

REDEFINING HOME: A DESIGN CHALLENGE

Competition Brief

About the Design Challenge

Home Matters® challenges architects, designers and allied professionals to re-define the Home of the future. Through this Design Challenge, Home Matters seeks creative design solutions that respond to this need, incorporating practical ideas that address affordability and other key social issues. We hope innovative designs will inspire new precedents. In addition to monetary awards to be made to three juried submissions, the first place, winning submission will be publically unveiled in an exhibition that will provide an experiential learning opportunity for the general public.

Design submissions should go beyond housing and animate the connections between housing and other important social factors of community life including incorporating features and/or services that speak to the following values:

- ▶ **Health** because healthy habits and outcomes take root more easily in stable, affordable homes and communities.
- ▶ **Education** because children in stable homes and communities learn more and achieve more in school.
- ▶ **Individual Success** because Home recharges us for the day ahead.
- ▶ **Public Safety** because stable homes make communities safer.
- ▶ **A Strong Economy** because homes that are affordable are crucial to a vibrant job-generating economy in the community.

About Home Matters

Home Matters is a national movement that's redefining the American Dream. We believe the New American Dream is one where every American lives in a safe, nurturing environment with access to quality education, healthcare, public spaces and community services. We believe the New American Dream is a societal commitment to improve and balance quality of life and that Home is our nation's common denominator.

Our mission is to raise awareness of the need for affordable homes and better communities across the nation. We have a coalition of over 225 partner organizations – corporations, government agencies and nonprofits – working together on ambitious, but necessary goals over the next decade to make the New American Dream a reality for all.

Why? There is a housing crisis which affects more than the half a million people in the United States who do not have a home – a quarter of whom are children – and over half (52%) of all American adults who have had to make at least one sacrifice in order to pay their rent or mortgage. Today, the pursuit of the American Dream is broader than ever and reflects new and changing American values. Having a physical shelter does not mean that its residents feel safe, that their children get a solid education, that the economy is improving or that individuals and families have the support necessary to thrive. People need more from Home.

Home Matters will make Americans rethink the American Dream and re-define Home. Home is not just about the four walls around us, it's about the environment that affects the choices we make in life and who we become. Over the next 10 years, Home Matters and its supporters will affect the following change by:

- ▶ Decreasing Homelessness
- ▶ Increasing Affordable Rent
- ▶ Increasing Homeownership
- ▶ Increasing the Quality of Homes and Communities

Home Matters, LLC (“Home Matters”) is a limited liability corporation existing under the laws of the State of Delaware., with its principle place of business at 1819 L Street NW, Suite 400, Washington, DC 20036. Home Matters is wholly owned by the NNA Fund, a 501(c)(3) corporation existing under the laws of Washington, DC.

Eligibility

The Design Challenge is open to individual professionals, firms, teams and students comprised of architects, designers and allied fields (interior, landscape, lighting, urban planning, graphic design, sustainability, historic preservation, etc.) (“Participants” or “Participant”). We encourage Participants to collaborate with professionals from outside the design community (science, technology, humanities, etc.) as they develop human-centered design solutions that respond to healthcare, social service, environmental, and education issues associated with home. To participate and be eligible to win an award in the Design Challenge, Participants must be composed of legal residents of the fifty (50) United States and the District of Columbia, and each participating individual must be at least eighteen (18) years of age at time of registration and submission. This Design Challenge is void where prohibited by law.

Employees, officers, and directors of Home Matters, and its affiliated entities, the American Institute of Architects San Francisco Chapter (“AIA SF”), Wells Fargo Bank, and any members of their respective immediate families (parents, spouse, children, siblings) or individuals residing in their household (whether or not related) are not eligible to participate in the Design Challenge.

Submission Requirements

Participants are required to submit all of the following materials, comprising their Design Challenge Submission (“Submission” or “Submissions”):

- ▶ 50-word brief description
- ▶ 400-word narrative describing how design concept responds to competition values itemized in the About the Design Challenge section.
- ▶ 100-word statement addressing how concept responds to the competition’s affordability priority in terms of initial design and construction costs, as well as multi-generation operation costs
- ▶ Conceptual architectural design including the following presentation drawings:
 - 1 site plan
 - 1 floor plan
 - 1 exterior elevation
 - 1 interior elevation
 - 1-8 renderings (3D modeling highly desired)
 - 1 additional item choice, including animation file
- ▶ Keyed description of conceptual architectural design images itemized above

Images must be submitted as JPEG, 300 dpi. An incomplete Submission will not be eligible for an Award.

Eligible Submissions may not contain material that violates or infringes another person’s or entity’s rights, including but not limited to any privacy, publicity or intellectual or other property rights, such as copyright, patent, trademark or trade secret rights, and must be an original work not subject to any use limitations. No Entries can or will be acknowledged or returned to any Participant, or any other person or entity.

Project Site and Program Hypothetical

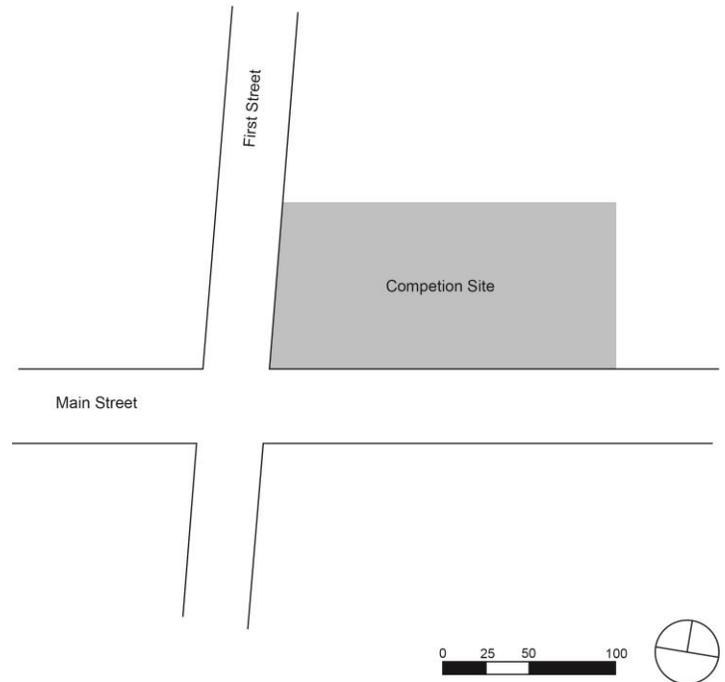
Site Conditions and Context

Home Matters is a national Movement. In support of our mission, design solution flexibility and replicability are important considerations. As such, this competition does not request designs that respond to a real-world site in a specific city. Instead, submitters should develop solutions based on the following hypothetical site conditions and context: ***undeveloped, 25,000-square-foot infill site located in a mixed-use neighborhood of mostly low-rise and mid-rise buildings.***

Project Program

For low and moderate-income families, the challenge of finding and keeping safe, secure, well-located places to live is stressful. Low-income communities are often rife with other stressors, such as crime and neighborhood violence, low-wage, low opportunity work, lack of access to health care, poor-quality food availability and poor schools. Residents of these neighborhoods have fewer financial reserves, but also lower cognitive reserves to cope with these endemic stresses.

Design teams should consider interior and exterior physical elements of home that respond to these stressors and help to create safe, nurturing environments that serve as refuges where residents can thrive.



Design solutions should endeavor to:

- ▶ meet the needs of multiple generations
 - allow for inhabitants to change and adapt to evolving personal needs and shifting changes in their family structure (i.e. provide ability to add space for family growth and modify for aging in place)
 - increase opportunities for social interaction across generations both within and across different households, serving a range of resident needs
 - employ ADA compliance/universal design strategies
- ▶ enhance robust interaction with the physical environment (natural and cultural)
 - provide access points to public transportation
 - include space for relaxing, disengaging from the hustle and bustle of dense urban environments
 - provide opportunity for residents to feel connected as contributors to the larger community
 - offer a thoughtful approach to social services/community amenities
 - facilitate public/private spatial connectivity
 - establish greater sense of responsibility and care for living environment
- ▶ provide smart home technology that facilitate feelings of empowerment by offering ability to manage home systems in an efficient manner
- ▶ prioritize sustainability values
 - use water efficiently and recycle grey water
 - use of renewable energy and ability to maximize energy efficiency
 - compost compostable material

- withstand forecasted climate change impacts over the next 100 years
- Capitalize on technological and passive solutions
- ▶ Respond to affordability needs by minimizing cost while maintaining safety, comfort and durability

Design teams **may** choose to include amenities such as:

- ▶ Childcare/homework space
- ▶ Eldercare space/amenities for elderhood
- ▶ Accommodations for extended family
- ▶ Fitness equipment and dedicated exercise spaces
- ▶ Indoor recreation/entertainment
- ▶ Patio/balcony
- ▶ Outdoor dining/BBQ
- ▶ Playground
- ▶ Open green space
- ▶ Private or community garden/greenhouse/window boxes
- ▶ Walking paths/promenades
- ▶ Community plaza (interior and exterior spaces)
- ▶ Live/work units
- ▶ Art studios/exhibition space
- ▶ Bicycle facilities
- ▶ Access points to public transportation sites
- ▶ Smart home technology
- ▶ Indoor exposure to direct sunlight
- ▶ Community borrowing spaces/workshops
- ▶ Indoor and outdoor vignettes that provide intimate spaces for small group connection or individual privacy
- ▶ Community library

Building type is open. Innovative concepts for single family, multi-family housing with shared community spaces, or combination are welcomed.

Project Program details are derived from a collaborative effort administered by the American Institute of Architects San Francisco Chapter (AIA SF), featuring a team of subject matter experts in fields ranging from architecture, design, affordable housing, environmentalism, social services, medicine and neuroscience, among others.

Jury and Evaluation Criteria

This competition features jury review of Submissions with the goal of selecting three finalists, including the First Place Award winner. The jury will consist of professionals and stakeholders with expertise in sectors such as affordable housing design, policy, architecture, interior design, landscape design, real estate, environmentalism, economic development and social justice. Submissions will be evaluated anonymously based on

- ▶ Innovation and quality of architectural design
- ▶ Response to the brief, context, site opportunities and constraints
- ▶ Clarity of presentation
- ▶ Replicability of design concept
- ▶ Integration of amenities
- ▶ Minimization of cost (construction, operations, and maintenance)
- ▶ Consideration of resident health, safety, and comfort
- ▶ Attention to environmental sustainability priorities

Registration and Submission Deadline

The Design Challenge launches on November 19, 2014 at 12:00 p.m. Eastern Standard Time. Registration opens on December 2, 2014 at 12:00 p.m. Eastern Standard Time. Registration closes on May 22, 2015 at 8:00 p.m. Eastern Standard Time (“Deadline”). Registration and Submission must be received by the Deadline.

In order to participate, Participants must complete registration through the Design Challenge website: www.homemattersamerica.com/design. Only one Submission per registration is allowed.

To register, each Participant must first agree to the terms and conditions of this Competition Brief. By registering, participating, and/or making a Submission, all Participants agree to be bound by the terms and conditions of the Competition Brief and agree that all decisions of Home Matters about the Design Challenge are in Home Matter’s sole discretion and binding in all respects. Home Matters reserves the right not to consider or not to make an Award to any Participant that does not comply with the terms and conditions of the Competition Brief in all regards, at Home Matter’s sole discretion.

Registration Fee

To register, each Participant must pay a non-refundable, registration fee in the amount set forth below before the Deadline:

Open Submission

\$150 on or before April 17 | \$250 from April 18-May 22

Student Submission

\$40 on or before May 2 | \$50 from April 18-May 22

Copies of student identification will be required as proof of student status for all members of student submission teams.

Registration fee covers only one Submission.

Competition Process and Schedule

The anticipated schedule (which may be subject to change at the sole discretion of Home Matters) is as follows:

| Activity | Date |
|--|-------------------------------------|
| Competition launches | November 19, 2014 at 12:00 p.m. EST |
| Registration opens | December 2, 2014 at 12:00 p.m. EST |
| Deadline for submissions and close of Registration | May 22, 2015 at 5:00 p.m. EST |
| Judging of design concepts | May 2015 |
| Final awards announced | June 2015 |
| Exhibition development | July-August 2015 |
| Exhibition opens to the public | September 2015 |

Award Prizes

A total of \$18,000 USD will be awarded as follows:

\$10,000 First Place Participant

\$5,000 Second Place Participant

\$3,000 Third Place Participant

Home Matters is not responsible for any loss of Award by Participant, or allocation of award among individuals comprising registered Participant in the Design Challenge.

An exhibition featuring the First Place Award design concept Submission will be produced and publicly displayed. The installation will be produced by Design Challenge administrators, but the First Place Award Participant will be responsible for submitting documentation required for fabrication of materials that may include display boards and 3D models, among other items.

Participants receiving an Award are responsible for the payment of all federal, state and local taxes. Submission of valid taxpayer identification information will be required before any Award Prizes will be made.

Notification of Finalists

Home Matters will notify Award Participants through the contact information provided during registration. Participants are solely responsible for providing accurate contact information and keeping contact information current throughout the Design Competition. If for any reason, Home Matters is not able to contact Award Participants after reasonable effort is made, the Prize may be forfeited and an alternative Award Participant chosen.

Home Matters reserves the right to determine eligibility for a finalist before making Award and to require each individual participant in a submission to confirm his or her agreement to the terms and conditions of this Competition Brief before any Award is made.

Waiver of Right to Publicity

Participant understands that the public exhibition will be highlighted in various local and national media outlets as part of the Design Challenge's activities and closing events. By making a Submission, you agree that Home Matters, and any of its affiliated entities and other entities working with or involved in the Design Challenge with Home Matters, may use your name, likeness, biographical information, signature, voice, photo and/or video to promote this Design Challenge and the goals of Home Matters and its affiliated entities, worldwide and in perpetuity, in any and all forms of media and print, now known and hereafter devised, including without limitation on the Internet, without restriction as to frequency or duration, and without compensation, consideration, notification or further permission, except as prohibited by law.

License and Right to Use Submission

By making a Submission, you grant permission and a worldwide, perpetual, royalty-free nonexclusive license to Home Matters, and its affiliated entities and those working with or involved in the Design Challenge with Home Matters, to use, reproduce, creative derivative works, perform, display, distribute, copy, post, make models of, and otherwise share the Submission on any media now known or developed in the future. Home Matters shall have the right to use or not use any Submission in any manner or medium it chooses.

Right to Make Submission

A valid Submission may not contain material that violates or infringes another person's or entity's rights, including but not limited to any privacy, publicity or intellectual property rights, such as trade secret, proprietary rights, copyright or trademark. By making a Submission, you further agree that you understand that any ideas, suggestions, and/or concepts included in your Submission may be publicly disclosed and be available for comment. You waive all rights, claims and any cause of action that you may have against Home Matters or any third parties associated with this Design Challenge related to any ideas, suggestions and/or concepts that may be disclosed in your Submission and any comments about any such ideas, suggestions and/or concepts that may be made.

By making a Submission, you represent and warrant that, consistent with the terms and conditions of the Competition Brief: (a) the Submission is your original work; (b) you own the copyright in the Submission; (c) the Submission does not violate, in whole or in part, any existing copyright, trademark, trade secret, proprietary rights or any other property rights of any other person, organization or entity; (d) any third-party content included in your Submission is not protected by copyright or you have a license to use the content for any purpose, specifically including the Design Challenge; (e) you are unaware of any agreement that is inconsistent with the Competition Brief terms and conditions; (f) you are not disclosing the confidential, trade secret or proprietary information of any person or entity; (g) you have full power and all legal rights to register and make a Submission; and (h) you acknowledge that your registration information, registration fee and Submission cannot and will not be returned to you.

Release

By registering for the Design Challenge, you agree to terms and conditions of the Competition Brief and the decisions of Home Matters, and its affiliated entities and parties to this Design Challenge, on behalf of yourself and each of your respective heirs, executors, administrators, legal representatives, successors and assigns ("Releasing Party"), and you release, defend and hold harmless Home Matters, its parent companies, subsidiaries, affiliates, associated entities, professional advisors, and other parties to and assisting in this Design Challenge, and their respective officers, directors and employees ("Released Parties") from any and all causes of action, suits, debts, dues, sums of money, accounts, reckonings, bonds, bills, covenants, contracts, controversies, promises, lost profits, indirect or direct damages, consequential damage, incidental damages, punitive or exemplary damages, judgments, claims and demands whosoever, in law, or equity, whether known or unknown, foreseen or unforeseen, which any Releasing Party has or may ever had, now or hereafter, arising from or related to the Design Challenge, the preparation of any entry materials, or delivery, misdelivery, acceptance, possession, use of or inability to use any Award. Further, the Releasing Party hereby expressly waives all rights afforded by any statute or doctrine that limits the effect of a release, with respect to unknown claims.

Indemnification

By entering the Design Challenge, you agree to indemnify, defend, and hold harmless Home Matters, its officers, directors, employees, owners, parent entity, affiliates, agents and licensees, and any other parties assisting in this Design Challenge from and against any and all claims, actions, demands, and liabilities, including those raised or brought by third parties, and any costs and expenses, including, without limitation, reasonable attorney and professional fees and costs and other expenses of any nature incurred in the investigation and defense of any such claims resulting from your breach of any provision of the terms and conditions of this Competition Brief, or any representation or warranty you provide herein, or otherwise arising in any way out of your entry into the Design Challenge, whether now known or unknown, or anticipated or unanticipated. Home Matters reserves the right to take exclusive control and defend any such claim otherwise subject to indemnification by you, in which event you will cooperate fully with Home Matters in asserting any available defenses.

General Provisions

The Design Challenge shall be governed by and interpreted under the laws of the State of Delaware without regard to conflict of law provisions. By entering the Design Challenge, you agree that any disputes, claims causes of action or controversies arising out of or in connection with this Design Challenge shall be resolved by the State and Federal courts covering Delaware, which shall have sole jurisdiction of any controversy regarding or arising from the Design Challenge or the terms and conditions of the Competition Brief. BY REGISTERING FOR, AND MAKING A SUBMISSION TO, THE DESIGN CHALLENGE, YOU WAIVE ANY AND ALL OBJECTIONS TO JURISDICTION AND VENUE IN THE COURTS COVERING DELAWARE AND SUBMIT TO THE JURISDICTION OF THE DELAWARE STATE AND FEDERAL COURTS. Further, you acknowledge and agree that you may only assert claims on your own behalf and not on behalf of any other person or entity arising from or in connection with the Design Challenge.

For a list of Participants winning Awards or a copy of this Competition Brief, visit the Design Challenge website at www.homemattersamerica.com/design.

Privacy

By entering the Design Challenge, you agree that any information provided may be used according to the terms and conditions of The National Neighborhood Housing Network Corporation DBA National NeighborWorks Association (“NNA”) Privacy Policy, available at <http://www.homemattersamerica.com/privacy-policy/>.

Contact Information

For Design Challenge inquires, contact:

AIA San Francisco | awards@aiasf.org | 415-874-2626

For media inquiries and more information about the Home Matters Movement, contact:

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