How are cities recognized? Through their cultural identity, streetscapes, skylines, or something else? Some cities are instantly identified thanks to one or several architectural pieces; we call them Landmarks.

Now launching its sixth international ideas competition, DawnTown asks the question, How is Miami instantly recognized? The competition seeks bold and inventive ideas for the creation of a new iconic landmark to be placed in Bayfront Park overlooking Biscayne Bay.

HOW TO ENTER:
DawnTown is open to all designers, professionals and students, from around the world. Registration is always free for our competitions. For rules on how to enter, and to download materials, please visit our site: WWW.DAWNTOWN.ORG

IMPORTANT DATES:
FEB.15.2013 - Questions Due  Registration Closes

PRIZES:
1ST PLACE...$3000 US,  2nd PLACE...$1500 US, 3rd PLACE...$500 US

This competition is made possible through funding provided by the Miami Downtown Development Authority

ON THE WEB
twitter @dawntownmiami  facebook.com/dawntownmiami

www.miamidda.com
ABOUT DAWNTOWN

DawnTown is a non-profit organization dedicated to promoting architecture in Miami. The organization consists of a diverse group of individuals who care about the city’s architectural context. Through the development and management of interactive programming, DawnTown functions as activists on architecture. Our goal is to educate the people on exciting new design possibilities for Miami, promote the talents of local and foreign designers, and showcase Miami’s architecture scene to the rest of the world.

ABOUT LANDMARK MIAMI

Cities are identified by distinguishing characteristics such as their streetscapes, neighborhoods, skylines, and cultural identity. Even with all these factors, there are many cities that are known worldwide by one or several architectural pieces. Seattle has the Space Needle, Dubai has the Burj al Arab, Paris the Eiffel Tower, Sydney has the Opera House, St. Louis has the Arch, and the list goes on and on. Landmarks can be tall like the Empire State Building, or long such as the Navy Pier in Chicago. They can be ancient like the pyramids of Giza, or modern like the Gherkin in London. A Landmark is an instant indicator and symbol of a city, which raises the question: does Miami have something like this?

Miami does have a fair share of local landmarks: The Freedom Tower, The Miami Marine Stadium, and the Villa Vizcaya are just a few. However, these examples were all built in the past when the character of this city was very different. Miami has changed radically in the last 15 years, and perhaps it is time to add a new landmark representing what the city is about today and for the future.

As in our past competitions, we are looking for ideas that spark discussions and change for the city of Miami. The LANDMARK MIAMI competition seeks proposals from designers worldwide to envision what would be the perfect landmark for the city of Miami. LANDMARK MIAMI is the fifth (5) ideas competition and sixth (6) overall by DawnTown.

ELIGIBILITY

The competition is open anyone anywhere in the world, including architects, landscape architects, designers, engineers, artists, both professional and students. Board members, employees and interns of DawnTown are excluded.

DawnTown is free to enter, and has no registration fee.
THE SITE

The site for the competition is Bayfront Park. Located in downtown, the park is thirty two (32) acres running parallel to Biscayne Boulevard, the main arterial road of the urban core. It originally began as land owned by railroad tycoon and Florida patron, Henry Flagler but was later sold to the City of Miami. The park went under many transformations over the years due to natural disasters such as the Hurricane of 1926, and by the U.S. Navy because of its waterfront location.

Bayfront Park has two pavilions dedicated to musical performances, and is able to hold large events such as the Ultra Music Festival. It is a mixture of tropical landscaping, with several sculpture pieces scattered around the park. A constant critique of the park is that it is underused outside of the music events. The park is bookended by the Intercontinental Hotel to the South and Bayside Marketplace to the North.

The area in question is the fountain located toward the eastern side of the park near the water. The fountain was designed by famous Japanese artist Isamu Noguchi in the 1980’s. The city spent millions in the construction of the fountain and other changes in the park, but unfortunately could not finance the operational cost that were required to maintain the fountain. Today, the area around the Noguchi fountain has been gated off from visitors, and many consider the effort in its creation a failure.

Still, Bayfront Park is popular amongst tourist, as it provides a refuge from the hot and humid summers in Miami. On cooler days, the park has served as rallying points for Food Truck roundups, to marathons, and also as a place to celebrate the New Year with a digital countdown display on the Intercontinental Hotel. A landmark would be a great addition to Bayfront Park, as it could be seen by many approaching by land, sea or air.

Dr. Paul George is a native of Miami and a Professor of History. Please visit this site, http://www.bayfrontparkmiami.com/pages/history/historyessay.html, to read his researched article on the full history of the site.
LANDMARK MIAMI - PROGRAM CRITERIA

The goal is for designers to create an iconic, architectural monument located within Bayfront Park that will become an instant identifier for Miami. Think of how existing landmarks around the world are synonymous with the cities they inhabit. Think of how these iconic elements are instrumental in the marketing of their own cities. Having a park so close to the water is rare for most cities, especially one that is also in an urban setting, therefore, designers are asked not to do away with the park. Improvements can be made, but the primary object is how to site and design the proposed landmark.

In order to be considered meritorious by the jury, each entry must address the following program, which includes architecture and urban design:

- The Landmark must be located in Bayfront Park in Downtown Miami. Specifically, the area by the large Noguchi fountain. The Landmark can encroach into other areas of the park, but at no point should the entire park be removed or destroyed. The Landmark needs to coexist with the park rather than replace it.

- Design teams need to consider how The Landmark will be funded. For example: Is the landmark similar to the St. Louis Arch that charges visitors for elevator rides to see sweeping vistas of the cities and beyond? Is there a museum component attached? A retail and restaurant component? Is there a concert venue that will create an economic impact? The Landmark cannot be a sculpture that has no use. Designers are tasked to create this use for The Landmark.

- The Landmark should be an iconic architectural piece that contributes to the image of Miami. Bayfront Park has the potential of being a grand civic space, similar to the plazas/piazza’s of Europe, or major parks found in the Northeast United States. How will The Landmark help emphasize that fact?

- Proposals should take into account the large residential and commercial towers along Biscayne Boulevard. How will The Landmark work with these towers at an urban scale?

- Lighting of the Landmark and how it is powered should be a key component in the design proposal as well.

- OPTIONAL: It would be interesting, once designed, to see how The Landmark is presented from a marketing/branding perspective.
IMPORTANT DATES

February 1, 2013  Launch Date / Registration Opens
February 16, 2013  Questions Deadline
February 23, 2013  Questions Answered
April 16, 2013  Materials Deadline / Registration Closes
May 3, 2013  Winner Announced

*DawnTown reserves the right to remove and add jurors at any time during the competition with no announcement.

JURORS

Sonja Bogensperger  Marketing & Business Development Manager, Miami Downtown Development Authority
Allan Shulman  AIA Miami chapter President, FAIA, Principal Shulman + Associates
Joachim Perez  Executive Director, DawnTown
Damir Sinovcic  Editor and Founder, Design Book
Manuel Clavel Rojo  Principal, Clavel Arquitectos, DawnTown Design/Build winner

*DawnTown holds the right to change, or extend any of the dates listed above. Should changes occur, they will posted on our website.

HOW TO REGISTER

Registration may be as an individual or team. To register, an individual or team must send an email by the Registration Deadline to registration@dawntown.org and include all of the following information:

- Emails and Names of all team members.
- City of each individual
- Country of each individual
- Team name, if any

Only an individual or team that strictly complies with these requirements will be registered for the Competition (“Registrant”). Within five business days of receiving such email, DawnTown will reply with Registrant’s confirmation and number, which must appear on all required entry materials, i.e. each drawing sheet, both physical and/or electronic (“Materials”).
**PRIZES**

1ST PLACE....$3000 US  
2ND PLACE....$1500 US  
3RD PLACE....$500 US

**NOTE:** CASH PRIZES MAY BE CONSIDERED INCOME BY THE UNITED STATES INTERNAL REVENUE SERVICE ("IRS"), AND MAY REQUIRE WITHHOLDING OF ESTIMATED TAXES. NO PRIZE SHALL BE PAID UNLESS AND UNTIL THE WINNER PROVIDES DAWNTOWN WITH A SOCIAL SECURITY NUMBER OR OTHER UNITED STATES INDIVIDUAL TAXPAYER IDENTIFICATION NUMBER. DAWNTOWN SHALL, IN ITS SOLE DISCRETION, DETERMINE ANY AMOUNT TO BE WITHHELD. AFTER A PRIZE IS PAID, THE WINNER MAY REQUEST FROM THE IRS A REFUND OF THE AMOUNT WITHHELD. DAWNTOWN SHALL NOT BE RESPONSIBLE OR LIABLE FOR ANY SUCH REQUEST FOR REFUND OR ANY DECISION OF THE IRS REGARDING SUCH REQUEST.

WINNERS HAVE 90 DAYS TO SUBMIT THEIR INDIVIDUAL TAXPAYER IDENTIFICATION FROM THE TIME OF BEING NOTIFIED OF WINNING THE AWARD. PRIZE MONEY THAT IS LEFT UNCLAIMED AFTER THE 90 DAYS WILL BE CONSIDERED FOREFIT.

For instructions on how to obtain an Individual Taxpayer Identification Number, please see: www.irs.gov/businesses/small/international/article/0,,id=96696,00.html

**AWARDS CEREMONY**

Prize winners will be contacted in advance of the award ceremony, and must submit a max 3-5 minute video (maximum 30MB) which explains their project. The video will be played during the ceremony.

At the award ceremony, many entries will be displayed on easels and/or video screens. However, space and time limitations will most likely preclude display of all entries. DawnTown reserves the right to select entries for display at its sole discretion.
ENTRY MATERIALS

In order for a Registrant to be reviewed by the jury and eligible for placement, Registrant must file all Materials by the Materials Deadline listed above. Only Registrants may file Materials. Each Registrant is responsible for ensuring and confirming that all Materials are received by DawnTown on or before the Materials Deadline. Required Materials are two sheets of original drawings, subject to the following conditions:

- Each sheet must be rectangular and vertically (portrait) oriented. Horizontal (landscape) submissions are not allowed.
- Each sheet must be of **24 inches by 36 inches**, and Registrants are encouraged to maximize the dimensions of their sheets.
- Each sheet must include the Registrant’s registration number in characters at least 1/36 of the height of the sheet, and no other identifying information that could be connected to an individual or team member. This requirement will be strictly enforced to ensure each Registrant’s anonymity and the impartiality of the jury.
- Each sheet must also include the DawnTown Landmark Miami logo (see link in the Appendix A) at least 1/12 of the height of the sheet.
- One of the two sheets must include a perspective rendering at least 15 inches by 15 inches, including blank space, with no other images superimposed over it. The same sheet must also include at least 50 words of text describing the main ideas of the proposed design.
- The other sheet may include any drawings the Registrant deems appropriate. Such drawings may include plans, elevations, axonometric views, details, and additional perspective renderings.

*Sheets must be submitted in two forms: printed and mounted on “foam core” or other rigid board, and as high-resolution electronic jpg files. There is no guarantee that the boards will be returned as they become property of DawnTown.*

AUTHORSHIP

By filing any materials (drawings, photos, etc.), each registrant certifies that such materials and their content are entirely the Registrant’s own and does not infringe any patent or copyright, and releases to DawnTown, its successors and assigns, sponsors and partners, all rights of publication and exhibition of such materials.

Each Entrant retains control of intellectual property contained in any Materials filed. However, by filing any material for the competition, each entrant agrees that DawnTown owns any such material and may use such material for any purpose reasonably related to the Competition.
SHIPPING + PRINTING

OPTION 1 (Recommended if you are printing internationally)
In order to protect the environment by reducing packaging materials, sheets must be printed in Miami at FedEx Office and Ship Center. FedEx Office will print 24x36 inches or similar, full color photographic quality on heavy paper, and will mount printed sheets on foam core board and laminate with UV-protection coating. The retail price for printing two such boards is $180 plus tax, but FedEx has arranged a discount for DawnTown Registrants of $10 per board and taxes included, for a total of $160.48.

To print your sheets, if the image files you want to print are 8 MB or smaller, you may email files and a scan of the payment form fully completed (in space for “Customer Name,” write name and registration number) to USA2086@fedex.com and copy mgr2086@fedex.com. In the body of the email, you will need to write “PLEASE WAIVE PROOF” since you will not be picking up the poster.

If your image files for printing are larger than 8 MB, you must use FedEx Office Print Online. If you have any questions or problems, call 407-396-2923 and ask for Pablo Lopes Da Silva. He can also be reached at the following email: Pablo.Lopesdasilva@fedex.com Printed sheets must be ready for pickup from FedEx Office at or before 5 PM on the Materials Deadline. Please plan on sending the files 3 days in advance to the FedEx office. Remember to provide FedEx with a credit card form for payment, a valid email address, and your competition entry number.

Drawing sheets must also be filed (in electronic form) directly with DawnTown by sending an email to Materials@dawntown.org. “DawnTown Materials [registration number]” as the subject and jpgs of the sheets as separate attachments, each between 1 MB and 5 MB file size. This email with attached jpgs of the sheets must be received by 5 PM on or before the Materials Deadline.

If DawnTown has not received both required sheets in both printed and electronic form by 5 PM on the Entry Materials Deadline, the entry will be incomplete and will not be judged. Physical models will not be accepted. Any materials filed, whether complete or incomplete or not accepted, will not be returned to Registrants.
SHIPPING + PRINTING

OPTION 2
If you have your own means of printing and shipping that is more cost effective than FedEx, then you should use option 2. 24” x 36” boards can be shipped or delivered to the following address below:

ATTN: Joachim Perez
University of Miami
School of Architecture
1223 Dickinson Drive
Coral Gables, FL 33146

Drawing sheets must also be filed (in electronic form) directly with DawnTown by sending an email to Materials@dawntown.org with “DawnTown Materials [registration number]” as the subject and jgpis of the sheets as separate attachments, each between 1 MB and 5 MB file size. This email with attached jgpis of the sheets must be received by 5 PM on or before the Materials Deadline.

If DawnTown has not received both required sheets in both printed and electronic form by 5 PM on the Entry Materials Deadline, the entry will be incomplete and will not be judged. Physical models will not be accepted. Any materials filed, whether complete or incomplete or not accepted, will not be returned to Registrants.

OPTION 3
There are many local printing shops in Miami that can take long distance orders. Again, similar to Option 2, please remember to specify the shipping address and ask the printer to deliver to the address listed above. Here are some of the local print shops:

- Sykes Printing 222 Andalusia Ave Coral Gables, FL 33134 (305) 444-6505 www.sykesprinting.com
- Reprographia 5000 SW 75th Ave #114 Miami, FL 33155 (305) 667-4149 www.thomasrepro.com
- TSquare Reprographics 1915 NW 82nd Ave Doral, FL 33126 (305) 266-7024 www.tsquare.com

* Please remember that no matter which option you choose, you must still send electronic files to Materials@dawntown.org “DawnTown Materials [registration number]” as the subject and jgpis of the sheets as separate attachments.
DISQUALIFICATION
Any competitors who do not strictly comply with any of the rules and requirements set forth above will be disqualified and their Materials will not be reviewed by the jury.

QUESTIONS
Questions can be submitted to questions@dawntown.org starting on January 21st through February 10th. Questions will be answered and posted on our website on October 5th.
1. SITE

2. FLAGLER STREET - Main street of Downtown Miami. Runs on axis with Noguchi Fountain.

3. BISCAYNE BOULEVARD - 8 lane boulevard, major street

4. BAYSIDE MARKETPLACE - Shopping and retail center, with marina

5. TINA HILLS PAVILION - Small outdoor concert area

6. BAYFRONT AMPHITHEATER - Larger outdoor concert venue

7. PORT MIAMI - Miami’s industrial cargo and cruise port
APPENDIX A.

24 X 36 FINAL PRESENTATION BOARD PORTRAIT FORMAT

YOUR REGISTRATION NUMBER

MUST BE LOCATED IN THE BOTTOM RIGHT HAND CORNER ON BOTH PRESENTATION BOARDS