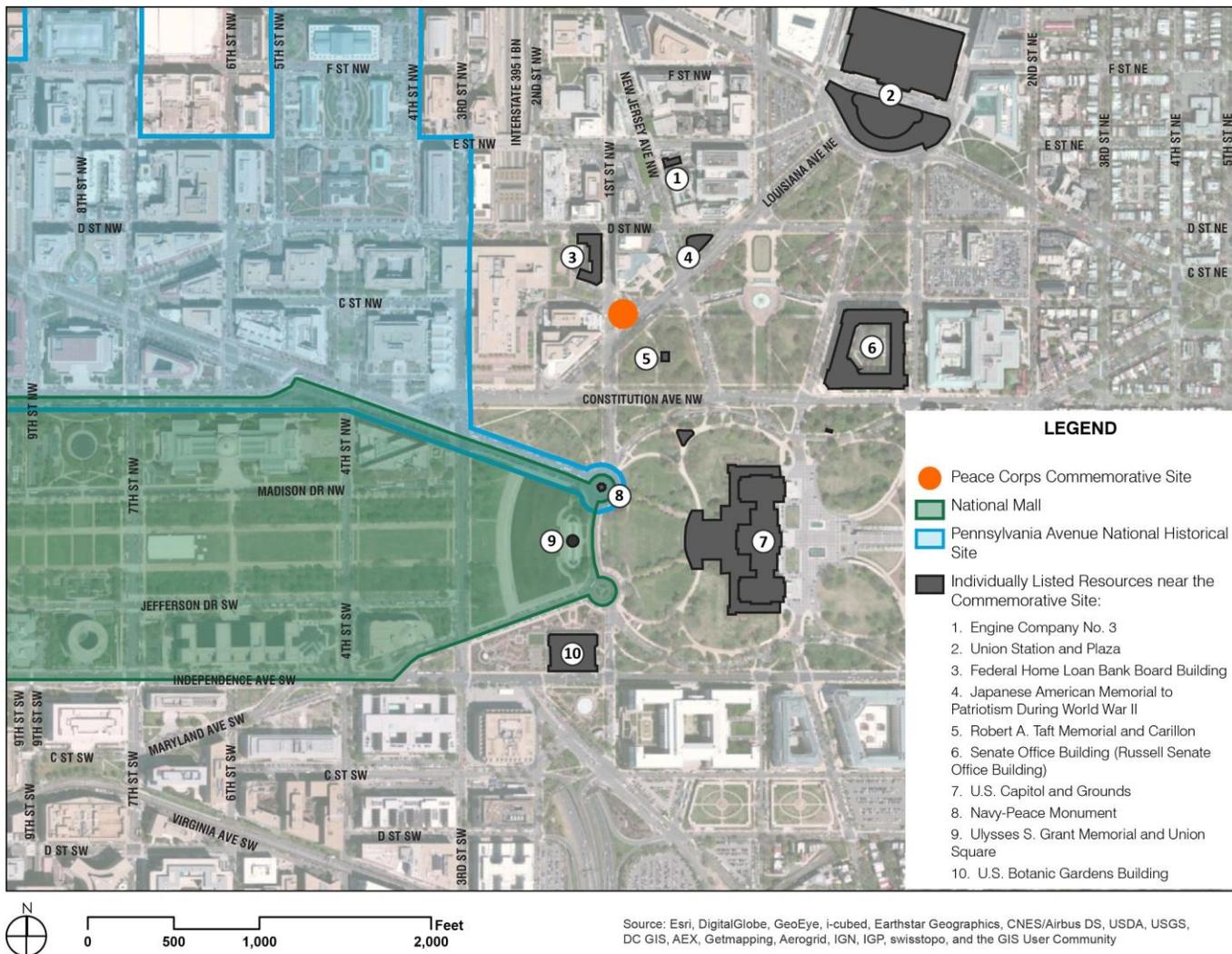


National Design Competition Brief

for creation of a

Peace Corps commemorative work in Washington, DC



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Competition Sponsor: Peace Corps Commemorative Foundation (PCCF)

Competition Website: www.PeaceCorpsDesign.net

Competition Manager: Roger K. Lewis, FAIA

PEACE CORPS COMMEMORATIVE FOUNDATION

The Peace Corps Commemorative Foundation (PCCF) is sponsoring a two-stage, national design competition to select an artistically exceptional design concept for a permanent commemorative work in the heart of Washington, DC.

The commemorative work will honor the enduring historic significance of the 1961 establishment of the Peace Corps and the fundamental American ideals and values embodied in Peace Corps and expressed in Peace Corps service.

The commemorative site is a visible triangle of federal parkland located near the U.S. Capitol Building and Capitol Grounds, the National Mall and Washington's historic Union Station. The National Park Service (NPS) will maintain the commemorative work in perpetuity after construction is completed.

This Brief sets forth the design aspirations for the commemorative work and describes in detail the two-stage competition process and schedule; the commemorative site; eligibility requirements; design guidelines; design concept submission requirements; and competition provisions. At the conclusion of Stage II, the Stage II Jury will select a preferred design concept and designer(s) with whom the PCCF intends to contract for design and implementation of the project.

I. A Memorable Work of Public Art: PURPOSE - MEANING - MESSAGE

The purpose of this national design competition is to provide designers from all across the United States an opportunity to create a compelling design concept for a truly unique commemorative work of public art, a design concept that will be bold and inspirational.

The design should focus on and express American ideals and values that are the essence of the Peace Corps and Peace Corps service. It should be about America and our aspirations as a people, and about the Peace Corps as a manifestation of those aspirations.

The commemorative work is purposely not called a monument or a memorial. It should not be a monument to the Peace Corps as a federal government agency, nor to Peace Corps volunteers, nor to volunteers who gave their lives in service. It should not be a monument to President Kennedy, to Sargent Shriver, to the Peace Corps' founding documents, nor to the geopolitical conditions that motivated the creation of the Peace Corps.

The text below is intended not only to provide some historical background, but also to spark reflection and design creativity.

Birth of the Peace Corps

In his 1961 inaugural speech, President Kennedy called out to Americans:

“To those peoples in the huts and villages across the globe struggling to break the bonds of mass misery, we pledge our best efforts to help them help themselves, for whatever period is required—not because the Communists may be doing it, not because we seek their votes, but because it is right.

“If a free society cannot help the many who are poor, it cannot save the few who are rich...now the trumpet summons us again...to a struggle against the common enemies of man: tyranny, poverty, disease, and war itself.”

Kennedy concluded with a much broader call to the conscience of Americans:

“Ask not what your country can do for you, ask what you can do for your country.”

Within months of this challenge, under the leadership of Sargent Shriver, Congress authorized a new government agency called the “Peace Corps.”

The Peace Corps as an Expression of our American Ideals

The Peace Corps’ promise to the world embraced democratic ideals shared by all Americans, binding us together and giving meaning to the American journey: that all men are created equal; that we are entitled to certain inalienable rights, among which are life, liberty, and the pursuit of happiness; and that every person should enjoy the benefits of a future unrestrained by poverty, ignorance, and disease.

The Peace Corps concept was bold. It asked ordinary American citizens, rather than Foreign Service or professional aid workers, to volunteer several years of their lives, with only a subsistence allowance, to live and work in often difficult conditions, alongside those they had come to serve.

The story of the Peace Corps is told through the individual service of volunteers who come from all parts of the country with diverse backgrounds and various motivations. Yet Peace Corps service requires some of the finest attributes of what it means to be an American: self-confidence and humility, fearlessness and compassion, commitment and flexibility, individual strength and reliance on others. The challenges are great and the impacts of service are often not immediately visible. But with the “can do” attitude and practical idealism characteristic of Americans, volunteers are not afraid to tackle “the toughest job you will ever love.”

On June 14th, 1962, President Kennedy described the relationship of Peace Corps to the American character.

“Because the military defense of the Free World rests in the main upon the United States, the emphasis has been continually on alliances and upon the military strength of our country..... This inevitable requirement...has presented the United States in many key parts of the world as a rather harsh, narrow-minded, militaristic, materialistic society.

“The Peace Corps gives us an opportunity to emphasize a very different part of our American character: the idealistic sense of purpose which motivates us, which is a very important and real part of American character...The Peace Corps gives this particular side of American life a channel for expression....

“To be able to make a maximum effort to serve peace in a time of maximum danger I would consider the most satisfactory of human experiences.”

Peace Corps Service in a Complex World

In 1963, after referring to then prevailing reservations about the efficacy of a Peace Corps in a complicated and dangerous world, Sargent Shriver made it clear why Peace Corps matters:

“What difference can it possibly make in the face of such enormous and complex forces that a few thousand Americans go overseas to serve mankind?...Isn’t it an illusion to think that the Peace Corps might actually help to bring peace – help to change the world?...Guns won’t change the world, that is one of the great lessons of this bloody century. Dollar bills won’t change the world. Nor will simple goodwill.”

“(Peace Corps volunteers are living examples of) the most powerful idea of all...the idea that free and committed men and women can cross, even transcend, boundaries of culture and language, of alien tradition and great disparities of wealth, of old hostilities and new nationalisms, to meet with other men and women on the common ground of service to human welfare and human dignity.”

The Ideals of Peace Corps as an Enduring Part of the American Ethos

The challenge of striving for a more peaceful world will never cease to exist. America must continue to confront that challenge in a variety of ways and with the strength and generosity of spirit that define our national will and character. Permanently honoring and celebrating the American ideals expressed through Peace Corps service will be an enduring reminder, to ourselves and to the world, of all that it means to be an American.

Just as “E Pluribus Unum” expresses the belief that out of many we are one, and that anyone of whatever background can become an American, it reminds us that we belong to a common humanity that stretches across the world. The Peace Corps manifests this American belief that individual lives matter; that individuals can make a difference; and that by living and working with mutual respect and trust alongside others beyond our shores, we are laying the groundwork for a better and more peaceful world.

II. Eligibility and Registration

This design competition is open to artists; landscape architects; architects; and students currently enrolled in a university-level program. An individual, a team of individuals or a firm can compete. For individual competitors, a university degree or state-issued license in architecture or landscape architecture is not required. All individual competitors must be at least 18 years of age.

To be eligible, a competing individual, one member of a competing team or one owner of a competing firm must be a U.S. citizen or legal permanent resident of the United States.

An individual, team or firm interested in participating in this competition should first pre-register for Stage I via the competition website, www.PeaceCorpsDesign.net. Pre-registration entails no obligation but enables the PCCF to keep interested competitors informed during the competition.

Prior to or upon submission of a Stage I design concept, each competing entity - individual, team or firm - must register by completing a **design concept submission form** accompanied by a **\$100.00 non-refundable registration/entry fee. For university students, the non-refundable registration/entry fee is \$50.00.**

A single competing entity - individual, team of individuals or firm - may submit more than one Stage I design concept by paying a \$100.00 entry fee, or \$50.00 for university students, for each additional Stage I design concept submitted.

The PCCF is using <https://PCCF.Submittable.com>, linked to the design competition website, www.PeaceCorpsDesign.net, to establish a unique account for each competitor; to record and confirm pre-registrations; to communicate with competitors; to process Stage I design concept submission forms; to upload design concept files; and to process registration/entry fee payments (payable by credit card). Submittable.com enables a competitor to create a unique user account in which the competitor may save a draft of the design concept submission form. Registration/entry

forms, fees and uploaded design concepts must be submitted on or before the deadline stipulated in the competition Schedule at the end of this Brief.

III. Stage I: Design Concept Development, Submission Guidelines and Requirements

In expressing the purpose, meanings and messages set forth in Section I above, the Stage I design concept should aspire to create a distinctive, significant, compelling commemorative work in the nation's capital, a place of interpretation, contemplation and inspiration. It should be and feel unique among other commemoratives in Washington, DC, thereby becoming a must-see destination for adults and children visiting from home and abroad.

Maps, plans, photographs and analytical diagrams showing the site and site context are available on the competition website: www.PeaceCorpsDesign.net.

The Stage I commemorative work design submission should be entirely **CONCEPTUAL**, an idea expressed visually, whether as freehand sketches or CAD-produced images. However the concept is represented, whatever the media, the design concept should delineate a memorable vision for the entire site showing the proposed form of the commemorative work and site composition within the site context. Ideas for materials, vegetation and interpretive elements, such as deployment of texts or quotations, should be shown, but proposing specific texts or quotations is not required. Competitors are strongly encouraged to suggest a name for this commemorative work, because “Peace Corps Commemorative” and “commemorative work” are only placeholders.

Types of drawings and media are up to each competing entity. Submissions may include 3-D images (perspectival, parametric); photomontages; scaled orthographic drawings (plans, elevations, sections) **with graphic scales**; explanatory diagrams; call-outs and annotations; and titles. Explanatory text should not exceed 150 words. Video submissions are not acceptable.

Questions about this Brief or about Stage I of the competition must be received **on or before 4:00 pm ET** on the date indicated in the Schedule at the end of this Brief. Questions must be submitted in writing to info@PeaceCorpsDesign.net. Responses to questions relevant to all competitors will be posted on www.PeaceCorpsDesign.net/faq/ shortly after each question is received. The PCCF will not respond to telephone inquiries and voicemail messages.

Submission requirements for Stage I design concepts:

- the format shall be a **single, horizontally oriented, 24 inch high by 36 inch wide “board;”**
- the board can be a digital composition or a digital scan of a manually produced composition;
- a **PDF or JPEG file not exceeding eight (8) megabytes** shall be submitted to Submittable.com;
- do NOT show any submitter identification on the design concept board

Stage I design concept submission forms, registration/entry fees and design concepts are due on or before 4:00 p.m. ET on the date shown in the design competition Schedule at the end of this Brief.

After submissions are verified for compliance with design competition requirements and Conditions set forth in Section VII of this Brief, the Stage I Jury will select up to six (6) design concepts and Finalist entities (individual, team, firm) to compete during Stage II.

The names of Jurors for the Stage I Jury and Stage II Jury will be posted on www.PeaceCorpsDesign.net as they accept the PCCF’s invitation to serve.

IV. Stage II: Design Concept Development, Submission Guidelines and Requirements

During the Stage II period indicated on the design competition Schedule, each Finalist will refine its design concept and will be given relevant written comments made by the Stage I Jury.

Each Stage II Finalist entity or individual shall prepare: either two or three 24" x 36" boards - and PDF or JPEG depictions of the boards - showing the refined design concept; a 1" = 10' scale model of the refined concept showing the commemorative site and site context; and a preliminary construction cost estimate. Upon successful completion and acceptance by the PCCF of Stage II work, each Finalist entity or individual will receive a stipend of \$17,500.00. The stipend is to help cover out-of-pocket design costs as well as the expense of travel to Washington, where each Finalist will present a refined commemorative work design concept.

Per the Schedule, each Stage II Finalist - individual, team or firm - shall make an oral presentation to the Stage II Jury, showing and explaining the content of the boards, scale model and construction cost estimate. Immediately following the presentations, the Stage II Jury will deliberate and choose the preferred design concept and designer.

V. Design Guidelines

The non-prescriptive guidelines below encompass PCCF aesthetic aspirations, best design practices, desirable functional and technical objectives, applicable jurisdictional criteria and general construction standards. While providing basic information all competitors will need, the guidelines should in no way limit artistic creativity or originality.

V-A. Site Development Guidelines

1. Design of the commemorative site is to be "curb-to-curb," including reconstruction of public sidewalks around the site perimeter. However, redesigned sidewalks must maintain access to existing, subgrade utility manhole structures (electric, sewer, water) shown on site plans.
2. Alignment of the edges of the Louisiana Avenue sidewalk, currently under the jurisdiction of the Architect of the Capitol (AOC), must be maintained to retain consistency with Louisiana Avenue sidewalks to the north and south. The sidewalk can be designed using paving other than concrete and can be visually contiguous with commemorative work's paving.
3. If changing topography, cut and fill should be balanced to the maximum extent feasible.
4. Stormwater should be captured and retained on-site to the maximum extent feasible, with "hardscaped" surfaces to be permeable for rainwater absorption.
5. Vegetation should be drought and shade tolerant, native to the region, and appropriate for existing on-site soil conditions. New topsoil may be installed if required in planted areas.
6. Currently an aging, 37"-caliper red oak stands near the center of the site, and a 15"-caliper American elm stands in the northeast portion of the site. Their root systems occupy over half the modestly sized site's central, developable area, and the trees' lifespan is short compared to the centuries-long lifespan of the commemorative work. Therefore, incorporating these trees as part of a compelling design for the site is not recommended.
7. The planting strip - also called a "tree lawn" - adjacent to the sidewalk within the Louisiana Avenue right-of-way must be preserved.
8. Four disparately sized red oak trees occupy the planting strip. Because one of the larger trees is unhealthy and must be removed, replacing some or all of the trees in the strip to achieve consistency of street tree size and spacing is recommended.
9. Assume the traffic signal control box at the northeast corner of the grass panel will be moved to the north end of the planting strip on the east side of the Louisiana Avenue sidewalk.

V-B. Commemorative Work Design Guidelines

1. No aesthetic style or expressive language is suggested or mandated for the commemorative work.
2. The commemorative work should include interpretive elements conveying essential meanings and messages.
3. No statues or representations of historic (e.g., President John F. Kennedy, Sargent Shriver) or other publicly identifiable individuals are allowed.
4. The commemorative work must be readily visible from surrounding areas and should not be screened off or obstructed visually. For security and other reasons, walled-in, enclosed or hidden spaces inaccessible to public view should be avoided.
5. The commemorative work should maximize sustainability through use of recycled materials and energy-efficient construction technologies.
6. All construction materials must be non-toxic, durable, weather-resistant and structurally stable. No exposed wood is to be used.
7. Designs incorporating interactive elements are allowable.
8. Lighting should be subtle, shielded to eliminate glare or off-site light spillage, and lamped with long-lasting bulbs.
9. Built elements should not exceed 50 feet in height measured from the highest point on surrounding public sidewalks. Washington, DC, zoning regulations allow 90-foot-high buildings on surrounding, non-federal properties.
10. Computerized devices, electrically powered equipment or electronic digital displays are not permitted as built-in parts of the commemorative work.

VI. Commemorative Work Budget

A definitive budget for construction of the commemorative work has not been established. The budget will be determined based on the final design chosen at the end of Stage II and preliminarily on the construction cost estimates submitted by Finalists. Nevertheless, during both Stage I and Stage II, financial feasibility will be one of the many considerations in judging design concepts.

VII. Design Competition Conditions

1. By registering, paying necessary fees and submitting a design concept, all competing entities (individual, team, firm) participating in this design competition accept and agree to abide by all the provisions set forth in this Brief and the Conditions set forth in this Section VII.
2. All submissions must be original design concepts, created exclusively for this design competition, and must not infringe on the intellectual property rights of any third party or any other competing entity participating in this competition.
3. Before the PCCF announces on its website that design contracts with the chosen designer(s) have been fully executed and the chosen design concept and site have been Approved by the U.S. Commission of Fine Arts (CFA) and National Capital Planning Commission (NCPC), no competing entity shall disclose its commemorative work ideas and design concept submission to any other competing entity, to the press, to other public media, or to any person or organization other than the PCCF.
4. The PCCF, in its sole discretion, may reject or disqualify design concept submissions that do not substantially comply with these Conditions or competition requirements. If the PCCF deems a submission noncompliant, the PCCF will notify in writing the competing entity

submitting such noncompliant design concept that the submission is disqualified and entry fee forfeited.

5. The PCCF shall retain possession and exclusive right-of-use of all submitted design concepts and materials during Stage I. The PCCF shall retain possession, ownership and exclusive right-of-use of all submission materials (boards, models and digital materials showing design concepts) during Stage II. The PCCF shall permanently retain all copyrights as well as possession, ownership and exclusive right-of use of the chosen design concept and its submission materials. Exclusive right-of-use includes, but is not limited to, public exhibition, public dissemination and design of the Peace Corps commemorative work. However, Stage I competing entities and Stage II competing entities whose design concepts are not chosen shall retain copyright to their design concept submissions, which they may use for their own purposes only after the PCCF has announced on the design competition website that design contracts with the chosen designer(s) have been fully executed and the chosen design concept and site have been Approved.
6. During the CFA and NCPC reviews of the chosen design concept and site, these agencies may suggest or require design modifications. The chosen designer shall agree to make such modifications, if required, in accordance with a contract with the PCCF, the terms of which will be shown to Finalists for their information during Stage II. Such contract will cover all services necessary for subsequent agency approvals, detailed design documentation, building permits and construction. This contract is to be negotiated and executed immediately after the Stage II Jury chooses the preferred design and designer(s) and prior to reviews by the CFA and NCPC. Execution of this contract by the preferred designer(s) is a condition for submission of the chosen design concept to the CFA and NCPC, and failure to execute this contract by the preferred designer(s) will disqualify the preferred design concept.
7. The designer of the chosen design concept shall agree to collaborate with qualified consultants, selected by the PCCF with the approval of the NPS, to implement the commemorative work if the PCCF and NPS deem that the concept designer lacks the professional expertise and technical qualifications to carry out detailed design, engineering and administration of construction. Such consultants shall perform services under contract with the PCCF.

VIII. Design Competition 2015 Schedule

Dates below are subject to change, and if changed, an amended Schedule will be posted on the competition website. All pre-registered and registered competing entities will be notified of such Schedule amendments.

2015 SCHEDULE

STAGE I

Monday March 9:

Design competition announced, online pre-registrations and Stage I design begin

Monday June 1:

Deadline for receipt of questions

Friday June 12:

Deadline for receipt of submission forms, entry fees and Stage I design concepts

Saturday June 27:

Stage I Jury completes review of design concept submissions and selects Finalists

Questions due June 1 and submissions due June 12 must be received no later than 4:00 pm ET.

STAGE II

July-September:

Stage II Finalists refine concepts, prepare boards and preliminary cost estimates, build model

Saturday September 12:

Stage II Finalists come to Washington to present refined design concepts to Stage II Jury for selection of the preferred design concept