

New College of Florida and Architecture Sarasota Announce three finalists in “Reimagining Pei” design challenge to adaptively use the college’s landmark dormitories designed by world-renowned architect, I.M. Pei



(Sarasota, Florida — September 8, 2023) — **New College of Florida**, in conjunction with **Architecture Sarasota**, is pleased to announce the three finalists of [“Reimagining Pei”](#)—a design competition devised to honor the unique work of renowned architect **I.M. Pei** by boldly transforming the iconic **Pei Dormitories** on New College’s East Campus (a.k.a. Pei Campus). The competition has attracted architects and architectural firms from across the globe, with a total of thirty-five entries. Out of this pool, **Brooks+Scarpa** (Los Angeles, USA), **STUDIOS Architecture** (France and USA), and **Sweet Sparkman Architecture & Interiors** (Sarasota, USA) were selected to receive \$10,000 honoraria from the New College Foundation, Inc. to further develop their design concepts for the adaptive use of the Pei Campus. The winning design will be announced on **November 17th**.

Among the five members of the selection committee, three have previously participated as lead instructors in the competition’s predecessor, the [New College Challenge](#)—**David Mohney**, **Dean of Architecture from the Michael Graves School of Architecture at Kean University**; **Taryn Sabia**, **Assistant Dean for Research at the University of South Florida School of Architecture**; and **Alan Plattus**, **Founding Director of the Urban Design Workshop at Yale**—and were joined by **Max Strang**, **Founding Principal of Strang Design** and **Morris “Marty” Hylton III**, **President of Architecture Sarasota**. Together, these five distinguished members of the architecture community, locally and nationally, through a deliberation process which considered the entrants’ qualifications, statement of

purpose, and design approach, narrowed a long list of architectural practices with exceptional portfolios down to three.

Among the three finalists are firms with diverse practices based in sustainable and equitable design. **Brooks+Scarpa** is a Smithsonian Cooper-Hewitt National Design Award-winning firm in Los Angeles, California, known for its multidisciplinary ethos and innovative approach to material application in their environmentally responsive designs that stretch across a variety of sectors; **STUDIOS Architecture**, recipient of one of eight Honor Awards at the 2022 GSA Design Awards, is an international architecture firm with six offices in France and the USA (the “Reimagining Pei” competition entry was submitted by the firm’s Washington, DC office), known for campus-scaled corporate, educational, and residential projects which boast original approaches to material sourcing, focused on upcycling and recycling; **Sweet Sparkman Architecture & Interiors** is a multi-award-winning Sarasota-headquartered firm with a two-decade track record of designing for the climate challenges specific to the city, specializing in community, commercial and residential architecture.

“We extend our immense gratitude to everyone who has entered the competition and are honored that so many widely respected practitioners of architecture submitted their ideas,” remarks **New College Interim President Richard Corcoran**. “It’s reflective of our ambitions for this new chapter in the history of the college and an enriching prospect for student life on our campus. We’re very eager to see how the designs proposed by these exceptionally resourceful, innovative and forward-thinking architects will develop, connecting New College’s rich past with its future.”

“Preservation being at the heart of Architecture Sarasota’s mission, we were excited to see enthusiasm for such a project that sits at the heart of Sarasota, contributing to the community’s renowned architectural heritage. The thirty-five entries from outstanding architects and teams from across the globe were a testament to the importance of our advocacy, with our local community positioned to be the epicenter of efforts that reach far beyond,” notes **President of Architecture Sarasota Morris (Marty) Hylton III**. “Participants sprawled the world map, with entries from five different countries, including the UK, Italy, France, Kuwait, and the US; ten different states, with nine entries from within Florida, of which five were Sarasota-based practitioners. The selection of the finalists was a challenging process of narrowing down from a list of architects with staggering qualifications.”

The three finalists will present their designs publicly in Sarasota on **November 15th** before the winner of “Reimagining Pei” is selected by New College in conjunction with Architecture Sarasota.

PRESS CONTACT: André Lenox, Cultural Counsel | andre@culturalcounsel.com