

# DESIGN IT SHELTER COMPETITION



Guggenheim Museum and Google SketchUp

## DESIGN IT: SHELTER COMPETITION SUBMISSION GUIDE

On the occasion of the exhibitions *Frank Lloyd Wright: From Within Outward* and *Learning By Doing*, the Guggenheim and Google SketchUp invite amateur and professional designers from around the world to enter Design It: Shelter Competition. From now until August 23, you can submit a 3-D shelter for locations around the world using Google SketchUp and Google Earth.

### Why shelters?

The competition is an extension of *Learning By Doing*, an exhibition in the Guggenheim Museum Sackler Center for Arts Education that features plans, photographs, and models of student-built shelters from the Frank Lloyd Wright School of Architecture. For the past seven decades, students at this school have taken on the challenge of designing, building, and living in small shelters nestled in the landscapes of the school's Arizona and Wisconsin campuses. In working on these shelters, students consider human needs for safety and comfort, as well as the relationship between architecture and place.

Design It: Shelter Competition opens up the project to you. If you could build a shelter anywhere in the world, where would it be? How would you design it to respond to the surrounding environment?

### Key Dates and Deadlines

Submission period:

June 8—August 23, 2009

Ten People's Prize finalists selected:

September 7, 2009

People's Prize public voting period:

September 7—October 10, 2009

People's Prize and Juried Prize winners announced:

October 21, 2009

### Accept the Challenge

Find out more about [how to enter](#) the competition.

### COMPETITION GUIDELINES

In celebration of the ideas and teaching of Frank Lloyd Wright, the Guggenheim Museum invites you to create your own virtual shelters, located anywhere on Earth. Share your design on the Guggenheim's Web site by first modeling your shelter with Google SketchUp, then placing your model on Google Earth.

When designing your shelter, consider Frank Lloyd Wright's interest in the connection between architecture and its location. How can your shelter respond to the specific natural and built environments that surround it?

### Project Specs

Location

You can build your shelter anywhere on Earth: from city to desert, hill to valley. You cannot remove any existing buildings, but you can add on to existing structures.

Size

Keep your shelter small—it can be no larger than 100 square feet (9.3 meters), and entire shelter no taller than 12 feet (3.6 meters).

Amenities

Your shelter must offer protection from the elements and provide a space for one person to study and sleep. Keep it simple—no water, gas or electricity allowed.

### How to Enter

To enter the contest, submit the following:

1. SketchUp model of your shelter (view the [SketchUp tutorial](#) page for instructions).

2. A written description (in English) of your shelter and how it integrates into the location where you placed it (limited to 70 words).
3. SketchUp animation showing the inside and outside of your shelter. (The animation is optional. Keep in mind, though, that in Google Earth, viewers will only be able to see the outside of the shelter—an animation is a great way to present a more detailed interior view of your design.)
4. Images of your shelter (1–4 JPEGs, at least 235 pixels wide but no larger than 720 pixels wide).
5. Once all your materials are ready, you must fill out the [submission form](#).

## SUBMISSION FORM / TIPS

Complete the submission form and enter all required information as indicated with an asterisk below (unmarked items are optional).

**First Name\***

**Last Name\***

**E-mail address\***

**City where you reside\***

**Country where you reside\***

**Age\*** (Must be 13 years or older as of June 8, 2009)

**Shelter Title\*** (Limited to 40 characters)

**Shelter Description\*** (Limited to 70 words)

**Google 3D Warehouse Model Link\***

After you've uploaded your SketchUp model to the Google 3D Warehouse, you need to tell us where it is by providing the web address for your model. You can find this by selecting the Link button at the bottom of your model's page in the 3D Warehouse. Copy the long string of text that appears, then paste it into this submission form. [How?](#)

**Country where your shelter is located\***

**Upload image of your shelter\***

You can export images of your model from SketchUp to show specific views that you want people to see. [How?](#)

To enter this competition, you must upload at least one (and up to four) images of your model. These images must be JPEGs, and must be at least 235 pixels wide but no larger than 720 pixels wide.

### Upload 2nd image of your shelter

You can export images of your model from SketchUp to show specific views that you want people to see. [How?](#)

To enter this competition, you must upload at least one (and up to four) images of your model. These images must be JPEGs, and must be at least 235 pixels wide but no larger than 720 pixels wide.

### Upload 3rd image of your shelter

### Upload 4th image of your shelter

### YouTube Video URL

If you've created a video of your model that you'd like to include with your competition entry, you can upload it to YouTube. The YouTube Video URL is the Web address for your video on YouTube. You can find it on your video's Web page. [How do I export an animation from SketchUp?](#)

To enter, you must be 13 years or older as of June 8, 2009. All entries must be in English. In order to be eligible for a prize, your entry must be uploaded into the Google 3D Warehouse. To upload your model to the 3D Warehouse you must create a Google Account. Sign up for a [Google Account](#).

## GOOGLE SKETCHUP INTRODUCTION AND OVERVIEW

Google SketchUp is software that you can use to build virtual 3-D models of anything you like. It's free, available in a number of different languages, and relatively easy to learn. You can download Google SketchUp and start using it right away.

The shelter models you submit for this competition need to be uploaded from Google SketchUp (where you can create them) to the Google 3D Warehouse. This is a huge, online repository of SketchUp models contributed by people all over the world.

## TO GET STARTED HERE'S WHAT YOU NEED TO DO

1. Download Google SketchUp and Google Earth for free. Both are available for both Windows and Macintosh computers.
2. Use Google SketchUp to design a shelter for a particular location on the planet. Give your model a precise geographic location with Google Earth.
3. Upload your geographically-located SketchUp shelter to the Google 3D Warehouse.
4. Copy the web address for your shelter model from the Google 3D Warehouse and paste it into the entry form for this competition.
5. Export at least one (and as many as four) views of your model as JPEG images and upload them when you're submitting your entry.
6. Export an animation of your shelter as a video and upload it to YouTube, then copy and paste the YouTube video URL into the entry form. This is optional, but strongly encouraged.

Instructions for doing all of the above things are included in the rest of this PDF. Additional information is available in the Help Centers for Google SketchUp and Google Earth:

[Google SketchUp Help Center](#)

[Google Earth Help Center](#)

## DOWNLOADING AND INSTALLING GOOGLE SKETCHUP

Google SketchUp is software that you download onto your computer; it doesn't run in a web browser like many of Google's other applications.

To download Google SketchUp:

1. Visit <http://sketchup.google.com>
2. Use the Download Google SketchUp button in the upper-right corner of the page.
3. Use the Download Google SketchUp 7 link on the page that appears.

Note: You can download and install the Pro version of Google SketchUp if you like, but the Free version is all you need to design, model and upload a shelter for this competition. If you download the Pro version and decide not to buy a license to activate it, it will revert to the functionality of the Free version after the trial period has elapsed.

4. Choose the operating system on which you'd like to run Google SketchUp (Windows or Mac OS X).
5. Accept the terms of the license agreement by selecting Agree and Download, then start the download to your computer.

## TO INSTALL GOOGLE SKETCHUP ON YOUR COMPUTER (AFTER YOU'VE DOWNLOADED IT)

### Windows computers

1. Log in to the computer with a user account that has administrator rights.
2. Double-click on the EXE install file that you downloaded. On Windows Vista, right-click and select Run as an administrator.
3. Select Next in the Welcome dialog box.
4. You may be asked to install the .NET Framework at this point. This software is required for Google SketchUp Pro.

Note: If you're asked to reboot after installing the .NET Framework, please do so. To resume installing SketchUp, double-click on the SketchUp install file after your computer reboots.

5. Select the "I accept the terms of this license agreement" button in the End User License Agreement if you agree to the terms.
6. Select the Next button to install SketchUp in the default location.
7. Select the Install button if you're satisfied with the settings.
8. Select the Finish button when prompted.
9. Launch Google SketchUp once before logging out of the administrative user account.

### Macintosh computers

1. Log in to the computer with a user account that has administrator rights.
2. Double-click on the DMG install file that you downloaded. This will mount an installer drive and launch a Finder window.
3. Double-click on the ".mpkg" file. This will launch the installer window.
4. Select Continue in the Introduction section.

5. If you accept the Software License Agreement, select the Continue button, then click Agree.
6. Select the destination for the installation and select Continue.
7. Select the Install button. You may be prompted for your administrator account password to authorize the installation.
8. When the installation completes, select the Close button.

## LEARNING TO MAKE MODELS WITH GOOGLE SKETCHUP

The best way to get started with Google SketchUp is to see it in action. Many, many good training videos are available online for free; here's where to find some of them:

[Official SketchUp Video Tutorials](#)

[Go 2 School](#)

[Concept3D](#)

[Google SketchUp For Dummies](#)

Another great source of information is the SketchUp Help Center:

[Google SketchUp Help Center](#)

## DOWNLOADING AND INSTALLING GOOGLE EARTH

The procedure for downloading and installing Google Earth on your computer is very similar to the one for Google SketchUp. To get the latest version (5) of Google Earth, visit: <http://earth.google.com>

## LEARNING TO USE GOOGLE EARTH

The best way to get started with Google Earth is to visit the [Introduction section](#) of the online Google Earth User Guide. Of particular interest are the instructions for navigating around inside Google Earth:

[Using a Mouse](#)

[Using the Navigation Controls](#)

## BUILDING A SKETCHUP MODEL WITH A PRECISE GEOGRAPHIC LOCATION

To give a SketchUp model a precise location in Google Earth:

1. Open Google SketchUp.
2. Open Google Earth.

Note: For best performance, make sure SketchUp is running before you start Google Earth; otherwise, SketchUp might run slowly.

3. In Google Earth, turn on 3D terrain. To do this, select the "Terrain" check box in the Layers list on the left side of the screen.

Note: To ensure that the vertical position of SketchUp models you place in Google Earth is correct, set the Google Earth elevation exaggeration to "1". In Google Earth, choose Tools > Options > 3DView > Terrain Quality and set "Elevation Exaggeration" = 1. (On a Mac, choose Google Earth > Preferences > 3DView > Terrain Quality).

4. In Google Earth, use the navigation tools to frame a top-down view of the location where you want to place your model.

Note: To get the best-possible image quality, make sure you're zoomed in as far as you can be. Frame only as much land as you need to build your model.

To make sure you're looking straight down at the ground, press "R" on your keyboard. Your camera will move to a top-down view, and your view will rotate so that North is at the top of your screen.

At this point, it's a good idea to make sure the 3D Buildings layer (on the left side of your screen) is turned off.

5. In SketchUp, choose Tools > Google Earth > Get Current View to import the section of terrain (and satellite imagery) that you framed in Google Earth in Step 3. A flat, black-and-white "snapshot" appears in the center of your SketchUp file.

Note: You can also use the Get Current View button to import a snapshot from Google Earth. The black-and-white Google Earth snapshot is used only for accurately positioning your model. It is not re-exported to Google Earth with the rest of your model.

6. In SketchUp, build a model on top of the Google Earth snapshot you imported in Step 4.

Note: You can also import a Google Earth snapshot into a SketchUp file with an existing model. In this case, use the Move, Rotate and Scale tools to accurately position your existing model on the Google Earth snapshot.

You can also place a model from a separate SketchUp file into the file with the Google Earth snapshot.

7. In SketchUp, choose Tools > Google Earth > Toggle Terrain to view the 3D version of your Google Earth snapshot. If the terrain in your snapshot is not flat, it appears as a 3D, sloped surface that reflects the 3D terrain in Google Earth.

Note: When you import a Google Earth snapshot, two versions are actually added to your SketchUp file. The first is a flat surface that is easier to work with as you build or laterally position your model. The second is a 3D surface that you use to adjust the vertical position of your model. You can switch between the two versions of the Google Earth snapshot by choosing Tools > Google Earth > Toggle Terrain.

You can also use the Toggle Terrain button to switch between versions of the Google Earth snapshot.

8. In SketchUp, use the Move tool to adjust your model's vertical position relative to the 3D Google Earth snapshot. Your model should not be floating above the terrain, nor should it be sunken too far into the ground.

Note: To "lock" the Move tool so that you can only move in the vertical (blue) direction, press either the Up Arrow or Down Arrow key on your keyboard.

If something you're trying to move in the blue direction won't move in that direction, it might be glued. To unglue it, right-click on it and choose Unglue.

If you're unable to get your model to sit on the Google Earth snapshot without having it float or be sunken too far underground, you might consider adding material to the bottom of your model. The terrain in Google Earth is not 100% accurate, so some adjustment of models in SketchUp is necessary to make them appear correct when they're viewed in Google Earth.

9. In SketchUp, choose Tools > Google Earth > Place Model to export your model to Google Earth. Google Earth becomes your active application, and your model appears on the terrain in the location you specified using the Google Earth snapshot.

At this point, the model you've placed in Google Earth is visible only on your computer—no one else can see it. To share it with other people, you have at least two options:

You can save it as a Google Earth KMZ file that you can email or otherwise send directly to other people.

You can upload it to the Google 3D Warehouse, where anyone you specify can download it onto their computer. If you want your model to appear by default in the 3D Buildings layer in Google Earth (so that it's automatically visible to everyone in the world), this is the approach you need to take.

Note: You can also use the Place Model button to export your model to Google Earth.

## UPLOADING A MODEL TO THE GOOGLE 3D WAREHOUSE

The Google 3D Warehouse is a searchable, online repository of 3D models.

Anyone can upload a model to the 3D Warehouse.

When you upload a model, you can specify who gets to see it. Models can be unshared, shared with specific people, or shared with the whole world.

Models in the 3D Warehouse are either geographically located (meaning they have a precise location on the Earth), or non-geographically located (meaning they do not). You can geographically locate a model by using SketchUp in combination with Google Earth.

[Google 3D Warehouse](#)

## TO UPLOAD A SKETCHUP MODEL TO THE GOOGLE 3D WAREHOUSE:

1. In Google SketchUp, open the model you'd like to upload to the 3D Warehouse.
2. Use SketchUp's navigation tools (Orbit, Pan and Zoom) to frame the view of your model that you would like to appear by default in the 3D Warehouse.
3. Choose File > 3D Warehouse > Share Model. A Google Account "Sign in" page opens on your screen.

Note: If the "Upload your model to 3D Warehouse" page appears instead of the "Sign in" page, you (or someone else) is already signed-in to a Google Account. The name of the account appears at the top of the page. If you like, you can sign out of that account and sign in to a different one, then click the "Back" arrow in the upper-left corner to return to the Upload page.

4. Enter your Google Account username and password, then Sign In. The "Sign in" page closes and the "Upload your model to 3D Warehouse" page opens.

Note: You need to have a Google Account to upload models to the 3D Warehouse. If you don't have a Google Account, you can get one by selecting "Create an account now".

Your Google Account login information is the same as your login information for any other Google product, including iGoogle, Gmail, Picasa Web Albums and Google Docs.

5. On the "Upload your model to 3D Warehouse" page, enter the following information:

## Title

Give your model a title that's descriptive and meaningful.

## Description

Models with thorough and well-written descriptions are much more popular than models with short or badly-written ones.

## Tags

Tags are keywords or short phrases that describe your model. They make your models easier to find when someone is searching for something specific. Separate each tag with a comma (,) and try to anticipate what terms searchers might use to find models like yours.

If your model is geographically located, the "Upload" page includes these options:

### Address

If your model is a building that has a street address, enter it. Your shelter probably doesn't, though.

### Google Earth Ready

A "Google Earth Ready" model is one that is correctly geographically located and is an accurate depiction of the building or other structure that currently exists in that location. Unless your shelter actually exists as a built structure in the real world, don't check this box.

If you like, you can enter the following optional information:

### Web site (optional)

If there's a web page that contains more information about your model, paste in its URL. Typically, URLs look something like this: <http://www.google.com>

### Add a logo (optional)

If there's a logo image you'd like to associate with your model, you can. You can either choose an image file from your computer or paste in a URL for an image on the Web.

### Allow anyone to view this model and see it in search results

Deselecting this check box allows you to specify who (if anyone) gets to view and/or collaborate on your model. For this competition, you must leave this checkbox selected; if you deselect it, no one will be able to see your entry.

### Show list of links for containing collections

Deselecting this check box hides the "Collections containing this model" area on your model's Details page.

You should choose this option if you don't want visitors to see a list of collections that include your model.

### Allow 3D Warehouse users to contact me about this model

Deselecting this check box hides the "Contact" button on your model's Details page. You should choose this option if you don't want to receive email from people about your model.

6. Select "Upload" to upload your model to the Google 3D Warehouse. Your model is uploaded and the 3D Warehouse Model Details page appears.
7. Select the Link button at the bottom of the page, then copy the web address for your model. You'll need it to fill out the entry form for this contest.

## FINDING YOUR MODEL ON THE GOOGLE 3D WAREHOUSE AFTER YOU'VE UPLOADED IT

You can get to the Google 3D Warehouse in two ways:

by visiting <http://sketchup.google.com/3dwarehouse> from any Web browser (such as Firefox, Chrome, Safari or Internet Explorer).

By choosing File > 3D Warehouse > Get Models from the menu bar inside SketchUp

## TO FIND ALL OF THE MODELS YOU'VE UPLOADED TO THE 3D WAREHOUSE:

1. Sign in (if you haven't already) using the same Google Account information you used to upload your model(s).
2. Select the My Models link at the top of the page to see a list of the models you've uploaded.

## GETTING THE WEB ADDRESS FOR YOUR MODEL AFTER YOU'VE UPLOADED IT

To enter this competition, you'll need the Web address for your model in the Google 3D Warehouse. This is a link directly to your model on the Web.

1. Find your model in the Google 3D Warehouse. For help, see the instructions above.
2. Make sure you're on the page for the model whose address you want to find.
3. Select the Link button at the bottom of the page, then copy the web address that appears in the box below the button. It should look something like this:

<http://sketchup.google.com/3dwarehouse/details?mid=asdf;lk4h35oig7aogoshgh>

Note: To copy, highlight the text and choose Edit > Copy from the menu bar.

## EXPORTING A JPEG IMAGE FROM GOOGLE SKETCHUP

To export a view of your model as a JPEG image:

1. Manipulate the view of your model so that it appears as you would like it to appear in the exported image. SketchUp will export the model view as it's currently displayed, including display style, shadows, and point of view.
2. Select File > Export > 2D Graphic from the menu bar. The Export 2D Graphic dialog box appears.
3. Enter a file name for the exported file in the "File name" (Microsoft Windows) or "Save As" (Mac OS X) field.
4. Select "JPEG" as the export type from the "Export type" (Microsoft Windows) or 'Format' (Mac OS X) drop-down list.

Note: Selecting the "Options" button brings up a list of export options. For images that you plan to submit for this competition, leave the "Use View Size" checkbox selected.

5. Then select the Export button.

## EXPORTING AN ANIMATION (MOVIE) FROM GOOGLE SKETCHUP

You can export movies of your models from Google SketchUp that you can view on your computer, send to other people, or upload to video sharing Web sites like YouTube.

Before you can export an animation from Google SketchUp, you need to set up Scenes in your model. Scenes are a little bit like different camera views. When it exports an animation, SketchUp moves its "camera" from Scene to Scene, creating a smooth transition between the different views that you set up.

Note: Keep in mind that in SketchUp's animations, only the camera moves; it's not possible to create animations wherein individual objects within the model move.

### To create Scenes in your SketchUp model:

1. Manipulate the view of your model so that it appears as you would like it to appear in the Scene you're about to create.

Note: Scenes can save more than just the camera position in your model. They can also save other properties such as shadow position, display style and field of view.

2. Choose View > Animation > Add Scene. A new Scene is created, and a corresponding Scene tab is added at the top of your modeling window.

Note: To update, rename or delete an existing Scene, right-click its Scene tab to bring up a context menu of options. You can also add, delete and otherwise manage the Scenes in your model by using the Scenes Manager dialog box, which appears when you choose Window > Scenes from the menu bar.

3. Repeat Steps 1 and 2 for each new Scene you want to create.

With Scenes created, you can export an animation (movie) from your SketchUp model:

4. Choose Window > Model Info from the menu bar. When the Model Info dialog box appears, select the Animation panel from the list on the left.
5. Enter settings for Scene Transition and Scene Delay, then close the Model Info dialog box.

### Scene Transition

This is the amount of time it takes for SketchUp to move between consecutive Scenes.

### Scene Delay

This is the amount of time that SketchUp will pause on each Scene before moving on to the next.

6. Choose File > Export > Animation from the menu bar. The Export Animation dialog box appears.
7. Enter a file name for the exported file in the 'File name' (Microsoft Windows) or "Save As" (Mac OS X) field.
8. Select AVI (Windows) or Quicktime Movie (Mac OS X) as the export type from the "Export type" drop-down list.
9. Click the Options button to open the Animation Export Options dialog box.
10. Enter the following settings to export an animation video which you can upload to YouTube:

Width and Height:

1280 x 720

Frame Rate:

30 frames/second

Anti-alias:

Yes

11. Select the Codec button (Windows) or the Expert button (Mac OS X) to open the Compression dialog box. Enter the following settings to export an animation video which you can upload to YouTube:

Codec (Windows):

Indeo Video 5.10

Compression Type (Mac OS X):

H.264

Key Frame Every:

24 frames

Compression Quality (Windows):

50

Quality (Mac OS X):

Medium

12. Select OK to close the Compression dialog box, then OK to close the Animation Export Options dialog box.
13. Select Export to create your animation video file.

## UPLOADING AN EXPORTED SKETCHUP ANIMATION TO YOUTUBE

To upload your exported video to YouTube:

1. Make sure the video file you want to upload to YouTube is no more than 10 minutes in length and less than 1GB in file size. If your video doesn't fall within these limits, you'll have to re-export a smaller or shorter video. Try re-exporting it using a smaller Frame Rate (20 fps is a good place to start).
2. Go to the YouTube Web site at [www.youtube.com](http://www.youtube.com).
3. Select the Upload button in the upper-right-hand corner of any YouTube page.

Note: If you haven't already, sign in to YouTube with either your Google Account (which you used to upload your model to the Google 3D Warehouse) or your YouTube account (if you have one).

4. Use the "Browse" button to browse for the video file you'd like to upload to the site. Select the file you want to upload.
5. Select the "Upload Video" button to start the uploading process.

6. As the video file is uploading, enter as much information about your video as possible in the relevant fields (including Title, Description, Tags, and Category). You're not required to provide specific information, but the more information you include, the easier it is for users to find your video.
7. Use the "Save changes" button to save the updates you've made to the video file.
8. It can take from a couple minutes to an hour for your video to upload to YouTube. If you're receiving an error with your Upload, you might want to make sure you're attempting to upload a file that's recognized by YouTube. YouTube accepts video files from most digital cameras and camcorders, and cell phones in the .AVI, .MOV, .WMV, and .MPG file formats.
9. After your video is publicly available, copy the Video URL (on the right side of the page). You'll need it to fill out the entry form for this competition.

## COMPETITION SELECTION AND PRIZES

The competition's submission period runs from June 8 through August 23. After the closing date—11 p.m. EST on August 23, 2009—students from the Frank Lloyd Wright School of Architecture will choose 10 finalists to be included in the People's Prize voting, which will run from September 7 through October 10. At the same time, a panel of experts will convene in New York to review all shelter designs and select the winner of the Juried Prize. Two prizes—a People's Prize and a Juried Prize—will be awarded. Winners of both prizes will be announced on the Guggenheim's Web site and at the Guggenheim's 50th Anniversary Celebration on October 21, 2009 at the Guggenheim Museum, New York.

## JURY OF EXPERTS

**Aidan Chopra, Product Evangelist, Google SketchUp**  
Aidan Chopra works at Google as the product evangelist for Google SketchUp, a 3-D modeling tool used by design professionals, engineers, and 3-D enthusiasts all over the world. He is the author of *Google SketchUp For Dummies*, which was published in 2009. Chopra holds an undergraduate degree from NSCAD University in Halifax, and a Master of Architecture degree from Rice University in Houston. At Google, his job is to be an advocate for the everyday communication of concepts, ideas, and places in 3D.

### **Martin Cox, Principal, Bade Stageberg Cox**

Martin Cox is a principal of the New York firm Bade Stageberg Cox. The work of the practice has been widely published, and has won several awards including a 2009 New York AIA Honor Award for their proposal for the annual MoMA/P.S. 1 Young Architects Program, and a 2008 California AIA award for their Art Cave project. Previously, from 1996 until 2006, he was a senior associate at the firm Steven Holl Architects. Cox teaches design studio in the graduate program at Yale School of Architecture.

### **Neil M. Denari, Principal, Neil M. Denari Architects**

Neil M. Denari is currently a professor in the Architecture and Urban Design Department at UCLA. He is the author of two bestselling books, *Interrupted Projections* and *Gyroscopic Horizons*. In 2002, he was given both the Richard Recchia Award and the Samuel F.B. Morse Medal for architecture from the National Academy of Design in New York for distinguished work in the field. In 2008, the American Academy of Arts & Letters awarded him the Academy Award for Architecture. Denari received his BA from University of Houston and a master's degree in architecture from Harvard University. In 1988 Denari began Cor-Tex Architecture in Los Angeles, which later became Neil M. Denari Architects (NMDA), Inc.

### **Cathleen McGuigan, Contributor, Newsweek**

Cathleen McGuigan is a contributor to *Newsweek*, where she writes about architecture, design and culture. Her articles have also appeared in numerous other publications including the *New York Times Magazine*, *Smithsonian*, *Architectural Record*, and *Harper's Bazaar*. A graduate of Brown University, McGuigan was a recipient of the Loeb Fellowship at the Harvard Graduate School of Design. She is an adjunct professor at the Columbia School of Journalism, a member of the Forum for Urban Design, and serves on the board of the Skyscraper Museum in New York.

### **Victor Sidy, Dean of the Frank Lloyd Wright School of Architecture**

Victor Sidy received his architectural training from the Frank Lloyd Wright School of Architecture after receiving the Flinn Foundation Scholarship and Robert C. Byrd Scholarship. He has worked with artists, architects, and planners in Russia, Germany, the Netherlands, and the

United States and has taught students from elementary school to graduate school in a variety of architecture-related fields. From 1996 to 1998 Sidy hosted a television series on architecture for EMG Satellite Television, and in May 1999 was the youngest member of *Architecture Magazine's* feature "Young Americans." He was named Dean of the Frank Lloyd Wright School of Architecture in 2005.

### **Lisa Strausfeld, Partner, Pentagram**

Lisa Strausfeld has been a partner in Pentagram's New York office since 2002. She and her team specialize in digital information projects that include the design of large-scale media installations, signage and exhibitions, software prototypes, user interfaces, and Web sites. Strausfeld has been a member of The Gallup Organization's Senior Scientist program since 2006, was selected as a "Cutting Edge Designers" in 2007 by *BusinessWeek*, and was named a Finalist in the Interaction Design category of the 2009 National Design Awards. She studied art history and computer science at Brown University and earned master's degrees in architecture from Harvard University and in media arts and sciences from M.I.T.

### **David van der Leer, Assistant Curator of Architecture and Design, Solomon R. Guggenheim Museum**

David van der Leer joined the Guggenheim in October 2008 and is co-curator of the current exhibition Frank Lloyd Wright: From Within Outward. Prior to the Guggenheim, he held editorial and curatorial positions at 010 Publishers in Rotterdam; the Office for Metropolitan Architecture (OMA), in Rotterdam, under Rem Koolhaas; and Steven Holl Architects in New York. Van der Leer has lectured internationally on architectural theory and is a regular contributor to publications such as *Domus*, *Mark*, *The Architect's Newspaper*, *Azure*, and *PIN-UP*. He received his master's in Urban and Architectural Theory from the Department of Art & Cultural Sciences at Erasmus University Rotterdam, the Netherlands.

## **OVERVIEW OF PRIZES**

### **People's Prize**

Trip for two to New York City (includes airfare and hotel accommodations for two nights)

Behind-the-scenes tour of the Guggenheim Museum and the Google Offices

Free admission to other NYC museums

Google SketchUp Pro license (USD\$495 value)

### Juried Prize

\$1000 cash prize

Trip for two to New York City (includes airfare and hotel accommodations for two nights)

Behind-the-scenes tour of the Guggenheim Museum and the Google Offices

Free admission to other NYC museums

Google SketchUp Pro license (USD\$495 value)

Note: In the event that the same shelter design is chosen by those voting for the People's Prize and by the experts determining the winner of the Juried Prize, the People's Prize will be awarded to the entrant who receives the second highest number of votes for the People's Prize.

See official rules (pg. 12) for details.

## FREQUENTLY ASKED QUESTIONS

### General Questions about the competition

#### Q: How do I enter?

A: Complete the submission form and enter all required information indicated with an asterisk below (unmarked items are optional). All images and text submitted as part of the entry may be used for marketing and promotional purposes and will not be returned. Entries must be submitted during the submission period (June 8–August 23, 2009) to be considered.

**First Name\***

**Last Name\***

**E-mail address\***

**City where you reside\***

**Country where you reside\***

**Age\*** (Must be 13 years or older as of June 8, 2009)

**Shelter Title\*** (Limited to 40 characters)

**Shelter Description\*** (Limited to 70 words)

**Google 3D Warehouse Model Link\***

**Country where your shelter is located\***

**Upload image of your shelter\***

**Upload 2nd image of your shelter**

**Upload 3rd image of your shelter**

**Upload 4th image of your shelter**

**YouTube Video URL**

Note: All entries must be in English. You must read and accept the official rules prior to submitting your form.

#### Q: Why doesn't my shelter appear on the Guggenheim Web site after I submit it?

A: It may take up to 72 hours for your shelter to appear on the Guggenheim Web site. You will receive an e-mail notification on whether your submission has been accepted or rejected if it does not meet competition specifications.

#### Q: How does the judging work?

A. There are two competition prizes: a Juried Prize and a People's Prize. Qualified entrants are eligible to win only one prize, either the Juried Prize or the People's Prize.

For the Juried Prize, a panel of independent experts will select a Juried Prize winner from all qualified entries.

For the People's Prize, a panel of students currently enrolled at the Frank Lloyd Wright School of Architecture will select ten finalists from all qualified entries. The People's Prize winner will then be selected from this pool of finalists by public vote via the competition Web site. Voting will be open from 9:00 a.m. EST September 7, 2009 through 11 p.m. EST on October 10, 2009. Visit the [Jury and Prizes page](#) for more information.

#### Q: What are the judges looking for?

A. Qualified entries will be judged on a variety of qualities, including:

*The relationship of the shelter to the built or natural environment around it.* How does the architecture of your shelter relate to physical location you have chosen for it? How is your shelter placed on the site? In what ways does your shelter take into account the site's weather?

*Innovative design.* How does your shelter organize space? How does the design of your shelter provide space to live and work? Both practical and fanciful ideas are welcome. The jury will not take into account whether a shelter could physically be built in real life.

*Thoughtful use of materials.* Why did you choose the materials that you used? How do the materials enhance the design of your shelters?

*Adherence to the project specs.* The interior/sheltered space can be no larger than 100 square feet, and entire shelter no taller than 12 feet high. The structure should not include water pipes, gas lines, or electrical wiring.

*Quality of the SketchUp model.* Well-built models that visually represent your design ideas will catch the eye of the jury.

Your written description of your shelter will help the jury (as well as visitors to the site) to understand your thought process and your design. Take this opportunity to explain your ideas and decisions, so that viewers will know that your choices were made purposefully and for specific reasons. You also have the ability to upload up to 4 still images and 1 animation of your shelter. Although only one still image is required, the additional views can be helpful in giving a sense of the space in and around your shelter.

**Q: How will the winners be announced?**

A: The winners will be announced on the Guggenheim's Web site and at the Guggenheim Museum's 50th Anniversary Celebration on Oct. 21, 2009. Winners will also be announced on the same day on the Google SketchUp blog, Lat Long, and other official Google blogs.

**Q. Can I submit more than one shelter?**

A: Yes.

**Q: How old do I have to be to enter?**

A: You must be 13 years of age or older on or before June 8, 2009.

**Q: May I work collaboratively with other people?**

A: Yes, you may seek assistance from others, but there can only be one official entrant and one winner per prize.

**Q: How many times can I vote for the People's Prize winner?**

A: You may vote only once.

**Q: What are the prizes?**

A: The Juried Prize winner and one guest will be flown to New York City (economy class) for a behind-the-scenes tour of the Solomon R. Guggenheim Museum and the Google Offices. The Juried Prize also includes two nights accommodation for two, complimentary admission to selected New York City museums, a Google SketchUp Pro license (USD\$495 value), and a USD\$1000 cash award.

The People's Prize winner and one guest will be flown to New York City (economy class) for a behind-the-scenes tour of the Solomon R. Guggenheim Museum and the Google Offices. The People's Prize also includes two nights accommodation for two, complimentary admission to selected New York City museums and a Google SketchUp Pro license (USD\$495 value).

**Q: If I have other questions, who do I ask?**

A. Feel free to visit our [Design It: Shelter Competition Google Group](#), an online community where you can share your experiences with other participants and get answers to your questions. If you need additional help, you can e-mail us at [foundation@guggenheim.org](mailto:foundation@guggenheim.org).

**Questions about the tools**

**Q: Do I need the Pro versions of SketchUp or Earth to model for this competition?**

A: No. The free versions of Google SketchUp and Google Earth will work just fine.

**Q: What is the difference between SketchUp and SketchUp Pro? Will I be able to make a better model if I buy the Pro version?**

A: You don't need to have the Pro version of SketchUp in order to enter this competition. The model-making features of both the Free and Pro versions are very similar, and both can upload files to the Google 3D Warehouse and create models which can be viewed in Google Earth. Read this [article](#) to learn more about the differences between the two versions of SketchUp.

**Q: How do I submit my models?**

A: Models must be submitted via the submission form. Please visit the [How to Enter](#) page for competition guidelines.

**Q: My model appears in the wrong city when I place it in Google Earth. How do I fix this?**

A: If you create a model without first getting the current view from Google Earth and then place your model in Google Earth, the model uses the coordinates of the default location. Please read this article to find out how to resolve this issue.

**Q: How do I learn to use Google SketchUp?**

A: See the [Google SketchUp Tutorial](#) page for instructions and resources. Read this [article](#) for a list of ways to get up and running quickly.

**Q: Is there a list of keyboard command short-cuts for SketchUp?**

A: Yes. Keyboard command short-cuts for SketchUp are available as a [PDF](#) download on this page.

**Q: What are the design constraints for my shelter?**

A: You can build your shelter anywhere on Earth: from city to desert, hill to valley. You cannot remove any existing buildings, but you can add on to existing structures. Keep your shelter small—it can be no larger than 100 square feet (9.3 square meters), and entire shelter no taller than 12 feet (3.6 meters). Your shelter must offer protection from the elements and provide a space for one person to study and sleep. Keep it simple—no water, gas or electricity allowed.

**Q: What types of file type and size are required for the still images?**

A: JPEGs at a minimum of 235 pixels wide but no larger than 720 pixels wide at 72 dpi.

**Q: If I build a physical shelter in real life, can I submit photos of that in addition to the SketchUp model?**

A: Yes, you may use one (or more) of the images in the submission form to include shots of the physical structure.

**Q: Do I have to use Google SketchUp to model my shelter?**

A: You can use any 3-D modeling software you prefer to design your shelter, but you must upload your model to the Google 3D Warehouse, and this can only be done from inside Google SketchUp. If you decide to use another tool to do your modeling, know that SketchUp imports 3-D model data in DXF, DWG and 3DS format. Read this [article](#) for more information about importing data into SketchUp.

**Q: I forgot to tell SketchUp where to place my model on Google Earth. Now that my model is complete, how can I have it appear in the location on Google Earth?**

A: You can import a Google Earth terrain “snapshot” into your SketchUp file at any time, then position your model in the right place. Doing so gives your model a geographic location. Read this [article](#) for more information.

**Q: Can I make changes to my model after I've submitted it?**

A: No, you may not make changes to your model after submitting it.

**Q: I was able to make some changes to my model in the Google SketchUp 3D Warehouse after I submitted, but I do not see the updated changes on the Guggenheim competition site.**

A: Once you submitted your model to the competition, you are no longer permitted to make changes.

## OFFICIAL RULES

No purchase necessary to enter or win.

The following are the official rules for the Guggenheim Museum and Google® SketchUp Design It Shelter Competition (the “Competition”):

1. **Organizer:** The Competition is organized by The Solomon R. Guggenheim Foundation, located at 345 Hudson Street, Floor 12, New York, NY 10013 (“Organizer”).
2. **Binding Agreement:** In order to enter the Competition, each entrant (“you”) must agree to these Official Rules, which consist of the terms and conditions on this page and the Entry Form made available on the Guggenheim Foundation Web site at <http://www.guggenheim.org/new-york/education/sackler-center/design-it-shelter/official-rules>. If you are a minor, you must obtain the permission of a parent and/or legal guardian and your parent and/or legal guardian must also agree to these Rules on their and your behalf before you can enter this Competition. Therefore, please read these Rules carefully prior to entry to ensure that you understand and agree. You agree that submission of an entry in the Competition constitutes agreement to these Rules. You may not submit an entry to the Competition and you are not eligible to receive the prizes described in these Rules unless you agree to these Rules. These Rules form a binding legal agreement between you and Organizer with respect to the Competition. You must have access to the Internet and a valid e-mail address in order to enter the Competition.
3. **Eligibility:** The Competition is open to entrants 13 years of age and older. Anyone between the ages of 13 to 17 must obtain the permission of a parent or legal guardian prior to entering, and the parent or guardian must consent to be bound—on their child’s and their own behalf—to these Official Rules. The Competition is subject to all applicable federal, state and local laws and regulations, and is void where prohibited by law.

Employees of Organizer, employees of Google Inc., and students and employees of the Frank Lloyd Wright School of Architecture—as well as their immediate families (spouse, parent, sibling, child, and spouse of any of the foregoing) and those living in their immediate households, whether or not related—are not eligible to enter the Competition or to win a prize.

4. **Entry Period:** The Competition entry period begins June 8, 2009 at 9 am EST and ends on August 23, 2009 at 5 pm EST (the “Entry Period”).
5. **Competition Details:** Organizer invites designers from around the world—both amateur and professional—to submit their 3D designs for an original shelter that responds to a unique location anywhere on Earth. Entrants share ideas on the Guggenheim Foundation’s Web site by modeling the shelter using Google SketchUp or another 3D modeling program, and placing the model on a specific location in Google Earth and in the Google 3D Warehouse. **Location:** You can build your shelter anywhere on earth: from city, to desert, from the hills to a valley. You cannot remove any existing buildings, but you can add on to existing structures. **Size:** Keep your shelter small—no larger than 100 square feet, and entire shelter no taller than 12 feet. **Amenities:** Your shelter must offer protection from the elements and provide a space for one person to study and sleep. Keep it simple—no water, gas or electricity allowed.
 

When designing a shelter, you are encouraged to consider Frank Lloyd Wright’s interest in the connection between architecture and location, i.e., how does your shelter respond to the specific natural and built environments that surround it?
6. **How to Enter:** Complete the entry form and enter all required information as indicated with an asterisk below (unmarked items are optional). Entries must be submitted here: <http://www.guggenheim.org/new-york/education/sackler-center/design-it-shelter/designit-competition-entry-form>. All images and text submitted as part of the entry may be used by Organizer for marketing and promotional purposes and will not be returned. Entries must be submitted during the Entry Period to be considered.

**First Name\***

**Last Name\***

**E-mail address\***

**City where you reside\***

**Country where you reside\***

**Age\*** (Must be 13 years or older as of June 8, 2009)

**Shelter Title\*** (Limited to 40 characters)

**Shelter Description\*** (Limited to 70 words)

**Google 3D Warehouse Model Link\***

**Country where your shelter is located\***

**Upload image of your shelter\***

**Upload 3rd image of your shelter** (same as above)

**Upload 4th image of your shelter** (same as above)

**YouTube Video URL**

All entries must be in English. In order to be eligible for a prize, your entry must be uploaded into the Google 3D Warehouse. To upload your model to the 3D Warehouse you must create a Google Account. To sign up for a Google Account, visit <http://www.google.com/accounts>. Organizer accepts no responsibility for lost or delayed submissions. The submission of an entry is your sole responsibility. Automated entries (including, but not limited to, entries submitted using any bot, script, macro or contest service), copies, third-party entries, facsimiles and/or mechanical reproductions are not permitted and will be disqualified. Each entrant may submit as many entries as they wish, one model shelter per entry.

7. **Ownership Rights in Submissions; Originality; License Grant:** By submitting a shelter design in the Competition (the “Submission”), you represent and warrant that (1) the Submission (which includes the models, images, video, and text submitted with the shelter design) is your original work and you are the sole and exclusive owner and rights holder of the Submission; (2) you have not entered into or become subject to any contract, agreement or understanding that conflicts with your ability to enter into this legally binding agreement and convey the rights set forth herein; and (3) the Submission shall not infringe any third party proprietary, intellectual property or other rights, including, without limitation, copyright,

trademark, patent, trade secret or confidentiality obligation. Your entry must not have won a prize in any other competition or have been previously published or sold.

By submitting a Submission, you grant to Organizer and Google Inc., their affiliates, and their respective successors and assigns, a non-exclusive, unlimited, worldwide, perpetual, royalty-free license to publish, reproduce, display, transmit, distribute, adapt, make derivative works of, and otherwise use your Submission, in any media now known or not yet existing, including but not limited to the Guggenheim.org Web site and other Guggenheim- and Google-sponsored web pages for any and all purposes. You hereby acknowledge that you shall not be entitled to any compensation for any use of your Submission by Organizer.

8. Winner Selection: There are two Competition prizes: a Juried Prize and a People's Prize. Each qualified entrant is only eligible to win either the Juried Prize or the People's Prize

**JURIED PRIZE:** A panel of independent experts invited by Organizer will select a Juried Prize winner from all qualified entries

**PEOPLE'S PRIZE:** A panel of students currently enrolled at the Frank Lloyd Wright School of Architecture will select ten finalists for the People's Prize from all qualified entries. The winner will be selected by public vote via the Web site. Voting will be open from 9:00 a.m. EST September 7, 2009 through 11 p.m. EST on October 10, 2009

Qualified entries will be judged on a variety of qualities, including:

*The relationship of the shelter to the built or natural environment around it.* How does the architecture of your shelter relate to physical location you have chosen for it? How is your shelter placed on the site? In what ways does your shelter take into account the site's weather?

*Innovative design.* How does your shelter organize space? How does the design of your shelter provide space to live and work? Both practical and fanciful ideas are welcome. The jury will not take into account whether a shelter could physically be built in real life.

*Thoughtful use of materials.* Why did you choose the materials that you used? How do the materials enhance the design of your shelters.

*Adherence to the project specs.* Your shelter can be no larger than 100 square feet, and entire shelter no taller than 12 feet high. The structure should not include water pipes, gas lines, or electrical wiring.

*Quality of the SketchUp model.* Well-built models that visually represent your design ideas will catch the eye of the jury.

Your written description of your shelter will help the jury (as well as visitors to the Competition Web site) understand your thought process and your design. Take this opportunity to explain your ideas and decisions, so that viewers will know that your choices were made purposefully and for specific reasons. You also have the ability to upload up to four (4) still images and one (1) animation of your shelter. Although only one (1) still image is required, the additional views may be helpful in giving a sense of the space in and around your shelter.

The decisions of Organizer and the judges in selecting the winners and in all matters relating to the Competition are final and binding. The winning shelters and identity of the winners will be announced on Guggenheim.org and at the Guggenheim Museum's 50th anniversary celebration on October 21, 2009. The winners will be notified by email and in writing by certified mail no later than October 15, 2009.

9. Prizes:

**JURIED PRIZE:** On a date to be determined by Organizer, the Juried Prize winner and one guest will be flown to New York City (economy class) for a behind-the-scenes tour of the Solomon R. Guggenheim Museum and the Google Inc. offices. The Juried Prize also includes two nights' accommodation for two, complimentary admission for two to selected New York City museums, Google SketchUp Pro license (USD \$495 value), and a USD \$1000 cash award.

**PEOPLE'S PRIZE:** On a date to be determined by Organizer, the People's Prize winner and one guest will be flown to New York City (economy class) for a behind-the-scenes tour of the Solomon R. Guggenheim Museum and the Google Inc. offices. The People's Prize also includes two nights' accommodation for two,

complimentary admission for two to selected New York City museums and a Google SketchUp Pro license (USD \$495 value).

If the winner of either the People's Prize or the Juried Prize chooses not to accept the prize, an alternate winner will be chosen. All federal, state, and local taxes on the value of the prize are the sole responsibility of the winner. A 1099 tax statement will be filed with the IRS for each winner and each winner may be required to sign and return to Organizer a W-9 form, an Affidavit of Eligibility, a Liability/Publicity Release, and/or a Parental/Guardian Consent Form. Failure to do so within the applicable time period may result in disqualification and forfeiture of his or her prize. Return of any prize/prize notification may result in disqualification and selection of an alternate winner. Any potential winner who cannot be contacted within fifteen (15) days of attempted first notification may result in disqualification and forfeiture of his or her prize.

All minors traveling to New York City must be accompanied by one parent or legal guardian. Airfare and hotel accommodations will be arranged at Organizer's discretion. Winners are responsible for transport from their home to and from their airport and any other incidentals or expenses. There is no cash alternative and the prizes must be taken as offered.

10. Right to Use Name, Likeness, and Other Identifying Information: By submitting a Submission, you grant to Organizer and Google Inc., their affiliates and their respective successors and assigns, the right, except where prohibited by law, to use your name, likeness, city and state, biographical information, and Submission materials for all purposes, including, but not limited to, press and media communications, without further compensation to you. You also agree to participate in any media or promotional activity regarding the Competition. If you are a winner, you agree that Organizer and Google Inc. may use your name and likeness to administer and promote the Competition and to conduct media interviews and promotional events, and you hereby explicitly waive your rights of privacy and publicity under applicable law.

11. Privacy: By participating in this Competition, you agree that Organizer can collect your personal information, and that if Organizer cannot collect the required data, you may not be eligible to participate in the Competition. Any personal information collected during the course of the Competition by Organizer will only be used for administering this Competition and for other purposes as outlined in these Official Rules, and will be subject to the Organizer's and Google Inc.'s respective Privacy Policies located at <http://www.guggenheim.org/privacy-policy/> and <http://www.google.com/intl/en/privacy.html>. You will have the right to access, review, rectify or cancel any personal data held by Organizer or Google Inc. by writing to Organizer or Google Inc. at the addresses specified in the above-mentioned Web site address listed above. If you do not want your information used in this manner, do not enter this Competition.

12. General Conditions: This Competition is governed by the laws of the State of New York, United States. All federal, state and local laws and regulations apply. By participating in this Competition, you agree to be bound by the terms of these Official Rules, which will be posted on the Competition Web site at: <http://www.guggenheim.org/new-york/education/sackler-center/design-it-shelter/official-rules> throughout the Entry Period, and by the decisions of Organizer and the judges, which are final and binding on all matters pertaining to this Competition.

By participating in this Competition, you agree to be bound by the terms and conditions of the [Guggenheim Foundation](#) and [Google](#), including any specific terms of use that govern Google SketchUp, Google 3D Warehouse and Google Earth, which are Google products. Use of any Google products and related programs are neither hosted, managed nor operated by the Guggenheim Foundation.

Organizer reserves the right, in its sole discretion, to disqualify any entrant found to be (1) tampering or attempting to tamper with the entry process or the operation of the Competition; (2) violating the Official Rules; (3) violating the terms of service, conditions of use or general rules or guidelines of any Organizer

or Google Inc. property or service; or (4) acting in an unsportsmanlike or disruptive manner, or with the intent to annoy, abuse, threaten or harass any other person. Any false information provided within the context of the Competition by any entrant concerning identity, postal address, or ownership of rights in the Submission, and/or non-compliance with Official Rules may result in the immediate elimination of the entrant from the Competition. Organizer further reserves the right to disqualify any entry that it believes, in its sole discretion, infringes or violates the rights of any third party or otherwise does not comply with the Official Rules. CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE COMPETITION MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, ORGANIZER RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

Organizer, its affiliates, and their respective officers, directors, trustees, employees, agents, successors and assigns (collectively, the “Released Parties”) are not responsible for electronic transmission errors resulting in omission, interruption, deletion, defect or delay in operations or transmission. Released Parties are not responsible for theft or destruction or unauthorized access to or alterations of Competition materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions or limitations of any kind. Released Parties are not responsible for inaccurate transmissions of or failure to display Competition materials as a result of technical problems or traffic congestion on the Internet or at any website or any combination thereof. If for any reason the Internet portion of the Competition is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Competition, Released Parties reserve the right, in their sole discretion, to cancel, terminate, modify or suspend the Competition.

13. No Recourse to Judicial or Other Procedures: To the extent permitted by law, the rights to litigate, to seek injunctive relief or to any other recourse to judicial or any other procedure in case of disputes or claims resulting from or in connection with this Competition are hereby excluded, and you expressly waive any and all such rights.
14. LIMITATIONS OF LIABILITY; INDEMNIFICATION: TO THE MAXIMUM EXTENT PERMITTED BY LAW, YOU INDEMNIFY AND HOLD HARMLESS THE RELEASED PARTIES FROM AND AGAINST ANY LIABILITY, CLAIMS, DEMANDS, LOSSES, DAMAGES, COSTS AND EXPENSES RESULTING FROM, RELATED OR INCIDENTAL TO (1) ANY ACT, OMISSION, DEFAULT OR BREACH BY YOU OF THE RULES OR ANY WARRANTY BY YOU SET FORTH HEREIN; AND (2) YOUR PARTICIPATION IN THE COMPETITION AND/OR YOUR USE OR ACCEPTANCE OF ANY PRIZE WON.
15. Severability: If any provision(s) of these Official Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.
16. Entire Agreement: This binding agreement is the entire understanding between you and Organizer concerning the subject matter addressed herein and supersedes and replaces any previous understandings between the parties concerning the subject matter addressed in this binding agreement.