



THE AFRICATOWN INTERNATIONAL DESIGN IDEA COMPETITION



A MULTI-DISCIPLINARY/MULTI-SITE PROPOSAL
MOBILE/PRICHARD ALABAMA



110 FREED AFRICANS / BUILD ALABAMA TOWN / 1865 | 2019 / SLAVE SHIP FOUND | DESIGN : 4 SITES / 16 VENUES = THE AFRICATOWN CULTURAL MILE





THE **AFRICATOWN** INTERNATIONAL **DESIGN** IDEA COMPETITION

sponsors

organizers



studio/rotan

MOVE



THE STORY

In 2019,
Clotilda the Slave Ship was ‘discovered’
in Mobile Bay.

*So **NOW,** what’s the story?*

Now, there is international interest in this
unique American place built by Africans
at the end of the civil war...

This is a tale of American slavery,
southern cities, 1 town,
and many many African descendants....

What once was an African town—
is now an African/American
descendant neighborhood

in poor repair—



THE PROBLEM

what it's all about !

THE AFRICATOWN INTERNATIONAL DESIGN IDEA COMPETITION

explores Africatown | Alabama, --*this unique American place*--
built by the determined genius of emancipated Africans,
a strong-minded community--
now threatened by generations of benign neglect...

THIS COMPETITION, IS AN ADVOCACY TOOL, THAT AIMS TO RADICALLY TRANSFORM

this resilient, yet underserved community from economic margins into a self-sustaining,
cutting edge environment that celebrates history, creative placemaking,
social justice, strategic design and cultural tourism in African form.

THE COMPETITION ALSO SEEKS TO EVOKE DESCENDANT MEMORY

to define THE AFRICATOWN CULTURAL MILE

as an authentic, world class cultural heritage experience for tourists
& as a powerful historical narrative that can drive substantial cultural tourism dollars
TO SUSTAIN AFRICATOWN'S FUTURE DEVELOPMENT-- IN PERPETUITY.

A - Z

african form

architecture

community land trust

creative placemaking

cultural heritage

cultural identity

cultural tourism

design solutions

destination planning

economic development

environmental protection

equity

implementation

preservation

public policy

public & private heritage agendas

race

real estate

reparations

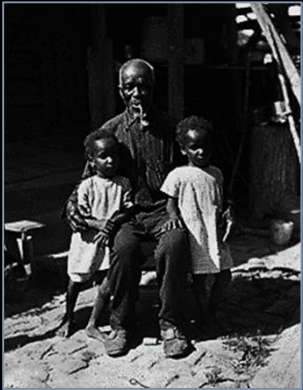
slavery & human trafficking

site control

spatial justice

zoning

THE DESCENDANTS



cudjo & twin grands, 1931



More precious than our children | are the children | of our children | *African Proverb*

Throughout this process we reviewed past reports and recommendations & have engaged descendants, activists and elders, to develop a host of design topics that soon will challenge designers, worldwide, to revitalize Africatown, now that CLOTILDA has been found.



THE AFRICATOWN INTERNATIONAL DESIGN IDEA COMPETITION *listens to Africatown descendants & includes descendant reps on the competition jury.*

THE DESIGN CHALLENGE

THE AFRICATOWN INTERNATIONAL DESIGN IDEA COMPETITION explores **Afrocentric design principles**, themes & issues relating to preservation of Historic Africatown & the promotion of 21st century design ideas.

color, pattern & texture intensity

economy

construction/ease

simplicity

earth centered/earth nurturing

maintenance/ease

heritage & ancestors

spirituality + ritual

strong indoor/outdoor relationship

dual/ironic conditions



10 black cultural design principles @ all scales • urban to buildings to interiors. JACK TRAVIS, FAIA | JURY CHAIR

THE SITES

1 HISTORIC AFRICATOWN

Africatown Welcome Center @ Cemetery
 School Expansion @ Rosenwald Site
 30 Units Infill Housing Historic Africatown
 Gateway1 | Memorial to Ancestors



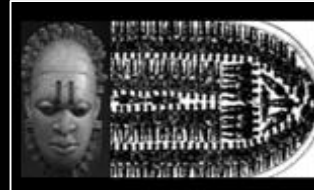
3 BLUEWAYS

Africatown Yacht Club
 Africatown Boat Fleet
 Cultural Mile Pavilions
 Gateway 3 | Clotilda Discovery Site



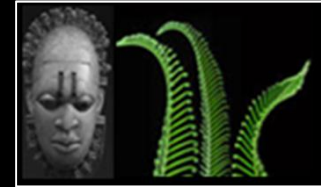
2 JO ALLEN HOUSING SITE

Africatown Museum
 Clotilda Boathouse
 Maritime Residential
 Gateway 2 | Place of Baptism



4 AFRICATOWN PARK USA

Benin House | African Museum | Gene Center
 Spa Hotel | Convention Center
 Africatown Performance Center
 Gateway 4 | Door of Return

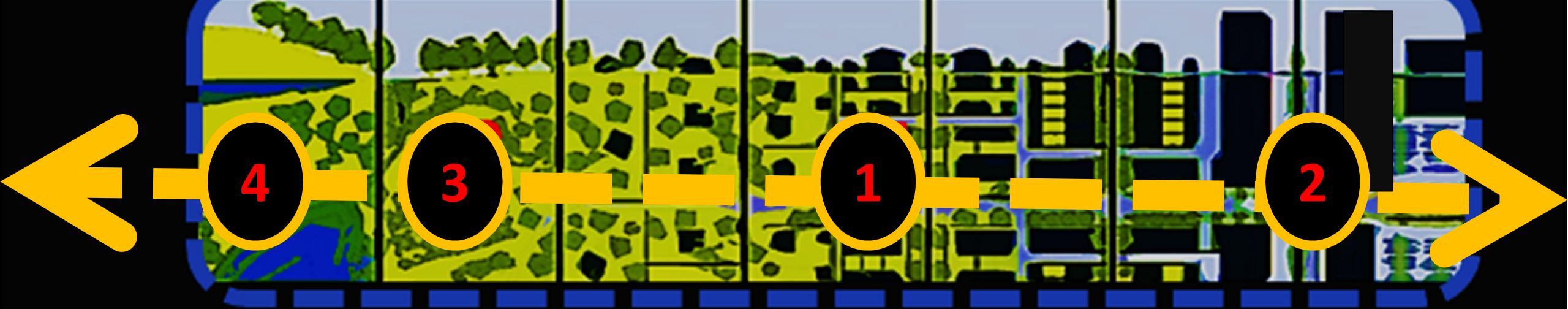


5 BONUS/FOUR GATEWAYS/FOR ARTISTS

Gateway 1 Historic Africatown
 Gateway 2 Jo Allen Site
 Gateway 3 Blueways
 Gateway 4 Africatown Park

design : 1 to 4 sites | design 4 venues per site

Gateways Infill Housing School Expansion @ Rosenwald Site Africatown Welcome Center @ Cemetery



Prichard

Chickasaw

Mobile

AFRICATOWN CULTURAL MILE

DESIGN THE SITES
CONNECT THE DOTS

HISTORIC AFRICATOWN

JOSEPHINE ALLEN SITE

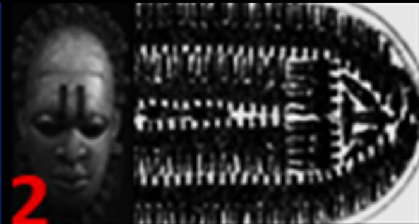
AFRICATOWN BLUEWAYS

AFRICATOWN USA PARK

4 sites



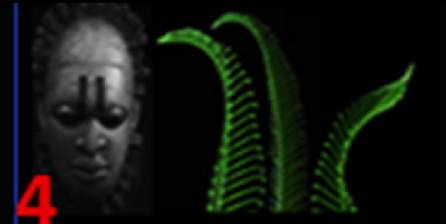
2



3



4



16 venues



- A Welcome Center@ Cemetery
- B Training School
- C Infill Housing
- D Gateway 1

- A Africatown Museum
- B Clotilda Boathouse
- C Maritime Residential
- D Gateway 2

- A Africatown Yacht Club
- B Africatown Boat Fleet
- C Cultural Mile Pavilions
- D Gateway 3

- A Benin House | Africa Museum
- B Spa Hotel | Convention Center
- C Performance Center
- D Gateway 4

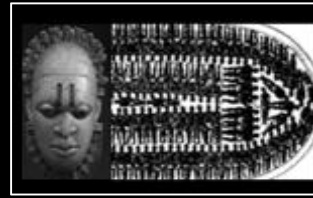


Africatown Welcome Center @ Cemetery
School Expansion @ Rosenwald Site
30 Units Infill Housing Historic Africatown
Gateway1 | Memorial to Ancestors

What if,

The design for the new Welcome Center @ the Africatown Cemetery introduces tourists to authentic Africatown history by creating new public spaces for teaching slavery and engaging descendant memory about the 12 Clotilda families, some buried at the historic cemetery and many who still live as residents of Africatown today? What if the welcome center serves as education hub for community-based, walking tours to : the newly expanded Afro-centric Training School, historic housing and new African-influenced infill, with a Gateway to Ancestors that respects African culture and spiritual beliefs, as we connect archaeological lessons from other African Districts & Burial Ground memorials worldwide to the overall narrative of The Africatown Cultural Mile?





Africatown Museum
Clotilda Boathouse
Maritime Residential
Gateway 2 | Place of Baptism

What if

We purposefully,
“flooded the flood plain”
on the abandoned 60 acre
Jo Allen public housing site,
to build a new boat house
for the Clotilda replica
where visitors could ramp down
to see the slave filled hull
and underwater statues of ancestor slaves
who did not survive the Atlantic slave trade?
What if we designed new nautical houses
in homage to descendants to wrap around
the slave ship museum, with grace and respect?
What if this site connected to Historic Africatown by
land and to The Africatown Cultural Mile by water?





Africatown Yacht Club
Africatown Boat Fleet
Cultural Mile Pavilions

Gateway 3 | Clotilda Discovery

What if

The Africatown Connections Blue Ways Project, led by the community and the National Park Service, centered on the design of the new Africatown Yacht Club that taught Clotilda descendants to make boats, swim, then scuba to underwater discoveries? What if you designed and branded a new Africatown Boat Fleet for tourists to visit a series of 15 interpretive pavilions along the water edge culminating with a visit to Gateway 3 a spectacular viewing stand at the site of the Clotilda Discovery? What if, the design of this “aqua-ecture” could become part of a grand immersive user experience, along The Africatown Cultural Mile.



DESIGN CHALLENGE | SITE 4 Africatown Park USA



Benin House | African Museum | Gene Center
Spa Hotel | Convention Center
Africatown Performance Center
Gateway 4 | Door of Return

What if,

This 160 acres state-owned park developed 10 acres for The Benin House as African Museum of History & Art/ to interpret the Slave Trade with its own Genealogical Center, in the middle of a new enchanted forest that encourages visitors to discover the great history of Western African Empires along with stunning works of Benin art well hidden in its landscaped midst?

What if you designed a luxury African /Spa Hotel/ and Convention Center with a grand theater for African Performance Arts?

What if the Gateway to this site paid homage to “The Door of No Return” in Benin ?

What if all venues within Africatown Park connected to the overall narrative of Africatown Cultural Mile?





DESIGN CHALLENGE | 5 BONUS/For Artists

Gateway 1 Historic Africatown | Gateway to Ancestors

Gateway 2 Jo Allen Site | Gateway to Place of Baptism

Gateway 3 Blueways | Gateway to Clotilda Discovery Site

Gateway 4 Africatown Park | Door of Return

What if,

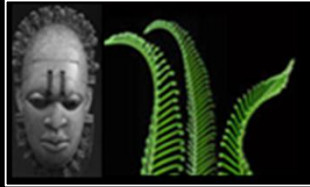
Artists are encouraged to participate in The Africatown International Design Idea Competition by designing a series of 4 Gateways along The Africatown Cultural Mile that capitalize on local community assets and that create strong visual, physical and spiritual connection to site specific narratives that celebrate cultural identity, descendant memory & African form.

What if these gateways are highly symbolic, identifiable and accessible by air, land and water ?

What if these gateways also utilize 21st century communications technology to inspire public dialogue in innovative ways that connect individual sites but that also connect multi-site narratives that encourage increased user experiences along and within The Africatown Cultural Mile?



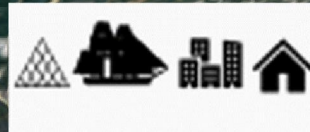
AFRICATOWN CULTURAL MILE



Benin House
Spa Hotel Genealogical
Ctr
Gateway 4



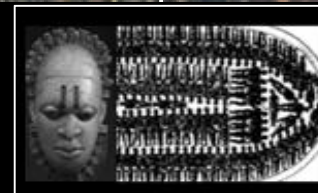
Yacht Club
Boat Fleet
Pavilions
Gateway3



Welcome Center
@Cemetery
Training School
Infill Housing
Gateway1



CONNECT THE DOTS :



Africatown Museum
Clotilda Boathouse
Maritime Residential
Gateway 2

GET READY TO ENTER



CASH PRIZES AWARDED

UP TO \$100,000 of awards and cash prizes.



REGISTRATION BEGINS | WINTER | 2019

WINNERS ANNOUNCED | SPRING | June 19, 2020 | Juneteenth 2020



ELIGIBILITY

INDIVIDUALS or TEAMS (from 1 to 4 people are suggested) :

*architects, landscape architects, urban planners, historians, artists ,
the general public & multi-disciplinary /multi-cultural teams may enter.*



SITE SELECTION

SELECT 1 TO 4 SITES

DESIGN 4 BUILDING VENUES PER SITE



SUBMISSION REQUIREMENTS | digital submissions | upload on web

4 BOARDS FOR EACH SITE (1 BOARD PER VENUE)

500 WORD ESSAY



REGISTRATION FEES : \$100 PER SITE * / PER TEAM

GET READY TO ENTER



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