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Architecture Minnesota's Videotect Competition Turns the Camera on Sustainable Transportation



MINNEAPOLIS, MINNESOTA—Videotect 2, *Architecture Minnesota* magazine's second annual video competition, speeds up this winter with the unveiling of the entries on architecturemn.com for online voting (February 1-10) and a high-energy screening event at the Walker Art Center Cinema (March 1). The highly creative videos, all 30 to 120 seconds in length, present a point of view on transportation choices, their impact on the environment and human health, and the role that design can play in enhancing them.

"We had so much fun with last year's competition on the subject of the skyway and its impact on city life," says *Architecture Minnesota* editor Christopher Hudson. "We worried that a video contest on a built-environment topic would yield some pretty dry entries, but we got a 3D battle rap, a National Geographic spoof, and a dancing robot in the Minneapolis skyway system, among other great videos. People packed the Walker Cinema to see them on the big screen."

This year's entries, like last year's, will be judged both by an all-star jury and by the public. The jurors—Minnesota Public Radio arts reporter Marianne Combs, Minneapolis transit-development director David Frank, Walker Art Center film and video curator Sheryl Mousley, and architect Jeffrey Scherer, FAIA, of Meyer, Scherer & Rockcastle—will select a \$2,000 Grand Prize winner and four \$500 Honorable Mentions. Meanwhile, all visitors to architecturemn.com in early February will be able to view the entries and vote for their favorite. The top vote-getters will be screened and voted on again at the Walker Art Center on March 1, with the winner taking home the \$2,000 Viewers' Choice Award.

The Walker screening event is a Target Free Thursday Night program; attendees are encouraged to arrive an hour early to pick up a complimentary ticket at the Vineland Place entrance. Food and drink will be available before and after the 7 p.m. show at the Garden Café by D'Amico.

For more on Videotect 2, including guidelines, promotional videos, and last year's winning entries, visit architecturemn.com/am/videotect. The competition is made possible by the generous support of its three sponsors: the American Institute of Architects (AIA) Minnesota, Target, and AECOM.

Architecture Minnesota is the award-winning magazine of the American Institute of Architects Minnesota. Founded in 1892, AIA Minnesota is the voice of the architecture profession dedicated to serving its members, advancing their value, and improving the quality of the built environment. For more information on the organization, visit aia-mn.org.