

# Design Competition Prompt

## Project Overview

In 2024, a surprising turn of events has unfolded — all of the world's licensed architects have unexpectedly decided to retire to Hawaii. With Berkeley urgently needing a transformative housing project, the responsibility now falls upon its students. All aspects of the design process now fall on the more than capable students, including architectural innovation, landscape design, sustainability practices, urban planning principles, business acumen, engineering excellence, and construction management expertise. All of the licensed architects have agreed to evaluate the initial proposals of student work and choose the team to award the project.

## Key Focus Areas

Architectural Design

Landscape Design

Sustainability

Urban Planning

Business Integration

Engineering

Construction Management

## Evaluation Criteria

Projects will be assessed based on creativity, feasibility, sustainability, community impact, and integration of all focus areas.

## Submission Guidelines

For this one-day competition, teams are required to create a digital slide deck as the final submission. Utilize templates provided by AIAS to maintain consistency throughout the presentation. Within the slide deck, include detailed design plans and present 3D models digitally; physical models are not required. Attach any supporting documentation directly within the presentation.

Clearly articulate how your design addresses each focus area using concise text, visuals, and annotations. Keep in mind the time constraint of the one-day competition and focus on presenting impactful and well-thought-out ideas.

Emphasize collaboration within your team and showcase how interdisciplinary integration influenced your design decisions. Highlight the seamless blend of architectural, landscape, sustainability, urban planning, business, engineering, and construction management elements in your presentation.

Prepare to present your digital slide deck to a panel of judges. Ensure clarity and coherence in your verbal presentation to complement the visual content. Teams are solely responsible for designs that address the competition prompt and criteria.

Demonstrate individual and collective accountability for the presented concepts.

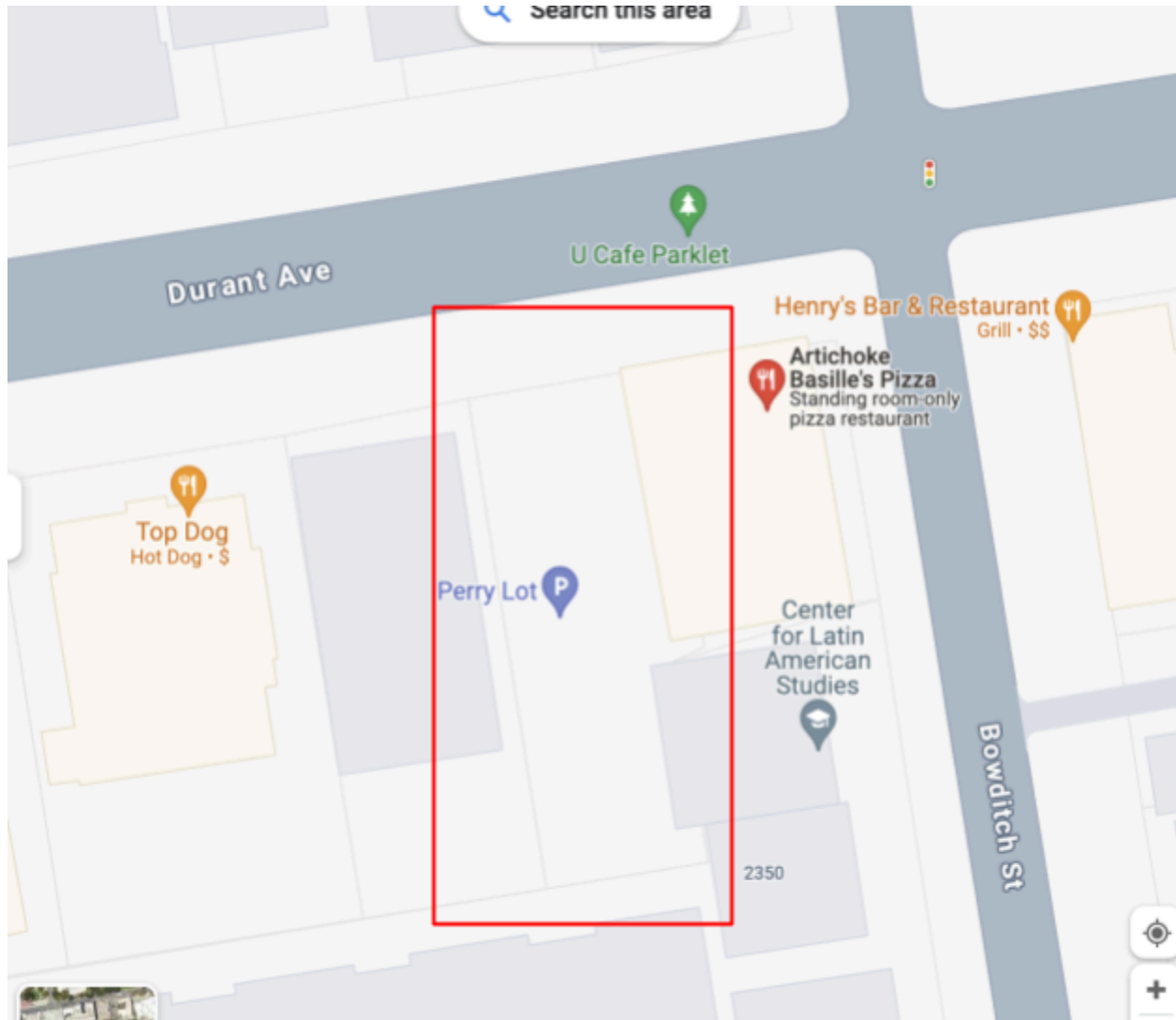
## Prizes

- Cash prizes for top designs.
- Recognition from AIA East Bay.
- Mentorship opportunities.
- Winner's placard in Wurster display case

## Important Dates

- Registration Opens February 12, 2024
- Registration Deadline March 08, 2024
- Team Announcements March 11, 2024
- Competition March 16, 2024

## Prompt Details



The selected site is the Perry parking lot on Durant Ave. The lot has been recently closed for renovations and a new residential building has been proposed. Design a 2-4 story residential building that takes into consideration the project context as well as the key focus areas. Develop the project in its initial design phase such that your team is able to present key concepts and be awarded the project.

## Considerations

- How can the new building relate to the surrounding buildings?
- How might you justify developing a new residential project in this area?
  - What is the current need for housing?
- Is there room for another program besides residential?
- How might this project adopt sustainable design principles?
  - What materials will be used in this project? What are the footprints associated with those materials?
  - How does this project align with sustainable certification standards?
- Who are the potential stakeholders for this project?
  - How will this project address the needs of its residents?
  - How will this project address the needs of those on the street?
  - How will this project consider the needs of the contractors assigned to the project?
- What challenges may arise in developing this project? How might you answer those challenges?
  - What kind of delays might arise in the project schedule?
  - Where might there be budget overruns?