

PRUITT-IGOE NOW:

THE UNMENTIONED MODERN LANDSCAPE

Today the site of the Pruitt-Igoe housing project is an overgrown brownfield forest marking modern architecture's most contested moment and St. Louis' urban renewal trauma. As the legacy of Pruitt-Igoe is critically examined again, the site itself beckons. Can this site be liberated from a turbulent and mythologized past through re-imagination and community engagement?

We need your answer.

CALL FOR DESIGN IDEAS

Entries due online by Friday, March 16, 2012, 6 pm EST

<http://www.pruittigoenow.org>

contact@pruittigoenow.org

CALL FOR DESIGN IDEAS

Pruitt Igoe Now seeks the ideas of the creative community worldwide: we invite individuals and teams of professional, academic, and student architects, landscape architects, designers, writers and artists of every discipline to re-imagine the 57 acres on which the Pruitt and Igoe housing projects once were located.

At 3:00 pm on March 16, 1972, the St. Louis Housing Authority demolished part of one of the 33 high-rise buildings of the Pruitt Homes and Igoe Apartments (known popularly as “Pruitt-Igoe”) through detonation. One month later, the agency demolished a second tower. These highly-publicized and well-documented events were not supposed to usher the end of the notorious housing project, but to foster its rebirth. Instead these incidents would become trauma that has never been resolved for St. Louis, or for the nation.

Rebirth has never arrived. The spectacle of the detonations created momentum toward the accelerated death of Pruitt-Igoe, and led to public sentiment against high-rise housing and even modernist architecture. For decades, architects and historians have mythologized Pruitt-Igoe’s failure as the “death of modernism,” and have placed the blame on the architects, Helmut, Yamasaki and Leinweber, for problems that are now known to be the result of complex political and economic circumstances. Minoru Yamasaki himself expressed his belief that the project was a failure, and made no mention of it in his autobiography. The architect’s own last word on Pruitt Igoe, like the site itself, is a void.

After the complete demolition of building C-15 by sensational detonation on April 21, 1972, the Department of Housing and Urban Development and the St. Louis Housing Authority decided to demolish all of the remaining buildings. By 1977, the last building was demolished and the site cleared. Residents never returned to what had become their neighborhood, and the 57-acre site would sit dormant until 1989, when the St. Louis Public Schools developed 20 acres for a public school site. The rest of the site has lain fallow, an urban forest grown dense with native species, its boundaries delineated by a tall chain link and barbed wire fence meant to discourage a curious public (they find their way into the site

anyway, with increased conviction since the release of the documentary *The Pruitt-Igoe Myth*).

March 2012 will mark the 40th anniversary of the demolition of the first of the Pruitt-Igoe high-rises. This call seeks design ideas that re-invigorate the abandoned site. In the spirit of that original St. Louis architectural competition—to which the Eero Saarinen-designed Gateway Arch stands as witness—this competition imagines the site of Pruitt-Igoe as a frontier: the threshold between North St. Louis, which is showing signs of stabilization after decades of decline, and the new design for the Jefferson National Expansion Memorial by Michael Van Valkenburgh Associates.

As countless other social housing projects across the country are torn down, and rebuilt in the idiom of new urbanism, the site of Pruitt-Igoe remains untouched. What *is* Pruitt-Igoe now?

THE UNMENTIONED MODERN LANDSCAPE

“Modern Architecture died in St. Louis, Missouri on July 15, 1972 at 3.32 pm (or thereabouts) when the infamous Pruitt Igoe scheme, or rather several of its slab blocks, were given the final coup de grâce by dynamite.”

Charles Jencks

The New Paradigm in Architecture: The Language of Post-Modernism

In the wake of the demolition of the physical Pruitt-Igoe, theorists and critics began to build the mythic Pruitt-Igoe, summed up by Charles Jencks’ 1977 announcement of the destruction of the second tower as symbolic of Modern architecture’s death—a notion central, as Katherine Bristol has written, to the Pruitt-Igoe myth. Concurrent to the site’s international notoriety came a local anonymity as the site presented an unmarked hole in the city, unknown to many and uncomfortable to others. To residents of the near north side, the site was a scar acknowledging the worst effects of urban renewal and upheaval waged without their consent. To St. Louis city government, Pruitt-Igoe became a problem without a clear solution, best left unmentioned.

After passage of the federal Housing Act of 1937, which created the first federal subsidies to local housing authorities for housing development, St. Louis planners had hoped to build several projects. One was the large public housing

development that would become Pruitt-Igoe in place of the aging DeSoto-Carr neighborhood on the city's near north side. However the St. Louis Housing Authority was not able to seriously consider a project of that scale until the subsequent federal Housing Act of 1949 made funding available to begin planning, land acquisition, clearance and construction. This act made funds available for urban redevelopment and public housing in cities (such as St. Louis) that were experiencing massive substandard housing conditions in older inner-city neighborhoods amid the start of out-migration to the suburbs. With these funds, St. Louis' Land Clearance and Redevelopment Authority would acquire and clear tracts of land within what were designated as urban slums, and then sell them at a low price to private developers. Federal and local officials hoped that redevelopment would spur middle-income housing and commercial development in the troubled city core. Simultaneously, the St. Louis Housing Authority would raze designated 'slums' in order to build public housing, providing large numbers of low-rent units to those displaced by redevelopment.

In 1950, the federal Public Housing Authority provided a commitment for constructing 5,800 public housing units in St. Louis, 2,970 of which were allocated to the Captain Wendell O. Pruitt Homes and the William L. Igoe Apartments. Pruitt and Igoe eventually would house 15,000 tenants at densities higher than the original dwellings of the DeSoto-Carr neighborhood that the project replaced. The St. Louis Housing Authority commissioned Hellmuth, Yamasaki & Leinweber to design Pruitt-Igoe—within the constraints of size and location of the site, the number of units and project density, all of which had been predetermined by the St. Louis Housing Authority. In fact, it was the Public Housing Administration that insisted on a scheme using 33 modular eleven-story buildings, which was first published in 1951. From this moment on, myth and history run together. Many ill-fated details of the design were factors conceived of under intense pressure to economize construction: skip-stop elevators forced residents into stairwells, a frequent location of theft and violent crime, along with the galleries and elevators; hardware broke upon first use and was not replaced; play areas for children were assessed to be too expensive and never constructed.

Additionally, Pruitt and Igoe were racially segregated from the start: whites lived in the Igoe Apartments, named for a white Congressman, and African-Americans lived in the Pruitt Homes, named for a celebrated Tuskegee Airman from St. Louis. Yet in 1954, segregation in public accommodations

ended with the Supreme Court's decision in *Brown v. the Board of Education*. Residents were already living in segregation at the still-incomplete Pruitt and Igoe homes when the St. Louis Housing Authority lifted racial restrictions. Most whites moved out.

The Pruitt Homes were fully completed on September 1, 1955 and the Igoe Apartments were completed on February 26, 1956. The two projects were soon joined as "Pruitt-Igoe." The occupancy rate peaked in 1957 at 91% and, for the remainder of its existence, that rate steadily declined. By 1958 many residents chose to live in inexpensive private dwellings, rather than in public housing. Vandalism, violence, and fiscal instability prompted efforts to save Pruitt-Igoe. Despite several federal grants, occupancy rates continued to decline, crime rates climbed, and the most basic building management and maintenance were neglected. The year 1969 marked a stand-off between the Housing Authority and Pruitt-Igoe tenants, who joined in a massive rent strike that lasted nine months, along with the residents of other St. Louis public housing projects; by now, the Housing Authority's financial reserves were depleted, and there was rampant vacancy. On March 16, 1972, all remaining tenants were moved to 11 buildings, and a demolition experiment leveled one building in the center of the project. A second building was demolished on April 21, 1972, generating an iconic image of the implosion used by the national press. In 1973 H.U.D. decided to relocate all remaining tenants – about 800 out of the peak of 15,000 – and demolish the rest of the project with the headache ball. By the end of 1977, all of the buildings were gone save Pruitt School, which still operates as a school, and an electrical substation, which also still operates as such.

By then, the Pruitt Igoe myth was firmly in place. The myth situated all of the blame squarely on the architects, ignoring the economic and social problems that contributed to the project's failure. The reduction of Pruitt-Igoe to a matter of architectural quality did not acknowledge the widespread social indifference to the poverty of inner city blacks and, further, the myth proffered Pruitt-Igoe a retroactive symbolic stature in modernism that it had never truly attained when built. Lacking historical context, ignoring racial discrimination and economic crisis, down-playing the roles of the local and federal housing agencies and inflating the architect's role to that of social engineer, this myth effectively encapsulated the empty site, freezing it in time and making it unlikely that any architect would approach and resolve it. Missing in this narrative are the lives of the residents themselves, many of

whom had never lived – and would never again live – in housing as decent as they did at Pruitt-Igoe. The truth is that Pruitt-Igoe is as beloved as it is hated among as many former residents.

In 1989, the St. Louis Public Schools elected to build the new Gateway schools complex on 20 acres of the Pruitt-Igoe site. The complex of three new schools was a hopeful repurposing of part of the site. Yet the work did not touch any of the rest of the site. The brand new schools were surrounded by a desert of debris and a thriving forest of urban trees. Eventually the city used the site for dumping fill from construction projects, treating it as the dump for more unsorted remains of the city's past. Since then, the site has been left fallow, and the trees and native plants have grown lush despite soil laden with concrete, brick and contaminants. Pruitt-Igoe is now America's most prominent accidental urban forest.

While the site has been largely untouched, there have been a multitude of proposed plans for Pruitt-Igoe since before its demolition. Plans were first offered by the Pruitt Igoe Task Force in 1972. One unfortunate plan was conversion of some of the buildings into a state penitentiary. The site was a key part of St. Louis' Model Cities zone from 1968 through 1974, and was identified for total reconstruction in a 1972 land use plan for that zone. In 1987, the City Plan Commission and Board of Aldermen adopted a plan for a Commerce Business Park that placed Pruitt-Igoe at the center of an industrial and warehouse park. This plan was never realized, and was followed by the St. Louis Public School's decision to purchase part of the site.

The next major plan for the site was inclusion in Mayor Freeman Bosely, Jr. and Waycor Development's 1996 proposal for "Gateway Village", a plan that envisioned the site and part of the St. Louis Place neighborhood becoming a 9 hole golf-course surrounded by 781 new homes arranged on a suburban layout. This plan died amid wide opposition. Soon afterward, the St. Louis Housing Authority issued a request for proposals for the site that resulted in McCormack Baron's submission of a plan called Cityview, which included new urban housing and a retail strip center on the 33 vacant acres of the site. This plan also died. Most recently, the site is included in developer Paul J. McKee, Jr.'s nearly 1,500-acre mixed use development plan for the near north side named "Northside Regeneration." Yet no development is imminent. Meanwhile, the George L. Vaughn Homes to the east, sister project to Pruitt-Igoe, have been completely demolished and replaced using federal HOPE

VI funding. The site is now home to a neighborhood of mostly two-story apartment buildings called Murphy Park. The last Vaughn high-rise fell in 2006, leaving St. Louis with only two remaining public housing towers: one each at the former Cochran Gardens (scheduled for demolition in 2011), now called Cambridge Heights, and at the former Blumeyer Homes, now called Renaissance Place.

Despite the relative tranquility of the remaining 33 acres of the Pruitt-Igoe site in their current state, there are a host of psychological forces haunting it. Some of these forces finally are being unleashed, explained and analyzed through documentary films, books and articles. Yet for the site itself – the physical body left behind – no design intervention has ever been staged that would reconcile the remains of Pruitt-Igoe with our contemporary consciousness. If the site registers, it registers as an emptiness whose meaning is ripe but unarticulated to those who live or pass near it. Shall the site ever be liberated? Or is its current condition *already* an important monument to the memory of the site?

SITE DESCRIPTION

Geography

The site formerly occupied by the Pruitt and Igoe housing projects is approximately 2 miles northwest of the Gateway Arch in the city of St. Louis, Missouri. The historic site is bounded by Jefferson Avenue, Cass Avenue, 20th Street and Carr Street. This site is located in the DeSoto-Carr neighborhood of the city of St. Louis, now called Carr Square. Directly to the north of the site is the St. Louis Place neighborhood, directly to the west is the JeffVanderLou neighborhood and one block south of the site (south of Cole Street) is the Downtown West neighborhood.

The western and northern sides of the site are bounded by an area of single and multi-family dwellings largely built in the late 19th and 20th centuries. These are now found at lower densities than when these neighborhoods reached peak population in 1950. To the west, vacant lots are interspersed with vacant and occupied buildings. To the north there are very few remaining buildings in the southwest part of St. Louis Place. Much of the area consists of graded vacant lots where grass grows freely. Toward 20th Street are historic neighborhood landmarks like the Mullanphy Tenement (2118

Mullanphy) and the rehabbed Falstaff (originally Columbia) Brewery (20th and Madison streets).

The southern end of the site is bounded by active large concrete warehouse buildings built in the last ten years. The street grid is disrupted and does not fully connect into the Downtown West neighborhood. On the east, the site is largely bounded by the western fence of the St. Stanislaus Kostka Roman Catholic Church property, with just the southeastern corner at DeSoto Park running directly to meet 20th Street. Across 20th Street are the largely two-story, brick-faced apartment buildings of the Murphy Park project, built from 2002-2004 on the site of the high-rise George L. Vaughn Homes. Murphy Park merges into the O'Fallon Place development and the Carr Square Village Apartments, the city's first public housing project somewhat to the east, to form a nearly-continuous stretch of residential urban fabric from 14th Street west to 20th Street between Cass Avenue and Carr Street.

Site Conditions

The 74 acres of the Pruitt-Igoe site are divided into several parts, the largest of which are the 33 remaining undeveloped acres of the original 57-acre Pruitt and Igoe housing project site at the north. The undeveloped part of the site is marked by several paths created by remaining sections of streets, access roads and parking areas. The former Dickson Street runs on an east-west axis through the site, connecting with Jefferson Avenue and terminating almost directly behind the sanctuary of St. Stanislaus Kostka. Surrounding these paths on the north and east sides is a large forested area of both deciduous and coniferous trees, shrubs and other plants. Away from the paths, the grading is uneven in the forested areas due to the mounding of fill material brought to the site in the past. This fill includes dirt, gravel, brick and limestone fragments and crushed concrete dumped by the city and taken from other sites. Some rubble from the Pruitt-Igoe buildings remains on site, but it is not visible under the later fill pilings and vegetation.

The southern and western parts of the undeveloped section are less forested than the other parts. To the west of the path that reaches Cass Avenue west of 23rd Street, a prairie-like area exists between wooded areas. On the southern end of the site, west of 22nd Street, there is a long section of prairie-like vegetation with some trees growing throughout. These areas mark places where once there were

broad lawns between towers. Along all sides of the site are chain link fences. The west and north sides have intact concrete sidewalks interrupted only by remaining cuts for Pruitt-Igoe parking lots and access roads. Trees and vegetation have overgrown the fences on the east, west and north sides. At Dickson Street on the west, the fence is nearly breached and free of vegetation. On the north side, there is a break in the fence line at the main access road west of 23rd Street, and a smaller breach near 22nd Street. On the south side, the fencing ends at the head of 22nd Street and there is a wide entrance to one of the site's current paths.

On the south side of the undeveloped section is the Gateway Schools complex west of 20th Street. This site consists of a large parking area, community garden and large lawns surrounding two-story educational buildings built around a central courtyard around 1992. East of this site on 20th Street is the compact site of the former Pruitt School. The south and southeastern parts of the site are somewhat uneven grassy areas that constitute DeSoto Park. East of 22nd Street and north of Carr Street, DeSoto Park has a paved elliptical walking path surrounding a field used for soccer games. North of this area is the St. Stanislaus Kostka site, which contains a historic church flanked by two historic secondary buildings, a large contemporary social hall, large paved parking lot and open lawns. All of this site is surrounded by metal fencing. North of St. Stanislaus Kostka is the site of the former Crunden Branch Library.

Remaining Buildings

Although the thirty-three towers are gone, several buildings still extant on the site were part of the historic built environment of Pruitt-Igoe:

Electric Substation: The Electric Substation south of Cass Avenue and west of 23rd Street is a one-story brick building built in 1954 to serve the complex. It remains in use and was designed by Hellmuth, Yamasaki & Leinweber. The Substation and the fenced yard of transformers to its east are owned by Ameren Corporation.

Pruitt School (1212 N. 22nd Street): Pruitt School was built in 1955 to serve the families of Pruitt-Igoe. F. Ray Leimkuehler was the architect. The two-story brick and stone building with one-story attached gymnasium currently serves as a Junior Naval Academy.

Crunden Branch Library (2008 Cass Avenue): At the southwest corner of Cass and 20th Streets is the former Crunden Branch Library, built in 1959 to serve Pruitt-Igoe. Joseph Senne designed the one-story stone-faced building, which is now in use as a church.

St. Stanislaus Kostka Roman Catholic Church (1413 N. 20th Street): Built in 1896 and designed by Louis Wessbecher, the brick sanctuary of St. Stanislaus Kostka remains in use today and is one of the few 19th century buildings in DeSoto-Carr still standing. It is flanked by two earlier two-story brick buildings and is near a one-story social hall dating to the late 1990s.

St. Bridget of Erin Roman Catholic Church and Central Catholic School and Academy (1106 N. Jefferson Avenue): St. Bridget of Erin Roman Catholic Church at the northeast corner of Carr and Jefferson was built in 1860 and is one of the oldest churches in the city. Adjacent to the church is a two-story brick school dating to the 1950s that remains in use as a parochial school.

Around the site are several buildings with significant connections to Pruitt-Igoe:

Pruitt Igoe Neighborhood Station (2411 Cass Avenue): Built in 1956 as Richardson's Delicatessen, this one-story concrete block building with tapestry brick front elevation served as the Pruitt-Igoe Neighborhood Station and Model Cities Office from 1966 through 1969. The Urban League used a federal Model Cities grant to purchase this building and operate it as a center staffed with social workers and planners intent on fixing the social fabric of Pruitt-Igoe. The building currently is vacant.

Grace Baptist Church (2319 Cass Avenue): This one-story concrete block building was built as Keller's Supermarket in 1956. In 1971, Grace Baptist Church moved from an adjacent building into this one. This building can be seen in aerial footage of Pruitt-Igoe before its demolition and has changed little since then.

Jefferson-Cass Health Center (1421 N. Jefferson Avenue): Now the headquarters of the St. Louis Fire Department, this one-story Modern Movement brick, stone and concrete building west of the site was built as a municipal health clinic to serve

residents of Pruitt-Igoe and surrounding neighborhoods. Marcel Boulicault designed the building.

Remaining Landscape

DeSoto Park: Located at the south end of the Pruitt-Igoe site is DeSoto Park, which contains 17.38 acres. The LCRA developed DeSoto Park to serve residents of the Pruitt, Igoe and Vaughn housing projects; today the park continues to serve residents of surrounding neighborhoods. DeSoto park contains soccer fields, a baseball field, a paved trail and open lawn space with few trees. The park's name comes from the name of the DeSoto neighborhood that Pruitt and Igoe replaced.

Current Buildings

Gateway Schools Complex: The Gateway Schools complex is an interconnected group of three public schools (Gateway Elementary School, Gateway Michael School and Gateway Middle School) located on 20 acres that were once part of the Pruitt Homes site. Designed by the Fleming Corporation, the complex consists of one and two-story brick sections built around a two-acre courtyard. Entrances face a parking lot on the northern side of the site. Much of the site is open, and includes a shelter, playground and vegetable garden. The St. Louis Public Schools selected the site in 1989 and broke ground in 1994. The three schools opened on September 5, 1995.

Remaining Infrastructure

The Pruitt-Igoe site retains other parts of the historic building environment:

Paving: In many places, Dickson Street reveals weather-worn asphalt paving that dates to the final days of Pruitt-Igoe. Additionally, aggregate concrete access roads around the Electric Substation are nearly fully revealed. A road that runs east from the north end of the Electric Substation has substantial extant concrete paving under a layer of mud. At the east end, running north is a curving formation between Cass Avenue and Dickson Street. Under mud and gravel is more historic concrete paving.

Curbs: Around the Electric Substation and at some points on Dickson Street, worn concrete curbs remain. On the north side

of Dickson Street just west of the main access road by the Electric Substation, an original storm drain remains evident.

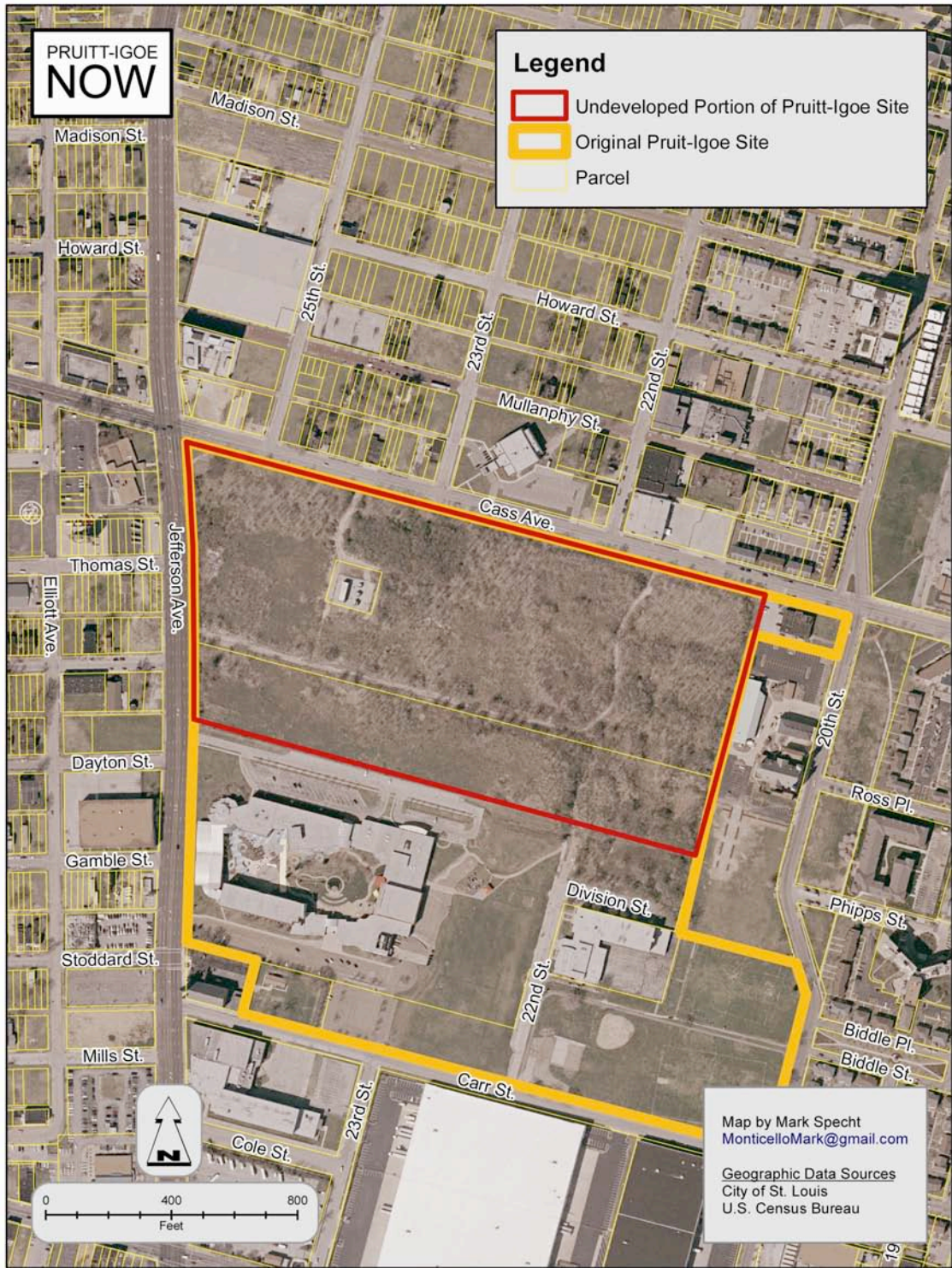
Sidewalks: All of the sidewalks, curb cuts and curbs along Cass Avenue and Jefferson Avenue are historic to the site.

Manhole covers: Several iron manhole covers can be seen on Dickson Street and even in some of the wooded parts of the site.

Metal post: A metal post with intact padlock that once served to secure a parking area in front of a tower remains in the northeast wooded area.

Street light: South of Dickson Street near the Gateway Schools site, an aggregate concrete post with metal overhead light structure remains in a thicket of trees.

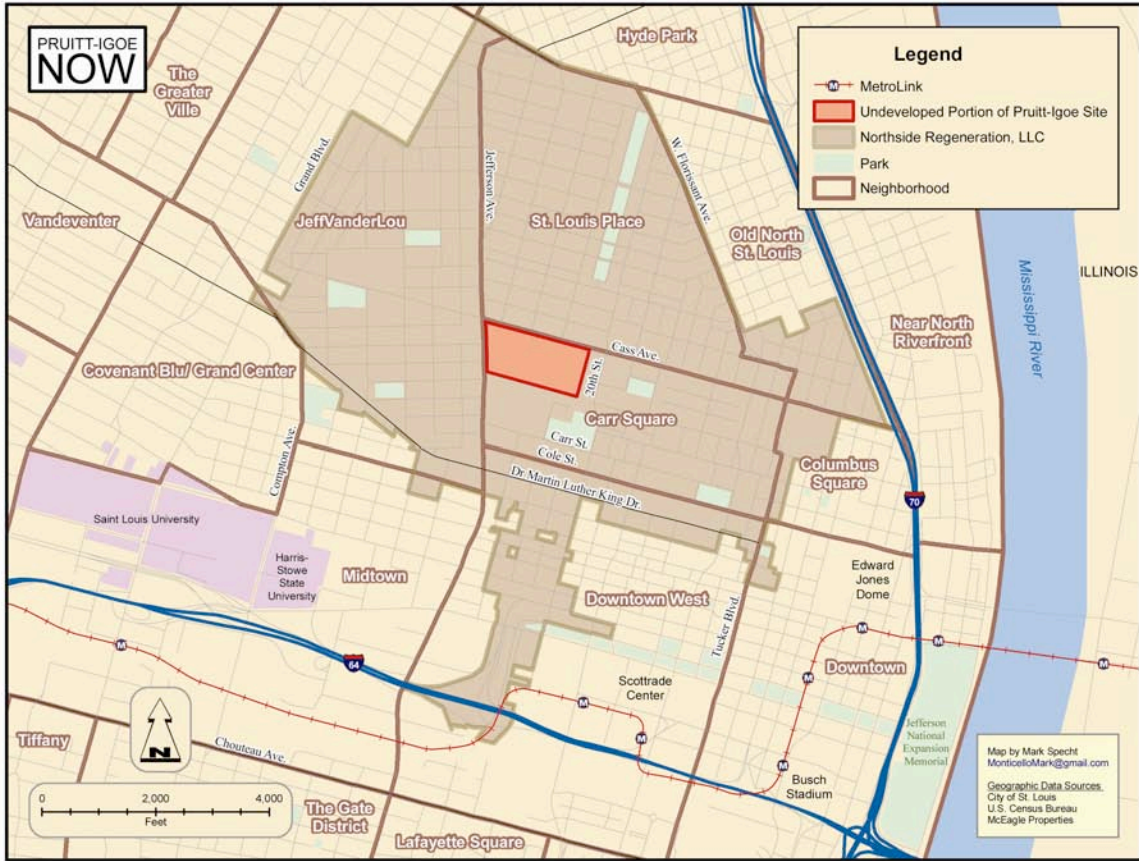
CURRENT AERIAL PHOTOGRAPH



CURRENT SITE PLAN



PRUITT-IGOE SITE IN CONTEXT



A MESSAGE ON DESIGN PROPOSALS

Pruitt Igoe Now is looking for bold ideas. And, for ideas from sources as diverse in media and background as possible. For forty years, the interpreted memory of the Pruitt-Igoe buildings has existed as a cautionary tale to architects, urbanists, and the public—and for just as long, these acres of land have been dormant, now largely overtaken with foliage. What is the future of the Pruitt-Igoe site?

In crafting a proposal, the designer(s) should carefully choose and *define* the site for the proposal. We leave as an open inquiry what part of the Pruitt-Igoe site or its surroundings requires intervention or contemplation through this competition. Of course, there is the historic boundary of the Pruitt-Igoe project, bounded by Cass Avenue to the north, North 20th Street to the east, Carr Street to the south and North Jefferson to the west. The Site Description section includes information about what exists inside of and around that boundary. Yet around the boundary is a surrounding urban environment inclusive of several neighborhoods and containing some remaining built resources whose histories are intertwined with that of Pruitt-Igoe. Both Jefferson and Cass Avenues are major thoroughfares, with Cass Avenue connecting west to merge into Dr. Martin Luther King Drive and Jefferson Avenue connecting south to downtown and to the former Mill Creek Valley, one of St. Louis' historic African-American neighborhoods almost completely removed around the time that Pruitt-Igoe opened. Additionally, Pruitt-Igoe is near the site of the Gateway Arch, an iconic work of modernist design that serves as both the signifier of St. Louis and as the most recognized architectural work in the region.

This competition asks entrants to imagine a way forward for the site, not necessarily a fully-designed built environment to supplant the existing site. To that end, *Pruitt Igoe Now* recognizes that a 'product' may not be the solution. Perhaps a proposal rooted in a 'process' of reclamation is more appropriate, and such proposals are welcome. We ask that submissions seriously consider the consequences of altering the current state of the 33 vacant acres of the Pruitt-Igoe site, as well as the implications of removing the remaining buildings and infrastructure that have always been part of Pruitt-Igoe's historic cultural landscape. Further, as solutions emerge for this sensitive site, more questions arise: How do we proceed

from here? Who should have say? Who is most affected? Who has the most claim to this space? Who stands to profit?

We invite architects to imagine new ways of inhabiting the site, with perhaps invented or emergent architectural typologies. Urban planners might design new and critical connections between this site, the surrounding St. Louis neighborhoods of St. Louis Place, JeffVanderLou, Carr Square and Downtown West, and the city center of St. Louis and the Gateway Arch just three miles to the south. Landscape architects might introduce urban agriculture to the site, or design a field memorial. Novelists and writers are invited to submit manifestos, narratives, and poetry. A singular image could propose an imagined future for the site. A short film could speculate upon possible future inhabitations.

Entrants are encouraged to visit the site before submitting if possible. The organizers of *Pruitt Igoe Now* are able to provide guided tours of the site for prospective entrants. Send a message to contact@pruittigoenow.org to request a guided tour of the site.

AWARDS, EXHIBITIONS AND SYMPOSIA

Our jurors will select the first, second and third most inspiring proposals and award them \$1,000, \$750 and \$500 respectively. A broad selection of entries will receive honorable mention and inclusion in an online gallery.

The advisory committee plans to curate select competition submissions into a traveling exhibition that will tour beginning in 2012, starting in St. Louis. The initial setting for display will be publicly accessible and either on or near the Pruitt-Igoe site itself. Through open display, entrants will be addressing those who have called Pruitt-Igoe and the surrounding neighborhoods home.

Additionally, in April 2012, a symposium on urban dwelling and creative intervention will be held at Portland State University; the advisory committee plans to curate all proposals, and exhibit these at the symposium.

RULES

Entry into this competition is open to anyone, from any place, and from any discipline. Submission text must be in English. Further, entrants confirm that the submitted material is their own original or collaborative work, does not infringe

upon any copyright law, and that they do indeed have permission to publish the material.

ENTRY FEE AND DEADLINE

Entry Fee and Deadline

The entry fee is \$20 per submission. Entrants may submit up to 3 entries in teams or individually, each with a \$20 fee.

In order to submit ideas, all the individual or team must register and submit online at <http://pruittigoenow.submishmash.com> by Friday, March 16, 2012, at 6 pm EST

Submission Format

- Submissions must be delivered as either a single 24" x 36" layout (any orientation; JPG or PDF format; 10 MB max file size), or a short video. If submitting a video, submission may be HD or smaller, 1920 x 1080 pixels max; MOV format; 120 seconds max length; 25 MB max file size.
- 24" x 36" layouts may range from a single image, to designed text, to a conventional architectural competition board. No format will be given preference over any other, and originality and authenticity are encouraged.
- All submissions must be delivered here: <http://pruittigoenow.submishmash.com>
- Images and videos may be reduced in resolution or compressed to meet file size limitations, but must be submitted in the required formats (no zip files). All submissions will be judged in their on-screen format. However, winning entrants will be asked to provide their work in original, high-resolution format (300 dpi or greater) for publication and exhibition purposes.

Anonymity

The submissions will be judged by the Jurors anonymously and the entrant's name should not appear anywhere on the submission.

Text

A text statement of 300 words maximum, explaining the project's conceptual approach and its design intent must be included in the cover letter of the submission form. Designers and authors should locate themselves in relation to the Pruitt-Igoe project. How do you know about Pruitt-Igoe? What interests you most about the site and its future? What connection do you have to the site, to St. Louis, to public housing or to modern architecture? Reverence for the people whose lives are deeply tied to the site through experience should be apparent.

Ownership

Entrants acknowledge that the Project Organizers of *Pruitt Igoe Now* may exhibit all entries in the online gallery, and a selection of entries may be chosen for physical exhibition and public display. *Pruitt Igoe Now* will make every effort to notify entrants of any public exhibitions of their work through correspondence with the registered contact.

In entering the design competition, entrants grant the Project Organizers of *Pruitt Igoe Now* unrestricted license to exercise the entrants' rights regarding their design submissions, including, but not limited to, reproduction, preparation of derivative works, distribution of copies of the design submission, and the right to authorize such use by others.

Announcement, Displays and Publication of Results

In entering the competition, the registrant and all team members recognize the competition's program as the intellectual property of *Pruitt Igoe Now* and agree to credit the competition by name in any exhibition or publication of the project. Entrants will be credited on all online and print material published by the organizers of the competition.

TIMELINE

June 2011: *Pruitt Igoe Now* is announced.

March 16, 2012: Online entries due by 6 pm EST.

April 2012: Symposium on urban dwelling and creative intervention will be held at Portland State University

May 1, 2012: Design ideas revealed online.

June 1, 2012: Selection of three winning entries and honorable mentions

June – August 2012: Design ideas displayed in St. Louis.

Summer 2012: Traveling exhibition of entries launches.

PROJECT ORGANIZERS

Michael R. Allen

Michael R. Allen is the Director of the Preservation Research Office, a St. Louis-based collaborative that undertakes projects at the intersection of architectural and public history. Allen's extensive writing exploring placemaking, meaning and depleted urban landscapes includes a chapter in *The Making of An All-American City: East St. Louis at 150* (Mark Abbott, editor; Virginia Publishing, 2011).

Nora Wendl

Nora Wendl is Assistant Professor of Design in the Department of Architecture at Portland State University. Her scholarship focuses on the strategies through which contemporary artists engage the built environment, producing alternative histories, theories, discourses and practices of architecture. Her creative work (built and written) positions architecture as an amplification of the cultures for which and out of which it is made. She is co-editor, with Isabelle Loring Wallace, of *Architectural Strategies in Contemporary Art* (Ashgate, 2012).

ADVISORY COMMITTEE

Sylvester Brown, Jr.

Founder, When We Dream Together, Inc.

Robert W. Duffy

Associate Editor, *St. Louis Beacon*

Paul Fehler

Producer, *The Pruitt-Igoe Myth*

Hon. April Ford-Griffin

Aldерwoman, Fifth Ward

Theaster Gates

Artist, Harvard Loeb Fellow 2010-2011

Karl Grice, AIA, NOMA, LEED AP

President, St. Louis Chapter, American Institute of Architects

Sal Martinez

Executive Director, Community Renewal and Development, Inc.

Eric Mumford
Professor, Sam Fox School of Design and Visual Arts,
Washington University in St. Louis

JURORS

Jury will be announced August 1, 2011.

SOURCES

Booker Associates. *Master Development Plan: Commerce Business Park*. St. Louis: St. Louis Development Corporation, 1987.

Bristol, Katharine G. "The Pruitt-Igoe Myth." *Journal of Architectural Education* Vol. 44, No. 3 (May, 1991).

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