

OUR GENETIC LEGACY

# Virtual Cultural Heritage Museum

ARCHITECTURE DESIGN  
COMPETITION



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# INTRODUCTION

Since the beginning of recorded US history, the stories and voices of Black Indigenous, and People of Color have been relegated to small spaces. Our Genetic Legacy is changing that. Our Virtual Cultural Heritage Center will only be restricted by the imagination of the architect. The winning design will have all of the elements of a physical museum: atrium, lobby, exhibition spaces, gift shop, auditorium, and interactive outdoor spaces without any of the restrictions of physical museums. The only physical requirement is that the design be located anywhere in **San Diego County**.

Entrants are encouraged to incorporate **culturally significant** symbols and materials in their designs, as well as unique aesthetics and spatial organizations. Our Genetic Legacy is changing the future by using advanced design and technology to create publicly accessible spaces to expand the conversation around racial equity and justice by honoring the strength and resilience of BIPOC pioneers without the limits a physical structure imposes. In other words, the sky's the limit.

Visit [www.ourgeneticlegacy.org/virtual-museum](http://www.ourgeneticlegacy.org/virtual-museum).

# CHALLENGE

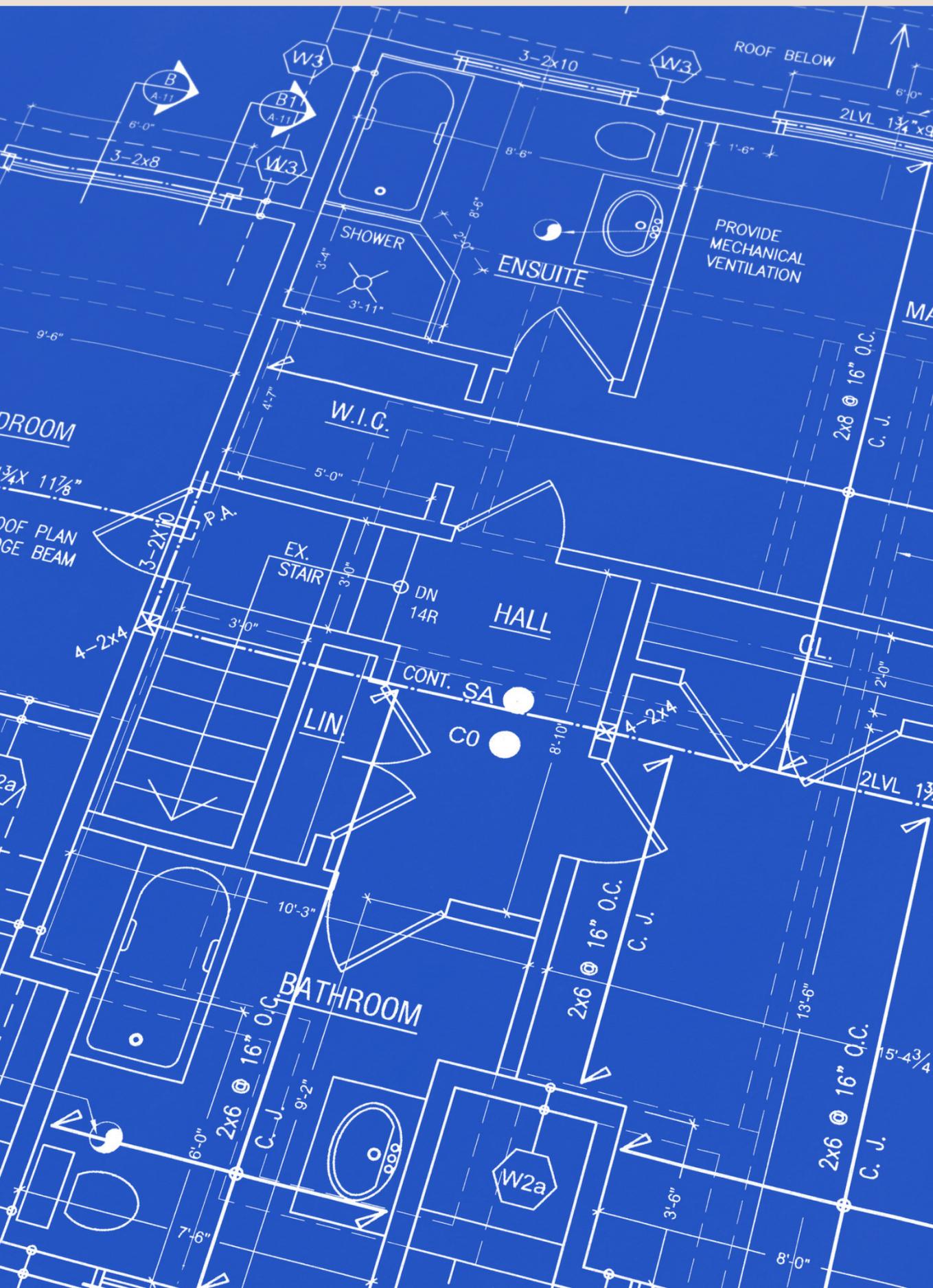
As rising gas prices, climate change, and ongoing land development continue to impact the physical manifestations of US history, new methodologies to preserve and share this history must be imagined and reimaged.

As the hidden history of enslavement in California gains national attention, San Diego looks to enter the conversation by honoring all of its residents, past and present, by actively working to recover and honor the lives and labor of the BIPOC pioneers who first inhabited this land and whose labor built it.

**Our Genetic Legacy is calling architects and designers to construct a virtual museum space honoring the resilience and perseverance of everyday BIPOC pioneers.**

Image: Science And Technology Museum In Suzhou By Perkins+Will





# OBJECTIVE

- Explore the potentials of virtual museums
- Investigate how to create functional virtual spaces that don't feel "fake."
- Consider how virtual museums can change the way history is told
- Study how new developments in virtual tourism could enhance or create new ecosystems around them.
- Propose resilient solutions for society to engage with virtual historical preservation.

Project submissions are not required to meet all of the above objectives. However, meeting some or all of the objectives is strongly encouraged.

# DESIGN ELEMENTS

Designers should interpret the challenge as they feel best addresses the concerns of the brief.

## **SUGGESTED DESIGN ELEMENTS:**

- Photo-realistic Renderings
- Incorporate one or more elements/symbols of Black, Indigenous, and People of Color culture and/or heritage

## **REQUIRED DESIGN ELEMENTS:**

- Must be located in San Diego County

(Exact location to be chosen by the entrant(s) and should be reflected in the outside landscape of the final design

- Atrium
- Donor Walls (2) Wall of Honor & Heritage Builder

Should include a unique plaque design to acknowledge donors

- Exhibition spaces (3)
- Multimedia/Conference room
- Legacy Tracing™ Research Room
- Food Court
- Fully designed gift shop
- Outdoor exhibit spaces/gardens
- Should consider outdoor spaces that could include, but not limited to: • playground • meditation garden • beer garden • gardens • green space





# IMPORTANT DATES

Early Registration Period:

June 15, 2022 - July 15, 2022

Registration Period:

July 16, 2022 - August 15, 2022

Late Registration Period:

August 16, 2022 - October 31, 2022.

Draft Review (Optional):

Due by September 1, 2022

- To be returned with feedback by  
September 15, 2022.

Final Submission: November 1, 2022

Winner Announced: December 1, 2022

# AWARDS

**Grand Prize - \$10,000**

# JURY

Check the website for up to date jury panel.



Melike Altınışık



Shellie Baxter



Kisha Patterson



Jennifer Swedell





# RULES & GUIDELINES

- Each team must have at least one BIPOC student aged 13 - 24 and one woman, this can be the same person.
- Teams can have up to four members.
- Participants can be from any country.
- Interdisciplinary teams are allowed, although it is recommended that at least one member have an architectural background.
- Under no circumstances can members of the jury see, review or have any knowledge of a proposal prior to the submission. Doing so will automatically disqualify the proposal from the competition.
- No company logos can be used on submissions.

# DELIVERABLES

Incomplete submissions may be penalized up to 25% at the discretion of jurors.

- Context plan
- Elevations
- Primary sections
- Primary floor plans
- Axonometric illustrating key architectural concepts
- Details:
  - Envelope
  - Key materials
  - Landscape
- Perspectives
  - Primary interior spaces
  - Primary site locations
- Diagrams
  - Circulation
  - Public versus private space
  - Lighting
  - Landscaping





# TERMS

This competition is an ideas competition and will not result in any realization of an actual building.

Every aspect of this competition was fully developed by Our Genetic Legacy. Our Genetic Legacy reserves the right to make any changes to this document and competition. It is the responsibility of participants to check the Our Genetic Legacy website.

Our Genetic Legacy is not responsible for any in-person research done on or around the competition site. Please abide by local laws. Breaking of rules and regulations set in this competition brief or on the Our Genetic Legacy website will result in the disqualification of the given team without any refund of registration fees. ownership

All material submitted to the competition will become equal property of Our Genetic Legacy and therefore give Our Genetic Legacy all rights to publishing and using the material. Authors of the materials will be properly credited in publications. Our Genetic Legacy maintains the right to modify any information in its files in order to better adapt it to any publishing methods.

# REGISTRATION & SUBMISSION

Join now by registering at [www.ourgeneticlegacy.org/virtual-museum](http://www.ourgeneticlegacy.org/virtual-museum)

Upon registration you will receive a confirmation email with your team identification number. Please use this number to name your submission file.

**Submit your designs to [wethepeoplemuseum@gmail.com](mailto:wethepeoplemuseum@gmail.com)** Teams must have a registration number in order to submit. Any materials submitted prior to registering will not be considered. File names should only include your team's unique identification number.

**Materials must be submitted by November 1st, 2022 (11:59pm PST)**

If you have any trouble with registering or submitting please email [contact@ourgeneticlegacy.org](mailto:contact@ourgeneticlegacy.org)

**We look forward to seeing your proposals!**

