

ONE PRIZE



Mowing to Growing: Reinventing the American Lawn
A Design Competition for Creating Productive Green Space in Cities
Organized by Terreform 1 <http://www.oneprize.org>

CALL FOR SUBMISSIONS

We are launching this competition in the context of larger issues concerning the environment, global food production and the imperative to generate a sense of community in our urban and suburban neighborhoods. From Mowing to Growing is not meant to transform each lawn into a garden, but to open us up to the possibilities of self-sustenance, organic growth, and perpetual change. In particular, we seek specific technical, urbanistic, and architectural strategies not simply for the food production required to feed the cities and suburbs, but the possibilities of diet, agriculture, and retrofitted facilities that could achieve that level within the constraints of the local climate.

Seeking architects, landscape architects, urban designers, planners, engineers, scientists, artists, students and individuals of all backgrounds:

- How can we break the American love affair with the suburban lawn?
- Can green houses be incorporated in skyscrapers?
- What are the urban design strategies for food production in cities?
- Can food grow on rooftops, parking lots, building facades?
- What is required to remove foreclosure signs on lawns and convert them to gardens?

We want to see how you'd design future-proof spaces and systems to explore the larger framework of suburban and urban agriculture and its effects on the architecture and urban design.

PROJECT BACKGROUND: Research points out that North Americans devote 40,000 square miles to lawns, more that we use for wheat, corn, or tobacco. And, also that Americans spend \$750 million dollars a year on grass seed alone while only 2% of America's food is locally grown, 12% of every dollar's worth of food consumed at home comes from transportation costs. In July 2005, Los Angeles-based architect Fritz Haeg launched the campaign known as "Edible Estates". Haeg says he was drawn to the lawn — that "iconic American space" — because it cut across social, political and economic boundaries. "The lawn really struck me as one of the few places that we all share," he says. "It represents what we're all supposedly working so hard for — the American dream." The concept of tilling one's front yard is not a new one. In 1942, as the U.S. emerged from the Great Depression and mobilized for World War II, Agriculture Secretary Claude R. Wickard encouraged Americans to plant "Victory Gardens" to boost civic morale and relieve the war's pressure on food supplies — an idea first introduced during The Great War and picked up by Canada, the U.S. and Great Britain. The slogan became "Have Your Garden, and Eat It Too." Soon gardens began popping up everywhere, and not just American lawns — plots sprouted up at the Chicago County Jail, a downtown parking lot in New Orleans, and a zoo in Portland, Ore. In 1943, Americans planted 20.5 million Victory Gardens, and the harvest accounted for nearly one-third of all the vegetables consumed in the country that year. Twenty-five million U.S. households planted vegetable and fruit gardens in 2008, according to the National Gardener's Association. First Lady Michelle Obama and Secretary of Agriculture Tom Vilsack have planted organic vegetable gardens this year. Roof gardens are sprouting nationwide. Community gardens have waiting lists. Seed houses and canning suppliers are oversold. **The time is NOW.**

ELIGIBILITY

Professionals and students of all fields are eligible to submit. However, there will be two separate categories of judging: one for professionals and college students and the second for high school students.

PRIZE

PROFESSIONALS

The winner will receive the **ONE Prize of \$10,000**. The five finalists will receive prominent year-long exposure on the competition website; presentation of designs at the award ceremony and exhibition and will be featured in the media sponsors. The ceremony will provide a platform to match the finalists with leading experts in fields relevant to farming, urban agriculture, planning, market analysis and land use development.

HIGH SCHOOL STUDENTS

The winner will receive **\$1,000** cash award, prominent year-long exposure on competition website; presentation of designs at the award ceremony and exhibition and will be featured in the media sponsors.

REGISTER

All teams must register by the official registration date utilizing the **downloadable form**.

The registration fees are **\$150 per professional team** (including college students) and **\$50 per high school student team**.

You can make a payment online by credit card using the **donate** button on our website at: www.oneprize.org/register.html

If you would prefer to use a check or money order, please make it payable to Terreform ONE and send it to:

Terreform ONE, 33 Flatbush Ave. 7th Floor, Brooklyn , NY 11217

Registration form should be emailed to info@oneprize.org

All qualifying registration applications (form with payment) must be postmarked by **April 15, 2010**. Applications postmarked after that deadline will be disqualified. Upon receiving registration applications, Terreform 1 will issue each registrant a registration number, which must appear on the first page of the proposal or in the upper right hand corner.

LOGISTICS

All submissions are non returnable and all registration fees are non refundable. Decisions regarding finalists and winners are at the discretion of the selected jury and Terreform ONE. Terreform ONE retains the right to use any and all submitted work for press, publication, and exhibition purposes. Copyright to the work is retained by the original author teams. There is no maximum number of submissions that may be made by any one team or individual team member. However, every submission must be individually registered, with fees paid.

Submissions, formatted as a single PDF file no larger than 10MB should be emailed to info@oneprize.org

Email questions to: Maria Aiolova, LEED AP maria@terreform.org

DATES

December 1, 2009: Registration opens; Question period opens

April 15, 2010: Registration closes (extended from March 31, 2010)

May 2, 2010 by midnight EST: Submission Due (extended from April 30, 2010)

July 15, 2010: Finalists announced (extended from May 31, 2010)

July 29, 2010: Award Ceremony; Exhibition launched

COMPETITION JURY

Adrian Benepe, Commissioner, NYC Department of Parks & Recreation

Adrian Benepe has worked for nearly 30 years protecting and enhancing New York City's natural and historic beauty. He has continued this effort as Commissioner of the Department of Parks & Recreation, appointed by Mayor Michael R. Bloomberg on January 25, 2002. In this role he has focused on improving park facilities and programs for children, developing new waterfront parks and greenways, and making New York City bloom with millions of new flowers and hundred of gardens.

Carol Coletta

Carol Coletta is president and CEO of CEOs for Cities and host and producer of the nationally syndicated public radio show Smart City. Previously, she served as president of Coletta & Company in Memphis. In addition, she served as executive director of the Mayors' Institute on City Design, a partnership of the National Endowment for the Arts, U.S. Conference of Mayors and American Architectural Foundation.

Margaret Crawford, Ph.D.

Margaret Crawford is a Professor of Architecture at the College of Environmental Design at University of California, Berkeley. Before coming to Berkeley, Crawford was Professor of Urban Design and Planning Theory at the Harvard Graduate School of Design. Her research focuses on the evolution, uses and meanings of urban space. She is the author of *The Car and the City: The Automobile, the Built Environment and Daily Urban Life* and *Everyday Urbanism*.

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Bruce Lindsey

Bruce Lindsey is the Dean of the College of Architecture and Graduate School of Architecture & Urban Design at Washington University in St. Louis. Lindsey's research has long focused on applying digital tools to design and construction practice. His book *Digital Gehry: Material Resistance Digital Construction* (2001), explores the use of technology in the design process of architect Frank Gehry. In 2005 he received the AIA's National Teaching Honor Award for his work in beginning design at Auburn.

DJ Spooky, AKA Paul D. Miller

DJ Spooky is a Washington DC-born electronic and experimental hip-hop musician, producer, and author. He is also a Professor of Music Mediated Art, European Graduate School, Switzerland. DJ Spooky's multimedia performance piece Terra Nova: Sinfonia Antarctica was commissioned by BAM for the 2009 Next Wave Festival. With video projections and a score composed by DJ Spooky, Sinfonia Antarctica is a portrait of a rapidly transforming continent.

William J. Mitchell

William Mitchell is a Professor of Architecture and Media Arts and Sciences at MIT and directs the Media Lab's Smart Cities research group. He was formerly Dean of the School of Architecture and Planning and Head of the Program in Media Arts and Sciences, both at MIT. The Smart Cities research group is creating innovative ways to change how we live in urban areas through, in part, the application of new technologies that enable urban energy efficiency and sustainability, and enhance opportunity, equity, and cultural creativity.

Annie Novak

Annie Novak is founder and director of Growing Chefs, field-to-fork food education program; the children's gardening program coordinator for the New York Botanical Gardens, and co-founder and farmer of Eagle Street Rooftop Farm in Greenpoint, Brooklyn in partnership with Goode Green and Broadway Stages. She has appeared (talking about plants and food, of course) in New York Magazine, the Today Show, Edible Brooklyn and the Martha Stewart Show. She has farmed in nine countries and four boroughs.

Shaun Osher

Shaun Osher is the Founder and CEO of CORE, a New York City real estate firm offering a comprehensive array of residential and commercial services. His expert opinion is frequently sought by top consumer and trade publications, including The New York Times, the Wall Street Journal, Bloomberg and Crain's. Shaun has lectured at Columbia and NYU, and participated on innumerable panels. He sits on the Real Estate Board of New York's (REBNY) Residential Board of Directors.

Margie Ruddick

Margie Ruddick has been recognized for work that integrates great landscape design with ecology. Margie's design for New York's Queens Plaza has won awards for forging a new idea of nature in the city. She has taught at Harvard's GSD, Yale, University of Penn, and Parsons. Her awards include the Waterfront Centre Award, Places Design Award, the Lewis Mumford Award from Architects Designers and Planners for Social Responsibility and the 2006 Rachel Carson Women in Conservation Award from the National Audubon Society.

Ben Schwegler, Ph.D.

Benedict R. Schwegler, Jr., Ph.D. is Vice President and Chief Scientist of Walt Disney Imagineering (WDI) Research & Development, where he created and manages the Simulation-based Design Group. He is particularly interested in the development of sustainable engineering techniques. He was instrumental in the creation of the most energy efficient theme park ever built as well as a new generation of environmentally friendly fireworks.

Cameron Sinclair + Kate Stohr

Sinclair and Architecture for Humanity co-founder Kate Stohr have compiled a compendium on socially conscious design titled "Design Like You Give A Damn: Architectural Responses to Humanitarian Crises". Sinclair is the recipient of numerous awards including the 2006 TED prize and the 2005 RISD/Target Emerging Designer of the Year. Along with co-founder Kate Stohr, was awarded the Wired Magazine 2006 Rave Award for Architecture for their work in responding to housing needs following Hurricane Katrina.

REQUEST FOR PROPOSALS

Proposals shall consist of a digital design sketchbook that outlines and illustrates your proposal:

core premise and objectives

inventiveness

design approach developed at a conceptual level

opportunities for implementation

The proposal can be for a real or speculative project, for one or more real sites, and located either in the U.S. or applicable to U.S. sites. Further, the proposal need not be generated exclusively for this competition, provided that it addresses the intent of the competition. It may be the result of earlier research or the reworking of an unrealized project.

SUBMISSION REQUIREMENTS

The submission should include both visual and textual information, with pages formatted horizontally 11" by 17". Its length must not exceed 5 pages. The digital file, in PDF format @ 300 dpi, should not exceed 10 MB. No identifying information should be included, as entries will be presented and judged anonymously. The presence of identifying information will be grounds for automatic disqualification. To identify submissions, each applicant will receive a registration number that must appear on the first page of the proposal, upper right corner. Upon receiving registration applications, Terreform ONE will issue each registrant a registration number, which must appear on the first page of the proposal or in the upper right hand corner.

HIGH-SCHOOL STUDENT COMPETITION

A parallel competition offers students the opportunity to take on the challenge of From Mowing to Growing. All programmatic intent is the same in the student competition as the regular competition. Entrants to this portion of the competition, which comprises a single stage, may enter as individuals, independent teams, or through academic studios under the leadership of an instructor.

The competition organizers energetically encourage participation among students, and are willing to work with instructors who wish to set the competition problems for the Spring 2010 term. Each student (or student team) is required to submit 1 to 3 pages formatted horizontally 11" by 17" in digital form. The student or student team will be assigned a registration number to affix to the board upon receipt of registration application and fee. All selected projects will be included in the Terreform ONE web exhibition.

ABOUT THE ORGANIZER

Terreform One is a non-profit design group that promotes green design in cities. Through our creative projects and outreach efforts, we hope to illuminate the environmental possibilities of New York City and inspire solutions in areas like it around the world. Terreform ONE is a unique laboratory for scientists, artists, architects, students, and individuals of all backgrounds to explore and advance the larger framework of green design. The group develops innovative solutions and technologies for local sustainability in energy, transportation, infrastructure, buildings, waste treatment, food, water, and media spaces.

CONTACT

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