

BRANCH PROJECT PROPOSAL

sponsored by
Architecture for Humanity New York
for
Branch

an Open Call for Ideas
(competition)

Premise

The logic of recession assumes that there must be cuts in transportation, parks, libraries and other public amenities—a condition that people have little choice but to accept and endure. Branch, a community design project to open a temporary library, seeks to change that equation by pooling existing resources to occupy, re-imagine, and transform an underutilized public space in partnership with the people using it.

Project Summary

Architecture for Humanity announces a week-long Call For Ideas to create a temporary Sunday library on an underutilized parking lot in Fort Greene.

Due to budget cuts, in the first week of 2009 the Brooklyn Public Library (BPL) was forced to eliminate its Sunday hours throughout the borough. These cuts came at a time when people increasingly need the library's free resources. In response, a group of volunteer designers and librarians conceived of Branch, a community design project to engage residents and other stakeholders to develop a temporary library open on Sundays during the hours that the BPL normally would operate.

Branch has partnered with the Myrtle Avenue Revitalization Project, a Fort Greene-based nonprofit community organization, to launch the project starting September 6th on an unused Citibank parking lot on the corner of Myrtle Avenue and Clinton Avenue. In September, volunteers will work with local stakeholders to design and plan the program and space for a temporary library. In October, the project will open, offering free books and activities to all.

The competition invites participants to develop concepts for a temporary, outdoor installation that will house the functions and program of a library—places to gather, read, browse books, attend events, etc. The space should attract passersby on the busy thoroughfare of Myrtle Avenue. It should provide shelter and create room for program activities and the display of reading material.

There will be two workshops for entrants to learn more about the project and the site, and to talk to project organizers. The first will be on Tuesday, Sept 1 at Center for Architecture from 7-8pm. The second will be on Sunday, September 6, at the site, from 11am-7pm. Entrants are encouraged, but not required, to attend one of these sessions. (Please see the schedule for more information.)

All entries will be on display at the site throughout September to demonstrate to local stakeholders the possibilities for transforming the parking lot into a welcoming, engaging space. Selected designers will be invited to develop their ideas further in collaboration with local stakeholders for the final project in October.



Project Requirements

- Create an installation that can be easily assembled and disassembled every Sunday.
- Create shade/shelter from sun and rain.
- Allow space for program events/activities including readings, performances, etc.
- Create areas to sit and read quietly.
- Address the relation of the corner lot to the street, and the project's ability to attract passersby.

Project Site

Citibank parking lot, Fort Greene, Brooklyn

The site is an active parking lot during the week, but parking is prohibited on Sundays when the Citibank branch is closed. The site is bounded by Myrtle Avenue to the North and Clinton Avenue to the west. The bank branch is on the east, and a large housing complex lies to the south.

A low, wrought-iron fence encloses the site; there are openings in the fence to accommodate a narrow pedestrian path along the eastern edge of the site, and along Clinton Avenue to allow vehicular access.

Site plans and images are available for download at www.afhny.org



Submission

Entries need not include complete library installation design. Partial designs and design elements encouraged ie shelving, seating, shelter, etc. Entrants should compile one (1) 11x17 presentation board (landscape format). Boards should include, at minimum:

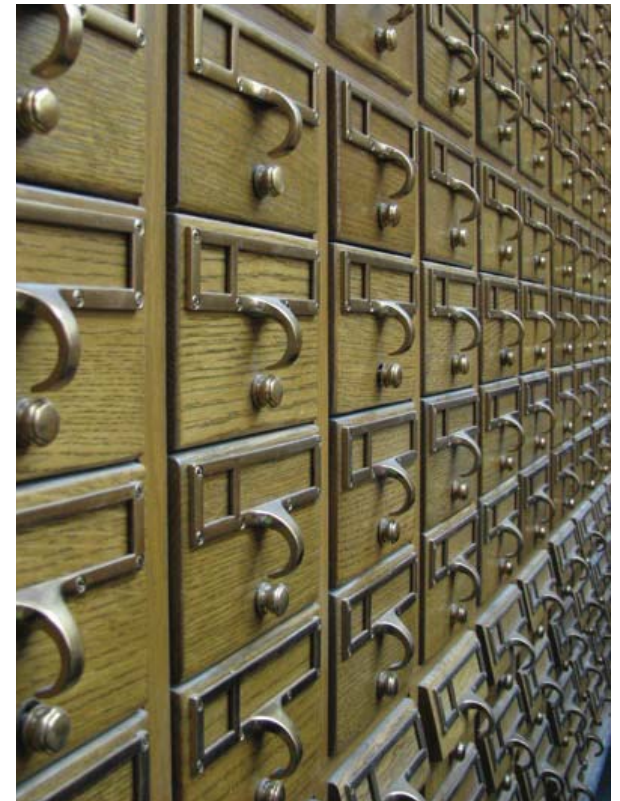
- a perspective view
- a plan
- any other drawings or text necessary to explain the entrant's concept
- the phone number of designer (or one of the designers) in the lower left hand corner of the board. Phone number will be used for identification of the entries.
- DO NOT include any names, firm names, school names, etc. on the board.

Entrants must submit a digital file:

- The digital file (180 dpi minimum) must be submitted via email to branch@afhny.org

Schedule

September 1 2009	Design workshop Center for Architecture 7-8pm 536 LaGuardia Pl, NY, NY
Septmeber 6 2009	On-site design workshop 430 Myrtle Avenue (at Clinton), Brooklyn, NY 11am-7pm (rain location: Pillow Café, 505 Myrtle at Ryerson)
September 11, 2009	SUBMISSION DEADLINE
September 13, 2009	Review/display of entries on-site
Sept-Oct	Winners invited to develop projects in collaboration with neighborhood stakeholders
October 4, 2009	Installation of final project



Rules

The purpose of the Branch Open Call for Ideas is to generate ideas and design concepts for a future AFHny project to develop a temporary library installation for Branch. To that end, we ask that all entrants read and agree to the rules before entering the competition. The rules are intended to make it possible for Architecture for Humanity, NY to share all of designs submitted to the competition with those who could benefit most from them and—ultimately—to build one or more winning designs.

In submitting an entry to the Branch Open Call for Ideas, all participants agree to comply with the rules and terms of entry below.

Eligibility

The Branch Open Call for Ideas is a local competition run by AFHny, the New York City affiliate of Architecture for Humanity. This competition is open to architects, landscape architects, designers, artists and students residing in the state of New York, New Jersey, or Connecticut.

Participants may participate in multiple teams. For jurying purposes, each design is considered as a separate entry. Multiple designs will not be considered as a single entry.

Period of Submission

Entrants are invited to develop their design throughout the submission period. Once the submission period has ended they will not be permitted to make changes to their entry until the jurying has concluded at which time entrants will regain access to their project and may continue to develop their design. Entries that are late, illegible, incomplete, misdirected or incompletely received will not be eligible.

The period of submission is September 1 2009 to September 11, 2009. The competition organizers reserve the right to delay or extend the period of submission.

Anonymity and Design Credit

Entries submitted for consideration should include only a phone number in the bottom left hand corner as specified in the submission requirements. All entries must be submitted without any markings that will identify team members in order to facilitate fair jurying of the competition. Failure to comply with this rule will lead to disqualification.

Disputes

The organizers reserve the right to make a final decision regarding the winning scheme and any funding that may be made available for the development or implementation of designs entered into the competition. The competition administrator's decisions in connection with all matters concerning the competition shall be final and binding.



Rules (cont.)

Ownership and Copyright

By entering the competition, entrants agree to license all materials submitted under the Creative Commons and to adhere to the terms of that license.

Entrants shall own all design concepts, drawings, images, renderings, sketches, photographs, models, and/or text, documents, information or other materials submitted in association with the competition provided. However, the entrant hereby grants Architecture for Humanity, Architecture for Humanity New York, and its designees perpetual, free, unrestricted use of the submission materials in fulfillment of its charitable purposes, including its annual report, its websites and in communications with volunteers, funders and the media and all other purposes specified in these rules. Such use is expressly not directed toward commercial advantage or private monetary compensation.

Notwithstanding AFH's rights as a Licensor, competition entrants shall retain full rights to use the documents in other projects for commercial and for-profit purposes. By entering this competition entrants warrant that all materials submitted by them are their own, that nothing in the submission of these materials will infringe the copyright or any other right of any person and that they have full authority to submit the materials for such purposes.

Exhibition and Publication

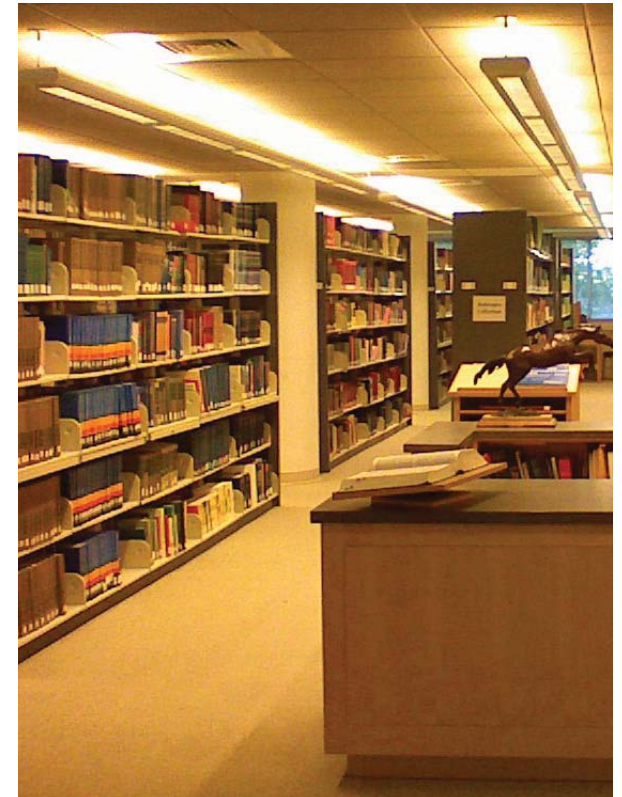
The organizers will exhibit selected entries to the Branch Open Call for Ideas, during and after the competition. The results of the competition may be presented online, in galleries or other venues, or in a printed publication and all entries will be available to be viewed on the Open Architecture Network. Selected and Finalist entrants may be asked to build scale models representing their design and provide printed presentation boards for exhibition purposes.

In any exhibition, publication, or website, the organizers will make every effort to properly credit the appropriate competitors. Architecture for Humanity, NY and its designees reserve the right to utilize materials submitted by entrants in any publication or promotional endeavor in perpetuity and free of charge (See "Ownership and Copyright").

Limitation of Liability

By entering the competition, all entrants and team members agree to indemnify, defend and hold Architect for Humanity including its chartered units, and its governors, directors, officers, employees, agents, partners, funders, sponsors and volunteers from and against any and all suits, claims, demands, liabilities, damages, costs and expenses (reasonable attorneys' fees) arising out of or relating in any way to services it provides in connection with this agreement.

If you have any questions about the rules stipulated above, please do not hesitate to contact the competition administrators.



Organizations

Architecture For Humanity is a 501(c)(3) charitable organization that seeks architectural solutions to humanitarian crisis and brings design services to communities in need. We believe that where resources and expertise are scarce, innovative, sustainable, and collaborative design can make a difference.

www.architectureforhumanity.org

Branch is an informal network of designers and librarians who have organized this community-design project to demonstrate the importance of New York's public space and the possibilities—even during a recession—of collective action.

www.branchlibrary.org

Myrtle Avenue Revitalization Project Local Development Corporation, often referred to as MARP, is a not-for-profit, 501(c)3, local development corporation incorporated in January 1999 and founded with the mission to restore the "Main Street" of the Fort Greene and Clinton Hill community to a bustling, economically vital neighborhood commercial corridor that provides entrepreneurial, cultural, recreational, and employment opportunities for all those who live, work, study or have an interest in the area.

In September, MARP is hosting Move About Myrtle, a month-long project to transform Myrtle Avenue into an active, temporary, pedestrian-friendly public space. From 11am to 7pm each Sunday in September, the commercial corridor will become a neighborhood plaza, all organized with the help of local community groups and Myrtle merchants.

www.myrtleavenue.org

Credits

Presentation brief by Matt Charney (AFHny) and Jerome Chou (Branch).

Photographs and images by Jerome Chou (Branch) and courtesy of Flickr users allatan, haaaley, C.O.D. Library and Library Development @ Washington State Library. For more information contact Matt Charney at mcharney@afhny.org.

The logo for AFHny (Architecture for Humanity New York) features the letters 'AFHny' in a bold, red, sans-serif font. The 'A' and 'F' are tall and narrow, while the 'H' is wider and shorter. The 'ny' is in a smaller, lowercase font.

The New York City affiliate of Architecture for Humanity