



## INTRODUCTION

A national competition is being held to obtain a design for a memorial to the American veterans and dead of the Vietnam War. The memorial will be located in Washington, D.C., near the Lincoln Memorial. The sponsor of the competition is the Vietnam Veterans Memorial Fund, Inc., a private non-profit foundation.

This document presents the intentions and philosophy of the memorial. It also presents the Competition Rules and the required Competition Registration Forms. Please read the enclosed information carefully so that you can decide if you wish to enter.

In order to enter please complete and submit the appropriate Competition Registration Form, found at the end of this document. There is one form for Individual Competitors, and one for Competitor Teams. Competition Registration Forms must be accompanied by a check or money order for \$20.00 payable to the "Vietnam Veterans Memorial Fund".

Competition Registration Forms should be sent to:

**VIETNAM VETERANS MEMORIAL FUND**  
**ATTENTION: DESIGN COMPETITION**  
**1730 M STREET, N.W. SUITE 806**  
**WASHINGTON, D.C. 20036**

December 29, 1980, is the closing date for receipt of Competition Registration Forms. On December 31, 1980, the design phase of the competition will begin. On that date all registered competitors will be sent a Competition Program, a document which will contain complete design information regarding the competition, including site maps, design data, and all design requirements.

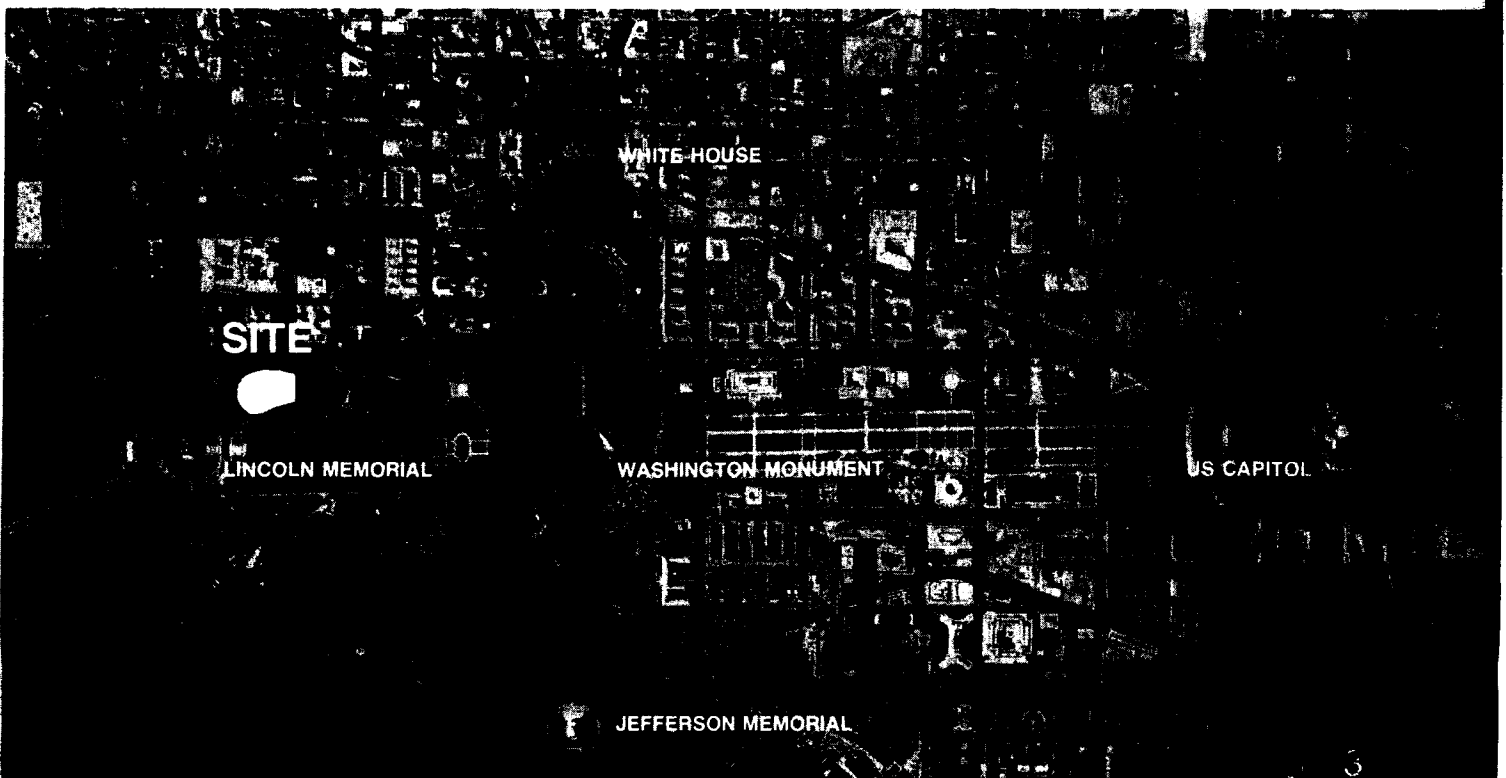
## THE VIETNAM VETERANS MEMORIAL FUND, INC.

The Vietnam Veterans Memorial Fund, Inc. (VVMF) is a private, non-profit corporation formed by a group of Vietnam veterans in April 1979, under the laws of the District of Columbia. Its purpose is the establishment of a national memorial in Washington, D.C., to honor and recognize the service of American veterans of the Vietnam War, particularly those who were lost. The VVMF is tax-exempt as a charity, and will finance all costs of designing and constructing the memorial through public contributions. The VVMF has no governmental or political affiliation. The VVMF takes no position on U.S. policy regarding the Vietnam war, nor is it a veterans membership organization. It will not exist in perpetuity. When the memorial is completed, the VVMF will be dissolved.

## THE MEMORIAL SITE

The VVMF has been granted permission to create a memorial on publicly-owned land in the heart of the nation's capital. On July 1, 1980, the President of the United States signed into law "Public Law 96-297", which had been passed unanimously by both the United States House of Representatives and the United States Senate. The memorial will be located in Constitution Gardens, a 52-acre park of meadows, trees, a lake, and curving walkways. It is located along the northern side of the Reflecting Pool, which joins the Washington Monument and the Lincoln Memorial. The Vietnam Veterans Memorial will be located near the Lincoln Memorial, that is, in the western end of Constitution Gardens.

The legislation appropriated no Government funds for the construction of the memorial but provides, upon its completion, that it will be maintained by the National Park Service. The legislation also provided that the design and plans for the memorial shall be subject to the approval of the Secretary of the Interior, the Commission of Fine Arts, and the National Capital Planning Commission.



## THE PURPOSE AND PHILOSOPHY OF THE MEMORIAL

Active American involvement in the Vietnam War ended over seven years ago, but the nation has yet to assimilate that painful experience. It was the longest war in our nation's history, and the most unpopular. Not since the Civil War has any issue so divided Americans. Although many of our present problems, such as inflation and lack of confidence in our institutions, have been attributed to the war, the average citizen has eliminated it from his consciousness. This attitude is understandable. Any discussions of Vietnam tend to recall the bitter and seemingly unresolvable debate over whether the U.S. should have become involved militarily in Southeast Asia and, subsequently, how the war was conducted. That the debate remains unresolved is also understandable. Sixty million American men and women came of age during the more than ten years of the war. Those subject to military service were compelled to make choices which profoundly affected their attitudes towards themselves and their perception of their duties as citizens.

Obscured by this debate, or by conscious avoidance of it, is the deeper question of how we, as a people, should regard those who served. While the war affected all Americans in some way, its chief impact was upon the 2.7 million men and women whose role it was to carry out their country's policy. Of that number, 1.6 million were in combat, and over 57,000 died. 300,000 were wounded, and 75,000 were permanently disabled. Many more carry psychological and emotional scars. 2,500 remain unaccounted for.

While debate and demonstrations raged at home, these servicemen and women underwent challenges equal to and greater than those faced in earlier wars. They experienced confusion, horror, bitterness, boredom, fear, exhaustion, and death. In facing these ordeals, they showed the same courage, sacrifice, and devotion to duty for which Americans traditionally have honored the nation's war veterans in the past. The unique nature of the war — with no definite fronts, with vague objectives, with unclear distinctions be-

tween ally and enemy, and with strict rules of engagement — subjected the Vietnam soldier to unimaginable pressures. Because of inequities in the draft system, the brunt of dangerous service fell upon the young, often the socially and economically disadvantaged. While experiences in combat areas were brutal enough in themselves, their adverse effects were multiplied by the maltreatment received by the veterans upon their return home.

After previous wars, including the Civil War, the nation honored its veterans. For the Vietnam veterans, however, continuing controversy over the war allowed for little psychological support from American society. The hostility of both those who deplored the war and those angered by its frustrating extension was directed against those who fought it: the veterans. To say that there were no welcoming parades is more than an understatement. A telling incident is the story of a Vietnam amputee being taunted with the remark that "it served him right". The result, for Vietnam veterans, is a void. The time taken from their lives, their wounds, and the honorable service they rendered have received little or no acknowledgment from American society.

The purpose of the Vietnam Veterans Memorial is to recognize and honor those who served and died. It will provide a symbol of acknowledgement of the courage, sacrifice, and devotion to duty of those who were among the nation's finest youth. Whether they served because of their belief in the war policy, their belief in the obligation to answer the call of their country, or their simple acquiescence in a course of events beyond their control, their service was no less honorable than that rendered by Americans in any previous war. Those who served and died embodied values and ideals prized by this nation since its inception. The failure of the nation to honor them only extends the national tragedy of our involvement in Vietnam.

Yet hope can be born from tragedy. As our nation

finds its way in rising above recrimination, as it acknowledges the veterans of Vietnam, and as it gains the courage to mourn those who were lost, it can look to the future with a renewed sense of purpose. The Vietnam Veterans Memorial will stand as a symbol of our nation's appreciation for the sacrifices and loss that resulted from Vietnam. It will express a nation's respect and gratitude.

The memorial will make no political statement regarding the war or its conduct. It will transcend those issues. The hope is that the creation of the memorial will begin a healing process, a reconciliation of the grievous divisions wrought by the war. Through the memorial both supporters and opponents of the war may find a common ground for recognizing the sacrifice, heroism, and loyalty which were also a part of the Vietnam experience. Through such a recognition the nation will resolve its history fully. Then the Vietnam Veterans Memorial may also become a symbol of national unity, a focal point for remembering the war's dead, the veterans, and the lessons learned through a tragic experience.

The leadership of this country has given the Vietnam Veterans Memorial effort overwhelming endorsement. The original resolution proposing the site was "co-sponsored" by all 100 members of the U.S. Senate and 196 members of the U.S. House of Representatives. The sponsors represented all elements of the nation's political spectrum. It included those who represented the most bitter divisions.

The site for the memorial was chosen both for its prominence and for its proximity to the Lincoln Memorial, itself a symbol of reconciliation after the Civil War. The memorial is being financed by public contributions rather than governmental appropriations. This will create an opportunity for individual involvement and for a national expression of sentiment.

## RECOMMENDED READING

**AFTER VIETNAM: VOICES OF A  
WOUNDED GENERATION**  
The Washington Post; Section B, OUTLOOK;  
Sunday May 25, 1980  
*to be published by Prentice-Hall in May 1981*

**MANY REASONS WHY: THE AMERICAN  
INVOLVEMENT IN VIETNAM**  
Michael Charlton & Anthony Moncrieff  
Hill and Wang, 1978

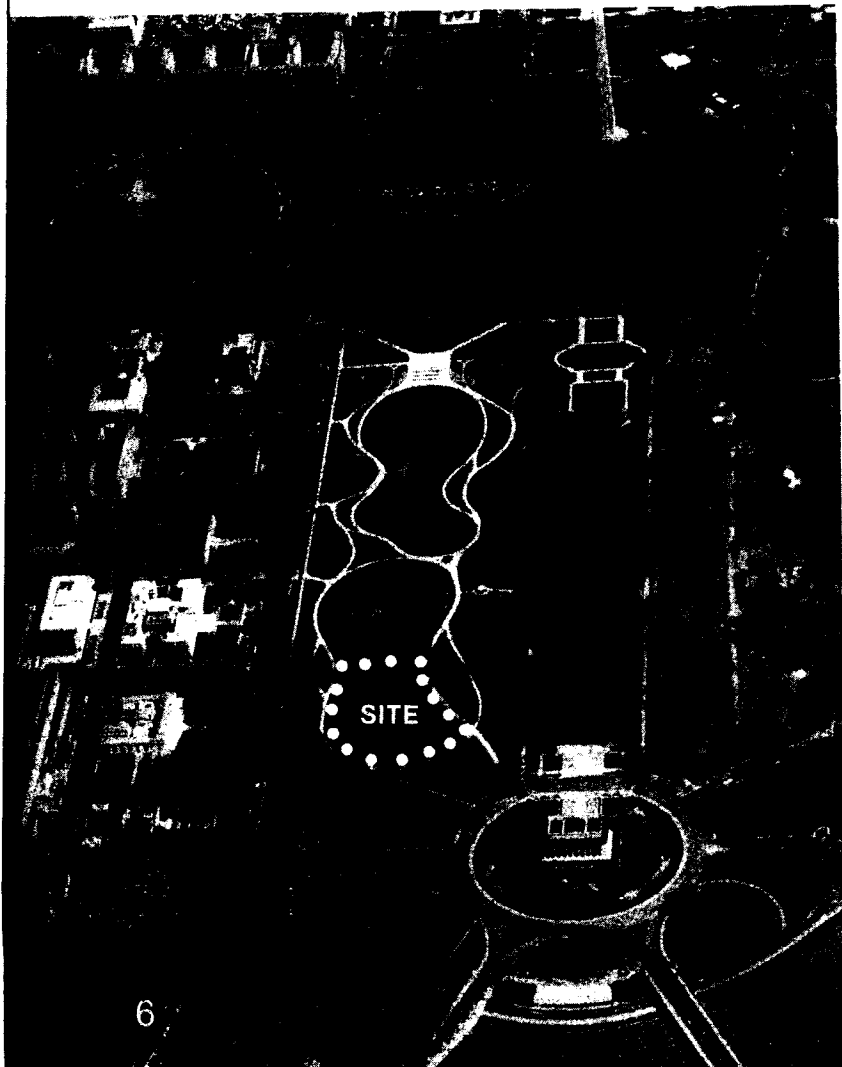
**A RUMOR OF WAR**  
Philip Caputo  
Holt Rinehart Winston, 1977/Bantam Paperback, 1978

**FIELDS OF FIRE**  
James Webb  
Prentice-Hall, 1978/Bantam Paperback, 1979

**GOING AFTER CACCIATO**  
Tim O'Brien  
Delacorte Press, 1978/Dell Paperback, 1979

**IF I DIE IN A COMBAT ZONE,  
Box Me Up And Send Me Home**  
Tim O'Brien  
Delacorte Press, 1973/Dell Paperback, 1974

**THE BIG STORY: How the American Press  
and Television Reported and Interpreted  
the Crisis of Tet in 1968  
in Vietnam and Washington**  
Peter Braestrup  
Westview, 1977/Doubleday Paperback, 1978



## THE DESIGN COMPETITION

The Directors of the Vietnam Veterans Memorial Fund have chosen the time-honored method of a national design competition to obtain the design for the memorial because of their belief that the best design will result, and because of their belief that it should be an effort to which everyone can contribute. It is a project of the highest national significance. As described in the Competition Rules, the competition is open to all American designers. The rules are intended to encourage the broadest possible range of design ideas and assure that the entire competition procedure is thorough and fair.

The rules governing presentation requirements will seek clarity and simplicity of technique, directing competitors' efforts towards design concepts, and away from unnecessarily elaborate presentations.

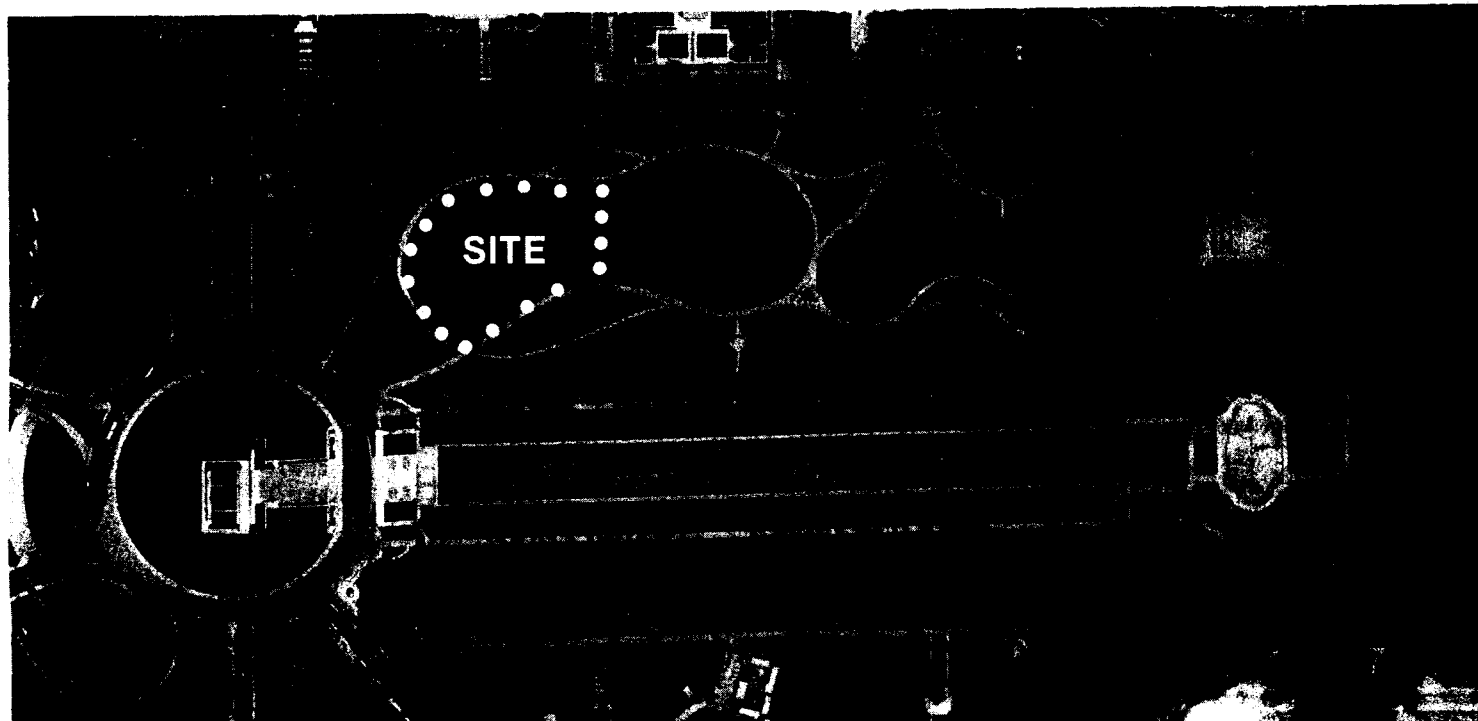
A more detailed description of the requirements will be furnished to all registered competitors in the form of the Competition Program. This will include all relevant design data, such as site plans and views, and presentation requirements.

The competition sponsor has no preconceived ideas as to any design concepts. Designs will be judged by a highly qualified jury on the basis of their merits. The jury will judge all design proposals anonymously, and with no prior design predilections of their own. The competition is being managed by an experienced professional advisor.

## THE MEMORIAL DESIGN

The design of the memorial may be composed of any appropriate combination of artistic design elements — landscape, sculpture, architecture — and should express the intentions enumerated earlier, as "purpose and philosophy".

The memorial site will occupy up to two acres. The memorial should be reflective and contemplative in character. It should be harmonious with its site and with its surroundings, particularly the national monuments in and near the area. The design must provide for the inscription of the names of all 57,661 Americans who died in Vietnam, as well as the names of the approximately 2,500 who remain unaccounted for.



# COMPETITION RULES

## 1. Eligibility

- 1.1 The competition is open to all American designers — artists, sculptors, architects, and landscape architects. Competitors must be U.S. citizens and 18 years of age at the time of registration.
- 1.2 A competitor may enter the competition as an individual ("Individual Competitor") or a member of a collaborative team or a firm ("Competitor Team").
- 1.3 Officers, members of the Board of Directors, or employees of the Vietnam Veterans Memorial Fund, Inc., their families, and any professional design firms with which they are affiliated are not eligible to compete. The same restriction applies to all technical advisors for the competition, and to the competition jurors.

## 2. Registration

- 2.1 To participate in the competition all Individual Competitors and Competitor Teams must register by completing and submitting an appropriate Registration Form (page 11). In the case of Competitor Teams all members must register and be identified, and a Team Leader must be designated for purposes of communication.
- 2.2 Only one registration is allowed per Individual Competitor or per Competitor Team. An Individual Competitor may not be registered, in addition, as a member of a Competitor Team. No one may register as a member of more than one Competitor Team.
- 2.3 Each Individual Competitor and Competitor Team must pay a registration fee of \$20.00. The registration fee must accompany the Competition Registration Form. Checks or money orders are to be made payable to: VIETNAM VETERANS MEMORIAL FUND. Registration fees are not returnable. Registration Forms must be received by December 19, 1980.
- 2.4 In registering for the competition all competitors attest that they have read the Competition Rules and that they agree to be bound by them.

## 3. Jury

- 3.1 The Jury for the competition will consist of the following persons:
  - Pietro Belluschi, FAIA, architect  
Portland, Oregon
  - Harry M. Weese, FAIA, architect  
Chicago, Illinois
  - Garrett Eckbo, FASLA, landscape architect  
San Francisco, California
  - Hideo Sasaki, FASLA, landscape architect  
Berkeley, California
  - Richard H. Hunt, sculptor  
Chicago, Illinois
  - Constantino Nivola, sculptor  
East Hampton, New York
  - James Rosati, sculptor  
New York, New York
  - Grady Clay, author  
Louisville, Kentucky

- 3.2 In agreeing to serve on the Jury, all jurors have attested that they have read the Competition Rules and the Competition Program and that they agree to be bound by both.
- 3.3 The selection of the winning design will be made by the Jury.
- 3.4 All design submissions will be judged anonymously by the Jury.

## 4. Professional Advisor

- 4.1 The Professional Advisor is Paul D. Spreiregen, FAIA, architect, of Washington, D.C.
- 4.2 The Professional Advisor is responsible for organizing and overseeing the management of the competition through its completion. Both the VVMF and the Professional Advisor agree to be bound by the Competition Rules and Competition Program.

## 5. Communications

- 5.1 All communications with the VVMF regarding the competition are to be made through the Professional Advisor, by mail only, as follows:



Paul D. Spreiregen  
 Professional Advisor  
 Vietnam Veterans Memorial Fund  
 1730 M Street, N.W.  
 Suite 806  
 Washington, D.C. 20036

Competitor Teams or any identifying mark or symbol. Identification of designs shall be in accord with the Competition Program, to be issued to all competitors on December 31, 1980.

- 5.2 Communications by Competitor Teams shall be through their Team Leader only.
- 5.3 Competitors shall not communicate with officers, directors, or employees of the VVMF, their advisors, or members of the Jury.
- 5.4 Competitors may direct questions to the Professional Advisor regarding any aspect of the competition. Questions must be in writing and their authors identified by name and address. No questions will be answered unless received by January 30, 1981. All Individual Competitors and Competitor Teams will be sent a compilation of the questions and answers as soon as possible after the closing date for receipt of questions. Authors of the questions will not be identified in this compilation document.
- 5.5 It is the responsibility of the competitors to assure that their design submissions are delivered to the VVMF in accordance with the Schedule (part 6). The VVMF shall not be responsible for lost or undelivered correspondence or design submissions.

**6. Schedule**

- 6.1 December 29, 1980. Due date for receipt of all Competition Registration Forms with \$20.00 Registration Fee.
- 6.2 December 31, 1980. Date for mailing out the Competition Program to all Individual Competitors and Competitor Teams.
- 6.3 January 30, 1981. Due date for receipt of all questions.
- 6.4 March 31, 1981. Due date for receipt of all design submissions.
- 6.5 May 4, 1981. Announcement of winner.

**7. Anonymity**

- 7.1 Design submissions shall not bear the names of any competitors or members of

**8. Publications and Announcement of Results**

- 8.1 The VVMF shall have the right to publish, display, reproduce, or otherwise publicize all design submissions. The authors of the designs will be fully identified in all such publications or displays.
- 8.2 The VVMF shall have the exclusive right to issue all public announcements regarding the results of the competition.

**9. Ownership and Use of Designs**

- 9.1 The VVMF shall retain the ownership and right to use all prize-winning designs.
- 9.2 The VVMF will not return any design submissions. Competitors are advised to make record copies of their design submissions prior to delivering them.
- 9.3 If the VVMF wishes to use a feature from a design other than the first-prize winning design the author of that feature will be compensated. Such usage will be made only with the agreement of the author of the feature and the author of the first-prize design.

**10. The Winning Design and Winning Competitor**

- 10.1 The VVMF shall own and have the exclusive right to use the design winning first prize.
- 10.2 The VVMF and the Winning Competitor (Individual Competitor or Competitor Team) agree to enter into good faith negotiations to develop a mutually acceptable contract under the laws of the District of Columbia for the retention of the Winning Competitor to provide consultant and other appropriate services to realize the winning design. In the unlikely event that such negotiations fail to produce a mutually acceptable contract, the VVMF shall have the right to retain whomever it may wish to provide such services.

- 10.3 If the VVMF determines that the Winning Competitor lacks the necessary technical ability and experience to realize the design, the VVMF may require the Winning Competitor to associate with such qualified architectural, engineering, landscape, construction, or other appropriate consultants or specialists of such disciplines as the VVMF may determine to be necessary to realize the design. Individual consultants within the appropriate disciplines will be selected by the VVMF with the concurrence of the Winning Competitor.
- 10.4 Should the VVMF determine that the Winning Competitor is not able to develop or to realize the design, the VVMF has the right to retain such professional and technical assistance as it sees fit. In such an event, the Winning Competitor will have the opportunity to review and comment on the development and realization of the design.

#### 11. Disqualification

- 11.1 Any competitor who breaks any of the Competition Rules, or who fails to comply with the requirements of the Competition Program, will be disqualified from the competition, and his, hers, or its design submission will not be considered.

#### 12. Prizes

- 12.1 **First prize** shall be a cash payment of \$20,000.00 and the commission to realize the design, as described in part 10.
- 12.2 **Second prize** shall be a cash payment of \$10,000.00.
- 12.3 **Third prize** shall be a cash payment of \$5,000.00.
- 12.4 Up to **fifteen honorable mention** prizes, each \$1,000.00, may also be awarded at the discretion of the Jury.
- 12.5 Payment of cash prizes to Competitor Teams shall be made to the designated Team Leader.

#### 13. Interpretation of Rules and Settlement of Disputes

- 13.1 Any dispute or question of interpretation arising under these rules shall be considered in the first instance by the Professional Advisor, who shall render a decision in writing, distributed to all affected parties. The Professional Advisor's decision may be appealed to the VVMF Board of Directors, whose decision shall be final and binding on all parties.

# COMPETITION REGISTRATION FORMS

- Type or print clearly.
- Include \$20 registration fee.
- Sign.
- Mail to address shown on page 2.

## INDIVIDUAL COMPETITOR

name \_\_\_\_\_  
last first middle

profession or occupation \_\_\_\_\_

date of birth \_\_\_\_\_ 19\_\_

street \_\_\_\_\_  
apt. no.

city state zip \_\_\_\_\_

telephone(s) (\_\_\_\_\_) \_\_\_\_\_ (\_\_\_\_\_) \_\_\_\_\_  
work residence

I have read the Competition Rules and agree to abide by them.

\_\_\_\_\_  
signature 19\_\_  
date

- Type or print clearly.
- Fill out form on page 12 (reverse side) and required number of Competitor Team Member forms, below.
- Include \$20 registration fee.
- Team Leader must sign this form.
- Mail to address shown on page 2.

## COMPETITOR TEAM

## TEAM LEADER

team leader's name \_\_\_\_\_  
last first middle

team name, or firm \_\_\_\_\_  
(if applicable)

date of birth \_\_\_\_\_ 19\_\_

street \_\_\_\_\_  
room or apt. no.

city state zip \_\_\_\_\_

telephone(s) (\_\_\_\_\_) \_\_\_\_\_ (\_\_\_\_\_) \_\_\_\_\_  
work residence

I have read the Competition Rules and agree to abide by them.

\_\_\_\_\_  
signature 19\_\_  
date

- Type or print clearly.
- Make photocopies of this form, one for each Competitor Team Member, as required.
- Sign.
- Mail with Team Leader form, above.

## COMPETITOR TEAM

## MEMBER

team leader's name \_\_\_\_\_  
last middle first

team name, or firm \_\_\_\_\_  
(if applicable)

team member's name \_\_\_\_\_  
last middle first

date of birth \_\_\_\_\_ 19\_\_

street \_\_\_\_\_  
room or apt. no.

city state zip \_\_\_\_\_

telephone(s) (\_\_\_\_\_) \_\_\_\_\_ (\_\_\_\_\_) \_\_\_\_\_  
work residence

I have read the Competition Rules and agree to abide by them.

\_\_\_\_\_  
signature 19\_\_  
date

**NAMES OF ALL TEAM MEMBERS**

name \_\_\_\_\_  
name \_\_\_\_\_  
name \_\_\_\_\_  
name \_\_\_\_\_  
name \_\_\_\_\_  
name \_\_\_\_\_  
name \_\_\_\_\_  
name \_\_\_\_\_  
name \_\_\_\_\_  
name \_\_\_\_\_  
last first middle

- List names alphabetically.
- Make photocopy of this form if the number of names requires. All Competitor Team Members must be identified, and a Competitor Team Member form filled out for each.