

# MEMORY

## BRIEF

Memory is an embodied condition of human reality. It is the primary means by which we record, archive, and share our past. Through memory we understand and navigate our surroundings, including the built environment. The modern digital ability to record comes with new methods of navigating and deciphering. Flattened scenes, mobile phonebooks, and the like all demonstrate a lack of need to remember what once might have been intentionally filed away in the mind. Therefore, is a digital method of remembering appropriate within the built environment? How do we detect truth in our recollections? Is memory always the way we interpret the truth about a piece of architecture? Or is memory so highly personal that reality becomes a web of interconnected truths, each a little different from one person to the next? Can reality ever fully be obtained through memory? Is a memory of reality even necessary to validate meaningful architecture?

What factors have influenced your interpretation of the meaning of memory in relation to a more meaningful architecture? Can these memories be quantified or categorized into a typology? How does technology represent, or not represent, a shift in the way we might remember or represent the built environment?

Participants are asked to illustrate, through (1) graphic image, (1) drawing, and a maximum 400 word statement, an idea they feel pertains to the shifting landscape of memory through the accessibility of digital media and the potential impact on architecture the shift might have. Illustrations can directly relate to the built environment or be more representational of an idea on the subject.

Participants are encouraged to think about memory from several points of view and should not feel restricted to limit the creativity of their submission.

## EVALUATION CRITERIA

Proposals should demonstrate a high level of thought behind the subject of memory as outlined in the brief. Strong proposals will communicate this thought in a concise, engaging, and well illustrated way.

The jury's decision is final and sovereign in determining the 1st, 2nd, and 3rd place winners. The jury has the right to add honorable mentions as they feel necessary.

## SUBMISSION MATERIALS

Each team is required to submit (2) 18in x 18in (457mm x 457mm) boards. (1) board should be a graphic image. (1) board should be a drawing. Teams should freely interpret the meaning of 'graphic image' and 'drawing' to support their submission. Teams must place their given confirmation number in the upper left corner of their boards in Arial 12 pt font. On a separate document all teams are to provide up to a 400-word max. body of text or explanation of the submission.

[www.archoutloud.com/submit](http://www.archoutloud.com/submit)

## AWARDS

<b>1ST PLACE</b>	<b>\$1,000</b>
<b>2ND PLACE</b>	<b>\$500</b>
<b>3RD PLACE</b>	<b>\$250</b>
<b>TOTAL AWARDS PACKAGE</b>	<b>\$1,750</b>

Award winners will be featured on the *arch out loud* website and in the *out loud* journal. Award winners will receive an official certificate of placement.

# COMPETITION DETAILS

- 10/06** Registration opens and Early registration begins
- 10/30, 12am** Full brief release and competition open
- 11/05, 12pm** Registration close
- 11/06, 12am** Submissions due

\*All times are EST (GMT -4)

## PAYMENT

- early registration: **\$20**
- regular registration: **\$35**

Payments for registering teams in the competition are made through the arch out loud web page portal. A team is not officially registered and will not receive the registration package until they complete the payment process.

### Credit or Debit Cards

The following major credit cards may be used and will be handled by Weebly checkout to ensure web security: VISA, MasterCard, American Express, and Discover. Please provide the cardholder's name and cardholder information exactly as shown on the card. arch out loud will not have access to any credit card or personal information. No extra fees will be charged for using this method of payment.

## REGISTRATION

Following registration each team will receive an email with a confirmation number. Make sure to keep track of this number as this is your team's personal identification and the only means of identifying teams. The number will be necessary for the project submissions. Once the registration process is complete there are no refunds of fees.

[www.archoutloud.com/register](http://www.archoutloud.com/register)

# RULES AND REGULATIONS

## ELIGIBILITY

Teams may be formed by one (1) or (2) individuals. Team members can come from different countries and universities.

Under no circumstances will members of the jury, members of the organization or persons with a direct personal or professional relationship with members of the jury be allowed to participate in this competition.

## OWNERSHIP AND COPYRIGHT

All material submitted to the competition will become property of arch out loud and therefore give arch out loud all rights to publishing material for promotion. Any materials that are published will be given appropriate attributes to authors. arch out loud maintains the right to modify any information in its files in order to better adapt it to any publishing platforms.

## ADDITIONAL NOTES

arch out loud reserves the right to make any changes to this document. All modifications will be posted on the competition faq page. It is the responsibility of the team to check the arch out loud website.

arch out loud was not hired or contracted to organize this competition. Every aspect of this competition was fully developed by arch out loud.

Breaking of rules and terms set in this competition brief or on the arch out loud website will result in the disqualification of the given team without any refund of registration fees.

[www.archoutloud.com/terms-and-conditions](http://www.archoutloud.com/terms-and-conditions)

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