

An aerial photograph of Red Square at Cornell University. The square is paved with reddish-brown bricks and has several people walking or sitting on it. In the background, there is a large Gothic-style building with a tall, pointed tower on the left, and a modern, multi-story brick building with large windows on the right. The sky is blue with some light clouds. The text "RE-IMAGINING RED SQUARE" and "A CREATIVE IDEAS CHALLENGE" is overlaid in white, bold, sans-serif font across the middle of the image.

RE-IMAGINING RED SQUARE

A CREATIVE IDEAS CHALLENGE

ROUND 3: DESIGN COMPETITION
LAUNCH: FEBRUARY 1, 2019



OFFICE OF THE PROVOST
UW FACILITIES OFFICE OF ASSET MANAGEMENT
COLLEGE OF BUILT ENVIRONMENTS
DEPARTMENT OF LANDSCAPE ARCHITECTURE







RE-IMAGINING RED SQUARE

A creative ideas challenge for the University of Washington's Central Plaza, commonly known as Red Square.

Round 1: Understanding the experience of Red Square

Round 2: Landscape Architecture Design Charrette

Round 3: UW Design Concept Competition



SCHEDULE

Round 3 Kick-off: Friday, February 1
Q+A Period: ends Wednesday, February 6
Review #1: Wednesday, February 13, 5:30-8:30 pm
Review #2: Wednesday, March 6, 5:30-8:30 pm
Submissions Due: Sunday, April 7, 8:00 pm

Awards Announced: May, 2019



PROFESSIONAL ADVISORS

- Nancy Chan, Landscape Architect, Hewitt and UW Alumna
- Mark Johnson, Architect, Signal Architecture
- Lara Rose, Landscape Architect, Walker Macy
- Kara Weaver, Landscape Architect, GGN and UW Alumna
- Sandy Fischer, Landscape Architect, Fischer Bouma (alt. Review #2)

JURY

to be announced

AWARDS

\$5,000 in scholarship funds (team award)



CHALLENGE

RE-IMAGINING RED SQUARE asks you to redesign the University of Washington's Central Plaza, commonly known as Red Square. The heart of our campus, Red Square is nearing 50 years old. Over the last half century, it has weathered student demonstrations, Seattle winters, hundreds of thousands of pedestrians and cyclists, quiet moments and great celebrations. Although considered by some as an example of Northwest modernist architecture, the plaza is often perceived by students, faculty and staff as "stark", "uninviting", and "a space to move through" as well as being slippery when wet. Additionally, in the coming years, the plaza will require significant upgrades to address issues of water leakage into the parking garage roof below and public safety, wayfinding, and accessibility concerns.



This challenge asks you to **RE-IMAGINE Red Square** as a dynamic, receptive, and engaging space where students, staff, faculty, and visitors want to linger; a place that embraces creative, environmentally-smart landscape and stormwater strategies; a place that accommodates all users regardless of weather, time of day, or number of users; a place that serves as both the figurative and spatial heart for campus and link to UW's developing West Campus and University District; in short, an iconic space that exemplifies the unique character and spirit of the University of Washington and the Pacific Northwest.

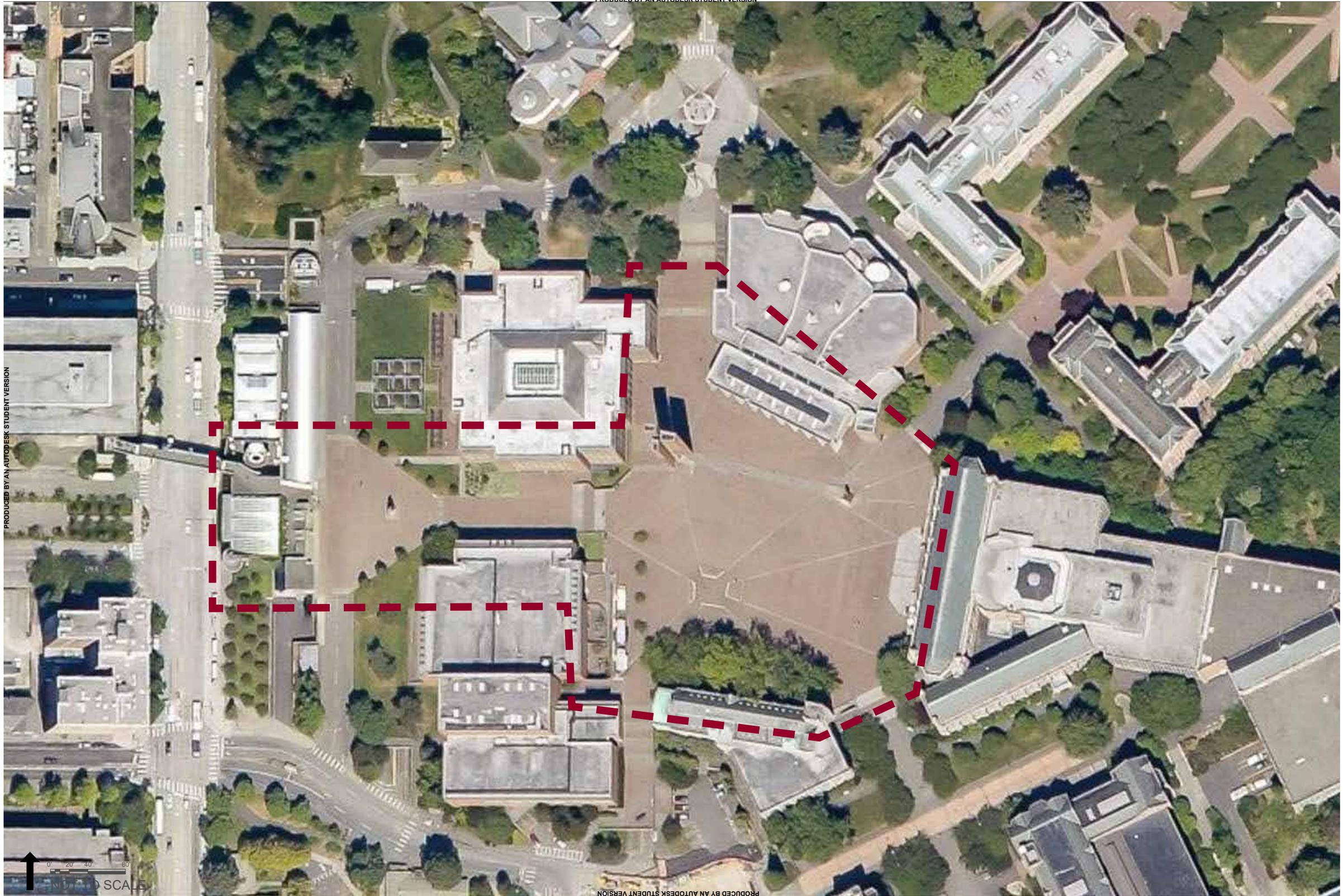


FOUR QUESTIONS

- What is the primary role of Red Square on our campus? What could it be if it were re-imagined?
- How can a contemporary identity for a campus plaza activate a strong connection to Campus Parkway as a link to the broader urban context of the University neighborhood?
- How can placemaking mix with strategies of performance, ecological health, and sustainability?
- Given the significant history of Red Square, how does the contemporary interpret the historical, and how, together, do they anticipate the future?



PRODUCED BY AN AUTODESK STUDENT VERSION



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SITE



EVALUATION CRITERIA

- Responds imaginatively and boldly to questions outlined in the Brief.
- Clearly and convincingly communicates how the concept(s) responds to the site and context spatially and temporally.
- Presents ideas that are comprehensible for a wide audience, increases understanding of placemaking on campuses and is deeply compelling for University administration, students, staff, faculty and visitors.



SUBMISSION REQUIREMENTS

Each team must submit two (2) design boards:

- 32" x 42", oriented vertically.
- All information (text, plan and supporting imagery) on design board. No verbal presentation.
- Team number in the lower right-hand corner of your board.
- All entries will be judged anonymously.
- All design boards, regardless of the actual board size/orientation will be printed to "fit" to 32" x 42" oriented vertically.



SUBMISSION INSTRUCTIONS

- All submissions are **due by 8:00 pm**
- pdf file no larger than 25MB
- Upload on RE-IMAGINING RED SQUARE webpage
- File naming: RS_Round3_Team[*teamnumber*].pdf
- Only entries submitted on time and in accordance with submission requirements will be eligible for awards.



MATERIALS

Everything available digitally on website

- Survey and aerial to all teams
- History + Context posters and Interview Data (Round 1)
- Circulation, Structural, Environmental Analysis from 2005 Studio
- Kick-off presentation
- Historical Photographs + citation information
- Campus Landscape Framework + Campus Master Plan



QUESTIONS??

Additional questions should be emailed to parrettj@uw.edu by end of day, Wednesday, February 6.

All questions and answers will be provided to all teams.



An aerial photograph of Red Square at Cornell University. The square is a large, paved open space with several people walking and sitting. In the background, there is a large Gothic-style building with a prominent spire on the left and a modern, multi-story brick building on the right. The sky is blue with some light clouds. The text "RE-IMAGINING RED SQUARE" and "A CREATIVE IDEAS CHALLENGE" is overlaid in white, bold, sans-serif font across the middle of the image.

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