

CALL FOR ENTRIES
2019 AIA|LA 2x8 Exhibit Design Competition

Register by: Friday, February 1, 2019 at:
www.aialosangeles.org/product/2x8-exhibit-competition-registration-2019/
Submit by: Tuesday, February 12, 2019



The AIA Los Angeles Chapter and its committee invite California architecture and design professors and architecture professionals to submit concepts for the 2019 2x8 Exhibition Design competition.

The winner will execute their design for the the 2019 2x8 show, which is scheduled to open Thursday May 9th in LA's Helms Bakery District in Culver City.

ELIGIBILITY: The competition is open to all current faculty or staff of architecture and/or design programs and to all architects/designers in California.

BACKGROUND: 2x8 is a unique annual exhibition & scholarship program showcasing exemplary student work from architecture & design institutions throughout California. Celebrating the state's unequaled diversity in pedagogical directions, each of the participating academic programs select two projects that epitomize their core vision. As many as 16 schools participate in the annual show.



We are proud of the success prior 2x8 exhibit designers have found, (Julia Koerner, Matthew Gillis, and Biayna Bogosian among others) and are committed to 2x8 being a springboard for designers to introduce themselves to LA and the world. This year, we are building dedicated 2x8 pages on the AIALA website, and making a strong push for press and media coverage within the design community and beyond.

In recent years, the evolution and utilization of VR technology, has transformed how buildings are imagined, evaluated, communicated, and built. Opportunity for dialogues with the parallel fields of media & arts, as well as the general population have expanded as people seek immersive experiences within the environments that the architecture and design fields create. The 2019 edition of 2x8 will include exciting new elements to help inspire a broad audience, including a virtual "city" of the students' buildings and engaging events programming during the course of the exhibition.

DESIGN CHALLENGE: Design, build, and install the physical manifestation of the 2019 2x8 exhibition to showcase up to 32 student projects. Student work may be displayed in any fashion (printed boards, digital media, projection, etc.) and the design submissions should specifically prescribe the presentation format (size, proportions, etc). The exhibition design concept should be flexible, as the number of school entries may not be finalized until after a winner is selected. The design shall include a "sponsor wall" element of some type, and at the minimum an attention grabbing element in the public paseo on Helms Ave to alert passers by of the exhibit inside. Elements may be constructed or placed in the paseo, within the space, hung on walls, etc. At the end of the show however, the space must be returned in the same condition as it was found.

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VR INTEGRATION: We are excited to debut the integration of Virtual Reality into the traditional 2x8 gallery format. In addition to the virtual exploration of the students' work, we are pioneering a cross disciplinary case study of how their designs can be reimagined within immersive constructed worlds and viewed through a different lens. The exhibition design should include means for housing / displaying / interacting with VR headsets that will be made available. The design should give consideration to reasonable floor space (roughly 5'x5' per headset), and access to outlets needed to properly utilize the headsets. Two Lenovo Mirage Solos (or similar wireless headsets) will be provided by the AIA|LA, as well as take-home cardboard viewers which will be provided to attendees. Consideration should also be given to monitors/projectors that will mirror the live content that headset users are engaging with for others to see.

NEXT USE: Installation at the 2x8 exhibition should be viewed only as the first life of the physical installation, and design proposals must include specific plans for a permanent home or use for it. Whether deconstructed, re-used, auctioned off, donated, relocated, provided to other AIA chapters, to a municipality or institution, or by any other means, the physical exhibit shall not go to a landfill or be abandoned at the conclusion of the 2x8 exhibition.

FUNDS: The total exhibition construction cost should not exceed \$12,000. The AIA|LA is a not-for-profit organization, and fundraising efforts for the annual 2x8 exhibition are primarily intended to be awarded to students as scholarships.

THE SITE: The 2019 2x8 installation site is in the Helms Bakery Building at 8758 Venice Blvd, Los Angeles, CA 90034 where we have been granted access to two interior spaces, as well as the pedestrian paseo on Helms Ave. between Washington Blvd. and Venice Blvd. Specific site information and drawings will be provided to all entrants.

SUBMISSION DETAILS: *Entry registration is due to AIA|LA no later than Friday, February 1, 2019. Please register at: www.aialosangeles.org/product/2x8-exhibit-competition-registration-2019/*

Final entry materials may be submitted no later than midnight on Tuesday, February 12, 2019. Submission materials shall include a floor plan, 3D drawing(s), key details, and any other sketches to clearly describe the design. Both an itemized construction cost estimate and a description of assembly (man-hour estimate and build sequence) shall be included with the submission. Evidence of prior fabrication experience or a statement of commitment from a contractor/builder is encouraged though not required. All registered entrants will receive submission instructions.

The 2x8 Committee will announce the winning submission on Thursday, Feb 22, 2019.

Entrants shall make themselves available for a brief interview to present their concept and respond to requests for clarification between February 13th and 21st. Execution of the design will begin immediately after the winner's announcement and will continue until May 8, 2019. The winner must be available to attend 2x8 Committee meetings and commit the time and human resources necessary to implement the exhibition design on schedule.

The AIA|LA 2X8 COMMITTEE has partnered with the Helms Bakery to host the 2019 2x8 Student Exhibition. Culver City is known for its public art program that enhances the quality of life for individuals living and working within the city, bringing the experience of art to a broad and diverse group of people. Thanks to Helms Bakery, you now have the opportunity to contribute to this vibrant art mecca in the heart of West L.A. The site is a 2,496 square-foot gallery corridor with a beautiful barrel vault ceiling. The exposed wooden structure reinforces the height of the space. The designer will have the ability to transform this location and create a month long exhibition.

SITE DESCRIPTION:

Helms Bakery District offers a unique design challenge. The main exhibition site is a 19'-6" x 128'-0" corridor. The wooden trusses start roughly 25' from finish floor with the ceiling rising to a full height of nearly 25'. Since the location for this year's exhibition is indoors we encourage designers to create an eye catching way-finding and information element to be placed along the Helms Bakery Walk paseo, a heavily traveled pedestrian path flanked by restaurants and shops. We also are granted access to an additional secured space for staging and building as well as talks and events during the exhibition. The secured space is roughly 52'-9" x 42'-7" with a high exposed ceiling as well as a mezzanine level.

PUBLICITY AND BRANDING:

The 2x8 committee in 2019 includes a team dedicated specifically to Publicity and Media exposure for the exhibition and associated events, and will be documenting the design and build process to include in our build-up to the month long exhibit. In your submission, please let us know whether you would like to also develop a logo and imagery for our branding efforts. This branding opportunity is optional.

ADDITIONAL CONSIDERATIONS:

- Be sure to plan for what will happen to this installation after the exhibition is completed
- Will the installation require additional lighting? How will it be incorporated?
- If this is a free-standing installation, how will it be secured so it does not tip over?
- Student Projects must be provided with a minimum of 12sf of "board" space per student.
- At the end of exhibition, the site has to be returned in the same condition it was found.

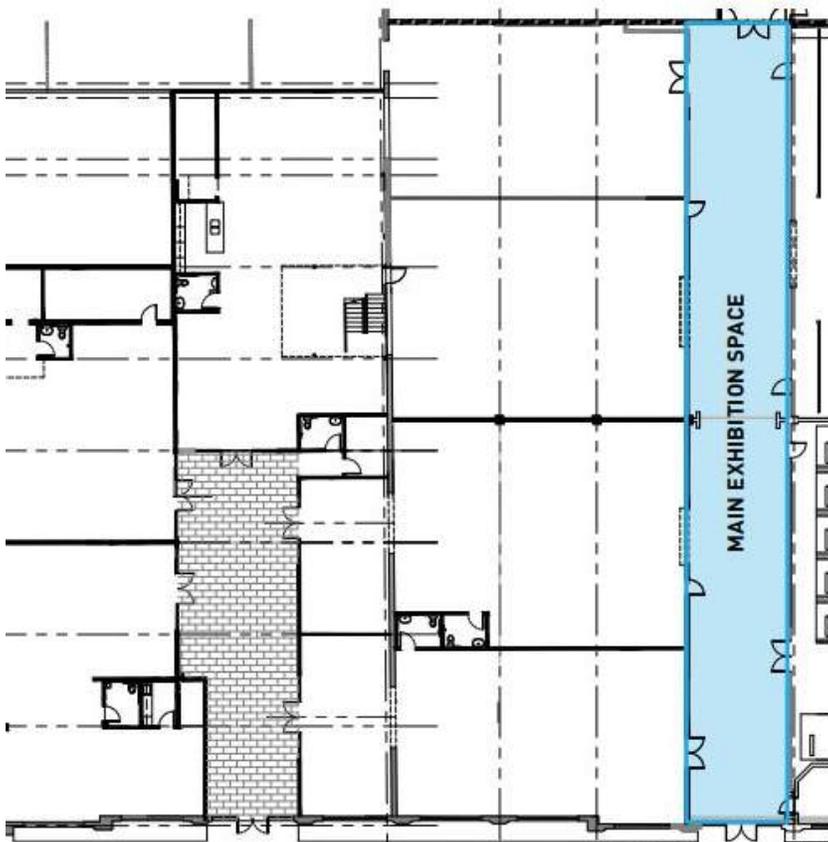




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