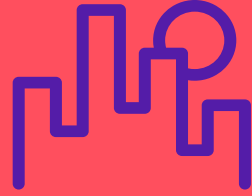




# The Design Competition Conference



The conference is free and open to the public. Please [click here](#) to register.

Thursday, April 23 - Friday, April 24, 2015

Harvard Graduate School of Design, Gund Hall, Cambridge, Massachusetts

## Design competitions are increasingly used to procure the design of, well, just about anything.

Governments, philanthropies, advocacy organizations, developers, and even celebrities are offering ever-larger awards and visibility for buildings, landscapes, and products, as well as for solutions to complex economic, social, and ecological problems. Competitions can mobilize thousands of talented people across disciplines to creatively tackle pressing challenges in publicized — if not public — settings. They can also be wasteful, less-than-fully transparent, and even exploitative.

The Design Competition Conference will review the state of design competitions today and their impact on competitors, sponsors, design, and the public interest. Using the lens of professional, ethical, business, legal, aesthetic, and public policy perspectives, we'll ask: do competitions enhance creativity and excellence in the production of built and landscape environments? Do they advance the skills and interests of the designers who participate in the process? Does the public get to participate and benefit? Do they make for better financial outcomes and, if so, for whom? Are they an ethical method for securing design given the mechanics of the process? Do competitions strengthen or weaken the design professions as a whole? Do they identify new talent? These and other questions will emerge through discussion of cases studies and thematic presentations.



April 23 Thursday

6:30pm - 8:00pm

### Keynote Panel

#### Welcome from Conference Co-Chairs

Jerold S. Kayden | Frank Backus Williams Professor of Urban Planning and Design, Harvard Graduate School of Design  
David van der Leer | Executive Director, Van Alen Institute

#### Panelists

Craig Dykers | Founding Partner, Snøhetta  
Francine Houben | Creative Director, Mecanoo  
Mohsen Mostafavi | Dean, Harvard Graduate School of Design

#### Moderator

Cathleen McGuigan | Editor-In-Chief, *Architectural Record*



April 24 Friday

9:00am - 9:45am

### Opening Remarks

Introducing the key themes and questions for the day's discussions, this opening session looks at how competitions can inspire such wildly different opinions — including those from over 1,400 designers who responded to a recent survey — and what they indicate about the state of contemporary design practice.

#### Framing Design Competitions

Jerold S. Kayden | Frank Backus Williams Professor of Urban Planning and Design, Harvard Graduate School of Design

#### The Architectural Record/Van Alen Institute Design Competition Survey: Findings

David van der Leer | Executive Director, Van Alen Institute

9:45am - 11:00am

### Design Competitions Now

Designers, government officials, community advocates, and critics discuss four recent design competitions that have tested the boundaries of what competitions can be and what it means for design, planning, and the public interest.

#### Case Study I: Guggenheim Helsinki Design Competition

Marshall Brown | Associate Professor, Illinois Institute of Technology, School of Architecture  
Cara Cragan | Studio Leader, Rockwell Group

#### Case Study II: Rebuild by Design

Scott Davis | Senior Advisor, U.S. Department of Housing and Urban Development  
Gena Wirth | Principal, SCAPE

#### Moderator

Reed Kroloff | Principal, jones | kroloff

#### Break

### Design Competitions Now (continued)

#### Case Study III: 11th Street Bridge Park Design Competition

Scott Kratz | Director, 11th Street Bridge Park Project  
David Smith | Executive Director, The Pearl Coalition

#### Case Study IV: Connect Kendall Square

Taha Jennings | Assistant to the City Manager, City of Cambridge  
Inga Saffron | Architecture Critic, *Philadelphia Inquirer*

#### Moderator

Jerome Chou | Director of Competitions, Van Alen Institute

### Announcement of the Winners of the Harvard GSD Francis Loeb Library/Design Competitions Course Design Competition

#### Break

### The World Beyond: Competitions for Everything?

Beyond the field of design, competitions have helped create a private space industry, develop new vaccines, and captivate millions of people through reality television shows. Should everything be a competition? From soup to nuts, can competitions produce better ideas and objects, unearth talent, and educate the public? What can designers learn from the world of competitions beyond design?

#### Panelists

Bill Aulet | Managing Director, Martin Trust Center for MIT Entrepreneurship, MIT Sloan School of Management  
Nidhi Chaudhary | Vice President of Challenge Success, HeroX  
Jenn Gustetic | Assistant Director for Open Innovation, White House Office of Science and Technology Policy

#### Moderators

Jerold S. Kayden, David van der Leer

#### Break

### The Future of Design Competitions

The closing panel will debate issues and critiques raised during the conference and suggest visions and amendments for the future place and administration of competitions.

#### Panelists

Silvia Benedito | Assistant Professor, Harvard Graduate School of Design  
Marshall Brown | Associate Professor, Illinois Institute of Technology, School of Architecture  
Stephen Cassell | Partner, Architecture Research Office  
Reed Kroloff | Principal, jones | kroloff  
Grace La | Principal, LA DALLMAN / Professor, Harvard Graduate School of Design  
Susanna Sirefman | Founder, Dovetail Design Strategists

#### Moderators

Jerold S. Kayden, David van der Leer

### Closing Remarks

Jerold S. Kayden, David van der Leer



11:15am - 12:30pm

12:30pm - 12:45pm

1:45pm - 3:15pm



3:30pm - 5:00pm



5:00pm - 5:15pm



#designcompconference

Conference Co-Chairs:  
**Jerold S. Kayden**  
Frank Backus Williams Professor of Urban Planning and Design, Harvard GSD  
**David van der Leer**  
Executive Director, Van Alen Institute

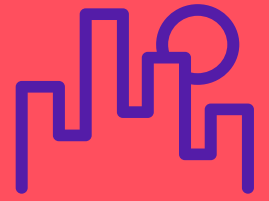
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## Speaker Bios



### Bill Aulet

**Managing Director, Martin Trust Center for MIT Entrepreneurship**

Bill Aulet, a serial entrepreneur, is the managing director of the Martin Trust Center for MIT Entrepreneurship and the author of *Disciplined Entrepreneurship: 24 Steps to a Successful Startup*. He is the founder of the MIT Clean Energy Prize as well as an adviser to the MIT \$100K Entrepreneurship Competition.



### Jerold S. Kayden

**Frank Backus Williams Professor of Urban Planning and Design, Harvard GSD**

Jerold S. Kayden is the Frank Backus Williams Professor of Urban Planning and Design at the Harvard University Graduate School of Design. An urban planner and lawyer, he teaches and writes about land-use law, real estate development, and public space. This spring, he is teaching for the second time a course on design competitions.



### Silvia Benedito

**Assistant professor, Harvard GSD**

Silvia Benedito is an Assistant Professor of Landscape Architecture at the Harvard Graduate School of Design and the co-coordinator of the Master in Design Studies in Art, Design and the Public Domain. Benedito's research examines the role of atmosphere and the making of micro-climates for human comfort and delight.



### Reed Kroloff

**Principal, Jones | Kroloff**

Reed Kroloff is the founding principal of Jones|Kroloff, a practice that develops architecture strategy and guides architect selection processes. Kroloff was previously the Director of Cranbrook Academy of Art and Art Museum, Dean of the Tulane University School of Architecture, and Editor-in-Chief of *Architecture*.



### Marshall Brown

**Associate Professor, IIT School of Architecture**

Marshall Brown is a registered architect and Associate Professor at the Illinois Institute of Technology. He has permanently retired from design competitions. Brown recently penned an essay on the Obama Presidential Library for *Metropolis*, and has forthcoming exhibitions at the Arts Club of Chicago and Western Exhibitions Gallery in 2016.



### Scott Kratz

**Director, 11th Street Bridge Park**

Scott Kratz is the Director of the 11th Street Bridge Park, a collaboration between the non-profit Building Bridges Across the River at THEARC and the Washington D.C. Office of Planning that is transforming an old freeway bridge into a park above the Anacostia River.



### Stephen Cassell

**Principal, Architecture Research Office**

Stephen Cassell, AIA LEED AP, is principal, with Kim Yao and Adam Yarinsky, of Architecture Research Office, founded in 1993. Cassell holds an undergraduate degree in architecture from Princeton University and received his Master in Architecture from the Harvard Graduate School of Design.



### Grace La

**Principal, LA DALLMAN and Professor of Architecture, Harvard GSD**

Grace La is Professor of Architecture and Director of the M.Arch Programs at the Harvard Graduate School of Design and Principal of LA DALLMAN. LA DALLMAN was named an Emerging Voice by the Architectural League of NY (2010) and was the first U.S. practice to receive the Rice Design Alliance Prize (2011).



### Nidhi Chaudhary

**Vice President of Challenge Success, HeroX**

Nidhi Chaudhary is the Vice President of Challenge Success at HeroX, a spinoff of XPRIZE, where she is building a technology platform for open innovation, crowdsourcing and incentive challenges. As a facilitator and a strategist, she has worked for nearly 15 years at the intersection of social entrepreneurship, design thinking, and international development.



### Cathleen McGuigan

**Editor-in-Chief, Architectural Record**

Cathleen McGuigan is Editor-in-Chief of *Architectural Record*. She is a graduate of Brown University. She was awarded a Loeb Fellowship from the Harvard GSD and was a Poynter Fellow at Yale. She sits on the boards of the Skyscraper Museum, the Center for Architecture New York, and the Alumni Council of the Harvard GSD.



### Jerome Chou

**Director of Competitions, Van Alen Institute**

Jerome Chou is an urban planner, landscape architect, and community organizer. He developed dozens of temporary installations, events, and workshops at Flint Public Art Project in Flint, Michigan. At the Design Trust for Public Space, he led projects to retain garment factories in Midtown Manhattan and to expand urban agriculture throughout New York City.



### Mohsen Mostafavi

**Dean, Harvard GSD**

An architect and educator, Mohsen Mostafavi is the Dean of the Harvard Graduate School of Design and the Alexander and Victoria Wiley Professor of Design. His recent publications include *Ecological Urbanism* (translated into Chinese, Portuguese, and Spanish), *In the Life of Cities*, and *Nicholas Hawksmoor: The London Churches* (forthcoming).



### Cara Cragan

**Studio Leader, Rockwell Group**

Cara Cragan is a Studio Leader with Rockwell Group. She previously served as Director of Architectural Projects, Abu Dhabi and Helsinki, with the Guggenheim Foundation where her responsibilities included overseeing the groundbreaking architectural competition for a proposed Guggenheim museum in Helsinki. Cragan has a BA from Vassar and received her M. Arch I from Yale.



### Inga Saffron

**Architecture Critic, Philadelphia Inquirer**

Inga Saffron is the architecture critic for the *Philadelphia Inquirer*. She received the Pulitzer Prize in Criticism in 2014 and was a Loeb Fellow at the Harvard Graduate School of Design in 2011-12. Her work has appeared in *The New Republic*, *Landscape Architecture Magazine*, and *Metropolis*.



### Scott Davis

**Senior Advisor, U.S. Department of Housing and Urban Development**

Scott Davis currently serves as a Senior Advisor in the Office of Community Planning and Development at the U.S. Department of Housing and Urban Development. Recently serving as a Senior Advisor in the Office of the Secretary and on the President's Hurricane Sandy Rebuilding Task Force, he helped lead *Rebuild by Design: A Design Competition for Increasing Resilience in the Sandy Region*.



### Susanna Sirefman

**Founder, Dovetail Design Strategists**

Susanna Sirefman is the founder and president of Dovetail Design Strategists, a leading independent architect selection firm in the United States. Author of five books on contemporary architecture and a regular contributor to *The Wall Street Journal*, Sirefman has published essays on design competitions in *Architecture Competitions and The Production of Culture, Quality and Knowledge: An International Inquiry*.



### Craig Dykers

**Founding Partner, Snøhetta**

As one of the founding partners of Snøhetta, Craig Dykers has led many of Snøhetta's prominent projects, including the Alexandria Library, the Norwegian National Opera and Ballet building, and the National September 11 Memorial Museum Pavilion. Dykers' work has led to numerous international awards including the Mies van der Rohe European Union Prize for Architecture.



### David Smith

**Executive Director, The Pearl Coalition**

David Smith is the Executive Director of The Pearl Coalition, currently working to build the "Spirit of the Pearl" schooner, Washington, DC's historic and first tall ship. David has worked for over 20 years in multiple leadership roles ranging from business innovation and creative economy to environmental conservation and green technologies.



### Jenn Gustetic

**Assistant Director for Open Innovation, White House Office of Science and Technology Policy**

Jenn Gustetic is the Assistant Director for Open Innovation in the White House Office of Science and Technology Policy where she scales the use of open innovation approaches like prizes, crowdsourcing, and citizen science. Previously, Gustetic was NASA's Prizes and Challenges Program Executive. She holds a BS in aerospace engineering from the University of Florida and a SM in technology policy from MIT.



### David van der Leer

**Executive Director, Van Alen Institute**

David van der Leer is an urban thinker and activist and the Executive Director of Van Alen Institute in New York City. Previously, he was associate curator of architecture and urban studies at the Guggenheim Museum and curator for the BMW Guggenheim Lab, a mobile urban laboratory that traveled to New York, Berlin, and Mumbai.



### Francine Houben

**Creative Director, Mecanoo**

Francine Houben began to formulate the three fundamental concepts of her architectural vision while studying at the Technical University in Delft, the Netherlands. Designing primarily for People, constructing spaces that are relevant to Place, and forging connections that give a building Purpose have remained consistent, underlying values to Mecanoo's practice over the past three decades.



### Gena Wirth

**Principal, SCAPE**

Gena Wirth is a designer, urban planner, and horticulturalist. As a design principal at SCAPE, she pulls from her interdisciplinary training to create ecologically rich and culturally relevant landscapes from the infrastructural scale to the site level. She was trained at the Harvard Graduate School of Design and is currently the 2015 Richard Gluckman Visiting Critic in Design at the Syracuse University School of Architecture.



### Taha Jennings

**Assistant to the City Manager for the City of Cambridge, Massachusetts**

Taha Jennings is Assistant to the City Manager for the City of Cambridge Massachusetts and has also held positions of Neighborhood Planner and Project Planner in the City's Community Development Department. Jennings has a Bachelor's degree in Urban Studies and a Master's of City and Regional Planning from the Edward J. Bloustein School of Planning and Public Policy at Rutgers University.

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