

PROPAGANDA

BRIEF

Propaganda has served to influence populations in varying forms throughout centuries. Architecture, sometimes thought of as the most political of the arts, has had immeasurable effects throughout history due to its' duration of exposure on societies. The built environment has been used as a vessel to reflect and promote the wealth, power, and intellectual achievements of societies. Architectural propaganda, like architecture itself, is inescapable. The built environment cannot be ignored or bypassed like other art forms. Buildings, monuments and public spaces are on constant display and portray ideas that reach far beyond tangible experiences, entering the psychological state of a population.

Given the capacity of architecture to spread ideas and beliefs beyond the cement and stone, architectural propaganda has gained a negative connotation for its common use in promoting exclusion and nationalism throughout history. Propaganda by definition is the method of spreading biased or misleading information with the purpose of injuring an institution, cause or person.

Architecture is an endeavor of permanence while ideas and mindsets naturally shift. In what ways can we reimagine, reinterpret or repurpose existing architectural propaganda, or how might its role be reimagined in the built environment for years to come?

Reimagine. Reinterpret. Repurpose.

EVALUATION CRITERIA

Participants are asked to illustrate, through (1) graphic image, (1) drawing, and a maximum 400 word statement, an idea they feel pertains to the reimagining, reinterpreting, or repurposing of architectural propaganda. Illustrations can directly relate to the built environment, products and inventions or representational ideas and strategies.

Participants are encouraged to think about the notion of architectural propaganda and should not feel restricted to limit the creativity of their submission.

Proposals should demonstrate a high level of thought behind the subject of reciprocal design 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

AWARDS

1ST PLACE	\$1,000
2ND PLACE	\$500
3RD PLACE	\$250

TOTAL AWARDS PACKAGE **\$1,750**

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



COMPETITION DETAILS

03/04, 12:00 am	Registration opens and Early Registration begins
04/01, 12:00 am	Full brief release and competition open
04/08, 11:59 pm	Registration close
04/08, 11:59 pm	Submissions due

*All times are EST (GMT -4)

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.

PAYMENT

early registration: **\$25**
regular registration: **\$45**

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.

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

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

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

copyright © 2016. www.archoutloud.com. all rights reserved.