



## Articles

### **Brick-Stainable Winners: Rethinking Architectural Design with Brick**

By Ericka L. Alston, Potomac Valley Brick

Hoping to unearth innovative ideas to showcase brick in sustainable new design uses, Potomac Valley Brick (PVB) of Rockville, Md., hosted an international sustainable architectural design competition. With an overwhelming response, 95 entries from over 17 countries around the world were submitted.

On Dec. 11, 2009, Brick-Stainable winners were selected by a prestigious panel of jurors spearheaded by local Baltimore architect Peter Doo of Doo Consulting, a firm specializing in sustainability design and processes. The jurors included Carnegie Mellon Architecture Professor Vivian Loftness, University of Maryland School of Architecture Dean and Professor Garth Rockcastle, IDEO Practice Lead and Material Scientist Kara Johnson, and AXIM Director of Marketing Martin Vachon.

Impressed by the ambition of the competition — which asked participants to address issues of net-zero energy, material innovation, the use of brick as a primary thermal material, and to deal with the design challenges of creating a diplomatic campus — the panel unanimously decided to award six entries, three winners in each category.

The jurors note that sustainability involves complex systems design and thinking. While individual entries were very strong in some areas, they were less so in others. The selection of the three winners in each category recognizes the accomplishments of each while preserving the aspirations of the competition for the future. The jury stated that there is particular value in looking at the winners as a set, as each submission excels in different aspects of the design challenge. "We anxiously awaited selecting one grand prize winner and were surprised to see that no one completely met every aspect of the competition. We are pleased to announce that in maintaining the integrity of our competition, the \$10,000 grand prize amount will be rolled over into next year's grand prize — awarding the winner of "Brick-Stainable" 2010 with \$20,000," said Potomac Valley Brick President Alan Richardson. "And because there was no grand prize winner, we increased the perks and compensation of the six winning entries; PVB will fly each of the winners to Washington, D.C., to take part in our awards ceremony and give them each a cash prize of \$2,000!"

Potomac Valley Brick proudly announces the winners of "Brick-Stainable" 2009:

- Flora Bougiatioti, Cyprus, Technical Design
- Maria Eftychi, Cyprus, Technical Design
- Aimilios Michael, Cyprus, Technical Design
- Kenfield Griffith, United States, Technical Design
- Rizal Muslimin, United States, Technical Design
- Arindam Bose, Qatar, Whole Building Design
- Minali Singh, Qatar, Whole Building Design
- Héctor Alejandro Módica de Caso, Mexico, Whole Building Design
- Lourdes Ivonne Del Río Suárez, Mexico, Whole Building Design
- Eric Haskins, United States, Whole Building Design
- Gary Vincent, United States, Whole Building Design

Winners were honored at an awards gala held at the National Building Museum on Jan. 27. Sustainability leader and founder of Terrapin Bright Green, Bill Browning, delivered the keynote address. Attendees had the opportunity to view the winning entries and everyone walked away impressed with the innovation, creativity and processes used to "re-think" an age-old material, brick, as a "new" option for sustainable products.

Potomac Valley Brick anxiously awaits the launch of Brick-Stainable 2010. The participants involved in the inaugural competition helped to raise the bar and the expectations that this year's competition is certain to accomplish. The use of social media and the relationships developed with regional AIA chapters, universities and architectural firms around the world made Brick-Stainable 2009 a competition that exceeded expectations of everyone involved and helped position PVB as an innovator in the uses of clay masonry in sustainable design and construction. Potomac Valley Brick considers its first foray into the international competition arena a success, and is viewing this as equivalent to the "Solar Decathlon" for the brick industry.