



MUSEUM OF  
OUTDOOR  
ARTS

# Design and Build<sup>TM</sup>

**A National  
Art, Architecture &  
Design  
Competition**

**Third Annual**

2021 Design Challenge

“Out of This World:  
A Monument for Mars”

## ***Design and Build Competition Abstract***

The Museum of Outdoor Arts (MOA) in Englewood, CO seeks conceptual design proposals for its *Design and Build Competition* from art, architecture, design and other creatively focused USA based collegiate students, teams, and/or classes. This year's theme is "Out of This World" and submissions should address the challenge of designing a *Monument for Mars*. Contestants must design an installation, public art work, architecture, landscape architecture or other form of monument for Mars. The design should utilize architecture, landscape architecture and/or sculpture/installation as a solution while considering environmental impact and sustainability in use of materials. Contestant's designs will need to respond with their conceptual project under the premise that human kind from Earth will one day occupy Mars and will require a monument designated for the achievement. Entries will be reviewed by the MOA Board of Trustees and Executive Staff.

MOA will award the top three entries with the following prize structure\*:

**1st place-** \$5,000 + winning entry to be archived & featured on competition website

**2nd place-** \$2,500 + winning entry to be archived & featured on competition website

**3rd place-** \$1,000 + winning entry to be archived & featured on competition website

In addition there will be an **Honorable Mention** prize of \$500.

\*If entered as a university class, prize will be awarded to department in which the class resides within the university, with funds going directly to the benefit of department students.

Winning submissions will be placed on the [MOA Design and Build Competition archive website](#).

Read further for full competition brief with complete entry details.

1000 Englewood Parkway Suite 2-230

Englewood, CO 80110

303-806-0444



## ***Design and Build*** **2021 Competition Brief**

### **Organization and Program Background**

#### **Museum of Outdoor Arts (MOA)- Englewood, Colorado**

The mission of MOA is to *make art a part of everyday life.*

Founded in 1981 by commercial real estate Developer, John W. Madden Jr., Marjorie Madden and their daughter, Cynthia Madden Leitner, **MOA** is an arts focused non-profit, private operating foundation, based in the Denver metro area. MOA offers a robust outdoor sculpture collection of over 85 pieces throughout the Englewood and Greenwood Village communities, maintains an indoor art collection, hosts indoor gallery exhibitions, provides education programs and owns and operates [Fiddler's Green Amphitheatre](#). More information can be found at [www.moaonline.org](http://www.moaonline.org).

#### ***Design and Build- Program Background***

The mission of *Design and Build* is to *motivate invention through collaborative creativity.*

Since 1991, MOA's [Design and Build](#) education program has provided an opportunity for emerging artists, students and creative minds to express their creativity in collaborative art, architecture and design projects. Since the inception of the program thousands of students throughout Colorado have collaborated on site-specific installations. Assisted by professional faculty and artists in residence, *Design and Build* participants produce exciting and original site-specific art works for MOA's gallery and public spaces throughout the Denver metro area. Participants find creative solutions to practical challenges as they master the skills to transform their creative ideas into finished pieces.

#### ***Design and Build Competition***

After operating the *Design and Build* program for nearly 30 years in the Denver metro area, MOA has expanded *Design and Build* to include a national competition as part of the program. 2021 marks the third annual, national art, architecture & design competition. The goal of the competition is to cultivate potential from emerging artists, architecture and design students and to allow these creatives the space to conceptualize inventive ideas within a set of boundaries.

The competition garners an online repository of art, architecture and design concepts. The competition is based on an annual theme and/or challenge provided by MOA and cash prizes are awarded to the top four submissions, which includes an honorable mention prize. It is the goal to expand the national competition to allow for international entries in the future. The competition will focus on the USA national level through at least 2022 before taking the competition to an international audience.



## Eligibility Requirements

The competition is open to any undergraduate or graduate student currently enrolled in any US university (recent graduates are eligible to enter for up to one year post graduation). Students should be studying in the field of art, architecture, landscape architecture, design, engineering and/or other programs that focus on creativity. Entries can be submitted by individuals, teams or as classes.

## Introduction, Theme & Challenge

The events of 2020-21 mark an unprecedented time in our world. The need to think outside of the box and adapt to virtual environments has been an absolute in these times. We hope that this year's challenge stretches imaginations and delivers creative solutions to this challenge.

With the exploration of Mars being an active endeavor by NASA, and private space exploration companies, and with the goal to understand if human life can eventually occupy the planet, the need for human based design solutions will become paramount at some point, possibly in our lifetime.

**Imagine a human colony has occupied Mars. To mark this significant feat, a monument must be created to commemorate the occasion.**

MOA seeks *Monuments for Mars* concepts for its 2021 challenge. Submitted designs should reflect a creative and unique aesthetic and function, and should relate to the selected site (Mars). The design should utilize architecture / landscape architecture and/or sculpture/installation as a solution while considering environmental impact and sustainability in use of materials. Designs should be based on the idea of a permanent installation and contestants can assume all earthly or unknown Martian material availability in creating design solutions. Again, this year's competition is to think outside of the box!

The concept should be designed for the planet Mars. This space should be addressed utilizing a blend of sculpture and/or landscape architecture or architectural disciplines as solutions to the challenge. The final design should not exceed a footprint of 43,560 square feet (1 acre) and should have an estimated design and build budget of no more than \$1,000,000 USD.

Furthermore, we want to know how the monument would function as a usable space for the public. Are there particular activities, design elements or technologies that will be implemented as part of the design? Please address this through the narrative portion of your proposal by addressing the questions found in the "items to include in your proposal" section of this competition brief.



## Collaboration

The spirit of *Design and Build* has always been to solve problems and create through collaboration. All proposals must include narrative about how collaboration would be utilized in realizing the design (i.e. fabricators, engineers and architects must work together to realize any design).

Instructors who take the competition on as a class project are eligible to submit up to three proposals per class. Individual student submissions or student team submissions are also eligible for entry.

## Prizes

MOA will award the top three entries with the following prize structure. Awards will be divided equally to each team member in the case of team entry\* (i.e. If 1st place has 2 team members, each collaborator will receive \$2,500):

**1st place-** \$5,000 + winning entry to be archived & featured on competition website

**2nd place-** \$2,500 + winning entry to be archived & featured on competition website

**3rd place-** \$1,000 + winning entry to be archived & featured on competition website

In addition there will be an **Honorable Mention** prize of \$500.

\*If entered as a university class, prize will be awarded to department in which the class resides within the university. If entered as a team, prize will be split evenly amongst team members.

## Competition Review Panel

A panel comprised of MOA Board of Trustees and Executive Staff, and, in some cases, an outside expert, will evaluate submissions. While all entries will be submitted digitally, the top five proposal teams will be invited to virtually present their submissions by video conference to the panel.

Entries will be scored based on the following criteria:

- Originality
- Artistic/creative expression
- Professionalism
- Addressing the challenge
- Technical proficiency
- Safety

**See items to include in your proposal and important dates on the following pages.**



## Items to Include in your Proposal

Proposals should be submitted electronically via the registration website at:  
<https://moaonline.org/design-and-build-2021-competition/>.

Your proposal **MUST** be submitted as **a single file** in PDF format. The file size may not be larger than 50mb. **Files not in PDF format and multiple file submissions will be automatically disqualified!**

Your proposal **MUST** include all of the below items **in THIS order**. Incomplete proposals will be disqualified. All pages of proposals must be formatted for horizontal tabloid size paper (11"x17").

- **Cover Page**
  - Project title
  - List contestant name(s), year in schooling, major and affiliated university.
  - In case of team/class entry, Identify **one** team member to be the primary contact and provide phone/email/address of this individual. Note your teams designated contact on the cover page.
- **Biography/background.** Tell us about yourself. May not exceed one page per team member.
- **Resume/cv** for each team member. In case of a class entry, only the primary contact's resume/cv is needed.
- **Site Selection**
  - Provide a site description, including how your design relates to the selected site, of up to one page. \*See "Appendix A" section in this packet. Provided hi resolution images may be [downloaded](#) and should be used in project renderings. Additional renderings may be produced by contestants.
- **Project drawings/renderings**
  - At least three but no more than ten drawings/renderings of proposed design. One of which **MUST** be an elevation view in the context of the selected site. Other drawings/renderings can include detail, cross section and site plan views. \*A weblink to digitally animated rendering(s) may also be included.
- **Project narrative.** Explain your concept by answering the below questions **in numbered order**. Limited to 3,000 words total.
  1. What materials and methods are used to build/install your structure/artwork/installation?
  2. What is the estimated build/setup time?
  3. How would collaboration be utilized in realizing the design?
  4. How will your structure/installation be used by the public? Provide an example of how the public will interact with the space.
  5. How does the structure/artwork/installation address the climate in which it would reside?
  6. What type of technology is implemented in your design?
  7. What makes the design environmentally friendly / sustainable?
  8. How does your project address a high quality and unique aesthetic?
  9. Open question: Is there anything else you would like to tell us about your proposal?
  10. Provide an estimated budget. (3,000 word limit does not apply to this requirement but the budget should be limited to one page.)

## VI. Submission Instructions

- Please submit your entry via the competition registration form at:  
<https://moaonline.org/design-and-build-2021-competition/>



## MOA Contact

Please do not hesitate to reach out with any questions about the competition. We are here to help and want to make sure you are able to submit the best possible proposal. We offer conference/video calls and site visits (local), if desired.

**Tim Vacca**  
**Design and Build Program Director**  
**MOA**  
**303-353-1712**  
[designandbuild@moaonline.org](mailto:designandbuild@moaonline.org)

## Schedule & Important Dates

- June 23, 2021  
Competition launches
- October 1, 2021  
Submission deadline
- October 15, 2021  
Top five proposals selected
- October 22, 2021  
Proposal finalist presentations (in-person or via video conference)
- October 29, 2021  
Winning entries announced

## Appendix A

### Site Reference Images

Images are licensed artist renderings of how Mars may look and feel. High resolution files may be [downloaded](#) for competitors to use for their project renderings.

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## Mars Rendering #1



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## Mars Rendering #2



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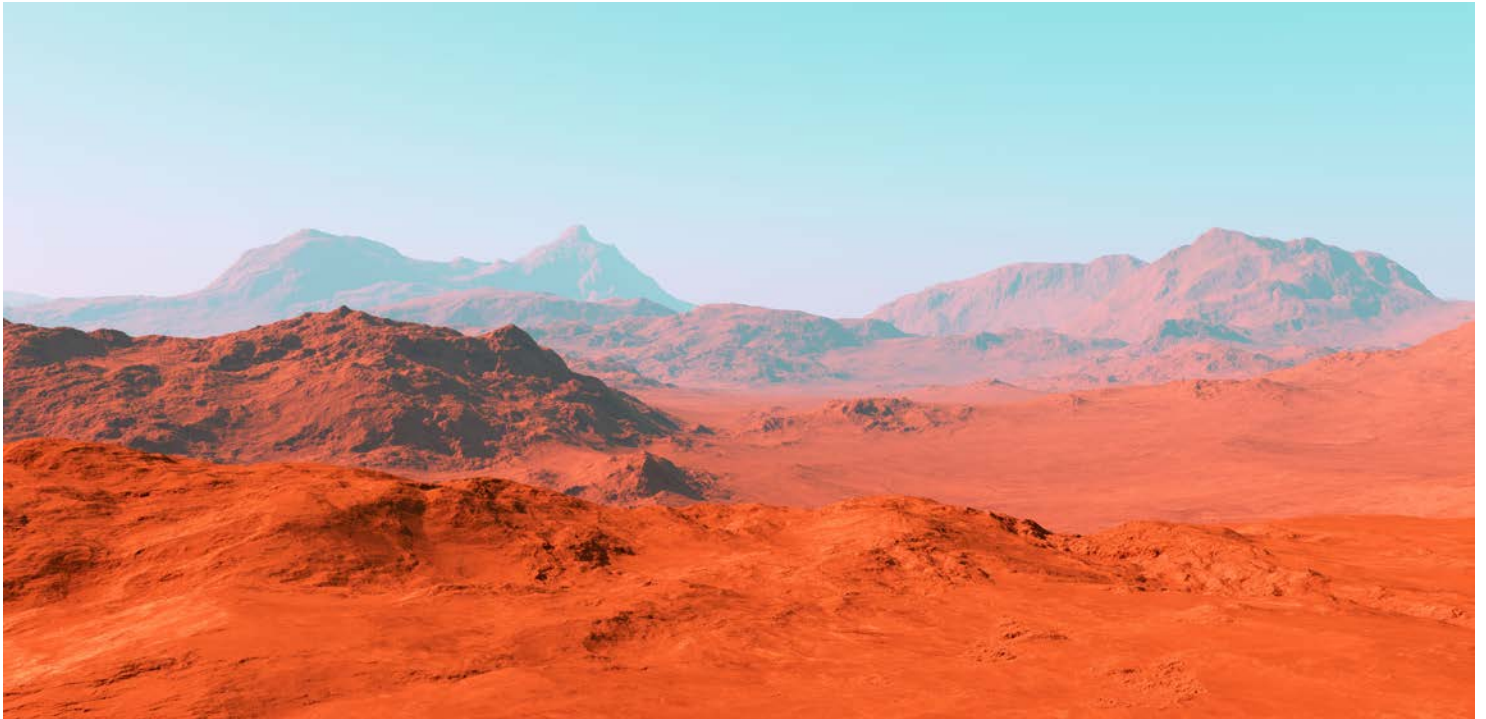
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## Mars Rendering #3



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## Mars Rendering #4



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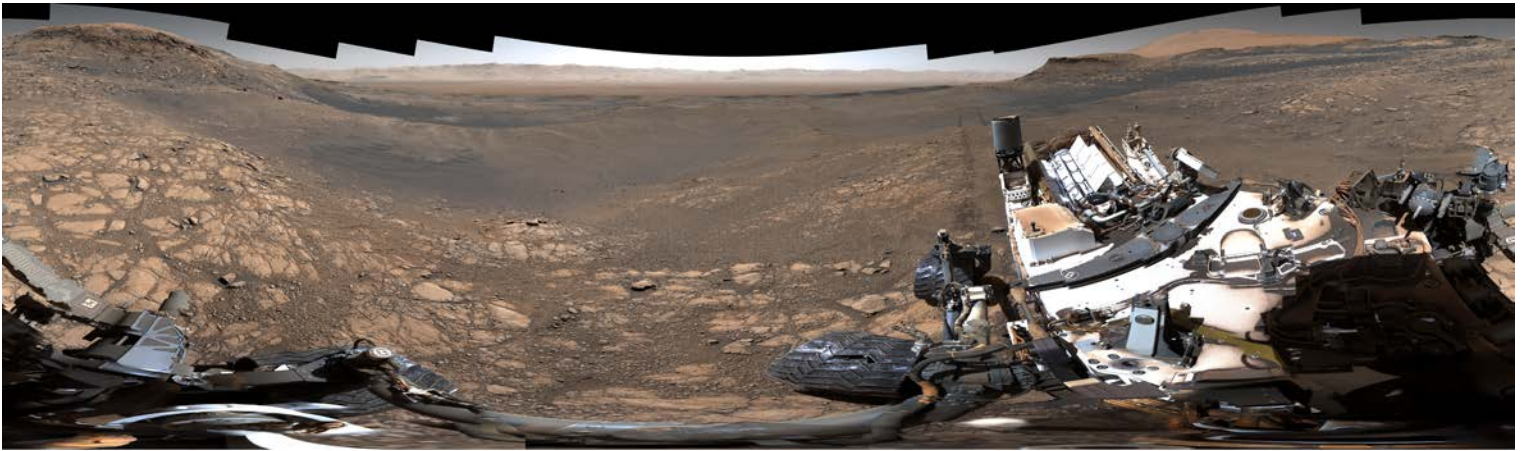
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## Actual Image of Mars

1.8-Billion-Pixel resolution panorama image from “Curiosity” [available for download](#) via the NASA Mars exploration program.



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## Appendix B

### Examples of Monuments throughout History

Images are simply meant as inspiration on what monuments can be and have been in the past.

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## Pyramids of Giza

Built as tombs between approximately between 2550 and 2490 BCE to Pharaohs Khufu, Khafre and Menkaure. The Sphinx was built for Khafre around 2500 BCE.



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## Temple of Kukulcán, Chichen Itza

Located in Yucatán, Mexico built by the Maya people between the 8th -12th C. AD.  
The pyramid served as a temple to the deity Kukulcán, the  
Yucatec Maya Feathered Serpent deity.



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## Stonehenge

A prehistoric monument in Wiltshire, England built approximately from 3000 to 2000 BCE. Its original function is debated and may have been an astrological observatory, religious site or burial ground, as many human remains have been found there.



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## Eiffel Tower

Constructed in Paris, France between 1887-1889 for the 1889 Exposition Universelle, A World's Fair, commemorating the French Revolution for its centennial celebration.



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