MEDIA ALERT

"CANNING" HUNGER-ONE CAN MAKE A DIFFERENCE: Canstruction

17th Annual Hampton Roads canstruction® competition



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NORFOLK, VIRGINIA... Selden Arcade, 208 East Main Street, will host the 17th Annual Hampton Roads canstruction® competition to benefit the Foodbank of Southeastern Virginia November 13-14th. 7 teams drawn from Hampton Roads' top architectural firms, engineering firms, universities, and local businesses will come together to place a visual spotlight on hunger while showcasing their design talents and giving back to the communities they build. They will compete to see who could best defy the laws of gravity by creating these unbelievable, unimaginable and downright unfathomable, but incredibly edible "canned art" structures assembled using only cans, tape, cardboard, and lots of creativity. This year promises to be a feast for the eyes! Come see a giant Play Doh dinosaur, a fire extinguisher putting out the flames of hunger, and a ship carrying in healthy foods just to name a few! All made from CANNED FOOD!!

The giant sculpture exhibits will remain on display to the public at Selden Arcade until November 25th upon which time the structures will then be dismantled and food will be donated to the Foodbank of Southeastern Virginia and the Eastern Shore.

With generous food donations Farm Fresh, student teams from Hampton University, and Tidewater Community College Virginia Beach campus, will take the "can" challenge. canstruction is a perfect tool for introducing students to the design and construction industry. The project incorporates art, design, math/geometry, engineering, construction, and can even be used to introduce students to computer-aided drafting and 3-D software. It offers them the opportunity to exercise their math skills, increase their understanding of spatial relationships, and work in three dimensions in a practical application. The process gives students a better appreciation of the built environment. At the same time they are learning that performing community service can be fun and creative. In addition to the competition in Norfolk this year, canstruction competitions will be held in over 100 individual cities throughout the world with a goal of donating 4 million pounds of food to help feed hundreds of thousands of people.

It starts with ONE CAN. To feed the hungry. To lift the spirit. To change the world. One can make a difference.



Best Use of Labels AND Cheri Mellilo Most Cans Award
Norfolk Southern
"One Can, Infinite Possibilities"



2012 Winner-Juror's Favorite
Clark Nexsen
"Smash Hunger"



2012 Winner-Best Meal
Tidewater Community College
"Missing Supper"

2013 Schedule of Events:

Selden Arcade, 208 East Main Street, Norfolk, VA

Wednesday November 13th. Build-out event-MEDIA INVITED!

structures made entirely from cans of food.

MEDIA welcome - witness structures come to life throughout the evening.

Thursday November 14th. Awards Ceremony/Gala-MEDIA INVITED!

6:00 - 7:30 p.m. Jury announces winners

Exhibit opens - cocktail reception

MEDIA welcome - photo opportunities with winning teams

Friday November 15th - November 25th Exhibition Open to the Public

Monday thru Saturday 6:30 a.m. to 6:30 p.m. and Sunday 6:30 a.m. to 6 p.m.

canstruction® is a trademarked event to benefit the Foodbank of SE Virginia and sponsored by the Hampton Roads Chapters of the Society for Design Administration and the American Institute of Architects and made possible from companies that support the design and construction industry, for more information visit www.canstructionhr.org and www.canstruction.org.