



## COMPETITION BRIEF

The Transforming Seattle's 520 Floating Bridge 2012 International Design Ideas Competition is challenging the design and art communities to envision new, innovative reuse strategies. The 520 bridge will be decommissioned in 2014 due to high maintenance costs, damage, and the need for additional lanes. The Washington State Department of Transportation is requiring of the new bridge's design-build team that it be reused or recycled in a sustainable fashion; current trends for the reuse of pontoons have been floating docks, breakwaters and piers, but what else could be done with such a feat of engineering?

Infrastructure reuse has recently made headlines in architecture. Some examples include the High Line in New York, which converted a raised railroad track into a linear park; Kraanspoor in Amsterdam, a project which built an office complex atop a concrete shipyard craneway; and the current debate on New York's Tappan Zee Bridge, which many are hoping to see reused as a park. The design community has begun to step up and take on challenges of large scale; this competition seeks to push that innovation one step further.

The Transforming Seattle's 520 Floating Bridge 2012 International Design Ideas Competition seeks design proposals which either utilize the bridge in its current state or take the bridge apart and reuse its pontoons at a new site on Lake Washington, Lake Union or in the Puget Sound in Washington State. Designers need to constantly assert the need for advancement in creative reuse; our ideas drive design forward. What is a floating bridge when its function is no longer needed? What can designers do when faced with the design problem of reusing thirty-three floating concrete pontoons?

## ELIGIBILITY

The competition is open to professionals and students of the international design and art communities over the age of 18. Participants may enter as individuals or in teams of up to four members.

## REGISTRATION

Early Registration: \$40 - June 5 to July 4, 2012  
Regular Registration: \$100 - July 5 to August 10, 2012

Registrants must email [registration@rethinkreuse.org](mailto:registration@rethinkreuse.org) with the name of participant(s), country of citizenship, email, and school/firm associated with (when applicable), as well as the name of the person making the registration payment; registration fees can be done via Paypal or Google Accounts. Once the required information and payment have been received, an ID code will be provided for use as identification.

## SCHEDULE

June 5, 2012	Competition Announcement; Early Registration Begins; Inquiry Period Begins
July 5, 2012	End of Early Registration
July 20, 2012	Inquiry Deadline
August 10, 2012	Registration Closes
August 15, 2012	Submissions Due
September 21, 2012	Awards Announced at Seattle Design Festival and on Website
Sept. 18 - Oct. 26, 2012	Public Exhibition in AIA Seattle Gallery; Virtual Exhibition Launched

---

## AWARDS

The Transforming Seattle's 520 Floating Bridge 2012 International Design Ideas Competition will be awarding a total of \$6,000 in cash prizes. Each submittal is only eligible for one award.

First Place - \$3,000

Second Place - \$1,500

Third Place - \$500

Best Student Entry - \$500 - Sponsored by MulvannyG2 Architecture

5 Honorable Mentions - \$100 each

The Competition has no authority to award a design contract for this project. It is an ideas competition with the intent only to promote innovation and discussion. The competition is in no way linked to the Washington State Department of Transportation or any other controlling government agency.

## SUBMITTAL REQUIREMENTS

The final proposal must be submitted as a digital jpeg document sized to print as a 32" x 40" board of landscape orientation (horizontal). In the upper right-hand corner the participants must include their ID code; no other personal or professional information will be allowed on the proposal to insure anonymity in judging. A second jpeg able to print at 11" x 17" of a single rendering also visible on the board must also be submitted, this image will be used for any publicity or publication. The submittal should include:

- Participant ID Code in upper right-hand corner
- Title of proposal
- Site location selected
- Plan(s), elevation(s) and section(s) that explain the character of the proposal
- Perspectives: either computer rendered, hand drawn, or photographs of physical model
- Brief written explanation of project
- Any additional material deemed necessary by the entrant to explain the design

All text included must be in English. The final proposal must be uploaded and submitted by 11:59 pm Pacific Standard Time on August 15, 2012 to [submit@rethinkreuse.org](mailto:submit@rethinkreuse.org). Email attachments may not exceed 25 MB.

## EVALUATION CRITERIA

The evaluation process will be determined at the discretion of the judges. Some issues they will consider:

- Innovation and originality in concept, design, and program
- Use of sustainable practices and technology
- Quality of graphics (drawings, renderings, photographs, etc.)
- Clarity of proposal materials

## JURY

Robert E. Hull, FAIA, *Architect* - Founding Partner and Lead Designer of Miller|Hull Partnership, LLP

Ev Ruffcorn, FAIA, *Architect* - Design Principal at NBBJ

Shannon Nichol, PLA, ASLA, LEED AP, *Landscape Architect* - Director of Gustafson Guthrie Nichol

Ellen Sollod, *Environmental Artist and Designer* - Principal at Sollod Studio

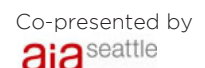
Mark Hinshaw, FAIA, FAICP *Urban Designer* - Principal and Director of Urban Design at LMN Architects

Moderator - Peter Steinbrueck, *Architect and Design Strategist* - Steinbrueck Urban Strategies LLC

## EXHIBITION AND PUBLICATION

The Transforming Seattle's 520 Floating Bridge 2012 International Design Ideas Competition will have an exhibition of the winning entries at the AIA Seattle Gallery from Sept. 18 - Oct. 26, 2012. A second exhibition will also occur in November of 2012, location and date are still TDB. A virtual exhibition of all the entries will be launched on September 18th. The publication of the competition is also a possibility.

## SPONSORS



## OTHER

More information on the competition and bridge, helpful links, inquiries, FAQ, legal property rights, etc can be found on the competition website at [www.rethinkreuse.org](http://www.rethinkreuse.org)

---