



## **LA World's Fair Pavilion Zero: Designing a Vision for a Lasting Future Student Competition 2017**

*“Imagine a building designed and constructed to function as elegantly and efficiently as a flower: a building informed by its bioregion’s characteristics, and that generates all of its own energy with renewable resources, captures and treats all of its water, and operates efficiently and for maximum beauty.”*

Los Angeles World's Fair (LAWF) is a social purpose company that aims to bring the World's Fair to Los Angeles in 2022.

*“LAWF® is presenting the first ever Cityscape Fairground! Distinctive pavilions and urban settings will be spread throughout Los Angeles County, located near and accessed by various metro stops along the transit system. The plans are specifically designed to encourage a grand scale transition from a car-dependent culture to widespread adoption of mass-transit. The theme of the fair is “LA: The Connected City; A World Connected™ and seeks to do it on every level – from the physical to the cultural. The unprecedented layout encourages city-wide connection like never before! Most importantly, we're all about the community of LA. The World's Fair will provide a platform for all sectors of Los Angeles to prosper. Our aim is to repurpose all the fair pavilions to benefit our communities.”*

## LOS ANGELES WORLD'S FAIR PHILOSOPHY

“a journey of a thousand miles begins with a single step” Lao Tze, 6<sup>th</sup> Century BC.

Simplistic as that ancient quotation might seem today, it lies at the very core of the vision for the Los Angeles World's Fair (LAWF), an interwoven configuration of immersive venues, insights and experiences reimagining the multi-modal, multi-cultural fabric of the nation's most populous city.

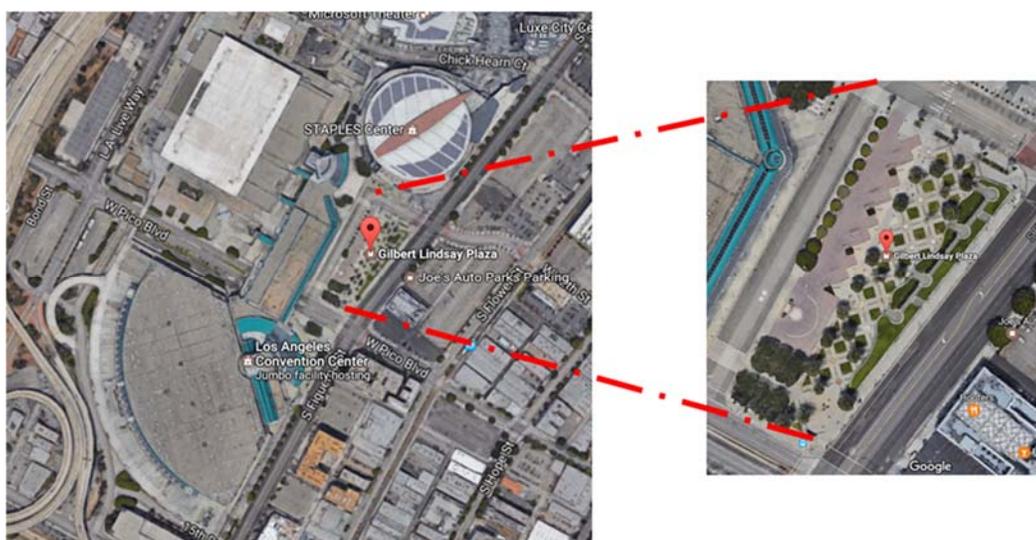
Unlike the traditional International Exposition, invariably envisioned as a short term event on a single pre-selected site, the Los Angeles World's Fair will encompass multiple sites throughout the eighty-eight cities comprising Greater Los Angeles; its myriad pavilions and amenities infilling blank and/or underutilized spaces adjacent pivotal nuclei of the area's expanding mass transit system. In fact, it is the transit system itself that is the connective membrane by which the pavilions are joined.

Consequently, rather than inconveniencing the city's residential communities with the major site-related infrastructural changes and modifications typically associated with Exposition planning, the LAWF will optimize the city's existing infrastructure to operate and facilitate circulation to and from the Fair's thematic components.

While each of the Pavilions comprising the Los Angeles World's Fair will be sponsored and/or operated by an international, national, civic, or corporate entity during the period of the Exposition, the structures will be designed for repurposing post-fair, based on an overarching Master Plan established in collaboration with neighborhood stakeholders well before the LAWF itself is implemented.

The Fair pavilions will become permanent additions to the urban landscape, creating a new and diverse matrix of community icons, visitor amenities and cultural attractions.

Ultimately defined by their permanent function, these Expo-related structures will initially be identified by number, starting with “1”. Hence, the precursor to the development of both the Los Angeles World's Fair and the overarching post-fair Master Plan is identified as **Pavilion Zero**, located at Gilbert Lindsay Plaza\* between the L.A. Convention Center and L.A. Live.



**Figure: Gilbert Lindsay Plaza**

\*For the purposes of this design competition only, GLPlaza is being used as the hypothetical location of the LAWF Pavilion Zero

## PAVILION ZERO PHILOSOPHY

Given that Pavilion Zero will be the first physical evidence of the forthcoming Los Angeles World's Fair, it should to the greatest extent possible herald and reflect the creative, technological and sustainable objectives of the fully articulated Exposition. To that end, it will from its inception set the standards for design, thematic content and media to which all future pavilions will aspire.

Broadly defined, this visually compelling, innovative welcome and information center is the living embodiment of the project, extending an invitation to dignitaries, potential participants, sponsors, collaborating organizations and the public at large to experience the power and magnitude of the Los Angeles World's Fair vision.

It is at once:

- the administrative core of the Fair, from which all aspects of project planning and implementation will emerge;
- an advanced communications center, employing all the techniques and tools of public and social media to connect with the world;
- a laboratory for exploring and testing new materials, systems, and architectural approaches to Sustainable design; new technologies for bridging language and cultural barriers and meeting the needs of the people at all levels;
- a multi-purpose presentation venue, incorporating digital media systems and related technology to illustrate and explain every aspect of the project's theme, mission and objectives as well as real-time imagery of project development as the project evolves;
- a flexible meeting space for the use of sponsors, community groups and other stakeholders; a forum for dialogue with and between municipal leadership, community representatives and project management to encourage local participation in planning and implementation of the future connected cityscape;
- a modular exhibition gallery featuring an interactive presentation tracing the global legacy of World's Fairs, placing the Los Angeles World's Fair in historical perspective; and provision for expansion as the project evolves.

Like the pavilions by which it is followed, Pavilion Zero will also be repurposed as a permanent addition to the urban landscape...very possibly as an enduring commemoration of the Los Angeles World's Fair, the transformative event that propelled Los Angeles forward into a more and more connected World.

-Barry Howard 1.28.15

## PAVILION ZERO PROGRAM

<u>FUNCTION</u>	<u>ALLOCATION</u>	<u>ADJACENCIES</u>
Reception/ Events	2,500 s.f.	Transportation hub Street Entrance.
VIP Reception	500 s.f.	Private, elevated if possible.
Exhibition Gallery	4,000 s.f	Public Reception; VIP event venue access; Presentation venue; catering facilities;
Multi-purpose media presentation venue; 500-600 seats	7,500 s.f	Green room; private viewing; Exhibition Gallery
Catering facilities;	800 s.f	Event venue dining. Food preparation.
Meeting rooms	1,200 s.f.	
LAWF offices.	1,000 s.f.	Meeting rooms; VIP reception; Event and presentation venues
Mechanical; Toilets Building circulation	2,500 s.f.	
Expansion Space	5,000 s.f.	
<b>Total</b>	<b>25,000 s.f.</b>	

# **LA WORLD'S FAIR PAVILION ZERO** **STUDENT COMPETITION GUIDELINES**

## **Concept:**

Design Innovation Submissions must develop an extensive plan for the LA World's Fair 'Pavilion Zero' that meets the following requirements:

1. Understanding and incorporating the design intent of '*Pavilion Zero*'.
2. Addressing all seven (7) LBC Petals and applicable Imperatives outlined in the Living Building Challenge version 3.1.
3. Repurposing the designed space after the World's Fair
4. Integrating the theme of the fair, '*LA: The Connected City*', through holistic design thinking that speaks to, engages and connects the local community.

The Pavilion Zero design shall speak to the identity and community surrounding the proposed site and include design aspects that help to remediate known problems or help to generally elevate community connectivity and social justice. Teams are encouraged to use a holistic and innovative approach to net-positive design that explores a paradigm shift within the world of design and construction.

## **Competition Guidelines**

Using the foundation of the 2022 LA World's Fair and the concept of creating long term positive impact in the various communities of Los Angeles, students are invited to develop a presentation poster using compelling visualizations to describe how their projects can achieve these concepts and transcend the Living Building Challenge.

The poster should include graphics, text, and explanatory information such that the topic is self-evident without the student's verbal assistance. The poster title, along with students' names, degree program, and advisor/professor name should appear on the lower right corner of the board. A text description of the project no longer than 500 words should also be included on the poster.

## **Prizes**

1st: \$1,500

2nd: \$750

3rd: \$250

## **Jury**

The Innovation Awards are judged by an esteemed panel of key professionals from top architectural, engineering, institutional, analytical backgrounds and select members of the collaborative team. Authors of top 3 accepted posters will be notified and awarded by May 3, 2017.

## **Scoring Criteria:**

Innovativeness and creativity: 15%

Integration of the LBC Imperatives and philosophy: 25%

Integration of the LA World's Fair theme: 15%

Understanding of local community environment: 10%

Feasibility and constructability of concept: 10%  
Ability to address local issues/constraints: 5%  
Interdisciplinary Collaboration: 5%  
Presentation: 15%

### **Instructions for Submitting Posters:**

1. All materials should be submitted via email to: [lbclacollaborative@gmail.com](mailto:lbclacollaborative@gmail.com)
2. Posters should be 30" x 40" in a portrait orientation submitted as a PDF file less than 10Mb
3. You should receive a confirmation email following your submittal
4. You cannot edit your submission once submitted

### **Eligibility:**

Contestants must be enrolled at any college or university. This competition is open to students internationally. Students from multidisciplinary subjects such as architecture, agriculture, business administration, real estate development, urban planning, building science, material science, engineering, product design, public policy, historic preservation, or environmental studies are encouraged to participate and form integrated teams. Teams must be at least one (1) and no more than five (5) students and one (1) advisor / professor.

### **Registration:**

Register at: <https://www.eventbrite.com/e/lbc-la-collaborative-student-competition-2017-tickets-31168657293>

Then email the following to [lbclacollaborative@gmail.com](mailto:lbclacollaborative@gmail.com):

- Full Institution Name
- Team Name
- Contact Information for All Team Members (name, email, & major/degree)
- Team Manager
- Academic Advisor (name & email)
- How did you hear about us?

### **Competition & LBC Resources**

<http://living-future.org/lbc>

<https://living-future.org/product/lbc-3-1-standard/>

<http://collaboratives.living-future.org/losangeles/>

<http://laworldsfair.org/about-us/>

[LBC 2015 Competition Entries](#)

### **Questions:**

Contact [lbclacollaborative@gmail.com](mailto:lbclacollaborative@gmail.com)

Have fun!!