

INNOVATION THROUGH INTEGRATION

A Competition Benefitting Ronald McDonald House Charities – Western Washington & Alaska

**OFFICIAL RULES
AIA WASHINGTON COUNCIL AND THE
MASONRY INSTITUTE OF WASHINGTON
DESIGNER DOLL HOUSE CHALLENGE**

EXECUTE: A design exhibit and competition featuring Urban Mixed Use dollhouses for Live, Work & Play.

Architecture firms are challenged to join forces with Washington's Masonry Contractors to design and build a miniature scale dollhouse to be displayed through MAY 8, 2014 with proceeds donated to Ronald McDonald House Charities (RMHC).

GOAL: Design and construct a dollhouse building utilizing masonry products:

- Architect designs it
- Masons consult on masonry features
- Material/Product supplier enhance features for integration
- Feature the doll houses at the AIA-WA 2014 Civic Design Awards and MIW Awards of Excellence

FEES: Each entry shall be accompanied by a minimum **\$150.00 space reservation, processing fee and RMHC donation (\$100)**. This fee is non-refundable. Entries fees and form should be submitted to MIW, 10519 NE 38TH PLACE, BLDG. 12, KIRKLAND, WA 98033; ATTN: DOLL HOUSE CHALLENGE.

ENTRY RESERVATION DEADLINE: Deadline for entry space reservation is **Jan. 3, 2014.**

ENTRY DELIVERY TO COMPETITION: Contestants must deliver their physical entries to the Masonry Institute of Washington office 10519 NE 38th Place, Bldg. 12, Kirkland, WA 98033; or the AIA WA Council office, 724 Columbia St. NW, Olympia, WA 98501 . **Delivery: February 28, 2014.** All entrants will be advised by email of specific information and/or any change in delivery time or date.

ENTRY LIMITATIONS/RESTRICTIONS:

Participant Procedures:

- Interested architecture firms/masonry teams are asked to complete an application form. (attached)
- Architects may select an area mason contractor or masonry product supplier or contact the MIW (tsneal@masonryinstitute.com) for a list of participating masonry representatives.
- Architect/Masonry team will provide a minimum \$150 entry fee which 1/3 will go toward competition product and 2/3 to Ronald McDonald House Charities.
- Architect/Masonry team is encouraged to meet and discuss the team project concept and goals. In addition, the team must select a non- architectural product/material supplier to work with

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the team to develop a creative and innovative design concept integrating masonry with the product/material.

- Product/material supplier will be asked to provide an additional donation to Ronald McDonald House Charities (donation can be made payable to RMHC – and mailed to MIW, 10519 NE 38th Place Bldg. 12, Kirkland WA 98033 – or paid online at www.aiawa.org.)
- The team will organize production of a display board and dollhouse to represent the team concept for exhibition and competitive judging. It is anticipated that architecture firms will be primarily responsible for production, though participation by all team members is encouraged.
- The exhibition of the final submissions and judging will take place March 17, 2014 and awards and presentation of the dollhouses to their recipients will take place May 8, 2014 at the AIA-WA Council Civic Design Awards and the Masonry Institute of Washington Awards of Excellence at the W Hotel, in Seattle.

Concept Board - Parameters

- Board size must be 24x36 inches
- Content of the board must represent and describe the team design
- A team project name must be included (this is a name that represents the dollhouse)
- Team member firm names must be included
- Architect
- Masonry contractor
- Material/product supplier
- A minimum of 250 words of description must be included

Dollhouse – Parameters

- Dollhouse Base (site)
- Dollhouse base must be to scale, scale is 1:18 (2/3" = 1'-0")
- All submissions must use provided site plan to develop dollhouse base
- Dollhouse must be permanently secured to base
- Base must be made of 5/8" plywood, MDF, strawboard or other solid, secure material
- Sidewalk strip and landscape buffer strip will be provided, team shall adhere to base
- Representation of site development within building area is encouraged

Dollhouse (building)

- Dollhouse must be to scale, scale is 1:18 (2/3" = 1'-0")
- Building footprint at ground level must not exceed 400 square feet (scaled)
- Building footprint must keep a 4 foot setback from sidewalk edge
- Porches, decks, balconies, overhangs and other extensions are not considered part of the building footprint
- All building parts must stay within the building area line, which is defined by edge of dollhouse base and sidewalk edge
- Dollhouse height cannot exceed 40 feet (scaled)
- One side of dollhouse must remain open for children's play
- Remaining sides and roof must represent finished "architectural" materials in accordance with the team's design concept

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- Removable panels may be used only if repeated removal will not damage dollhouse
- Furniture and other interior elements are not required, but permitted
- Scale figures are not required, but encouraged

Building materials (construction)

- Design teams can construct dollhouses from materials determined appropriate to represent the design intent and selected finish materials
- Masonry products must be represented for minimum 60% of building exterior
- Encouraging “Innovation through Integration” - another material or product must be selected and integrated with masonry in a creative and innovative way
- Dollhouse components must be durable and safe for public display and children’s play

(for information and providers of scale dollhouse components, furniture and figures, please contact the Masonry Institute of Washington – 425-828-0433)

ENTRY SUBMITTAL DEADLINE FOR PROMOTIONS: Entrants should submit 3-5 digital photos for promotional purposes including front, side, back, top and interior shots of the dollhouse via email to tsneal@masonryinstitute.com . A (no more than) 250 word description should accompany the digital photos describing the materials used, any special features, the name of the entry (creativity counts). These digital photos become the property AIA/WA -MIW and may be used in promotional materials for the AIAWA/MIW Dollhouse Challenge and/or the media.

LIMIT ON THE NUMBER OF ENTRIES: Entries will be limited to the **first 30 fee paid reservations received AIA/WA-MIW**. In the event that additional entries are received on the same date at AIA WA Council/MIW, those entries will be placed in a drawing to fill the remaining entry spots. Multiple entries per company, group or individual are allowed and will be treated on a first come first served basis. Multiple entries may be limited depending on space availability.

ENTRIES ARE PROPERTY OF SPONSOR: All entries become the property of AIA/WA-MIW. **All proceeds will go to Ronald McDonald House Charities.**

DURATION: The challenge will begin at the AIAWA-MIW Architectural Design Symposium on November 7, 2013, and will conclude on February 28, 2014, **at 8:30 pm**.

PRIZE INFORMATION: Winners will be awarded prizes in three categories: Most Innovative use of Masonry Products through Integration, Best Urban Mixed Use Design and Best Design Execution/Construction determined by the 8 independent judges. **WINNER DECISIONS ARE FINAL.**

COMPLIANCE WITH RULES: Disqualification of an entry may occur if rules are not complied with as set forth herein. For Rule clarification contact Tonia Sorrell-Neal: 425-828-0433 or at tsneal@masonryinstitute.com.