LEED Accredited by the U.S. Green Building Council.

Collaborating with Frederic Schwartz Architects, she recently led the team which won the design competition for the Al Jamea in Nairobi Campus in Nairobi, Kenya. The project is currently under development.



### **Michael Speaks**

Michael Speaks, AIA, is Dean of the School of Architecture at Syracuse University. Speaks was Dean of the College of Design at the University of Kentucky from 2008-2013; Director of the Graduate Program and founding Director of the Metropolitan Research and Design Post Graduate Program at the Southern California Institute of Architecture in Los Angeles, from 1998-2005. Speaks has also taught in the graphic design department at the Yale School of Art, and in the architecture programs at Harvard University, Columbia University, The University of Michigan, UCLA, the Art Center College of Design, the Berlage Institute and the TU Delft, in the Netherlands. Speaks is founding editor of the cultural journal Polygraph and former editor at Any in New York, and a former contributing editor for Architectural Record. Michael has served on a number of competition juries, most recently in Taiwan and Lexington, KY



### **Susan Szenasy**

Susan S. Szenasy is editor in chief of METROPOLIS, the award-winning New York City-based magazine of architecture and design. Since 1986, she has led the magazine in landmark design journalism, achieving domestic and international recognition. She is internationally recognized as an authority on sustainability and design. Susan sits on the boards of the Council for Interior Design Accreditation, FIT Interior Design, the Center for Architecture Advisory Board, and the Landscape Architecture Foundation. She has been honored with two IIDA Presidential Commendations, is an honorary member of the ASLA and AIA NYC, and the 2008 recipient of the ASID Patron's Prize and Presidential Commendation. She holds an MA in Modern European History from Rutgers University, and honorary doctorates from Kendall College of Art and Design, the Art Center College of Design, and the Pacific Northwest College of Art.



### **Carol Drucker,**

Carol Drucker, SE, PE, P.Eng, is a Principal of the firm Drucker Zajdel Structural Engineers in Naperville, IL. She has worked extensively on the structural design of many connection projects throughout the country and is recognized as an industry leader. She received her Bachelors Degree in Civil Engineering from Purdue University and her Masters Degree in Structural Engineering from the University of California at Berkeley. She has authored articles on connection design and currently serves on AISC's TC-6 Connection Committee. She is an invited speaker for AISC and SEA01, licensed as a structural engineer in the State of Illinois and as a professional engineer in Illinois, New York, Pennsylvania, Colorado, Florida, Georgia, New Jersey, South Carolina, Tennessee, P.Eng Alberta, and P.Eng Ontario.



### **Leigh Breslau**

Leigh Breslau, AIA, is one of the nation's premier designers of performing arts centers and theatres. In 2010, he partnered with Trey Trahan, FAIA, to open Trahan Architects / Chicago Studio, after nearly three decades of experience in SOM's Chicago Office, where he focused on arts, public assembly and healthcare projects. In addition to his architectural expertise, Breslau's experience ranges from the Dallas City Performance Hall, which is part of one of the most ambitious cultural projects in America, to projects like the DePaul Theatre School, which explored unique partnerships within the atmosphere of a university program. Breslau has also designed innovative state-of-the-art convention centers, including the Virginia Beach Convention Center and Zhongshan Convention Center in Southern China. He holds a B.S. in Biology from Trinity College and a Master of Architecture in 1981 from the University of Pennsylvania.



### **Mark L'Italien, FAIA,**

Mark L'Italien, FAIA, is a principal with EHDD in San Francisco. Aside from leading the design of the recently completed Exploratorium at Pier 15 in San Francisco, some other noteworthy accomplishments include the David and Lucile Packard Foundation, a net-zero energy use and LEED Platinum-certified building in Los Altos, CA; Valparaiso University's new Arts and Sciences Building, adjacent to his award-winning 2004 Christopher Center for Library and Information Resources in Indiana; and F10 House, a small, affordable, sustainable case-study house completed for the City of Chicago's Departments of Housing and the Environment in 2003. His current work includes collaborating with ZGF Architects on the Samuel Oschin Air and Space Center; the new Pomona College Museum of Art in Claremont, CA; and a study for a new Predator Pavilion at l'Aquarium du Québec. He holds a B.S. from the University of Michigan and a Master of Architecture from Yale.