



## **Two Worlds Community Foundation**

*replacing argument with exploration*

### **THE ECOLOGICAL COMMUNITY COMPETITION** **Presented by the 501 (c) 3 Two Worlds Community Foundation** **[www.twoworldsfoundation.org](http://www.twoworldsfoundation.org)**

- WHO CAN RESPOND** Any student, or teams of students currently enrolled in any curriculum at any college or university in the United States, Canada or Mexico.
- DEADLINE** Monday, June 2, 2014 (Electronic Submission)
- AWARDS CEREMONY** Thursday, June 26, 2014 in the Pavilion at Taliesin West. The three winning teams will be invited to and featured at the ceremony with all expenses paid plus the following scholarship awards:
- Gold: \$10,000  
Silver: \$7,500  
Bronze: \$2,500
- JURY** Jury members will be announced at a later time

### **SUMMARY OBJECTIVES**

The competition has nothing to do with the easier arguments between what we think of today as cities and suburbs, nor is it about retrofitting the past. Its purpose is to explore idealized, resource-efficient ways for addressing 21st century limitations and opportunities. The goal of the competition is to describe and illustrate, in compelling terms, that ecological design, properly understood, must become the new standard. The only limitations as to how you frame your response are those of your own vision concerning the exciting the technological and behavioral achievements that are possible by way of design.

### **TECHNOLOGY AND HUMAN BEHAVIOR**

The desired deployment of technology has two parts; the first includes everything that has the ability to reduce the consumption of fuels, recycle or otherwise reduce our current use of water and, reduces the amount of paving required for roadways, parking and garages. The second is that which encourages more cooperative behavior including shared-use augmenting or replacing ownership in ways designed to offer greater variety and efficiency for less cost.

While no one example exists as a model to be replicated, there is much to be learned from the experiential learning environments that Frank Lloyd Wright designed and nurtured at Taliesin

and Taliesin West. Another would be the annual, nine-week shared experience at the Chautauqua Institute in western, New York. A third example includes the explorations of citizen-designed and governed intentional communities. While varied in most other respects, common to all three examples is that, rather than being designed as a response to the developer-driven market segments offered for sale or lease, they were all designed around a complexity of user-shaped, holistic needs and desires for all ages and stages of life, including the lessons and beauty of nature.

## **SEVEN MAJOR INFLUENCES**

While this competition calls upon you to research and propose a range of theoretical conceptions, there is nothing theoretical about its purpose. The following Seven new realities are setting the stage for a whole new way of thinking about how we design and live in community.

1. We are living in the first-ever global civilization. Among other things, this emerging one-world economy, coupled with the increase in automation, is changing traditional expectations about both employment and job security.
2. The population is getting older and for the first time in U.S. history, the most dominant category of human habitation is the one-person household.
3. What was until recently more limited to time-share resort accommodations, boats, aircraft, and cars, now includes renting the most personal kinds of national and international provisions for business and tourism, all facilitated by the internet.
4. The once middle-class engine of society is disappearing with the few moving up and the many moving down. As a consequence fewer people will be able to own a traditional house.
5. With respect to social services, the once dominant number of wage earners, in comparison to those they are supporting, is fast decreasing. In Spain, for example, that number is now one to one.
6. The multi-generational staying power of the family by birth is being replaced by a variety of “family” groupings by way of common interest and choice.
7. Market-segmented developments including those that are age-targeted or age-restricted, along with congregate living and memory care, are early indications and stages of what will continue to change as each new generation seeks ever-greater ways to stay young, as expressed in the phrase, “When death finds you, may it find you fully alive.”

## **THE ECOLOGICAL CONTRIBUTION OF TECHNOLOGY**

John Todd is a globally acclaimed biologist-inventor of living machines for achieving, by way of nature’s systems, that which has historically required the more costly industrialized forms of technology. As you immerse yourself in the objectives of this competition, consider how Todd envisioned the emergence of future communities based on the principles of ecological design:

“Restructuring the building blocks of towns and cities is now a possibility because science and technology have reached an unprecedented juncture where centralization, specialization of function and large scale are no longer either necessary or needed.  
All of the components of society, including energy, power,

waste treatment, transport and food-growing can be decentralized, miniaturized and integrated on a human scale.”

## **THE SITE**

In order to stay focused on the “idea” of community rather than focusing on any site-specific constraints or opportunities, for purposes of this competition, consider an **approximately 30 acre** property that can be configured to fit any selected infill site, real or imagined.

## **SUBMISSION REQUIREMENTS**

### **Teams**

1. All the participants have to be enrolled and in good standing in a college or university in the U.S., Canada or Mexico.
2. There are no limitations in the number of team participants and multi-disciplinary teams are encouraged.
3. While there are no limitations to the size of the teams, for the winners, funds provided by the Foundation for travel and lodging for associates with the Taliesin West event is limited to two persons per team.
4. Each Team must have a name that relates to the proposal.
5. Team Entry Sheet: PLEASE fill out sheet and add to the general submission.  
[http://www.twoworldsfoundation.org/Competitions/Team\\_Entry\\_Sheet.pdf](http://www.twoworldsfoundation.org/Competitions/Team_Entry_Sheet.pdf)
6. ALL Written Responses and Drawings must have the Team's name and all students name **on the upper right corner of the sheets.**

### **General Requirements and Upload Instructions**

1. Team's Name / University and College Name (on the upper right corner of all sheets) must be 28pt Arial Font and all students names must be 16pt Arial Font.
2. Written Responses must be in a PDF Format
3. Drawings responses must be in a JPG format, 36"x48", 150dpi.
4. No more than four (4) 36"x48" JPG files per Team.
5. Add number of sheets at the bottom of the images. For example: *"Board Image - 1 of 4"*
6. Team Entry Sheet, Written and Drawings responses must be compressed in ONE zip-file (file size cannot exceed 4MB), and named with the Team's name.
7. All submissions must be upload to our website before June 2nd, 2014 - 5pm USA - Mountain Standard Time . Please go to:  
[http://www.twoworldsfoundation.org/site/competitions/the\\_ecological\\_community/upload-entries/](http://www.twoworldsfoundation.org/site/competitions/the_ecological_community/upload-entries/)
8. Questions about the competition can be posted on our Blog. All concerns or comments will be addressed in within 24hs.  
[http://www.twoworldsfoundation.org/site/ecological\\_competition\\_faq/](http://www.twoworldsfoundation.org/site/ecological_competition_faq/)
9. Please check the Foundation's Website regularly for unpredictable changes or general clarifications.

10. The Jury will select the winners by June 13 , 2014 All winner teams will be notified via email, and later posted on the website.

### **Written Response**

For each of the following, submit your written response in 200 words or less.

1. Describe the estimated percentages of each of your proposed land uses along with how you see the importance of their relationships to reduce the time and energy-loss associated with today's more conventional back and forth commute.
2. Describe the variety of your proposed residential provisions, with specific reference to the demographics and opportunities of the future.
3. Considering everything that can be known today, including our increasing utilization of the digital revolution for doing more with less, list and describe the ways your proposal has been designed to achieve a higher performing, more beautiful way of life, all requiring less than the current forms of infrastructure, and all providing for greater, multi-generational living beyond today's more limited and traditional provisions.
4. Write captions, which together with the following illustrations provide clear and compelling evidence that your concept is capable of achieving all of the above.

### **The Drawings**

1. An overall colored framework plan with an accompanying legend indicating the creative variety of relationships that form the basis for achieving your answers to the first three questions.
2. Two or more colored perspective renderings, which together with their captions, best illustrate your concept.

**FREQUENTY ASKED QUESTIONS:** See **the Two Worlds Blog** at [www.twoworldsfoundation.org/](http://www.twoworldsfoundation.org/)

### **JUDGING CRITERIA**

1. How has the imaginative deployment of shared use, along with all things digital reduced today's more typical number of vehicles, as well as the paving required for roadways and parking?
2. What ideas have been advanced to foster creative circumstances for cultural, lifelong education and work?
3. By way of both the illustrations and accompanying narrative, how convincing is each submission with respect to advocating new, more efficient, more culturally rich and educational settings for all ages and stages of life?

4. What provisions would have been either impossible or less likely without the digital revolution?
5. And to what extent does the overall presentation convey some sense of having the power to achieve what can be felt in these words from Frank Lloyd Wright:

*" Whether people are fully conscious of this or not, they actually derive countenance and sustenance from the atmosphere of the things they live in or with. They are rooted in them just as a plant is in the soil in which it is planted."*

## **THE ULTIMATE OBJECTIVE**

The competition anticipates a wide range of submissions, each of which will be considered on its own terms. The unifying pursuit is to focus the power of architecture and planning to make comprehensive proposals for a way of life centered on ecological and human values.

It is all about designing for where we live as becoming large-scale works of living art. It is to see the future in ways that provide new possibilities for the once more typical live/work pedestrian-centered environments and multi-generational settings that existed before the demands of production-driven sameness become the norm. Rather than continuing in their present role as specialty services, it is to see the disciplines of architecture and planning becoming more routinely applied to the betterment of all other investments and commitments. The design goal for a more custom approach to the programming of community will be to create environments of privacy, beauty, involvement, and access to what is most desired, however general or special, all with greater convenience and for less cost.

The human goal is to arrange resources in ways that support, inspire, deepen, and add to both individual and collective effectiveness. It is to see the community of the future emerging quite naturally out of old-fashioned, self-interest, but now enriched by our 21<sup>st</sup> Century, high-performance abilities for doing more with less.

## **ABOUT THE TWO WORLDS COMMUNITY FOUNDATION**

The Two Worlds Community Foundation is an educational design-based organization that grew out of a half century of professional practice, first with Frank Lloyd Wright and the Frank Lloyd Wright Foundation, followed by the on-going work of Swaback Partners.

The magic of design is its ability to translate individual feelings into living, high performance systems, places and spaces, starting with special case examples and expanding throughout the greater community. Innovations of this kind depend on individuals who are not burdened with the compromising influences that come with high office, nor the limitations of those for whom the reporting of quarterly earnings are more real and important than anything to do with their long range purpose. Working with such localized special case opportunities requires rising above the variety of self-defeating ways that we don't question because they all seem so normal.

The Two Worlds Foundation exists to propose and test the kind of proposals that require some measure of freedom from influences that tend to prevent all but submission to the obvious. The critical importance of these individual pursuits is that they are the source for creating what eventually become new and needed realities for the benefit of all. Special case examples are analogous to the rudder on a great ship - small, unseen, and using a fraction of the energy required to propel the ship itself, all-the-while determining the direction of that which is yet to be.

"Two Worlds" signifies the multiple dualities, both personal and shared, that make up our daily and life-long experiences. For example, consider the many differences between the daily demands on our time; including work to be accomplished, schedules to be met, bills to be paid and tests to take, all of which co-exist with the timeless nature of what we dream, love, seek to accomplish, nurture, and serve. "Community" refers to our experiences as individuals coming together in concert with others by way of work, play, family, and friends, along with the often-overlooked stewardship and design of the environments in which these experiences take place. More about the Foundation's commitments and programs can be accessed at [www.twoworldsfoundation.org](http://www.twoworldsfoundation.org)

## **RELATED READING**

Botsman, Rachel, and Roo Rogers. *What's Mine Is Yours: The Rise of Collaborative Consumption*. New York: Harper Business, 2010.

Diamandis, Peter H., and Steven Kotler. *Abundance: The Future Is Better than You Think*. New York: Free Press, 2012.

Farson, Richard. *The Power of Design: A Force for Transforming Everything*. Norcross, Georgia: Greenway Communications, 2008.

Girardet, Herbert and Mendonca, Miguel. *A Renewable World: Energy, Ecology, Equality – A Report for the World Future Council*. London: Green Books, 2009.

Hartmann, Thom. *The Last Hours of Ancient Sunlight: The Fate of the World and What We Can Do Before It's Too Late*. New York: Three Rivers Press, 2004.

Hock, Dee. *Birth of the Chaordic Age*. San Francisco: Berrett-Koehler Publishers, Inc., 1999.

Kotkin, Joel. *The New Geography: How the Digital Revolution is Reshaping the American Landscape*. New York: Random House, 2000.

Marglin, Stephen A. *The Dismal Science: How Thinking like an Economist Undermines Community*. Cambridge, MA: Harvard UP, 2008.

Mau, Bruce, Jennifer Leonard, and The Institute Without Boundaries. *Massive Change*. New York: Phaidon, 2004.

McKibben, Bill. *Deep Economy: The Wealth of Communities and the Durable Future*. New York: Times Books, Henry Holt and Company, 2007.

Neuwirth, Robert. *Shadow Cities: A Billion Squatters, a New Urban World*. New York: Routledge, 2005.

Schmidt, Eric, and Jared Cohen. *The New Digital Age: Reshaping the Future of People, Nations and Business*. London: John Murray, 2013.

Swaback, Vernon D. *Creating Value: Smart Development and Green Design*. Washington, D.C.: Urban Land Institute, 2007.

Todd, Nancy Jack, and John. *From Eco-Cities to Living Machines, Principles of Ecological Design*. Berkeley, California: North Atlantic Books, 1993.

Tomalty, Roger, and Aimee Madsen. Cosanti, *The Studios of Paolo Soleri*. Meyer, Arizona: Cosanti, 2012.

Wilson, Edward O. *The Creation: An Appeal to Save Life on Earth*. New York: W.W. Norton & Company, 2006.

Wright, Frank Lloyd. *An Autobiography*. Petaluma, CA (first published by Duell, Sloan and Pearce), 1943.

[Available directly from the Publisher at www.twoworldsfoundation.org:](http://www.twoworldsfoundation.org)

Swaback, Vernon D.. *Designing for Living: Society's Greatest Challenge*, 2011. (\$16.50)\*

Swaback, Vernon D.. *Frank Lloyd Wright's Unfinished Work*, 2014. (\$26.50)\*

Martinson, Tom. *There's No Such Thing as Identical Twins: A Civic Handbook for Community Leaders*, 2011. (\$16.50)\*

\*Includes mailing and postage.