



A CREATIVE COMPETITION TO
COMMEMORATE THE SPIRIT
OF SEPTEMBER 11TH, 2001

OVERVIEW

Competition Arc
January through September

Live Commemoration and Awards Event
Week of September 11, 2002
New York City

Peter Kuchnicki
P- 914-271-2160
F- 419-710-4769
E- info@9-11-Tribute.com

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www.9-11-Tribute.com

With the events of September in mind, Designing Worlds has taken a new direction for this year's annual Creative Competition. The 2002 Competition will ask students, citizens, artists, architects and designers, to "commemorate 9.11 with creativity."

The creative challenge is to enter a work of art, music, design, architecture, and poetry or prose that commemorates the people and events of 9.11. Juries will choose the best entries and their creators will be invited to ceremonies in New York, the week of 9.11.02.

This very special commemoration is composed of three elements: the competition phase; a 9.11 tribute and awards ceremony and the creation of a permanent archive of the submitted works.

Competition Methodology

The commemorative entries may be created in a variety of media:

- Design (architecture, graphic, industrial, sustainable, digital)
- Fine Arts (sculpture, painting, conceptual)
- Original Music (song, instrumental, choral, orchestral)
- Prose, Poetry or Drama (spoken and written)

We offer separate entry classifications for primary, secondary and university students, the general public and creative professionals. We ask that students compete as teams of three or more or by classroom. General Public and Creative Professional entrants may be teams or individuals.

Participants are encouraged to register prior to completing their work, so they may take part in the Competition Community on the website. Registered members may view sample entries; discover Competition Tips and Techniques, access tech support, discuss the project, etc.

Once entrants have completed their project, they create a digital file of that work and upload the file. Entries will only be accepted via our website.

Judging will take place on the website. Each category will be juried by authorities and informed individuals from that field. Their brief: use their specific knowledge and insight to make heartfelt and subjective selections.

Juries will select the most evocative works as winners in each category. Entries will be posted on our secure judging website (not visible to the public). Judges will view, deliberate and select the winners during mid-summer. Winning entrants will be notified prior to the live Creative Competition event. After the event, all winning works will be available for viewing at the website.

Live Event

The Commemorative Awards ceremony will be held the week of September 11, 2002 in New York City. The event will revolve around the entries, their creators and their homage to the people of 9.11. Works will be digitally exhibited and, in categories like Original Music, orchestrated for the event. Network and broadband coverage of the proceedings are planned.

Celebrities, dignitaries and participants of 9.11 will host event segments and announce the Competition winners. A video montage will take the audience into the homes, schools and studios of people as they worked on their contributions in the preceding months.

Funding

Sponsorships provide essential support for the Creative Competition, enabling awards and travel to NYC for winning entrants, funding for the live event venue and administrative expenses. In turn, sponsors can reach and build an in-depth relationship with the unique community that takes part in the competition. We are proud that these sponsors share our interest in rebuilding America and supporting the creative vision of people everywhere.

Sponsorships will be offered in a variety of participation levels and target audiences, ranging from classification (entry groups) to category (entry medium) sponsors. Discreet and tasteful advertisements will be welcomed for placement in the Competition media—the websites, pre-event documentary and streaming coverage, live event and event cable/broadcast coverage.

2002 Sponsors to Date

- Acteva
- American Institute of Architects, San Francisco Chapter
- Autodesk, Inc.
- Education On-Line UK Ltd
- Design Within Reach
- National Center for Public Productivity/Rutgers University
- Penrose Press
- Pentagram Design
- Vitra, Inc.

2001 Sponsors (previous event)

- AutoDesk, Inc.
- frogdesign, Inc.
- Herman Miller, Inc.
- Vitra, Inc.
- San Francisco Design Center
- The San Francisco Chronicle
- International Contemporary Furniture Fair

Program Rollout

The Competition launches with the dissemination of the Call For Entry in January. Promotion will include an active PR campaign, direct mail to universities and email to professionals. In addition third party groups, such as associations, media partners and sponsors will promote the Competition to their constituencies.

Schedule

Milestones include: January 15: Call For Entry, initial publicity wave; February: advertisements in press; March: Second wave publicity campaign; July 4: Entry phase concludes and Judging begins; August 11: Judging concludes and winners are contacted; September 11: Commemoration and Awards event; October 11: Formal launch of electronic archive of submitted works.

Technology

The Competition is an efficient example of web-enabled communication and transaction, thanks in great part to our technology partners and sponsors. The Competition Community page was created, and is hosted by EOL-UK, Ltd, in London. Acteva, Inc. of San Francisco handles online registration and e-commerce needs. The Competition entry upload and jury site is programmed and hosted by SproutNet, Inc. of NYC.

Growth Scenarios

- Upon reaching key sponsorship targets, we will expand our efforts in:
- Live event—upgrading venue, hosting larger audience, enhancing production
 - Build-out of winning work—organizing the actualization of the winning commemorations, promoting and supporting them to the fullest extent possible, relative to their medium
 - Creation and maintenance of an Archive of all of the work gathered in this process, in ongoing tribute to the Spirit of 9.11

Resources

In addition to our able technology providers, the Competition has developed extensive relationships with associations, universities and other institutions and renowned service firms like Pentagram Design. Our Board of Advisors is drawn from the professions, the arts and academe and is chaired by Dr. William J. Mitchell, Dean of Architecture at MIT.

Board of Advisors

Otis Brown, Billingsly & Brown Productions, California

Shashi Caan, Associate Partner, SOM, New York

David Gottlieb, City Beach Films, Florida

Pankaj Gupta, President, Acteva.com, California

Chris Hart, Director, Thing-e, United Kingdom

Kit Himrichs, Partner, Pentagram Design, California

Dr. Robert Holkeboer, Dean Graduate Studies, Eastern Michigan University

Marc Holzer, Executive Director, National Center for Public Productivity

Andrew Jaffe, Executive Director, The Clios Awards, Connecticut

Tom John, Production Designer, The Tony Awards, New York

John E. Johnson, Chief Writer, Beljan, Ltd., Michigan

Clark Kellogg, Director Strategic Services, Chong+Partners, California

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Paul Most, PM Consulting, Hong Kong

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Andrew Palumbo, Paradigm Consulting, New York

Richard Parker, 451 Architects, California

Malissa Piazza, DEF Public Relations, New Jersey

Thomas Pitegoff, Pitegoff Law Offices, New York

Jeff Saperstein, Jeff Saperstein & Associates Marketing, California

Lionel Sosa, Founder, Sosa Bromley Aquilar, DMB&B

Dan Sturges, President, The Mobility Lab, Michigan

Liz Schick, LSM Communications, Vermont

Lisa Sullivan, Executive Director, American Institute of Architects, SF

Background

The precursor to the 9.11 Creative Competition is Designing Worlds, a national creative competition first held in San Francisco. The Call For Entry and assignment concerned Sustainable Design—environmentally sustainable design, a subject of great importance to architects and designers. Cyllabus Network and a team responsible for over 60 conferences, competitions and special events, produced the event.

The first competition was directed towards university students and staged during 2000, with the award show finale in early 2001. Speakers included Oakland Mayor Jerry Brown, Gensler CEO Ed Friedrichs, Architects William McDonough and Ricardo Legoretta and Robert F. Kennedy, Jr. Prizes awarded included Autodesk software and over \$10,000.

Participating schools included:

- University of California Berkeley*
- Art Center College of Design
- Academy of Art College
- San Francisco State University
- Rhode Island School of Design
- University of Cincinnati*
- University of Pennsylvania*
- California College of Arts & Crafts
- Virginia Tech
- UC Davis

*Award Winners

FOR IMMEDIATE RELEASE:

Date: January to September, 2002

Event: A Creative Competition for works that commemorate the people and events of 9.11.

Sponsor: Produced by the Designing Worlds Creative Competition and sponsored by: Acteva.com; AIA, San Francisco Chapter; Autodesk, Inc.; Education On-Line UK Ltd; Design Within Reach; Penrose Press; Pentagram Design; Vitra, Inc.; National Center for Public Productivity/Rutgers University

Location: Competition is conducted via the Internet at: www.9-11-Tribute.com. Live award and commemoration event to be held in New York City, week of 9.11.02. Venue to be announced.

Cost: Competition free to students. \$10 entry fee for general public, \$45 for creative professionals.

Contact: P.F. Kuchnicki, info@9-11-Tribute.com

Description: With the events of September in mind, Designing Worlds has taken a new direction for this year's annual Creative Competition. The 2002 Competition will ask students, citizens, artists, architects and designers, to "commemorate 9.11 with creativity."

SUBMISSIONS

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- Design (architecture, graphic, industrial, digital)
- Fine Arts (sculpture, painting, conceptual)
- Original Music (song, instrumental, choral, orchestral)
- Prose, Poetry or Drama (spoken and written)

Entries must be in digital files and uploaded to the website. File formats accepted include .jpg, .gif, .txt, .doc, mp3, swp, quicktime or real files. Maximum file size for still images, words or music is one mb. Maximum size for animation or video is three mb.

There are entry classifications for primary, secondary and university students, the general public and creative professionals. Students compete as teams of three or more or by classroom. General Public and Professionals may be team or individual.

Registration and info may be found at www.9-11-Tribute.com.

Entries may be uploaded by registered competitors from March 1, up to deadline of July 4, 2002.

All works submitted to the competition will be published on the website and in other media. The winning works and their creators will gain national exposure and recognition. Winners will receive Awards recognizing their contribution and invited to the Commemorations.