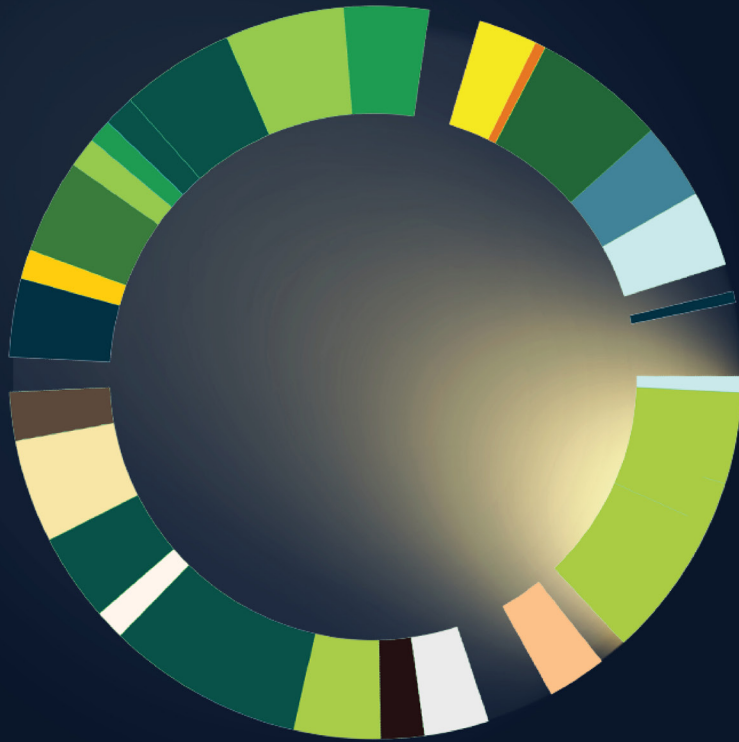


THE GREEN NEW DEAL SUPERSTUDIO BRIEF



A national conversation about how the framework of the Green New Deal can be translated into actual projects and where, as a matter of priority these projects should take place, what will they look like, who will they serve, and how will they roll out.



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A joint initiative by

The Landscape Architecture Foundation (LAF)

in association with

The McHarg Center for Urbanism and Ecology, University of Pennsylvania
 The Center for Resilient Cities and Landscapes, Columbia University
 The American Society of Landscape Architects (ASLA)
 Council of Educators in Landscape Architecture (CELA)

WHAT

The Green New Deal Superstudio (Superstudio) is a historic year-long, national event open to all design schools and professional practices or other design and planning related organizations across the United States who will all simultaneously participate in studios that translate the core goals of the Green New Deal—decarbonization, justice, and jobs—into design and planning projects for their respective regions. What these projects are, where they are, and how they manifest the ethos of the Green New Deal are at the discretion of each studio.

The Superstudio connects policy to spatial planning and design with regional and local specificity. The regionally-based concepts and dialogue produced through the Superstudio will be catalogued as part of a curated collection to form a national vision for the Green New Deal. The ideas and discussions that emerge from the Superstudio will inform a national conversation on policy and design at a Summit convened by the Landscape Architecture Foundation in September 2021 and aim to support policy-makers and advocates with proof of concept for these ideas and approaches.

WHY

The Green New Deal Superstudio and Summit are strategies to continue the profound transformation set forth from the 2016 Summit on Landscape Architecture and the Future and to answer the calls to action outlined in the resulting [New Landscape Declaration](#). The Declaration identified climate change, inequity, and mass species extinction as the defining issues of our time and asserted our agency as designers to help solve them. To increase our capacity to help solve these issues, the Declaration calls for designers to strengthen and diversify their global capacity; cultivate a bold culture of inclusive leadership, advocacy, and activism in their ranks; raise awareness of value created through design; and support research and new practices that result in design innovation and policy transformation.

The Superstudio and 2021 Summit represent a strategic new opportunity to answer the New Landscape Declaration's calls to action and meaningfully engage in a response to the climate crisis at local, regional, and national levels. Through this initiative, landscape architecture and related design professions will reexamine their roles in civil society and lead a national conversation about the nation's future at a critical time in history. The Superstudio aims to unite designers, catalyze regional dialogue and collaboration, and bridge the gap between academia and practice by centering student work and gathering ideas from a broad range of design professionals representing regions across the country.

WHO

The Superstudio is open to graduate and undergraduate programs of landscape architecture, architecture, planning, and related fields as well as professional practices and individuals in these fields. Participants may also build teams and/or collaborate with other professions or academic programs and disciplines, community organizations, local firms, and other stakeholders.

The Superstudio is being coordinated by the [Landscape Architecture Foundation](#) in association with the [McHarg Center for Urbanism and Ecology](#) at the University of Pennsylvania, the [Center for Resilient Cities and Landscapes](#) at Columbia University, the [American Society of Landscape Architects](#), and the [Council of Educators in Landscape Architecture](#).

HOW

Together these organizations are partnering to administer the Superstudio, a pro-bono initiative with each of the partners providing in-kind contributions including topical resources, lectures, and related readings to Superstudio participants throughout the program. Participants will also have the opportunity to engage with other studios and the organizers through roundtables and design reviews. Participants in the Superstudio are expected to self-fund their studios as part of their normal academic programs. The organizers will undertake the post-production work to prepare for the Summit and further opportunities, which may include preparing digital and print publications and, potentially, a curated exhibition and white paper for congressional readership.

In order to provide some continuity between participating studios, a Green New Deal briefing document is provided below to assist in pedagogy for university courses and structure for other participants. It is meant to inform rather than restrict or homogenize, so individual studios are strongly encouraged to shape their studios in response to local and regional conditions and what is most appropriate for their program.

WHEN

The Superstudio will run from August 1, 2020 through June 30, 2021. Universities may participate in the Superstudio in the fall semester of 2020 and/or the spring semester of 2021. Other groups and individuals may participate on their own timeline as long as work is submitted by the June 30 deadline. Green New Deal studios that took place before this call are encouraged to submit prior work. See the FAQ section for details.

The key phases of the Superstudio are:

July 2020:	Superstudio launched
August 2020:	Online information session and kick-off
September 2020	Start Fall Superstudio

January 2021:	Start Spring Superstudio
June 30, 2021:	Deadline for submission of studio materials
July-August 2021:	Review and curate submissions for Summit
September 2021:	Convene the Summit

REGISTRATION INFORMATION

All studios that wish to participate are to register by completing the Registration Form. Upon registration, studios will join the network of other participating studios and receive access to Superstudio resources, events, and opportunities. The submittal fee is due upon submission of your project on or before June 30, 2021. Registration also helps the partners plan accordingly to support the Superstudio, so please register as soon as you have decided to support a studio even if the studio will not be held until Spring.

For each studio, one registrant must be selected to serve as the official Superstudio contact charged with submitting final studio materials on behalf of their entire group. For university courses, this should be an instructor who will be responsible for gathering, formatting, and submitting deliverables on behalf of the students in their course. Students in courses registered by faculty are registered as participants as part of their instructor's registration. Students only register directly through the Superstudio website if they are participating in a group or individually, separate from a university course.

FEE

There is a **suggested** flat fee of \$50 per registrant, which covers all participants in their studio regardless of number. This **optional** fee is payable to the Landscape Architecture Foundation upon submission of the studio materials by June 30, 2021 and not at registration. LAF is a 501(c)3 nonprofit organization, and voluntary fees will help offset Superstudio administration costs.

Registrants who are facing financial hardship, particularly related to the COVID-19 pandemic and resulting financial impacts to university programs, may fully participate and submit materials with no fee. Those participants who are in a position to pay an entry fee will help make the Superstudio accessible for those who wish to participate but may not have the means to do so at this time.

While the Summit is still in early planning phases, it is currently envisioned that a limited number of Summit registrations will be provided to Superstudio participants.

SUBMISSION GUIDELINES

Submissions are the outcomes or final materials from studios, submitted by the registrant. These submissions must adhere to the standards below and be uploaded to the Superstudio website by the registrant by June 30, 2021. The deadline applies to all studios regardless of when work is completed, although registrants are encouraged to submit work as soon as it is complete.

- Each student or studio participant will be allowed a maximum of 3 boards to display their work if working individually. For example, if a studio has 10 students who work individually, the registrant may submit up to 30 boards total for the studio.
- If students or participants work in groups or pairs, the maximum of 3 boards applies to each group. For example, if a studio has 15 students who work in teams of 3, then the registrant may submit up to 15 boards total for the studio.
- Each set of 3 boards must be accompanied by one, 250-word maximum statement describing the work and its relationship to the Green New Deal. This explanatory text is not to be included on the design boards.
- Board dimensions must be 24" x 36" and formatted in portrait orientation. A downloadable template to be used by all participants will be provided at a later date.
- Images and diagrams on the boards may be captioned, but overall text on the boards should be kept to an absolute minimum. All explanatory text must be submitted separately through the 250-word statement described above.
- Models are encouraged, but only photographs of models integrated into the boards will be accepted. Models should, however, be stored if possible for future use in possible exhibitions through December 2021.

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- The boards will be submitted as .jpeg, .jpg, .tif, or .tiff image files. Submitted boards must be under 10MB each in size with a minimum resolution of 300 ppi. Additional submission guidance will be provided at a later date.
- One video with a maximum length of 3 minutes may also be submitted to accompany each set of 3 boards. Video topic, for instance explaining the 3 boards or illustrating another aspect of the studio, is at the discretion of the participants. Videos should be uploaded to a video hosting platform by the registrant and submitted as a link.

CONTACT

All communications are to be directed via email through Superstudio Program Manager Megan Barnes at LAF (mbarnes@lafoundation.org).

To ensure some measure of continuity across the nation, participants are asked to base their studios on the document below. This briefing document is designed to inform rather than restrict or homogenize, and individual studios are strongly encouraged to shape the pedagogy of their studios in response to local and regional conditions and what is most appropriate for their program. Our aim is to have ideas representing all parts of the country contributing to the national dialogue at the Summit.



BACKGROUND

The New Deal is the central reference of the Green New Deal (described below), and offers important lessons for designers about what can suddenly become possible when the state is empowered as an activist force for good in the everyday lives of people. While it is often remembered as the genesis of Social Security and the mobilization ahead of World War II, the New Deal also transformed the built and natural environment of the United States, producing tens of thousands of projects of grand, regional-scale infrastructure projects such as the Appalachian Regional Trail alongside investments in community infrastructure projects like new public schools and libraries, sanitary sewer systems and farm-to-market roadways, state and local parks, soil and land remediation, public housing and infrastructure, and rural electrification. The New Deal was not perfect and required political compromise such as reinforced Jim Crow throughout the South. As Superstudio participants consider how to engage with the Green New Deal, it is vital to consider how such an agenda might restructure power in more egalitarian ways and similarly transform the built and natural environment around the goals of decarbonization justice, and job creation.

On February 7th, 2019, Representative Alexandria Ocasio-Cortez (NY-14) and Senator Ed Markey (MA) introduced H.R. 109, a non-binding resolution “Recognizing the duty of the Federal Government to create a Green New Deal.” In it, they provide a framework for a “10-year national mobilization” that calls on Congress to pass legislation that:

- Builds resiliency against climate change-related disasters
- Repairs and upgrades the infrastructure of the United States (including universal access to clean water)
- Establishes a zero-emission energy standard
- Develops an energy-efficient and distributed ‘smart’ grid
- Upgrades every existing building to and requires that all new construction in the U.S. achieve maximum energy and water efficiency (among other standards)
- Reinvigorates federal industrial policy to guide the growth of a ‘clean manufacturing’ sector
- Works collaboratively with farmers and ranchers to lower agriculture-driven GHG emissions
- Overhauls the U.S. transportation system through the development of inter- and intra-city public transit
- Invests in conservation lands and other ‘low-tech’ carbon sequestration solutions that also enhance biodiversity
- Remediate or repurposes hazardous waste and abandoned sites
- Focuses on several other technology-driven emissions-reducing investments

It departs from prior sustainability and resilience-driven policy and design work by designing a program of ideas and political strategy aimed at merging the interests of blue-collar workers, climate activists, and frontline communities—what the resolution’s authors went on to call a “jobs, justice, and decarbonization agenda” that places communities facing historic and contemporary discrimination

and disinvestment at the front of the line for what amounts to an investment-led strategy in the nation’s infrastructure, public works, and built environment.

In the press conference announcing the resolution, Ocasio-Cortez remarked that the public should view the non-binding resolution as a “Request for Proposals...we’ve defined the scope and where we want to go. Now, let’s assess where we are, how we get there, and collaborate on real projects.” Since then, a new body of policy development and economic research has emerged, headquartered at New Consensus, Data for Progress, the Sunrise Movement, the Roosevelt Institute, and the McHarg Center. But the work accomplished to date on the Green New Deal has been focused on abstract, national-scale economic and political strategies. Little has dealt directly with the unprecedented scale, scope, and pace of physical landscape transformation that it implies. The Superstudio and Summit will build toward a greater shared understanding of these strategies and of the work to be done.

Because it connects social change with environmental change, and because it recalls the ambitious spirit of the original New Deal, the Green New Deal is the only set of ideas on the table that are scaled to the challenges that climate change now presents. If realized, the Green New Deal would revolutionize our systems of production and transform how, and in some cases where, we live. If realized, the Green New Deal would enable us to not only adapt to climate change, but also mitigate its root causes and, for the first time in American history, to do so in just ways. It is little wonder then that the Green New Deal has become a rallying cry for America’s climate activists. It is now crucial that the institutions holding disproportionate shares of power put their resources to work fleshing out what this movement-led vision could mean for the future of America, while recognizing that meaningful change requires action at all levels.

Because of its potential and its importance, the Green New Deal should not be treated as a naive utopian vision by either its political opponents or its proponents. There is no future that is completely perfect that we can build. But there is a better one than we’re on track to realize, and the prospect of a Green New Deal demands critical, imaginative examination if it is to be the vehicle for a better future. The overlapping crises of climate change, economic and racial injustice, and global ecological collapse demand that this work is radically pragmatic—by that we mean that any “pragmatic” approach tackling these crises in a meaningful way will necessarily be radical.

A national climate plan like the Green New Deal will be understood by most people through the landscapes, buildings, infrastructures, and public works agenda that it inspires. Given the scope of these efforts, it is clear that designers will play a central role in project managing the nation’s response to climate change both at the scale of the national plan and the built works through which Americans will experience this transition. This Superstudio is a concerted effort to give form and visual clarity to the scale, scope, and pace of transformation that the Green New Deal implies.

The pedagogical method or general approach and the types of projects participants work on in the Superstudio are not prescribed. Each participant is strongly encouraged to develop their own approach suited to their own regional context. Below, however, is a 5-step guide to how participants might approach the challenge.

1. Review [HR 109](#)
2. Critically consider the legacy of the New Deal. While constructive in many ways, it also should be acknowledged and critically considered that the New Deal reproduced and expanded the reach of Jim Crow and represented some of the worst examples of racial injustice in the 20th century.
 - Civilian Conservation Corps
 - Subsistence Homesteads Division
 - Civil Aeronautics Administration
 - Works Progress Administration
 - Federal Housing Administration
 - Resettlement Administration/Farm Security Administration
 - Federal Works Agency
 - Public Works Administration
 - Rural Electrification Administration
 - Tennessee Valley Authority
 - US Army Corps of Engineers
 - Delta Regional Authority
 - Appalachian Regional Commission
3. Conduct local/regional analysis to understand changes in climate, jobs, and justice in consideration of the following areas:
 - Food, Agriculture, Soils
 - Biodiversity
 - Resource Extraction and Waste
 - Water Systems
 - Energy & Deep Decarbonization
 - Sustainable Transport
 - Land-use, Urbanization and Rethinking Urban Fabric
 - Local Economy

- Culture and Heritage
- Inequality & Inclusivity

4. Review relevant project precedents and discuss how they do, or do not, achieve economic growth, decarbonization, ecological revitalization, and equitable outcomes.
5. Develop ideas for physical, Green New Deal-driven concepts and projects. Study how these ideas would emerge from or be informed by inclusive design and planning processes. Describe the qualitative and quantitative benefits of your approach and design solutions.
6. Produce representations of designs appropriate for high-quality exhibition and publication and accompanying text and optional video that ties design intention back to the Green New Deal goals.

FAQ

What differentiates a “GND Studio” from other studios?

Though there are elements of the Green New Deal that will be familiar to landscape architects and those versed in the principles of sustainability and resilience, it is the first--and only--comprehensive framework to successfully merge the demands of the legacy environmental movement, labor unions and other blue-collar workers, and those of the climate and environmental justice movements into a single, coherent program and political strategy. Participants in the GND Superstudio should challenge themselves to build new, novel syllabi and projects around the jobs, justice, and decarbonization goals it has put forward.

Is this a competition?

No. There are no prizes and no formal jury. This is an open forum for ideas about connecting the principles and policy ideas of the Green New Deal to spatial planning and design with regional and local specificity.

Can anyone make a submission?

Yes, but generally the call is aimed at educational institutions in the fields of landscape architecture, engineering, planning, and architecture, as well as private practices and individuals in those and related fields.

Can previous projects be submitted?

Yes, but they need to conform to the submission guidelines and demonstrably relate to the fundamental tenets of the Green New Deal. Contact Program Manager Megan Barnes (mbarnes@lafoundation.org) if you plan to submit previous work.

Is the Superstudio limited to areas or participants in the United States?

No, however all entries must relate in principle and practice to goals of U.S. [Federal legislation HR 109](#).

Should teams be interdisciplinary?

Given the complexity and interconnectedness of the issues addressed in the Green New Deal, interdisciplinarity would seem like a useful approach, but it is by no means essential to participation.

Does the project location need to be local or regional?

It is up to instructors or teams to determine how to approach a project: whether to organize their design thinking via a scale, via the public works of a Federal Agency, a system, an infrastructure, a place, a region, or something else. There may be other ways of defining a project, and innovation is encouraged.

Will studios have the opportunity to collaborate or discuss their work with other participants in advance of submitting?

Yes. Participants will be invited to engage with other studios through the Superstudio website and other platforms. Participants may also join online roundtable discussions and interim design reviews as part of the Superstudio network. Representatives from LAF’s Superstudio Task Force, the McHarg Center, and the Center for Sustainable Landscapes will be available to participate where possible on reviews or discussion panels with the aim of developing an exchange of ideas during the course of the Superstudio.

Who should our studio engage and/or partner with?

Participants, in university courses as well as organizations or individuals, may engage or partner with any other entity. Because the Superstudio focuses on the intersection of design and policy, engagement with local and regional policy-makers is highly encouraged.

Other entities that may be appropriate for engagement or partnership may include local design firms, university alumni, community organizations, government agencies, nonprofit organizations, and other universities in the region. For example, university programs in the Mississippi River basin could partner with other organizations or university programs on a studio that applies the Green New Deal principles to their region in the Mississippi Delta.

While there are many ways to engage with a particular group such as a community organization or branch of local government, it is important to differentiate between the kinds of organizations that may be appropriate partners. Participants could think about these organizations as falling into one (or more) of the following categories:

- Movement organizations, typically involved in grassroots organizing and direct action and most likely to be led and/or accountable to BIPOC (Black, Indigenous and people of color) residents (e.g. local chapters of the Sunrise Movement, the Movement for Black Lives, Indivisible, local housing and/or environmental justice activists)
- Advocacy organizations, typically involved in translating movement-led demands into concrete policy prescriptions and often led and/or accountable to BIPOC residents (e.g. Sierra Club, Natural Resources Defense Council, Environmental Defense Fund)
- Technical experts, typically involved in high-level policy analysis and development focused on elite persuasion, rarely led by and/or accountable to BIPOC residents (e.g. Roosevelt Institute, Center for American Progress, Data for Progress)
- Public agencies or elected and appointed public officials, typically involved in law-making and the promulgation or enforcement of new rules and regulations, occasionally accountable to BIPOC residents (e.g. your city council member, mayor, state representative, state senator, U.S. Representative, U.S. Senator).

Are participants required to demonstrate that they have formed relationships with the community that would be impacted by the proposals?

No. The degree to which participants engage with community partners is at the discretion of each registrant. Community engagement is, however, strongly encouraged.

Does participating in the Superstudio guarantee our work will be published or showcased in any way?

All submitted deliverables, unless disqualified, will be available for viewing on the Superstudio website. Thereafter there will be multiple forums and ways for work to be featured that are yet to be determined and contingent upon funding. It is possible that some of the work will be curated for published digital and print publications like catalogues, journals, books and reports and, potentially, a curated exhibition and white paper for congressional readership.

However, entering and paying the optional fee does not guarantee publication in any subsequent print media or inclusion in any subsequent exhibition or other public representation of the Superstudio and/or Summit. The selection of work to be included in the Summit and other publications and exhibitions will be at the discretion of the organizing partners.

What will disqualify a submission?

The organizing partners reserve the right to exclude submissions from the Superstudio website where they do not conform to the submission requirements and/or where the submission involves plagiarism or is in any other way considered not fit for public display.

What sort of projects are you hoping for?

As described in the brief, we are looking for designs that spatially manifest the principles and policy ideas of the Green New Deal. We expect a wide range of entries related to topics such as urbanism, agriculture, conservation, environmental justice, industry, energy, technology, biodiversity, water management, transportation, the labor market, lifestyle, and more. Entries can cross the spectrum from small to large scale and along a gradient from conceptual to “shovel ready”—however, all must address decarbonization, justice, and jobs per the goals of the Green New Deal.

Who determines if the work will be published or exhibited, and how?

The Superstudio partners will curate any subsequent publication and exhibition of the Superstudio deliverables. In curation for the Summit, we will be looking for broad geographic representation and scales of innovative projects that integrate the Green New Deal ideas of decarbonization, justice, and jobs with a focus on local and regional visions that can roll up to a national vision.

Can we use any media?

Yes, so long as the final submission is 2-dimensional and visual and fits into the project board template that will be provided.

Can we submit extra videos or animations?

The Superstudio submission allows for one video with maximum duration of 3 minutes per set of 3 boards. Other videos and animations will not be accepted as part of the formal submission, but there will be opportunities to share via the Superstudio website.

Do authors of the work retain copyright?

Yes, the authors (or university where applicable) retain any copyright ownership of the work to which they would otherwise be entitled.

However, in the deliverable submission form, the registrant grants LAF and the organizing partners various non-exclusive rights to use, publish, distribute, and make derivatives of the work. Registrants will also be required to certify that the work does not infringe on a third party copyright and is original. Details will be provided in the submission form – contact Program Manager Megan Barnes (mbarnes@lafoundation.org) with any immediate questions.

Can we submit the work to other forums, competitions, and awards?

Yes.

Does what we submit have to be a design?

Yes, it has to be a representation of a new or retrofitted thing, a new or retrofitted place, or a new or retrofitted system.

Is there a difference between a design and a plan?

A ‘plan’ can sometimes be a report using just words. Such a submission would not be appropriate for a Superstudio submission because it contains no visualized (spatial) designs or designed things.

What should be on our boards?

The content is at the discretion of the author but generally boards would include some if not all of the following:

- Location plan
- Plans and sections
- Phasing diagrams
- Perspective views
- Relevant diagrams
- Structural details

Do we have to be politically aligned with the Green New Deal in order to enter?

No.

Can submissions be critical of the Green New Deal?

Yes.

How realistic do our ideas have to be?

Ideal submissions will be innovative and inspirational as well as within the realm of feasibility. On the one hand this is not a forum for science fiction or utopian imaging, but nor is it only about ‘solutions’ or ‘shovel-ready’ projects. It is up to participants how they position their work along this spectrum.

Do we have to cost our projects or in some other way prove they are viable?

You can if it is important to your project, but it is not mandatory.

Do we need to show the benefits of our proposals?

LAF encourages participants to make use of a landscape performance-based approach to show projected environmental, social, and economic benefits of their submittals. These can be conceived to inform a wide variety of decision-makers but most productively advocates and policy-makers, who are looking for proof-of-concept for how the ideas in the Green New Deal can work on the ground to convince others to support Green New Deal policies. Reference LAF’s [Landscape Performance Series](#) for more information and resources for how to do this. Any text explaining your project’s benefits would

be included in the 250-word statements or video as outlined in the Deliverable guidelines, not on the project panels.

How will the work inform the Summit?

This is to be determined in part by the outcomes of the Superstudio, but the Summit will likely consist of panels, presentations, and breakout rooms that integrate a discussion of the Green New Deal goals and ideas and themes sparked by the submitted projects. Speakers will have access to all submitted Superstudio materials to inform the discourse.

Can studio instructors edit student work when they submit the materials from their studio?

While they are required to comply with the limit of maximum 3 boards per individual (or team) in the studio, studio instructors are at liberty to edit the boards for the studio materials submitted on the Superstudio site as they see fit. It is up to instructors to make their students aware of any such conditions that are above and beyond the conditions herein described.

Are the schools with whom the organizers are affiliated also eligible to participate?

Yes.

Can an individual work on more than one submission through more than one studio?

Yes.

Does the Superstudio have any resources to offset our costs of producing the work?

No. This is a pro-bono effort by all involved.

