

non→



# RE-DRAW.08

## THE WHITE HOUSE

DEADLINE  
31st May 2025

# INTRODUCTION

Throughout history, designers have employed drawings as a fundamental tool for the communication of ideas and visions. Drawings were used as a means of rendering abstract concepts and engaging the wide public in a primordial effort of giving shape to one's own thoughts. They were made to narrate concepts visually.

Within the context of the digital age, we find ourselves overwhelmed by the sheer amount of visual data, a phenomenon which has forced us into a new relationship with visual content also within the realm of architecture. Renowned buildings are often photographed and then shared as a passive portrait of what architecture can look like.

The #architecture counts more than 100,000,000 posts uploaded by a global population of avid users for whom the term itself can mean anything from the context of their best brunch spot to the latest spectacular architectural artefact. Today architects are being asked to create instagrammable moments, eye-catching details used by the client as free advertising. The result is a media-oriented image of architecture, often portrayed online by various users from the same perspective, following trending aesthetics and styles. Within representation, what once used to be a moment of creation tends to become today a passive exercise of pure repetition.

Reflecting upon this paradigm, we encourage representation as a proactive exercise. We aim to engage a community in rediscovering a given building, an architectural icon, proactively researching a new image, a new way to portray it. To reach this purpose, Non Architecture, in co-curation with KooZA/rch and with the support of prominent architecture platforms, organizes Re-Draw.

**THE WHITE HOUSE** is the eighth building selected for the Re-Draw competition.



# ABOUT THE WHITE HOUSE

The White House, located in Washington, D.C., is one of the most recognizable buildings worldwide. Originally completed in 1800 under the guidance of architect James Hoban, it drew inspiration from neoclassical styles based on Greek and Roman traditions. Although it first served a young democracy looking to project authority, the White House's role has changed over the years, sparking debates about transparency, history, and present-day needs.

Its layout includes both work areas and private living quarters – an uncommon setup for an official residence. Over time, presidents have made changes and additions, including new wings and security

measures, to meet the demands of each era. However, balancing necessary updates with respect for tradition can be tricky. Each adjustment must address practical concerns while also preserving the building's powerful meaning for the country.

Architecturally, the White House shows off grand columns, porticos, and decorative elements that reflect national ideals. Yet its interior must keep up with modern communication tools, advanced security systems, and diplomatic functions. Preserving well-known spaces like the Oval Office and the East Room, while adding cutting-edge technology, calls for careful planning to safeguard the building's legacy.

Upgrading to modern systems raises questions about risks and cost. Communication networks and security measures are essential for global leadership, but they also demand ongoing maintenance and major resources. This has led many to wonder how much technology can be introduced before the building loses touch with its past. Still, others see these changes as a natural step for a major center of worldwide decision-making.

Though known as the “People’s House,” public access is limited by strict security rules. Guided tours and formal events give some glimpses inside, but large parts remain off-limits. This highlights the challenge of offering a sense of shared ownership while ensuring safety. Demonstrations and

gatherings often take place nearby, showing the White House’s role as both a national icon and a stage for public dialogue.

Overall, the White House is a powerful symbol of American government and identity. Its design and ongoing adjustments reflects a country that works to preserve its founding values while also responding to modern realities. In this way, the building goes beyond brick and stone to serve as part of a living story – one that reflects both historic achievements and present-day challenges. Whether admired from afar or visited in person, the White House continues to serve as an example of how architecture, leadership, and public perception come together, shaping a conversation that affects America’s direction.



# COMPETITION BRIEF



# RE-DRAW

The aim of the “Re-Draw” competition is to develop one drawing to ‘represent’ an iconic architecture piece. We encourage participants to creatively reinterpret and critically analyze the selected building, using diverse scales, techniques, and levels of abstraction to propose a new perspective.

We encourage creativity, criticality and innovation. The drawing can highlight functional aspects of the building, showing a deep understanding of one or more design aspects. It can focus on the aesthetic qualities, experimenting and mastering a drawing technique with hyper-realistic outcomes, or it can be an optical deformation, a caricatural interpretation, a distant abstraction of the built architecture.

The drawing can strengthen a conventional interpretation of architecture, or explore a new angle, a new point of view, intellectual and/or physical. The White House can be portrayed as a whole, a part, or a collage of disconnected moments. The entry is completely flexible and adaptable to the participant’s interpretation.

Find some inspiration on our website:

[Re-Draw.01: Casa da Música](#)

[Re-Draw.05: Nakagin Capsule Tower](#)

[Re-Draw.02: Guggenheim New York](#)

[Re-Draw 06: Villa Savoye](#)

[Re-Draw.03: Fallingwater](#)

[Re-Draw 07: The Line](#)

[Re-Draw.04: Centre Pompidou](#)



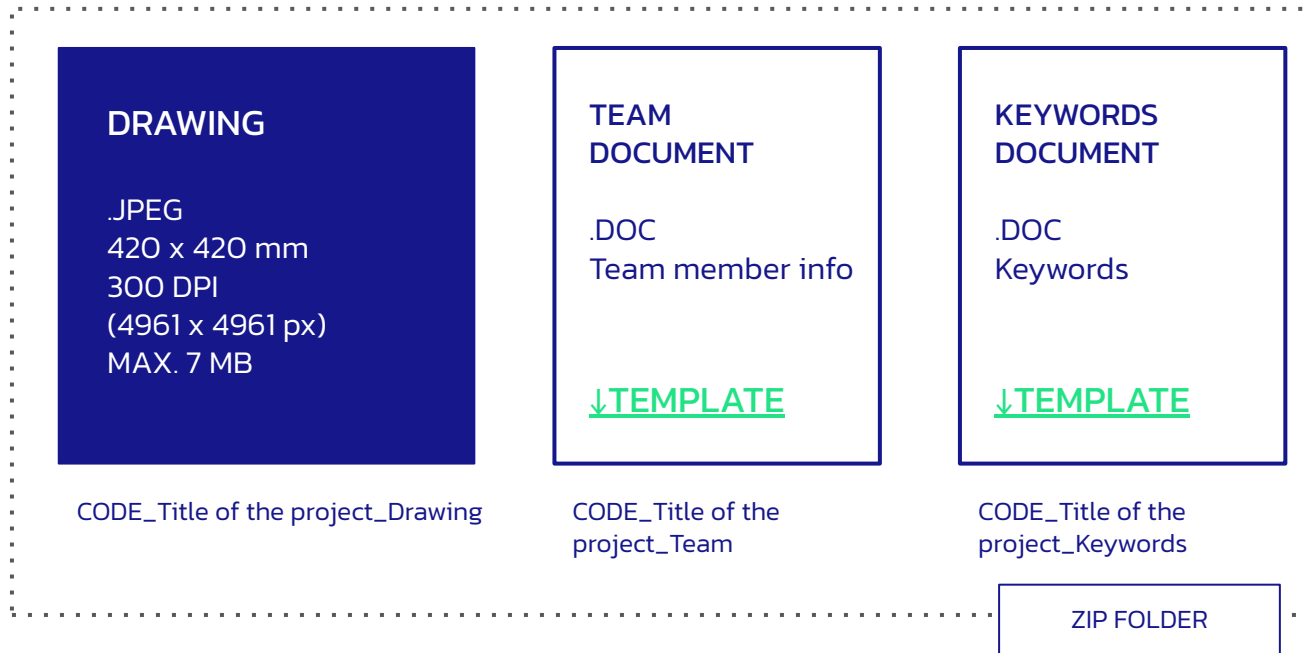
**RULES**





# PRESENTATION REQUIREMENTS

Non Architecture is also unconventional in its submission requirements. The participants are asked to submit 1 ZIP folder, named with the registration code and the title of the project (CODE\_Title), containing:



## 01. The drawing (.JPEG)

File name: "CODE\_Title of the project\_Drawing".

**02. A team document in Word (.DOC)**, containing / the title and subtitle of the project (maximum of 10 words)

And the team's info in the following format:

/ Name + Surname of each team member (separated clearly),

/ Social Media handles (Instagram and LinkedIn, for us to tag you and give you credit)

/ Nationality (multiple options can be added),

/ Institution/company (company or university attended, to be included just in case you want it to be visible once your project is published).

There is no need to create a team name. One team should consist of 1-2 people.

File name: "CODE\_Title of the project\_Team"

**USE THIS TEMPLATE**

**02. A Word document with keywords (.DOC)**, containing 5 keywords, to explain your project (#Keyword).

/ a short project description (maximum of 200 words, must be written in English).

File name: "CODE\_Title of the project\_Keywords"

**USE THIS TEMPLATE**

The **CODE** refers to the **4 or 5-digit number** you receive during the registration process (same as the order number, in a format of #12345), it is going to serve as your **registration code for the competition**.

**THE EVALUATION OF THE PROJECTS IS ANONYMOUS**, so do not include your name, your registration code, or any other reference to you in the image. After being evaluated by the jury, the projects will be reconnected to their authors through the submission code.

Additional details on the team members and on the projects will be required during the submission procedure.

An example of naming the files correctly:

CODE: #56789

Title of the project: My Redraw

**01. The Drawing:**

56789\_My Redraw\_Drawing

**02. Team Document:**

56789\_My Redraw\_Team

**03. Keywords Document:**

56789\_My Redraw\_Keywords

**Folder:** 56789\_My Redraw

Please, do not use the # in the file names.

/ You need to come up with your own project title and replace “My Redraw” in the example.

**IMAGE REQUIREMENTS**

/ Square format 420 x 420 mm, 300 dpi (4961 x 4961 px),

/ High Quality (for example, in Photoshop JPEG output quality: 8, or 80–85 in Gimp is recommended),

/ 7 MB maximum file size.

If the submitted image don't respect these criteria, may lead to the disqualification of the team.

# PRESENTATION REQUIREMENTS

/ There is no need to entirely fill the image or to add a frame.

/ The image do not demand for any kind of specific technique of representation, as long as they respect the given guidelines. Be creative!

/ We highly recommend you to not add text to the image, please use the #KeyWords in the Word Document for further explanation. The projects should be explanatory enough through the graphic material, without the usage of flowing text.

/ The language of the submission is ENGLISH, any text written in a different language will not be taken into account during the evaluation.

/ It is compulsory to use the provided Word templates to create your Team and Keywords Documents. In case the Team and Keywords Documents are submitted in any other format than a Word file (.DOC), its content might be excluded from publishing.

/ In recognition of the evolving dynamics of design methodologies, we accept the submission of AI-generated images. However, we strongly encourage participants to infuse their unique creative vision into their submissions. The authenticity of personal creativity carries substantial weight in our evaluation process.

**EVERY SUBMISSION THAT DOESN'T RESPECT THE PRESENTATION REQUIREMENTS, MIGHT GET DISQUALIFIED FROM THE COMPETITION.**

# PRIZE

## WINNERS (1 PRIZE)

/ 1000 euros

/ Publication in the book: RE-DRAW.08: The White House, and the Non Architecture website

/ Selected for the cover of the book RE-DRAW.08: The White House

/ Participate as a juror in the upcoming RE-DRAW competition

## HONOURABLE MENTIONS (7 PRIZES)

/ Publication in the RE-DRAW.08: The White House book and the Non Architecture website

## FINALISTS (UP TO 36 PRIZES)

## SPECIAL PRIZE

The organization might establish additional special prizes and awards during the competition development and in the evaluation phase.

Winner, HMs, and Finalists, will be **published and awarded** with a badge on their non-a.com profiles. All participants submitting a project can request a certificate of participation at [info@nonarchitecture.eu](mailto:info@nonarchitecture.eu).

Note: The appearance on the involved architectural platforms are subject to the agenda and availability of the external platforms involved.

# CALENDAR

05–28 February.2025 (23.59 CET)

**Special Registration Period**

40€\*

01–31 March.2025 (23.59 CET)

**Early Registration Period**

55€\*

01–30 April.2025 (23.59 CET)

**Regular Registration Period**

70€\*

01–31 May.2025 (23.59 CET)

**Last Minute Registration Period**

100€\*

15–31 May.2025 (23.59 CET)

**Submission Deadlines**

23–27 June.2025

**Winner announcement**

\*+22 VAT

Free Access for non-a subscribers

After completing the payment, you will receive a first email from Paypal which confirms the transaction. Non Architecture will later accept your payment and provide you with a registration code.

**THE REGISTRATION CODE WILL BE THE FOUR OR FIVE DIGITS CODE INDICATED AS "ORDER NUMBER"**, which will be sent to you once your payment is accepted.

You can always find your order number in My Account page, under My Order.

After your Non Architecture confirmation is sent, you can't cancel your payment anymore and it is not possible to get a refund of the registration fee.

In case you have issues with payments, contact us at [info@nonarchitecture.eu](mailto:info@nonarchitecture.eu)

By registering to the competition, you are stating that you and your team are accepting all the conditions stated in the competition brief and that you are familiar with the generic [Terms and Conditions of Competition](#) displayed on our website.

# JURY

The jury will be composed by a pool of platforms and experts active on the theme of architectural representation.

The jury members are the following:

## Francisco Rivera

Founder of Axonometric Madness

## Mariela Mezalira

Founder of Act of mapping

## Diego Hendra

Winner of Re-Draw.07: The Line

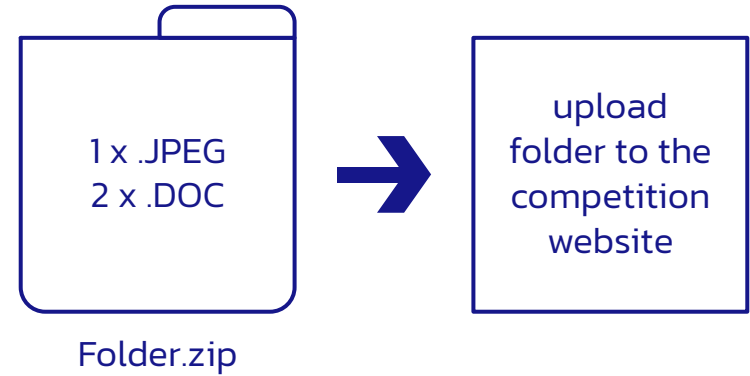
All jury members expressed their formal commitment in reviewing shortlisted projects and selecting winners according to the awarding criteria expressed in the brief.

# SUBMISSION

Submissions must be done through the Non Architecture website ([non-a.com](http://non-a.com)), before the submission period ends, the deadline is indicated in the calendar. You will find the submission tab within the Competition Group. We recommend to create an account on non-a.com before the submissions open.

The submission group on non-a.com opens 2 weeks before the submission deadline. It is going to be placed on the Non Architecture website, on the corresponding competition page.

Simply follow the submission instructions and upload the project directly on the website.



No submissions will be accepted by e-mail or any other medium.

The submission page will be automatically closed after the submission date and time are reached, not allowing any modifications.

We suggest uploading your project 24 hours in advance to make sure that everything works out correctly. This way you have time to solve any issues that might come up along the submission process.



# ELIGIBILITY

Non Architecture Competitions are open to all human beings, from every age and cultural background, working in groups or individually.

Teams can be formed by a maximum number of 2 people. The registration fee is paid per team, regardless of how many members form it. Personal information of all the team members can be uploaded during the submission procedure of the final drawing.

# EVALUATION

The core values of the competitions are:

/ Effective communication of the design qualities through the drawing

/ Originality of the design

/ Relevance to the building function addressed by the competition

These values will lead the selection of the finalists' projects and they will be used by the jury as a guideline in their decision.

All jury members have agreed to assess the projects. Should any juror(s) fail to adhere to this agreement and not submit their evaluation on time, the Non Architecture team reserves the rights to select the winners and honourable mentions.

# CONTACTS

For additional info please check the FAQ on our website: [www.non-a.com/faq](http://www.non-a.com/faq)

**Terms and conditions of competing:** <https://www.non-a.com/terms-and-conditions/>

During the competition, all participants are permitted to ask questions which help them better understand the project description and/or any other aspect of the competition.

Any questions that are not resolved in this document must be made via email at [info@nonarchitecture.eu](mailto:info@nonarchitecture.eu) – if you didn't register yet – or through our server on Discord – if you already registered to the competition.

You will find there a dedicated channel for the competition Q&A. Access to the Discord can be found in your [personal account page](#) after registration to the competition.

This ensures that all participants have access to the same amount of information. Questions via any other social media channel will not be addressed.

THE NON ARCHITECTURE TEAM AND ALL  
THE COMPETITION PARTNERS WISH YOU  
THE BEST LUCK, CONFIDENT THAT YOU  
WILL APPROACH THE CONTEST  
WITH ALL YOUR CREATIVITY AND  
INNOVATIVE MIND.

CURATOR

non→

MEDIA PARTNERS

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A Visionary Platform for Architectural Research

