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SOM FOUNDATION ANNOUNCES WINNER OF THE 2010 SOM PRIZE

As SOM Foundation nears its 30th anniversary, applicants from 35 schools submitted their portfolios for this prestigious grant

Chicago, IL – The Skidmore, Owings & Merrill (SOM) Foundation has announced the winners of the 2010 SOM Prize. Marilyn Moedinger, who recently completed her Master of Architecture degree at the University of Virginia, was selected as the Recipient of the prestigious 2010 SOM Prize, a \$50,000 Research and Travel Fellowship.

The SOM Prize will enable Ms. Moedinger to visit four continents in support of her research topic “Portraits of Climate Mediation in Vernacular Residential Architecture,” which addresses the global challenge of climate change and identifies cost effective mitigation strategies. Her research is an outgrowth from her experience managing the “ecoMOD” House, a design/build/evaluate project that took place at School of Architecture during her undergraduate study, her work doing emergency home repair in West Virginia’s coalfields region, and her Master’s thesis centering on rural affordable housing in Appalachia.

Ms. Moedinger received a BS in Architecture and a BA in History from the University of Virginia in 2005. A Pennsylvania native, she was born and raised on her family’s farm near Lancaster and graduated in 2001 from Lampeter-Strasburg High School. Her parents are Linn and Susan Moedinger. Social responsibility informs Marilyn’s goal to “work toward solving issues of sustainability and affordable housing with a mix of vision, common sense, whimsy and practicality.”

A \$20,000 Research/Travel Fellowship has been awarded to Azra Dawood. This spring, Ms. Dawood received a Master of Science in Architectural Studies from the Aga Khan Program for Islamic Architecture at the Massachusetts Institute of Technology. Her thesis “Failure to Engage: The Breasted-Rockefeller Gift of a New Egyptian Museum and Research Institute at Cairo” has provided the first step to further study the larger topic: “Rockefeller Philanthropies: The Construction of US Identity.”

Through a combination of archival work and travel in the Middle East, Europe, and the United States, Ms. Dawood will conduct a comprehensive study of architecture and landscapes which represents the aesthetic realization of U.S. political “opportunity” and cultural “obligation,” as imagined by the Rockefeller team, during the beginning and rise of US engagement with Europe and the Near East between World War I and World War II. Ms. Dawood received a Bachelor of Architecture degree in 2001 from the University of Texas at Austin. She has worked for architecture firms and research organizations in Austin, New York, and her hometown, Karachi, Pakistan.

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The SOM Prize is awarded annually through a national competition. In July 2010, the SOM Foundation received portfolio submissions from students at 35 U.S. schools with accredited architecture, design, and urban design programs. The submissions were judged on the quality of the design portfolios, research proposals, and travel itineraries.

Meeting in New York this year, the jury was comprised of some of the city's most distinguished architects: Robert Rogers FAIA, Principal, Rogers Marvel PLLC; Charles Renfro AIA, Principal, Diller Scofidio + Renfro; and Sherida Paulsen, Principal, PKSB Architects, P.C. The jury was chaired by SOM Design Partner Gary Haney, AIA.

Commenting on his experience as a juror, Charles Renfro said “The SOM Prize is one of the primary tools that our profession has to bridge the gap between the academy and the real world. The proposals submitted this year represent the diversity of concerns that we are pondering in our practices, from exploring the opportunities at the intersection of material and technology to urban issues stemming from global warming and sustainability. It is clear from the topics proposed that our profession has gone global. Travel itineraries often connected the world's fastest growing or most endangered cities. Maybe this reflects a lack of opportunity on our own shores. More likely, it reflects the abundance of real and pressing issues affecting all nations, each of which implicates architecture and design in some way. It is heartening to witness some of our brightest young minds challenging themselves to tackle them. It is even more heartening that the best of these proposals do so without forsaking form, beauty or delight.”

In its 29th year, the Foundation's fellowships continue to offer recent graduates the rare opportunity to travel in while carrying out in-depth research, collaborating with other professionals, and pursuing independent study beyond the realm of established patterns. To date, the Foundation has awarded more than \$1,000,000 to architecture, design, and engineering students who have gone on to distinguish themselves in professional academic careers.

About the SOM Foundation

The mission of the SOM Foundation Travelling Fellowship Program is to assist young architects, designers and engineers in expanding their professional education through the observations of culture, history, building and design that can only be achieved through travel. Prior Fellows have travelled to Asia, North Africa, and South America, as well as Europe and the United States.

In addition to the SOM Prize, the Foundation also offers a \$10,000 Structural Engineering Fellowship, sponsors two \$2,500 Travel Fellowships, administered through the Royal Institute of British Architects, (RIBA) to two students of architecture in the United Kingdom, and funds a \$10,000 China Prize, bringing the total value of awards and travel fellowships to a total of \$100,000 annually.

The programs of the SOM Foundation are funded through an endowment established by the partners of the architectural firm, Skidmore, Owings & Merrill LLP (SOM). The Foundation's activities are wholly separate from those of the firm.

About Skidmore, Owings & Merrill LLP

Skidmore, Owings & Merrill LLP (SOM) is one of the leading architecture, interior design, engineering, and urban-planning firms in the world, with a 75-year reputation for design excellence and a portfolio that

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includes some of the most important architectural accomplishments of the 20th and 21st centuries. Since its inception, SOM has been a leader in the research and development of specialized technologies, new processes and innovative ideas, many of which have had a palpable and lasting impact on the design profession and the physical environment. The firm's longstanding leadership in design and building technology has been honored with more than 1,400 awards for quality, innovation, and management. The American Institute of Architects has recognized SOM twice with its highest honor, the Architecture Firm Award—in 1962 and again in 1996. The firm maintains offices in New York, Chicago, San Francisco, Washington, D.C., London, Hong Kong, Shanghai, Brussels, Abu Dhabi and Dubai.

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