What if the White House, the ultimate architectural symbol of political power, were to be designed today?

While a picturesque and monumental city, Washington D.C. lacks an urban dynamism that is found in other large metropolises and competitive global cities. Our proposal for the White House Redux competition is not concerned with aesthetics. Rather, we propose that the White House be tall, not to produce a more monumental image for the country, but to intentionally break the building code within the district which has limited its development.

The 1899 Heights of Building Act stipulates that privately built structures be no higher than the Capitol Building or other significant government edifices. It is a common misconception that this law still applies. In 1910 a new law was passed limiting building heights to the width of the street or avenue on which a building fronts, plus 20 feet, thus defining the characteristically wide, open scale of Washington D.C.

By breaking this building code, the White House Redux retroactively reimagines the district as a dynamic and dense urban capital.

On the occasion of the election of the 44th President of the United States of America, Storefront for Art and Architecture, in association with Control Group, issued an international call for designs. Universally recognized as a symbol of political authority, one of America's greatest tourist attractions, and the center of the world's most complex communications system, it is the ultimate architectural embodiment of power.

White House Redux was juried by a panel including Beatriz Colomina, Stefano Boeri, Liz Diller, and Mark Wigley.
The White House Redux provides the opportunity to do more than produce a series of provocative images that represent our contemporary condition, or even a series of witty commentaries or one-liners. Rather, it offers the opportunity to reimagine the development of Washington D.C. as a more dynamic capital city, through the lens of one of its most monumental structures.
Our environment can have a profound influence on the way we think and live. Therefore, our proposal is not concerned with aesthetics. Rather, we propose that the White House Redux be tall, not to produce a more monumental image for the country, but to intentionally break the building code within the district which has limited its development.
One could argue that, while a picturesque and monumental city, Washington D.C. lacks an urban dynamism that is found in other large metropolises and competitive global cities.
In 1894, architect Thomas Franklin Schneider built a controversial 14-story, 160-foot-tall apartment building at 1615 Q St. NW. Congress reacted by passing the 1899 Heights of Building Act which stipulated that privately built structures be no higher than the Capitol Building or other significant government edifices. It is a common misconception that this law still applies; however, in 1910 a new law was passed limiting building heights to the width of the street or avenue on which a building fronts, plus 20 feet. This effectively created a 1:1 ratio of building height to street width, thus defining the characteristically wide, open scale of Washington DC.
123 IDEAS

FOR A NEW WHITE HOUSE

REDUX

COMPETITION BRIEF.

THE WHITE HOUSE.

Home of the world’s most powerful individual. Universally recognized symbol of political authority. One of America’s greatest tourist attractions. Nerve-center of the world’s most complex communications system. The ultimate architectural embodiment of power.

Few people realize the extent of the White House, since much of it is below ground or otherwise concealed by landscaping. The White House includes: Six stories and 55,000 square feet of floor space, 132 rooms, 35 bathrooms, 412 doors, 147 windows, twenty-eight fireplaces, eight staircases, three elevators, five full-time chefs, a tennis court, a bowling alley, a movie theater, a jogger track, a swimming pool, and a putting green. It receives about 5,000 visitors a day.

The original White House design, by James Hoban, was the result of a competition held in 1792. Over the centuries, presidents have added rooms, facilities and even entire new wings, turning the White House into the labyrinthine complex it is today.

What if, instead of in 1792, that competition were to be held today? What would a White House designed in 2008, year of election of the 44th President of the United States, look like?

On the occasion of the election of the 44th President of the United States of America, Storefront for Art and Architecture, in association with Control Group, challenges you to design a new residence for the world’s most powerful individual.
In 1954, architects Thomas Phelan and William Schindler designed a minimalist 14-story, 180-foot-tall apartment building at 1251 25th St. NW. The design was simple and efficient, but it required a complex roof to comply with the new Building Act. This led to a debate about the role of public space in urban design. The architects argued that the roof should be open to the public, but the debate eventually led to a compromise where the roof was partially open, allowing public access to a large public plaza.

The design of the building was influenced by the work of Louis Kahn, who was known for his use of natural light and his emphasis on the importance of public space. The architects aimed to create a building that would be a landmark in the city and a symbol of modern architecture.

The building was completed in 1957 and became an iconic example of modernist architecture in the United States. It was later renamed the "White House Redux" in honor of its minimalist design and its role in shaping the future of urban design.

"White House Redux" publication
INTRODUCTION.

If you drive by the White House when evening falls in the fall, there’s a big light in the sky to light up the Protect and Defend US Law and Order. It’s the President, of course. The White House is the official residence of the President of the United States. This building, however, was designed and constructed with a larger purpose in mind.

The White House is the home of the President, the symbol of American democracy, and the centerpiece of Washington, DC. It is also a symbol of the United States’ power and prestige. The White House is the site of numerous important events, including the annual State of the Union address, the National Thanksgiving Turkey pardoning, and the inauguration of the President.

The White House is an iconic building and a symbol of American culture. It is a place where important decisions are made and where history is made. The White House is a place where the American people come together to celebrate the founding principles of the United States.

White House Redux

White House Redux publication content
WILLIAM FEUERMAN,
JASON LOGAN
White House Redux

Competition panel in judging process
With almost 500 submissions from 42 countries around the world, White House Redux, a competition launched by Storefront for Art and Architecture and Control Group in January 2008, became one of the most talked-about architecture competitions of the year. The brief was simple: what would the residence of the most powerful individual in the world, the White House in Washington, D.C., look like if it were designed today?

Published to coincide with the opening of an exhibition of the competition's results at Storefront for Art and Architecture, White House Redux contains a compendium of documentation related to the competition and an overview of the results. It includes essays by Joseph Grima (Storefront) and Geoff Manaugh (BLDGBLOG), a history of the existing White House and 123 selected projects as well as the four winning submissions. A jury assessed the submissions in the spectacular setting of the 45th floor of the World Trade Center Tower 7, a process documented in the book's 30-page photo essay by Marty Hyers.

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