RE-DRAW.03
Fallingwater

non

INTRODUCTION

Throughout history, designers have employed drawings as a fundamental tool for the communication of ideas and visions. Drawings were used as a means of rendering abstract concepts and engaging the wide public in a primordial effort of giving shape to one's own thoughts. They were made to narrate concepts visually.

Within the context of the digital age, we find ourselves overwhelmed by the sheer amount of visual data, a phenomenon which has forced us into a new relationship with visual content also within the realm of architecture. Renowned buildings are often photographed and then shared as a passive portrait of what architecture can look like.

The #architecture counts more than 100,000,000 posts uploaded by a global population of avid users for whom the term itself can mean anything from the context of their best brunch spot to the latest spectacular architectural artefact. Today architects are being asked to create instagrammable moments, eye-catching details used by the client as free advertising. The result is a media-oriented image of architecture, often portrayed online by various users from the same perspective, following trending aesthetics and styles. Within representation, what once used to be a moment of creation tends to become today a passive exercise of pure repetition.

Reflecting upon this paradigm, we encourage representation as a proactive exercise. We aim to engage a community in rediscovering a given building, an architectural icon, proactively researching a new image, a new way to portray it. To reach this purpose, Non Architecture, in co-curation with KooZA/rch and with the support of prominent architecture platforms, organizes Re-Draw.

Fallingwater is the third building selected for the Re-Draw competition.

This competition is part of the research on water framed in the "H2O" competition theme.
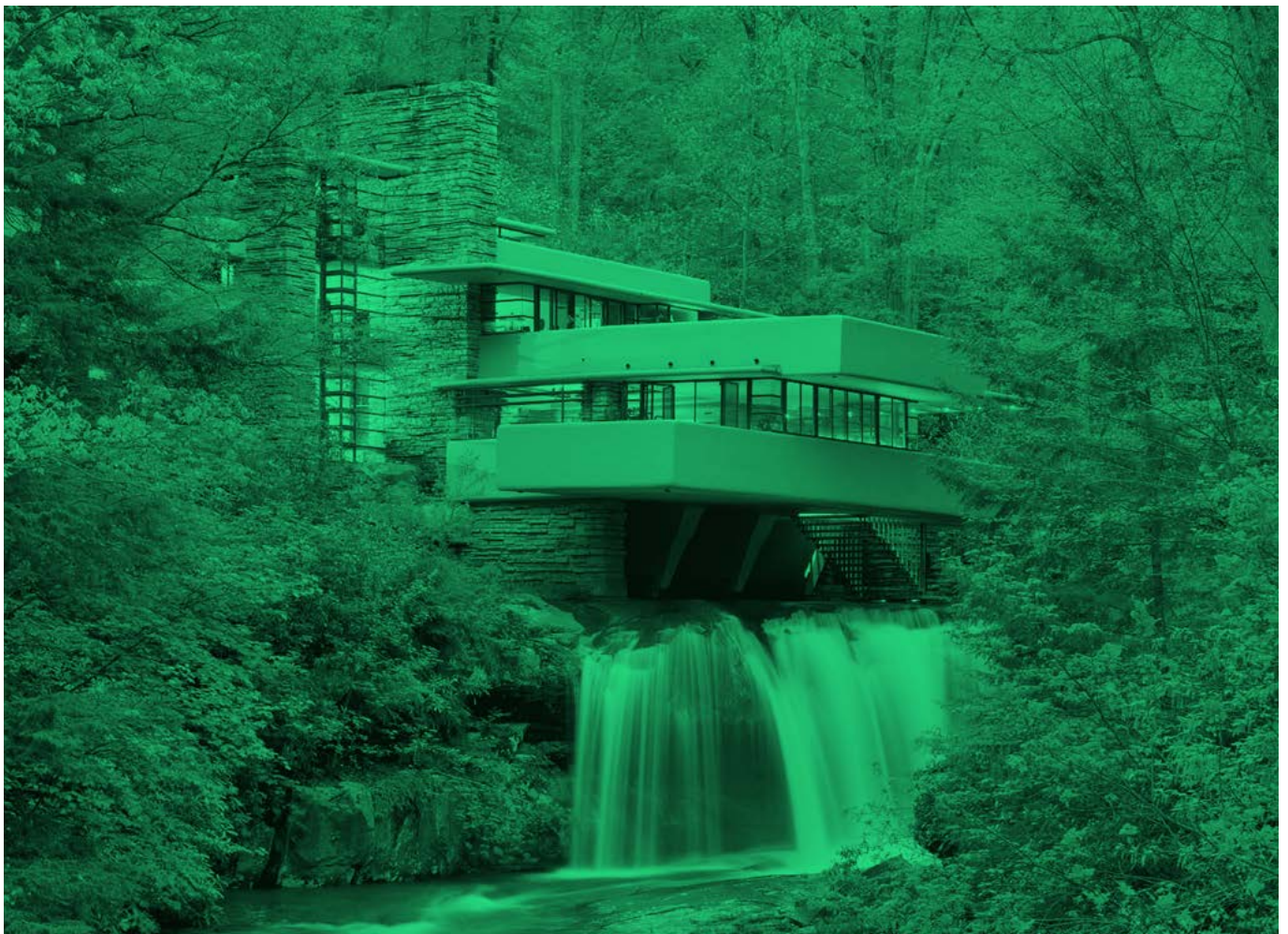
Fallingwater classic view
Photo by Christopher Little (edited by Non Architecture)
Courtesy of the Western Pennsylvania Conservancy

ABOUT FALLINGWATER

Frank Lloyd Wright first visited the mountainous site that would become Fallingwater in the winter of 1934. The basic form of Fallingwater as we know it today was probably generated in Wright's mind at that moment, later being refined as he envisioned its growth. Fallingwater's horizontal planes and cantilevered designs were not new to the architect — they can be compared to other residences he designed nearly three decades before, such as the Gale House (1909) or the Robie House (1908). The extent of Wright's engagement at Bear Run was to create a weekend house for the Edgar J. Kaufmann family of Pittsburgh, a progressive family and owners of the city's largest department store. Constructed as a two-part complex composed of a Main House (1936-1937) and a Guest House (1939), Fallingwater combined innovative engineering and design with modern materials. Wright's efforts not only enhanced the strength of modernism as a powerful movement against traditional architectural classicism, but also as a form of departure from modernism itself as he sought to balance the relationships between modernist design and the natural environment from which Fallingwater would rise, both literally and figuratively.

Fallingwater was entrusted to the Western Pennsylvania Conservancy (WPC) in 1963 by Edgar Kaufmann, jr., Edgar and Liliane Kaufmann's only child. In the deed of gift, Edgar

Kaufmann, jr. established that the Conservancy was to maintain the buildings and grounds, not build any new structures visible from Fallingwater, and open the house to the public. He had a deep interest in keeping Fallingwater's life going forward, and at the 1963 dedication stated that his overriding reason for entrusting Fallingwater and its rich collection of personal artifacts to the Conservancy was because "the Conservancy [would] give nature, the source, full due, and art, the human response to nature, full respect."

Emerging "organically" from its site with a certain grace that is widely recognized in the history of American architecture, Fallingwater is inextricably connected to its surroundings. Perhaps better than any other single work, Fallingwater exemplifies Wright's concept of organic architecture as the harmonious union of architecture and nature. This connection to the land is part of what makes Fallingwater more than just a building — it is an aesthetic experience that centers on the unique relationship between a great work of architecture and a strikingly beautiful natural site. Dramatically cantilevered over a nearly 20-foot tall waterfall of Bear Run, a swift mountain creek, Fallingwater is constructed of native sandstone quarried from the site, reinforced concrete, steel, and glass, while wood was only minimally used. Wright placed Fallingwater immediately adjacent to the waterfall and its underlying rock fault, rather than having the falls directly viewed from afar as a focal point for the residents and guests. By doing this, he celebrated the Kaufmann family's feeling that the waterfall was the heart of the property. In this way, Wright could follow his inspired sense for the healing presence of architecture, while also veering away from customary design solutions up to that time. Rising above the waterfall, Fallingwater creates a sense of place the waterfall alone could never have achieved.

The most dramatic and memorable image of Fallingwater is the southwest view, just below the falls, where the house seems to rise from the stream and float effortlessly above it. Inspired by the rock ledge of the waterfall, the cantilever system is the singular architectural design feature that has come to define Fallingwater and solidify its importance as an architectural masterpiece from both professional and lay perspectives. The hovering outdoor terraces, which seem to defy gravity, fascinate and amaze visitors from around the world. The cantilevers were used not only as the most important structural and design element of the building, but are also echoed in the design of the furnishings and interior features.

Fallingwater's cultural significance is embodied in its building fabric, natural setting and interior contents, along with its associated archival documents. Also contributing is its use as a weekend house and subsequently as a
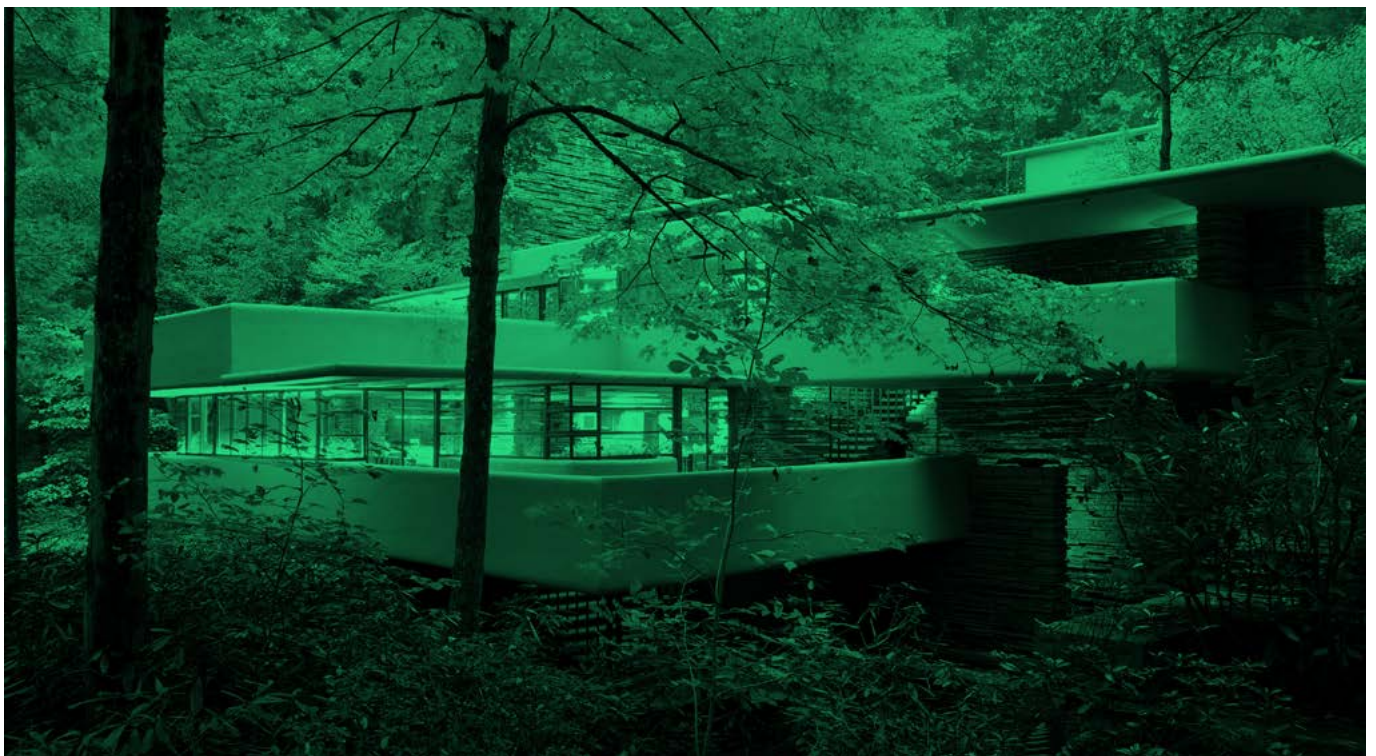
Fallingwater, view from bridge in fall
Photo by Christopher Little (edited by Non Architecture)
Courtesy of the Western Pennsylvania Conservancy

historic house museum, especially in people's memories and associations with the place as a whole. To the local population, Fallingwater is part of their individual, familial, and community history — some of whom had relatives that directly contributed to its construction. To the regional and national constituency, Fallingwater is a national treasure. It was listed in the National Register of Historic Places in 1974, and was designated a National Historic Landmark on May 11, 1976. In 1991, the American Institute of Architects (AIA) chose Fallingwater as the best all-time work of American architecture, while also recognizing Wright as its greatest architect. More recently in 2007, Fallingwater earned the 29th spot in "America's Favorite Architecture" in a public poll as part of the AIA's 150 Initiative. To the international community, Fallingwater exemplifies a place with outstanding universal value, which in 2019 led to its inscription on the UNESCO World Heritage List as part of the serial nomination, "The 20th-Century Architecture of Frank Lloyd Wright."

Through its educational mission, Fallingwater hosts approximately 170,000 visitors from around the globe for tours, serving not only as a place where visitors come to experience great architecture, but also where a deeper experience of art and nature might occur. In addition to its public tour program, Fallingwater provides a simulating setting for learning and collaborating through its Fallingwater Institute. Artists, scholars, and learners of all ages can find inspiration from the building and its landscape while pursuing individual or group study through the Fallingwater Institute's classes, workshops and residencies.

Courtesy of the Fallingwater
Western Pennsylvania Conservancy

COMPETITION
BRIEF

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RE-DRAW

The aim of the "Re-Draw" competition is to develop one drawing to 'represent' an iconic architecture piece. The participants are asked to draft one image, with absolute freedom of scale, technique and level of abstraction.

We encourage creativity, criticality and innovation. The drawing can highlight functional aspects of the building, showing a deep understanding of one or more design aspects. It can focus on the aesthetic qualities, experimenting and mastering a drawing technique with hyper-realistic outcomes, or it can be an optical deformation, a caricatural interpretation, a distant abstraction of the built architecture.

The drawing can strengthen a conventional interpretation of architecture, or explore a new angle, a new point of view, intellectual and/or physical. The Fallingwater can be portrayed as a whole, a part, or a collage of disconnected moments. The entry is completely flexible and adaptable to the participant's interpretation.

Find some inspiration on our website:
Re-Daw.01: Casa da Música
Re-Daw.02: Guggenheim New York

RULES

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ELIGIBILITY

Non Architecture Competitions are open to all human beings, from every age and cultural background, working in groups or individually. Teams can be formed by a maximum number of 2 people. The registration fee is paid per team, regardless of how many members form it. Personal information of all the team members can be uploaded during the submission procedure of the final drawing.

PRIZES

Non Architecture Competitions will award only one winner, selected by the jury collectively, and 6 honourable mentions, selected by each juror individually.

WINNER (1 PRIZE)
/ 1.000 euros
/ Publication in two books, RE-DRAW.03: Fallingwater and THEME 2: H2O, and the Non Architecture website
/ Reviews in digital magazines and several architecture blogs
/ Selected for the cover of the book RE-DRAW.03: Fallingwater
/ Participate as a juror in the upcoming RE-DRAW competition

HONOURABLE MENTIONS (6 PRIZES)
/ Publication in two books, RE-DRAW.03: Fallingwater and THEME 2: H2O, and the Non Architecture website
/ Reviews in digital magazines and several architecture blogs

FINALISTS
/ Publication in the RE-DRAW.03: Fallingwater book and the Non Architecture website

SPECIAL PRIZE - BY FALLINGWATER / WESTERN PENNSYLVANIA CONSERVACY (1 PRIZE)
/ Publication in two books, RE-DRAW.03: Fallingwater and THEME 2: H2O, and the Non Architecture website
/ Artist/Scholar-in-Residence - participation in the Fallingwater Institute residency program (for more information) during 2022
/ candidate(s) selected by the representatives of Fallingwater in the Jury independently. All finalists, including the WINNER and HONOURABLE MENTIONS, are eligible for selection.
/ The residency includes:
+ Access to Fallingwater and Bear Run Nature Reserve
+ On-site housing (Please note, housing is available only for the artist or scholar and does not include family members or colleagues).
+ 24-hour studio access (Please note, Fallingwater does not have a digital media lab. All digital equipment must be provided by the artist).
+ A stocked pantry
+ Final event, installation or presentation

The organization might establish additional special prizes and awards during the competition development and in the evaluation phase.

Note: The appearance on the involved architectural platforms are subject to the agenda and availability of the external platforms involved.

CALENDAR AND PRICING

26 March 2021	Competition launch.
26 Mar – 09 Apr	Special registration period (~~40€~~) (30€)
10 – 16 April	Early registration period (55€).
17 – 23 April	Regular registration period (70€).
24 – 30 April	Late registration period (85€).
01 – 07 May	Last minute registration period (100€).
22 April 2021	Submission opens.
07 May 2021	Submission closes.
01 – 06 Jun 2021	Winner's announcement.

The timing always refers to Central European Time (CET).

REGISTRATION

To celebrate the growth of Non Architecture online community, we are exceptionally launching the Re-Draw Competition with a Special registration price: we are offering a 25% discount on the special registration fee, which is now 30€ instead of 40€! This is our way to show our appreciation.

The registration fee is per team, regardless of how many members are on the team.

If a team wants to submit more than one proposal to the competition they will have to register each proposal separately and pay an additional fee for each proposal they wish to submit.

For a project to be accepted the team must be properly registered to the competition. All registrations will be done through the Non Architecture website (nonarchitecture.eu), where you have to create an account, log in and choose your payment option.

All the payments will be organized through our Paypal profile, in order to provide the safest procedure to all the participants. Payments will be available for Paypal accounts and credit cards. In case you do not have a Paypal account, the credit card payment will be automatically made available.

After completing the payment, you will receive a first email from Paypal in order to confirm the transaction. Non architecture will later accept your payment and provide you with a registration code. THE REGISTRATION CODE WILL BE THE FIVE DIGITS CODE INDICATED AS "ORDER NUMBER", which will be sent to you once your payment is accepted.

Before that happens, your payment will be kept on hold and you will be able to cancel your purchase any time you want without any adding cost. When your payment will be accepted, you will automatically receive a confirmation e-mail from Non Architecture Competitions, and you will not be able to cancel your subscription anymore. In the e-mail, you will also find your registration code. It's important to keep this registration code in a safe place since it will allow your team to access the intranet where you'll have access to the upload form to submit your project.

In case Paypal is not available in your country, contact us at info@nonarchitecture.eu

PRESENTATION REQUIREMENTS

Non Architecture is also unconventional in its submission requirements. The participants are asked to submit 1 ZIP folder, named with the registration code and the title of the project (CODE_Title), containing:

01. The drawing (.JPEG)
File name: "CODE_Title of the image_Drawing".
02. A team document in Word (.DOC) containing
/ the title and subtitle of the project (maximum of 10 words)
And the team's info in the following format:
/ Name + Surname of each team member (separated clearly),
/ Nationality (multiple options can be added),
/ Institution/company (company or university attended, to be included just in case you want it to be visible once your project is published).
There is no need to create a team name.
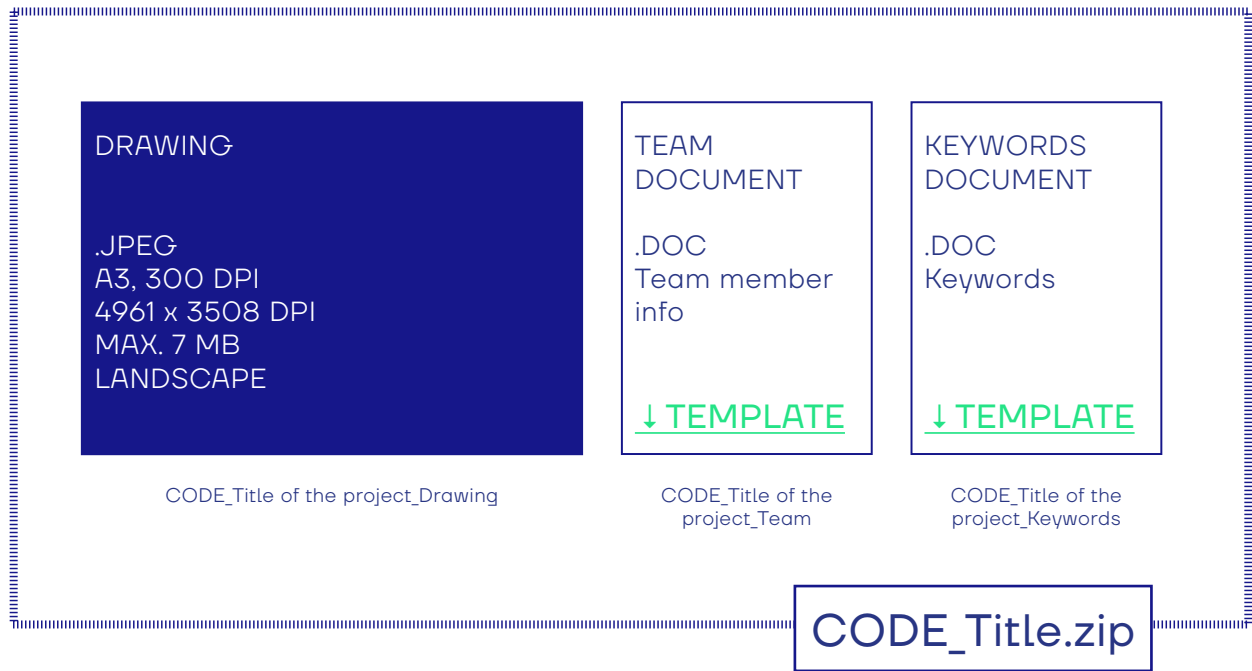One team should consist of 1-2 people.
File name: "CODE_Title of the project_Team"
USE THIS TEMPLATE
03. A word document with keywords (.DOC) containing 5 keywords, to explain your project (#KeyWord).
File name: "CODE_Title of the project_ Keywords".
USE THIS TEMPLATE

DRAWING .JPEG A3, 300 DPI 4961 x 3508 DPI MAX. 7 MB LANDSCAPE	TEAM DOCUMENT .DOC Team member info ↓ TEMPLATE	KEYWORDS DOCUMENT .DOC Keywords ↓ TEMPLATE
CODE_Title of the project_Drawing	CODE_Title of the project_Team	CODE_Title of the project_Keywords

CODE_Title.zip

The CODE refers to the 5-digit number you receive during the registration process (same as the order number, in a format of #12345), it is going to serve as your registration code for the competition.

An example of naming the files correctly:
CODE: #56789
Title of the project: My Redraw
01. The Drawing: 56789_My Redraw_Drawing
02. Team Document: 56789_My Redraw_Team
03. Keywords Document: 56789_My Redraw_Keywords
ZIP folder: 56789_My Redraw
Please, do not use the # in the file names.
/ You need to come up with your own project title and replace "My Redraw" in the example.

THE EVALUATION OF THE PROJECTS IS ANONYMOUS, so do not include your name, your registration code, or any other reference to you in the images. After being evaluated by the jury, the projects will be reconnected to their authors through the submission code. Additional details on the team members and on the projects will be required during the submission procedure.

There is no need to completely fill the layout with images or add a frame, additionally, try to avoid using texts in the images. Try to convey in each file one specific idea in one simple image. Avoid overcrowding it with too much material.

THE IMAGE IS NOT MEANT TO BE A POSTER. The image shows one single content, SO YOU CAN INCLUDE JUST ONE SINGLE VISUALIZATION (ex. one drawing or one rendering).

We highly recommend you do not add texts to the image, and only use the 5 keywords in the word file for further explanations. The projects should be explanatory enough through the graphic material. Every submission which doesn't respect the guidelines given might be disqualified.

IMAGE REQUIREMENTS:

/ A3, landscape (horizontal), 300 dpi (equals 4961 x 3508 px),
/ High Quality (for example, in Photoshop JPEG output quality: 8, or 80-85 in Gimp is recommended),
/ 7 MB maximum file size.

If the submitted images don't respect these criteria, may lead to the disqualification of the team.

FORMATTING REQUIREMENTS:

/ There is no need to entirely fill the A3 size image or to add a frame.

/ The image do not demand for any kind of specific technique of representation, as long as they respect the given guidelines. Be creative!

/ We highly recommend you to not add text to the image, please use the #KeyWords in the Word Document for further explanation. The projects should be explanatory enough through the graphic material, without the usage of flowing text.

/ It is compulsory to use the provided Word templates to create your Team and Keywords Documents.

/ In case the Team and Keywords Documents are submitted in any other format than a Word file (.DOC), its content might be excluded from publishing.

/ The language of the submission is ENGLISH, any text written in a different language will not be taken into account during the evaluation.

EVERY SUBMISSION THAT DOESN'T RESPECT THE PRESENTATION REQUIREMENTS, MIGHT GET DISQUALIFIED FROM THE COMPETITION.

JURY

The jury will be composed by a pool of platforms and experts active on the theme of architectural representation.

The jury members are the following:
Justin Gunther
Director, Fallingwater
Ashley Andrykovitch
Curator of Education, Fallingwater
Federica Sofia Zambeletti
Founder of KooZA/rch
Carolina Gismondi
Creative Director of KooZA/rch
Francesco Decaro
Founder of C_A_G_E
Jose Morandeira
Founder of Arqpedia
Francisco Rivera
Founder of Axonometric Madness
Igor Grushko
Studio Alternativi
Amirreza Rakhshani
Founder of Archit_Magazine
Yi Zhou and Xueying Huang
Winners of Re-Draw.02: Guggenheim New York Competition

CONTACTS

For additional info please check the FAQ on our website:
www.nonarchitecture.eu/faq

During the competition, all participants are permitted to ask questions which help them better understand the project description and/or any other aspect of the competition.

Any questions that are not resolved in this document must be made through the Non Architecture Competitions' Facebook page. This ensures that all participants have access to the same amount of information.

SUBMISSION

1 x .JPEG 2 x .DOC	upload to WeTransfer & "get transfer link"	Non Architecture website: submission form

ZIP folder

Submissions must be done through the Non Architecture website (nonarchitecture.eu), before the submission period ends, the deadline is indicated in the calendar.

The submission surface opens 2 weeks before the submission deadline. It is going to be placed on the Non Architecture website, on the corresponding competition page.

Submission process:
1. Create your ZIP file, containing 1 JPEG image and 2 DOC file.
2. Upload it to wetransfer.com and choose the option "Get transfer link". Make sure that you save your link for future use.
3. Go to nonarchitecture.eu and fill the submission form, there you need to include the WeTransfer link you created.

By filling the form, your submission is finalized.

No submissions will be accepted by e-mail or any other medium.

You are going to receive one confirmation email when you finalize your submission on the website.
We download every project within 24 hours after submission, we don't send a separate confirmation about the download.

EVALUATION

The core values of the Re-draw competitions are:
/ Innovation in the approach to representation.
/ Critical interpretation of the building.
/ Technical quality of the image produced.

These values will lead the selection of the finalists' projects and they will be used by the jury as a guideline in their decision.

Remember that this a competition of ideas, an opportunity to experiment and explore the limits of architecture representation. The jury reserves the right to award any proposal that fails at any of the parameters mentioned in these rules, as long as it justifies the breach of the rule in favour of the value of the proposal.

The voting system to choose the winning projects is as follows:
1. Non Architecture competitions team, following the main values of the competition, will make an initial selection of 50 finalist projects in response to the above criteria. The amount of pre-selected projects can slightly vary according to the judgment of the pre-selection team.
2. The members of the jury will study the pre-selected projects privately and give an evaluation for each one of them. Votes will be compared and revised to reach a common agreement on the selection of winners and honourable mentions.

In order to guarantee the authenticity of the awarding process, the prize's selection cannot be appealed.

INTELLECTUAL PROPERTY

All the material submitted to the competition will become part of Non Architecture Competitions' files. Non Architecture will have full rights to publish and promote this material, always making proper mention of their authors. The material might also be used for the platform's merchandising and exhibition purposes. For any other purpose, the authors of the projects will keep full rights over their design and will be asked to grant permission.
By submitting a proposal you are giving Non Architecture the right to use the received material in both printed and online publications. Non Architecture Competitions will also have the right to slightly modify any of the mentioned material in order to better adapt it to the different formats and layouts that different publications might have.

ADDITIONAL NOTES

1. Non Architecture Competitions reserves the right to make any changes to this document (dates, deadlines, requirements, etc.) as long as the changes benefit a majority of the competition participants. Any modifications will be announced on the Non Architecture Competitions Facebook page. It is each team's responsibility to check the Non Architecture Competitions Facebook page on a regular basis to follow and incorporate all changes.

2. The purpose of this competition is an intellectual exercise and will not be built. In order to produce a relevant collective research, a minimum amount of 50 registrations has to be submitted. If the registrations are less than 50

by the day of the deadline, Non Architecture Competitions reserves the rights to not proceeding with the winners' selections and the book's publication. In this eventuality, all the subscription fees will be reimbursed to the participants.

3. No one has hired Non Architecture Competitions in order to organize this contest. The only purpose of this initiative is to raise questions that could lead to the progress of architecture practice and engage a community of enthusiastic and creative designers in the creation of what could be a new way to represent architecture. The idea and program of this competition have been fully developed by Non Architecture Competitions to serve solely as an academic exercise.

4. Non Architecture Competitions is not held responsible for a breach of contract regarding the publications.

5. Participants are expected to submit original work. Copying somebody else's work or using copyrighted photos, images, architectural/art pieces is strictly prohibited and will result in recalling all prizes and removal from the website, social media and the publication.

6. Fallingwater trademarks, service marks, images and/ or brand names are property of the Western Pennsylvania Conservancy and are being used by Non Architecture with permission for this competition only, which is a non-commercial, educational use.

THE NON ARCHITECTURE TEAM, KOOZ/ARCH, AND ALL THE COMPETITION PARTNERS WISH YOU THE BEST LUCK, CONFIDENT THAT YOU WILL APPROACH THE CONTEST WITH ALL YOUR CREATIVITY AND INNOVATIVE MIND.

CURATOR

non architecture

PARTNERS

FALLINGWATER®

MEDIA PARTNERS

KooZA/rch
A Visionary Platform for Architectural Research

CAGE

ARCP

SA

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MAGAZINE