

Design × Diversity Day 2024

STUDENT DESIGN COMPETITION BRIEF

Design by Diversity
HELEN LIU FONG DAY

DxD: Helen Liu Fong Day celebrates inclusivity in design-related professions! Join us for a free Block Party event on April 13th, 2024, featuring a student competition in social media shorts and model making. This competition will showcase the intellectual and design talents of students ages 6-18 and will award prizes to the top submissions selected through jury evaluation and public voting on the event day.

COMPETITION DEADLINE
Friday, March 29th, 2024



EAST LOS
ANGELES
COLLEGE

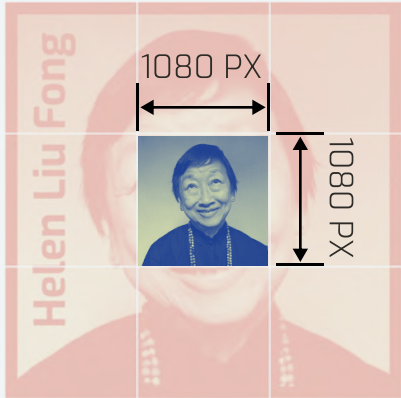
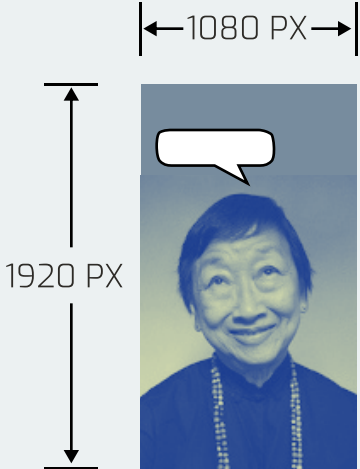


SCAN + LEARN MORE
@ACLA_DXD

Background & Guidelines

Social Media Shorts Competition

1. Introduce Helen Liu Fong in a 30-second Instagram reel—explore her fascinating life story or discover her impactful work. Exploring Helen's existing projects in person and sharing your on-site experience are highly encouraged.
2. In the field of architecture, information gathering, case studying, and physically experiencing the space are essential. This competition challenges you to utilize Instagram reel to amplify the experience and narrative.
3. Submission is limited to 1 video and 1 thumbnail image for each participant. The video should be in 9:16 format, with a maximum length of 30 seconds and a maximum file size of 100MB, and the thumbnail image should be in square format, with maximum file size of 2MB.
4. The music used in the video should only be copyrighted music.
5. Please follow the following Instagram account for any competition information.
@acla_dxd @acla_aiala

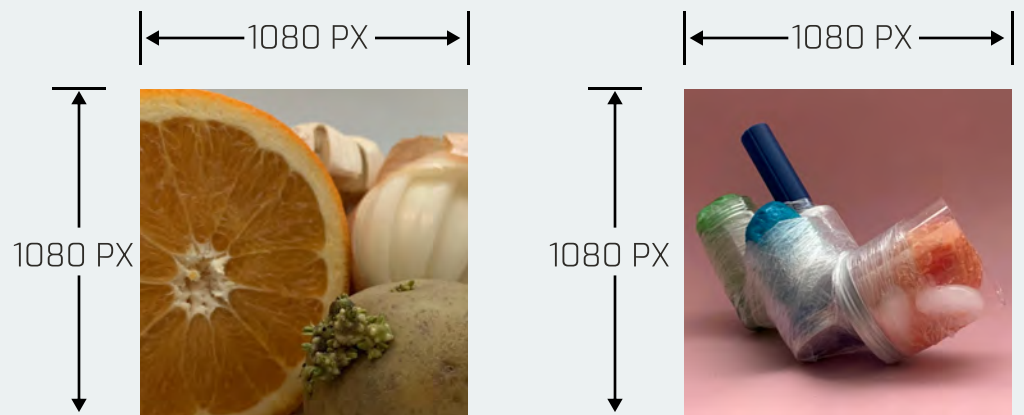
Thumbnail	Video
Square format (1'x1' or 1080x1080 px recommended)	9:16 format (same size if edited by Instagram Reels, or 1080x1920 px recommended)
	

Submission format example

Model Making Competition

1. Use only 3-5 kinds of everyday items, such as objects, fruits, veggies, etc., to create your own Googie architecture. Capture your model in five photos, ranging from overall views to detailed close-ups.
2. Googie architecture is all about shapes, curves, repetition, bold colors, and more. By finding and transforming physical objects, it's a challenge to communicate your narrative of Googie-style structures visually.
3. You can only select 3-5 types of existing items, and there are no limitations on the quantity of each kind. By dismantling, repeating, or simply reorganizing the chosen items, you can tell the story of your Googie architecture. And remember, the devil is in the details.
4. Submissions are required to be 5 photos. Images should be in .jpg, .png, .tif, or .pdf format and restricted to 1080x1080 resolution,
5. with a maximum file size of 10MB in total of 5 photos combined.

1:1 Square format
(1'x1' or 1080x1080 px recommended)



Submission format example

SUBMISSION RULES

Important Dates

- **Submissions Open:** Friday, February 16th, 2024
- **Submissions Due:** Friday, March 29th, 2024
- **Awards Announced:** Saturday, April 13th, 2024

Submission Rules

- Video/graphic must be created by a student aged 6-18 with no other help.
- Video/graphic must be submitted via the online form by 11:59 pm on Friday, March 29th, 2024.
- Submissions must include contact information for a parent and/or guardian.
- You must be willing to have your work publicly exhibited/voted on and you are required to consent to the display of your work on the ACLA DxD social media account.
- Submissions that fail to follow the above instructions will be automatically disqualified.
- For any questions, feel free to reach out to Shawn Wang at shawn.wang@smithgroup.com.

Submit your work here!

- Scan qr code below or go to [HERE](#).



SELECTION & PRIZES

The competition, both social media shorts and model making, will be divided into three age groups. In each category, two winners will be chosen: a first-prize and a second-prize winner. The prizes are as follows:

Elementary Group (Grade 1-4)

First Prize:

Kiwico subscription box (approx. \$355 value)

ACLA & AIA-LA Voucher (\$100 value)

Second Prize:

Kiwico subscription box (approx. \$355 value)

Middle Schoolers Group (Grade 5-8)

First Prize:

Toybox 3d printer + 12-month subscription (approx. \$441 value)

Admission to SoCal NOMA Project Pipeline Summer Camp (\$100 value)

ACLA & AIA-LA Voucher (\$100 value)

Second Prize:

3d Doodler Pro Pen + 2 packs Filament (approx. \$385 value)

Admission to SoCal NOMA Project Pipeline Summer Camp (\$100 value)

High Schoolers Group (Grade 9-12)

First Prize:

iPad Air (approx. \$750 value)

Apple Pencil (approx. \$130 value)

Admission to SoCal NOMA Project Pipeline Summer Camp (\$100 value)

ACLA & AIA-LA Voucher (\$100 value)

Second Prize:

iPad-256 GB (approx. \$600 value)

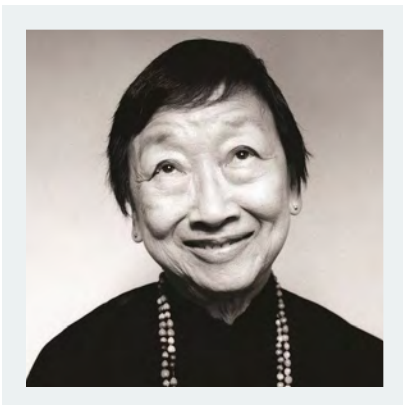
Admission to SoCal NOMA Project Pipeline Summer Camp (\$100 value)

WHO IS HELEN LIU FONG?

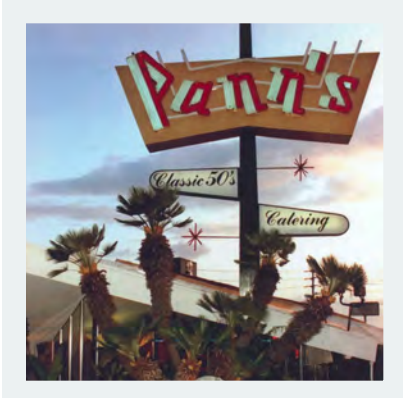
Helen Liu Fong was a trailblazing Chinese American designer. Driven by a passion for architecture since childhood, Fong left a lasting impact on her field through her Googie-style buildings, including iconic diners, coffee shops, hotels, and gas stations.

Born in Chinatown, Los Angeles, in 1927 to Chinese immigrant parents, Helen began her design education at the University of California, Los Angeles, and later transferred to the University of California, Berkeley, where she earned a degree in city planning from the School of Architecture in 1949. After completing her education, she returned to Los Angeles, where she first started working with architect Eugene Choy and soon after joined the architectural firm Armet and Davis.

In her collaboration with Armet and Davis, Helen was pivotal in pioneering Googie-style designs. She helped make vibrant colors, upswept roofs, boomerang angles, and attention-grabbing neon beacons emblems of the mid-century era. Fong's iconic designs include Pann's Coffee Shop near Westchester and LAX, the first Norms Restaurant on Figueroa Street, Johnie's Coffee Shop at Wilshire Boulevard and Fairfax Avenue, and the Holiday Bowl on Crenshaw Boulevard showcased her ability to blend efficiency with spectacle.



Helen Liu Fong. Image courtesy of National Trust of Historic Preservation



Pann's Coffee Shop. Image courtesy of the Los Angeles Conservancy

DxD Day 2024 celebrates Helen Liu Fong and her lasting impact on architecture and interior design.

Each year, DxD Day recognizes a different design professional who may have traditionally been overlooked by history and serves to inspire students as they develop their career interests.

For more information about this year's icon, please visit the following:

Architect Biography Helen Liu Fong

- Los Angeles Conservancy

The design who gave Googie its flair

- Curbed LA Archive

Fast Food and Radical Roofline: Helen Fong Shapes Los Angeles Coffee Shops

- New Angle Podcast by the Beverly Willis Architecture Foundation