

Splash into Life...

Winning Entry; 2007 AIA Richmond **Cure By Design** Runway Competition:

Odell Associates Architects; Richmond, VA:

Mike App, Assoc. AIA; Senior Associate

Tommy Ladd, AIA; Principal Associate

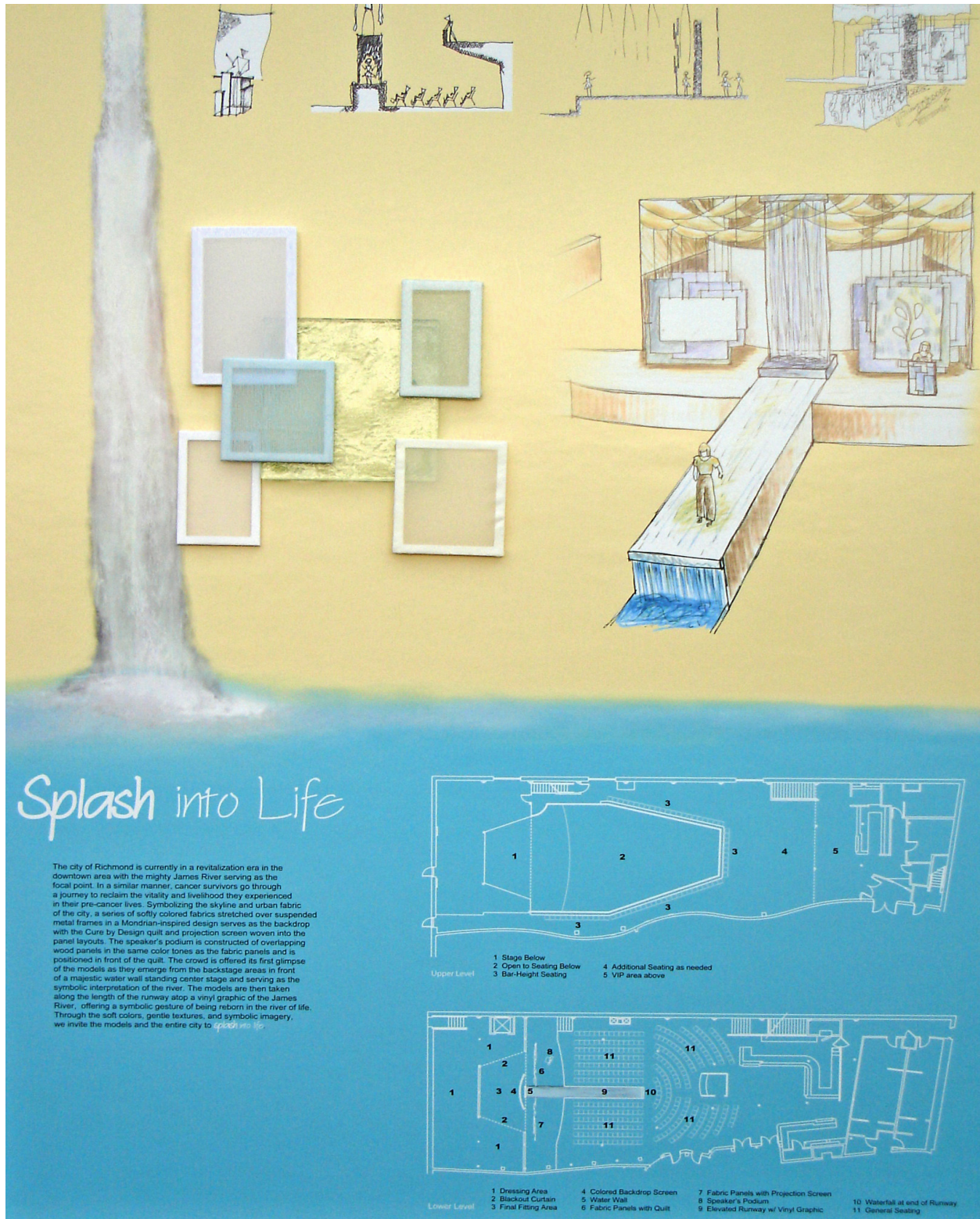
Loriann McCourt, AIA; Principal Associate

Cindy Meyer, CID, NCIDQ; Senior Associate, Interior Designer

The city of Richmond is currently in a revitalization era in the downtown area with the mighty James River serving as the focal point. In a similar manner, cancer survivors go through a journey to reclaim the vitality and livelihood they experienced in their pre-cancer lives.

Symbolizing the skyline and urban fabric of the city, a series of softly colored fabrics stretched over suspended metal frames in a Mondrian-inspired design serves as the backdrop with the *Cure by Design* quilt and projection screen woven into the panel layouts. The speaker's podium is constructed of overlapping wood panels in the same color tones as the fabric panels positioned in front of the quilt. The crowd is offered its first glimpse of the models as they emerge from the backstage areas in front of a majestic water wall standing center stage and serving as the symbolic interpretation of the river. The models are then taken along the length of the runway atop a vinyl graphic of the James River, offering a symbolic gesture of being reborn in the river of life.

Through soft colors, gentle textures, and symbolic imagery, we invite the models and the entire city to splash into life.



This runway design will be built to serve as the show runway at the *Cure by Design Survivor Fashion Show* on Saturday, August 18, 2007 at Toad's Place Restaurant in Richmond, VA.