

RE-DEFINING HOME HOME TODAY, HOME TOMORROW

COMPETITION BRIEF



ABOUT THE DESIGN CHALLENGE

The *Re-defining Home: Home Today, Home Tomorrow* competition challenges architects, designers, and allied professionals to create new standards in housing concepts so people can stay in their home as they travel through various life stages: from entering the workforce and building a family, coping with an “empty nest”, to discovering new passions after retirement. The goal of the design challenge is to generate universal design solutions to remodel an existing home and lot in Memphis, Tennessee with attractive, adaptable, affordable, and replicable design elements that speak to and showcase livability, by promoting both aesthetically- and functionally-appealing designs for better living. Best practices in design and other notable design elements submitted to the competition may also be included in our Design Challenge Toolkit, subsequent to the competition. To participate in the Design Challenge you must be a legal resident of the United States and be least 18 years of age.

GUIDING PRINCIPLES OF THE CHALLENGE

Put aside any knowledge, assumptions, and beliefs of how housing exists today. Think beyond to new models that may not exist and bring creativity and brainstorming to how we can adapt to the same home environment as our needs change over time. Truly Universal Design is about appealing to the mainstream, not a specific audience segment or community. Avoid customized features that speak to a particular place in life; e.g. handrails, ramps, and other customized features that an average person would see as obvious to a particular person or age. The home designs should be aesthetically pleasing, attractive, and functional to varying age groups, flexible, seamless, and relevant to any demographic. We want to see the next generation of innovative design elements that equally apply to a young family with strollers as to aging grandparents who have regular visits from their grandchildren.

The main design constraint in this home is its small size. The design should be flexible and adaptable. Design features should address elements of intergenerational design and include areas for privacy, communal gathering, play, and broader community interaction and enhancement. Rooms should be flexible in use and function and somewhat open. Locations of bedrooms and bathrooms for various stages of life are important and the composition should reflect the needs of those ranging from youth through aging senior. Incorporate relevant technology and explore options that support the ease of

working at home. Openness, home entertainment options, spaces for pets, flexible kitchens in size and layout, ability to easily adapt A to B spaces, and adequate and appropriate storage opportunities should all be considered.

The components of Universal Design should be incorporated, considering the range of human performance characteristics and their changes over time. Teams should take into account physical characteristics such as size, vision, hearing, mobility, grasp, flexibility, and cognition. Consider the ease-of use and safety components of indoor/outdoor access and visual connectedness. The front entrance should appeal to potential residents and work for all ages. Landscaping and hardscaping may play a role in allowing easy entry as well as producing inviting outdoor living spaces.

The design should be easily changed from one life stage to another, not necessarily effortless but easier than breaking down walls and relocating fixtures. Kitchens and baths are the two hot zones for these issues. A bathroom could be orientated for easy adaptations to accommodate a seated person and a kitchen might allow for a work surface that is also usable by a seated person. Design teams should design storage, work surfaces, appliances, and lighting to be accommodating to people at different life stages.

Visit the [Resources Tab](#) on our website to learn more about growing-in-place thought leadership, Universal Design, and more information about what makes a safe, nurturing home for any individual or family.

PROJECT PROGRAM & SCOPE

Elements of “home” and “community” need to be considered to rethink the design of the existing structure and envision a new space that provides a safe, nurturing environment with creative, clever, and low cost amenities that can flexibly adapt as the needs of residents evolve (single, couple, family, empty-nest, elderly aging in place). Design teams should consider interior and exterior physical elements of home that respond to these elements and help to create independent, safe, nurturing environments where residents can thrive.

The RL Mace Universal Design Institute defines universal design as the design of products and environments to be usable by all people, to the greatest extent possible, without the need for specialized design. Design teams should strive to maximize functionality with an integrated design that is appealing to mainstream households. Designs that include stereotypical or stigmatizing features, or that respond to a narrow slice of the home remodeling demographic are discouraged. The Design Competition team strongly believes that simple, uncluttered designs can work well for a broad cross section of households and be easily adapted to accommodate a range of personal and household needs. For example, a winning design does not have to have 100% wheelchair accessibility to each space in the house. This and other custom features designed for a particular stage in life would make the home less marketable to a mainstream audience. Rather, the design team should demonstrate the ease of adapting key spaces including for users with mobility challenges or who use equipment to move around.

Design submissions should respond to the [Seven Principles of Universal Design](#):

- ▶ **Equitable Use**—the design is useful and marketable to people with diverse abilities and needs.
- ▶ **Flexibility in Use**—the design accommodates a wide range of individual preferences, abilities and needs.
- ▶ **Simple and Intuitive Use**—use of the design is easy to understand, regardless of the user's experience, knowledge, language skills, or current concentration level.
- ▶ **Perceptible Information**—the design communicates necessary information effectively to the user, regardless of ambient conditions or the user's sensory abilities.
- ▶ **Tolerance for Risk**—the design minimizes hazards and the adverse consequences of accidental or unintended actions.
- ▶ **Low Physical Effort**—the design can be used efficiently and comfortably with minimum fatigue.
- ▶ **Size and Space for Approach and Use**—appropriate size and space is provided for approach, reach, manipulation, and use regardless of user's body size, posture, or mobility.

Design solutions should endeavor to have:

- ▶ Design solution replicability and general affordability (*very important*)
- ▶ Clever use of materials
- ▶ Amenities for transition from childrearing years into later adulthood and elderhood
- ▶ Flexibly and mobility
- ▶ Accommodates for a pet
- ▶ Outdoor features that promote family life and community interaction
- ▶ Exterior modifications to accommodate both seated and standing persons
- ▶ Accommodations for extended family
- ▶ Universal design
- ▶ Low maintenance
- ▶ Low energy consumption
- ▶ Indoor Air Quality
- ▶ Shared household capabilities (private and public zones)
- ▶ Address affordability needs by minimizing cost while maintaining comfort and durability

Design teams may also choose to include amenities such as:

- ▶ Accommodations for a caregiver
- ▶ Accommodations for parcel deliveries
- ▶ Creative and accessible solutions to accommodate day-to-day household sustainability, like trash, recycling and composting efforts
- ▶ Smart home technology

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, design for aging, social services, among others.

BUDGET

A total budget of \$75,000 is intended to cover hard construction costs only, including labor, additions, foundations, structure, exterior modifications, interior finishes, electrical wiring, and plumbing. Keep in mind the guiding principles of affordability and replicability when designing any one particular element. Recommendations for furniture, fixtures, and equipment are encouraged if they are crucial and integral to your design. For frame of reference, note that construction costs in Memphis are generally lower than the national average. Noting that this is a remodel, not a new construction, new residential (economy) construction costs per square foot in Memphis are approximately \$95 (versus DC \$110, NYC \$155, Chicago \$137, SF \$142, Dallas \$93, Atlanta \$97), according to [RS Means](#) 2016 data. We also recommend referencing an online cost estimator, such as <http://www.homeadvisor.com/cost/>, to assist you in estimating general remodeling costs. Please use the budget template in the submission form as your guide when providing your estimate for remodeling construction costs for this project.

EXISTING SITE CONDITIONS

Participant(s) should develop a real-world solution for an existing 1,419 square foot 3 bedroom single family home at **3674 Twinmont Cove, Memphis, TN 38128**. The home is located in the [Raleigh neighborhood](#).

Setbacks for the property are 30' in front, 5' on sides, and 30' in rear. Ceiling height is 8' throughout. Accessory dwellings are allowed. Visit [Shelby County Office of Planning and Development: Land Use Controls](#) for more information.

[Click here for CAD drawings and photos.](#)

ELIGIBILITY

We encourage collaboration with professionals from outside the design community (science, technology, humanities, etc.) for the development of human-centered design solutions that respond to healthcare, social service, environmental, and education issues associated with home. Thus, the Design Challenge is open to individual professionals, firms, teams, and students comprised of architects, designers, and professionals in allied fields (interior, landscape, lighting, urban planning, graphic design, sustainability, historic preservation, etc.) (“Participants” or “Participant”). If any entry into the Design Challenge involves more than one firm or individual, or a combination of firms and individuals, or a firm, such Design Challenge entry must identify a single individual as the lead for the entry (“Lead Participant”). The Lead Participant must have the authority to act on behalf of all individuals and firms involved in the entry and be authorized to legally bind all individuals and firms involved with the entry to the terms and conditions of this Competition Brief. Written confirmation of the Lead Participant’s authority to do so may be required at any time during the Design Challenge by all applicable individuals and firms. To participate and be eligible to win an award in the Design Challenge, every Participant must be a legal resident of the fifty (50) United States and the District of Columbia, and each individual Participant must be at least eighteen (18) years of age at time of registration.

Employees of Home Matters, and any of its affiliated entities, the American Institute of Architects San Francisco Chapter (“AIA SF”), Wells Fargo Bank, AARP, AARP Foundation, United Housing and any members of any such person’s 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. This Design Challenge is void where prohibited by law.

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 the Seven Principles of Universal Design
- ▶ 100-word statement addressing how the concept responds to the competition’s priorities of initial design and construction costs, as well as multi-generation operation costs
- ▶ Completed budget template
- ▶ Conceptual architectural design including the following presentation drawings at JPEGs:
 - site plan
 - floor plan
 - exterior elevations
 - interior elevations
 - 1-8 renderings (3D modeling highly desired)
 - 1 additional item choice, including animation file

Images must be submitted as JPEG, 300 dpi. Submissions should NOT include identifying information such as firm name or logo. 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 entry shall violate any contract Participant may be subject to, including but not limited any employment contract. No Entries can or will be acknowledged or returned to any Participant, or any other person or entity.

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, design for aging, policy, architecture, interior design, real estate, environmentalism, and economic development. 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, maintenance, and utilities)
- ▶ Consideration of resident health, safety, and comfort
- ▶ Attention to environmental sustainability priorities

REGISTRATION AND SUBMISSION DEADLINE

The Design Challenge launched on December 3, 2015. Registration opens on January 20, 2016, at 12:00 p.m. Eastern Standard Time. Registration closes on April 29, 2016 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: <http://www.HomeMattersAmerica.FluidReview.com>. Only one Submission per registration is allowed. Multiple registrations are allowed.

To register, each Participant and each Lead 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, a non-refundable, registration fee in the amount set forth below must be paid for each Submission before the Deadline. **Registration fee covers one Submission. Multiple registrations are allowed.**

Open Submission

\$150 on or before April 16 | \$250 from April 17-April 29

Student Submission

\$40 on or before April 16 | \$50 from April 17-April 29

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

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	December 3, 2015
Registration opens	January 20, 2016
Early Deadline for submissions	April 16, 2016 at 8:00 p.m. EST
Deadline for submissions & close of registration	April 29, 2016 at 8:00 p.m. EST
Judging of design concepts	May 16-18, 2016
Final awards notification	May 2016
Public Announcement	June 2016

Construction	July-October 2016
Home opens for tours	Late 2016 or early 2017
Home is delivered to new family	Late 2016 or early 2017

AWARD PRIZES

A total of \$18,000 USD will be awarded as follows:
 \$10,000 & Realization of Design - First Place Participant
 \$5,000 - Second Place Participant
 \$3,000 - Third Place Participant
 Honorable Mention(s)

Home Matters is not responsible for any loss of Award by Participant, or allocation of award among individuals and entities if more than one person or entity is responsible for a Submission in the Design Challenge.

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 by an individual Participant and as applicable by Lead Participant before any Award Prizes will be made.

DESIGN CHALLENGE TOOLKIT

The Design Challenge Educational & Influencer Toolkit will be an outreach program, launched subsequent to the competition, to educate the Home Matters network, other not-for-profit real estate developers, private developers and individual consumers about some of the affordable and replicable design features submitted to the Design Challenge. The Toolkit will highlight Design Challenge winning and non-winning elements and submissions.

FIRST PLACE PARTICIPANT

By participating in the Design Challenge and if selected as the First Place Participant Submission, Participant agrees to work with Home Matters and our local, non-profit housing developer, United Housing, to fully utilize and incorporate the Submission designs into the home in Memphis. If a student Submission is selected as the First Place Participant, the student Participant agrees to work under the direction of Home Matters and United Housing. In addition to the cash prize and recognition, the first place winner will work with United Housing to help realize their design improvements for the home. The first place winner will be compensated for their time and contribution to this process, above and beyond the first place cash prize.

NOTIFICATION OF FINALISTS

Home Matters will notify Participants who qualify to win Award Prizes through the contact information provided during registration for any individual Submission and the Lead Participant for any other Submission. Participants, including all Lead 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 a Participant or a Lead Participant for any Submission which qualifies to win an Award Prize after reasonable effort is made, the Award Prize may be forfeited and an alternative Participant chosen to win the applicable Award Prize.

Home Matters reserves the right to determine eligibility for a finalist before making Award Prize and to require each individual or firm Participant for a submission to confirm agreement to the terms and conditions of this Competition Brief before any Award Prize is made or paid out.

WAIVER OF RIGHT TO PUBLICITY

Each Participant understands that promotional images and events 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, Participant agrees 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 Participant's 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, Participant grants 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 with full design team credits. 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, Participant further agrees that he or she understand that any ideas, suggestions, and/or concepts included in your Submission may be publicly disclosed and be available for comment. Participant waives all rights, claims and any cause of action that Participant 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 the Submission and any comments about any such ideas, suggestions and/or concepts that may be made.

By making a Submission, Participant represents and warrants that, consistent with the terms and conditions of the Competition Brief: (a) the Submission is Participant's original work; (b) Participant owns 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 Submission is not protected by copyright or Participant has a license to use the content for any purpose, specifically including the Design Challenge; (e) Participant is unaware of any agreement that is inconsistent with the Competition Brief terms and conditions ; (f) Participant is not disclosing the confidential, trade secret or proprietary information of any person or entity; (g) Participant has full power and all legal rights to register and make a Submission; and (h) Participant acknowledges that your registration information, registration fee and Submission cannot and will not be returned.

RELEASE

By registering for the Design Challenge, Participant agrees to the 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 Participant and each of Participant's respective heirs, executors, administrators, legal representatives, successors and assigns ("Releasing Party"), and Participant agrees to 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 whatsoever, 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, Participant agrees to indemnify, defend, and hold harmless Home Matters, its officers, directors, employees, owners, parent entity, affiliates, agents and licensees, and any other parties involved with or 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 breach of any provision of the terms and conditions of this Competition Brief, or any representation or warranty provided herein, or otherwise arising in any way out of 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 Participant, in which event Participant 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, Participant agrees 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, PARTICIPANT WAIVES 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, Participant acknowledges and agrees that Participant may only assert claims on Participant's 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, Participant agrees that any information provided may be used according to the terms and conditions of the Design Challenge or 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/>.

ABOUT AARP

AARP is a nonprofit, nonpartisan organization, with a membership of nearly 38 million, that helps people turn their goals and dreams into real possibilities, strengthens communities and fights for the issues that matter most to families such as healthcare, employment and income security, retirement planning, affordable utilities and protection from financial abuse. We advocate for individuals in the marketplace by selecting products and services of high quality and value to carry the AARP name as well as help our members obtain discounts on a wide range of products, travel, and services. A trusted source for lifestyle tips, news and educational information, AARP produces AARP The Magazine, the world's largest circulation magazine; AARP Bulletin; www.aarp.org; AARP TV & Radio; AARP Books; and AARP en Español, a Spanish-language website addressing the interests and needs of Hispanics. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. The AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. AARP has staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. Learn more at www.aarp.org.

ABOUT AARP FOUNDATION

AARP Foundation is working to win back opportunity for struggling Americans 50+ by being a force for change on the most serious issues they face today: housing, hunger, income and isolation. By coordinating responses to these issues on all four fronts at once, and supporting them with vigorous legal advocacy, the Foundation serves the unique needs of those 50+ while working with local organizations nationwide to reach more people, strengthen communities, work more efficiently and make resources go further. AARP Foundation is AARP's affiliated charity. Learn more at www.aarpfoundation.org.

ABOUT HOME MATTERS

Home Matters is a national movement designed to ensure that every American lives in a safe, nurturing environment with access to education, healthcare, public spaces and community services. A key part of what we are doing is re-defining the American Dream. 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. We exist to raise funds and build awareness of the need for more affordable homes and better communities across the country. We're a national coalition with over 300 nonprofit, government and corporate partners working hard toward ambitious goals over the next decade.

www.homemattersamerica.com.

ABOUT THE WELLS FARGO HOUSING FOUNDATION

In 2015, the Wells Fargo Housing Foundation donated nearly \$20 million in support of affordable housing initiatives serving low-and moderate-income households – including for seniors, veterans, and families – through community revitalization efforts. Since its inception in 1993, the Wells Fargo Housing Foundation has invested more than \$170 million to such efforts, along with mobilizing more than 4.7 million team member volunteer hours to build and rehabilitate nearly 5,600 homes and counting. www.wellsfargo.com/about/wfhf_oview.

QUESTIONS?

For Design Challenge inquires, contact:

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

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Visit our [FAQs](#)