

2012 MOCK FIRMS
INTERNATIONAL SKYSCRAPER CHALLENGE
COLLEGIATE DESIGN BRIEF

“VERSATILITY”

INTRODUCTION / THEME

Already more than a decade into the 21st century, changes in technology are occurring so rapidly that one can feel like they are standing in a rushing stream of information and innovation. Yet, within the fields of architecture, construction and engineering, current economic conditions have down-scaled projects around the globe. However, in spite of the adverse financial climate which continues to hang like a gray cloud overhead, positive developments have come about in the design/build industry out of our need for better discipline in design.

Purposeful research and greater public awareness have brought an intense focus on sustainability, adaptability and “versatility.” Versatility is defined as *having varied uses or serving many functions or capable of or adapted for turning easily from one to another of various tasks, fields of endeavor, etc.* Tall buildings, for one, are being re-imagined as vertical communities with multi-use spaces and functions able to serve evolving needs and changing desires throughout its lifetime. With this in mind, “Versatility” was chosen as the theme for the 2012 Mock Firms International Skyscraper Competition.

2012 DESIGN OBJECTIVE

To organize a “mock” design/build firm for the purposes of conceiving, coordinating, constructing and commercializing a mixed-use tall building to be located in the city of Beijing, China.

THE VENUE FOR FINAL PRESENTATIONS

Chicago, Illinois will be the site of the 2012 Mock Firms Competition final presentations. The tentative location for this event is the Congress Hotel and Plaza Convention Center on beautiful and historic Michigan Avenue.

TARGET SITE

Beijing, China has been selected as the site for the Collegiate Division of the Int'l Skyscraper Challenge. One of the most populous cities in the world, with a population of 19,612,368 as of 2010, Beijing is one of the Four Great Ancient Capitals of China. It has been the heart of China's history for centuries. It is a major transportation hub, with dozens of railways, roads and motorways passing through the city, and the destination of many international flights to China.

In the early 21st century, Beijing has witnessed tremendous growth of new building constructions, exhibiting various modern styles from international designers. A mixture of both old and new styles of architecture can be seen at the 798 Art Zone, which mixes 1950s design with the new. The area of the Beijing Central Business District (also Beijing Financial Street) is identified as the city's new central business district, and is home to a variety of corporate regional headquarters, shopping precincts, and high-end housing. It is noticeably more modern with its architectural forms than the traditional architecture of imperial China, perhaps best exemplified by the massive Tian'anmen, which remains the People's Republic of China's trademark edifice, the Forbidden City, the Imperial Ancestral Temple and the Temple of Heaven.

Beijing has long been well known for the number of bicycles on its streets. Although the rise of motor traffic has created a great deal of congestion and bicycle use has declined, bicycles are still an important form of local transportation. Large numbers of cyclists can be seen on most roads in the city, and most of the main roads have dedicated bicycle lanes. Beijing is relatively flat, which makes cycling convenient.

Dust from the erosion of deserts in northern and northwestern China results in seasonal dust storms that plague the city. In the first four months of 2006 alone, there were no fewer than eight such storms. In April 2002, one dust storm alone dumped nearly 50,000 tons of dust onto the city. Beijing is known for its smog as well as the frequent "power-saving" programs instituted by the government. To reduce air pollution, a number of major industries have been ordered to reduce emissions or leave the city. Residents and tourists alike frequently complain about the water quality and the cost of the basic services such as electricity and natural gas.

2012 JURY MEMBERS

Tentative:

Jeffrey Stafford, Senior Designer

Adrian Smith + Gordon Gill Architecture LLP

Antony Wood, Executive Director
Council of Tall Buildings & Urban Habitats

Jan Klerks, Senior Research Coordinator
Council of Tall Buildings & Urban Habitats

JURY EVALUATIONS

Projects will be judged upon the following criteria which can be used as a guide in overall preparations (Each will be based on a scale of 10 points being the highest score per category)

- Media Presentation (video, cards, signage, brochures, business cards)
- Company Organization (participants, roles, delegation)
- Building Architecture (design aesthetic as reflected in model, boards, and CAD drawings)
- Programmatic Structure (build-ability, functionality, sustainability, contextual & economical)
- Presentation Pitch (delivery, professionalism, participation, Q & A readiness)

HONORS/AWARDS

The award for the overall Top Mock Firm will be a minimum \$1000.

- Top Marketing Firm
- Top Mock Firm Organization
- Top Building Project
- Top American Mock Firm
- Top European Mock Firm

PRIZE DESIGNATION

Finally, participants strive for excellence in the hopes of being designated the Top Mock Firm of the Year taking home a minimum \$1000 prize. Equivalent winning designations include but may not be limited to the following:

FACULTY & ADMIN - AVAILABILITY FOR STUDIO DESIGN PROJECT

If you are administrating or instructing studio classes within your school or college of architecture, consider utilizing the design criteria for the 2012 International Skyscraper Challenge as a semester studio assignment. In addition to the benefit of availing yourself to this ready-made design brief, your class can benefit from the measurement against the best among their peers as well as the rare personal evaluation of their work from leaders in design profession.

SCHOOL OF ARCHITECTURE & COLLEGE OF ARCHITECTURE STUDENTS - CONSIDER COMPETITION FOR INDEPENDENT STUDY PROJECT

Undergrad and graduate architecture students take this opportunity to put your talents and abilities into the marketplace through participating in this years' International Skyscraper Challenge. In utilizing the 2012 Mock Firms Competition as a classroom studio, independent study project or a personal project among friends, you can position yourself to be recognized among the some of the world's top collegiate prospects to firms seeking to take on the best and the brightest! Take advantage today of this unique opportunity to show you have what it takes to play a meaningful role in a firm as you organize your team (firm) to advance a design project through from start to finish. Then get to experience our exclusive one-on-one interaction with the nation's top design professionals who'll advise you and your team on what it takes to get to the next level. Find a faculty sponsor and register today!

CHANGES FOR 2012!

- Firms can take advantage of an additional partner (a possible total of 5 student participants)
- Preliminary sketches will NOT be required for registration, but are to be included in materials submitted for final presentations.

REGISTRATION REQUIREMENTS

Entrants to the 2012 competition must submit according to stated deadlines the following:

- ✓ Completed registration form
- ✓ Registration fee
- ✓ Written project proposal

PROJECT PROPOSAL

A 1 - 3 page typed proposal is to be submitted by each firm registering for the 2012 competition. The paper should first consist of a brief introduction to the firm. Additionally, this proposal should discuss the design project: its location, architectural direction and distinctiveness. Paper should be titled, dated, identified by firm and school. Pictures are welcome but optional.

DESIGN PARAMETERS:

- Mixed-use program
- A total of no more than 1 to 2 towers
- Design should be contemporary
- Height specifications: minimum of 100 stories/floors: no height restrictions

- A building footprint or base area should not exceed 4900m² (about the area of Taipei 101)
- Fenestration should exploit opportunities for views for the maximum number of offices
- An architectural spire or antenna must complete the building's top
- Project should be designed to pursue a LEED rating of Gold or a Green Globes rating of 74% - 84%
- Regionally-contextual and climate-conscious

PROJECT REQUIREMENTS

The basic required submissions for the competition are as follows:

- Preliminary **sketches** of initial design concept and direction
- An **organizational chart or description** outlining the hierarchy and functions of all contributing members of your team
- **Promotional materials** i.e. brochures, business cards, etc for your firm & building project
- **Media Publication** i.e. social & news announcing your participation in this event
- A **video presentation** introducing your firm (all partners), location, and about your project
- **Board presentations** showing plans, perspectives & sections of your building
- A **scaled physical model** of the building and its surrounding environs.

Firm Hierarchy

To assist us in assessing the success of your firm's organization we are asking for a chart or graphic diagramming its structure. A photo of each partner and "associate" identified by name and title or area of responsibility is required. Presenting this information within a binder is preferable but it can be charted on a larger board or paper if desired.

Promotional Materials

A number of graphic presentation materials to effectively market your firm to the jurors. These would include brochures, business cards (with an original logo) for your firm and building project. Signage measuring no larger than 12" x 16" is required to identify your firm and/or school. Additional promotional materials can be made and utilized at each firm's discretion.

Media Publication

Although a school or class may have multiple mock firms, marketing credit will be given to all that school or programs' entries if they choose to seek singular publication for all the firms together. If

each firm chooses to pursue opportunities independent of the others, credit will be assessed accordingly.

Student-firms which are able to achieve success in any of the following areas will be awarded points toward the Top Marketing Firm and overall Top Mock Firm designations. A determinate amount of credit will be given for each and every incident of publication which a firm achieves. For example if there is a mention in 3 different newspapers or blogs, all 3 inclusions will be credited.

- School and/or district newspaper, newsletter, website or blog
- Local/community newspaper: print or online
- Largest metropolitan/city newspaper within your region
- Local radio media outlet
- Local television media outlet

Video Presentation

A promotional video is to be made introducing your firm and your project to whatever degree you choose. Of course non-attending firms should use this medium to introduce their design more fully than those planning to be present for final presentations. This video should identify each firm's principals, the locale (city, region, country, etc), organizational structure, philosophy, and project. Running time should fall between 2 – 3 minutes for attendee and 4 – 5 minutes for non-attendees. Videos are required to be posted on You Tube and must have 2012 Mock Firms and Skyscraper Competition somewhere in the title credits. A link with the title info should be emailed to info@mockfirms.org upon posting. Key words such as mock firms, skyscraper, challenge, student competition, 2012 and Chicago will help us and others more easily locate your video. Presentations will be judged on content, creativity, and clarity (visually and audibly). Previous video submissions are available on our You Tube page and on the internet in general for review.

Board Presentations

Attending Participants are allowed up 3 boards of any size to present their design concepts. Space is always at a premium; therefore the number of boards is limited. Non-attending firms are permitted to send a total of 4 boards. Due to limited wall space in our exhibition hall, expect your boards to be displayed on easels. A 3' x 6' table will be available to use at each firm's discretion.

Scaled Model

Primary building models should be placed in context with other minimalist structures in proximity to promote scale and distinctiveness. We understand the difficulty of shipping models, but if possible, having one present would be of great benefit to a firm. Yet, having one in Chicago is not an absolute requirement. These models however, once judged will not be shipped back to the senders. Additionally, if not picked up after presentations, they will be disposed of by the hotel.

DUE DATES

Early Registration Deadline - Aug 12, 2011 thru Sept 16, 2011

Regular Registration Deadline - Sept 17, 2011 thru Jan 6, 2012

Late Registration Deadline - Jan 7, 2012 thru Mar 3, 2012

Project Proposal - Due upon registration

Video Presentations - April 14, 2012

Project Deadline for Non-attendees - April 20, 2012

Media Publication Inclusions - April 6, 2012

Project Presentation - Friday, May 4, 2012

For more information on the competition log on to www.mockfirms.org or find the link at www.aias.org. Email, text or phone inquiries to info@mockfirms.org and 773 410 1314