

1997 AIA High School Design Competition Program

Program

You are invited to design the San Francisco Digital Media Design Center. Funded mainly by the local computer industry, this organization aims to promote the use of computer graphics in the Bay Area. The DMDC will feature hands on shows and exhibits in order to enlighten visitors as to the history, present, and future of computer generated graphics. All types of digital works will be displayed ranging from desktop publishing, games and animated special effects to virtual reality. As an added component, this building will also include a retail outlet.

Your clients have asked that the building's design reflect this organization's new, energetic, and hi-tech character. You may choose to apply this theme to the building's exterior, interior, or both. The building should also take full advantage of its high visibility from land and the Bay to attract a high number of visitors and passers by.

Site

The project will be situated on Pier 34 looking out towards the San Francisco Bay. The area allotted for the building is much smaller than the amount of land available on the pier, but you can assume the DMDC be the sole structure built on the pier. There is therefore flexibility in the location of the facility within the site. You are encouraged to take into account the views, the Bay, and other components specific to the site while siting and designing your building. Also important are the pedestrian and vehicular accesses to the site. A vehicular drop-off area should be provided at the building entry, but there are no on site parking requirements.

You may also assume that the pier (which is presently in disrepair) will be brought to proper building conditions prior to the DMDC construction.

The Center

The building shall be a single story structure, not exceeding 3,000 square feet, excluding outdoor areas. There are no prescribed height restrictions for this project. You are however encouraged to aim to achieve the strongest results by considering the surrounding areas when deciding on the form and scale of your project.

All public areas, both indoor and outdoor, shall be accessible to the disabled. The retail component should be easily identifiable from the outside.

Your design solution should meet the spatial and functional requirements as described below.

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Building Area

Entry Lobby/ Reception/ Ticketing Area	200 sq. ft.
The Retail Facility	500 sq. ft.
Staff Work Room	180 sq. ft.
The Virtual Reality/Game Test/ Multipurpose Room	1200 sq. ft.
Manager's Office	120 sq. ft.
Computer Room	100 sq. ft.
Snack/ Kitchen Area	120 sq. ft.
Storage Room	75 sq. ft.
Rest Rooms	170 sq. ft.
Janitor's Closet	50 sq. ft.
Interior Circulation	280 sq. ft.

TOTAL BUILDING AREA

approx. 2995 sq. ft

Outdoor Seating/ Congregation Area

(no prescribed size)