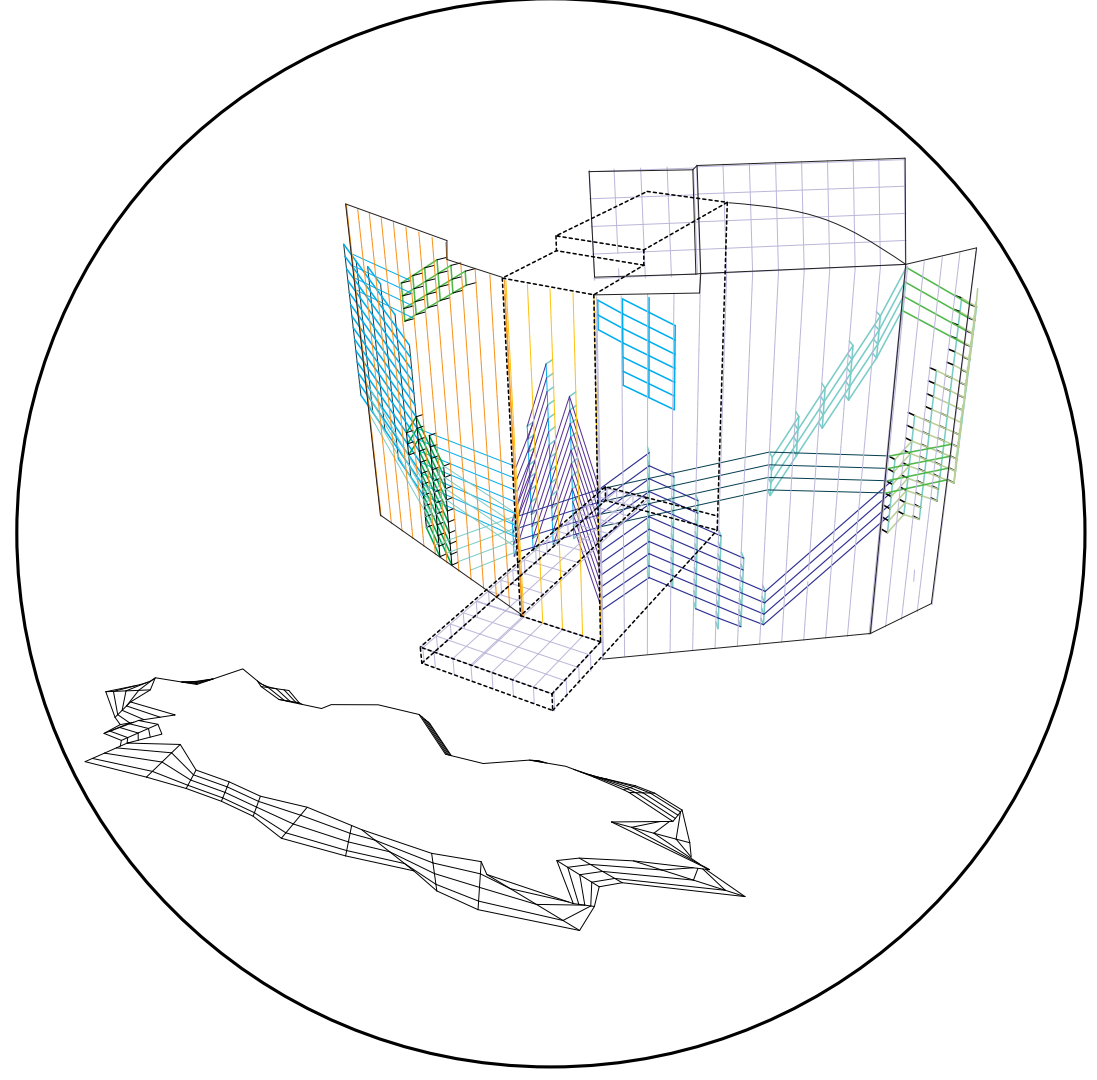
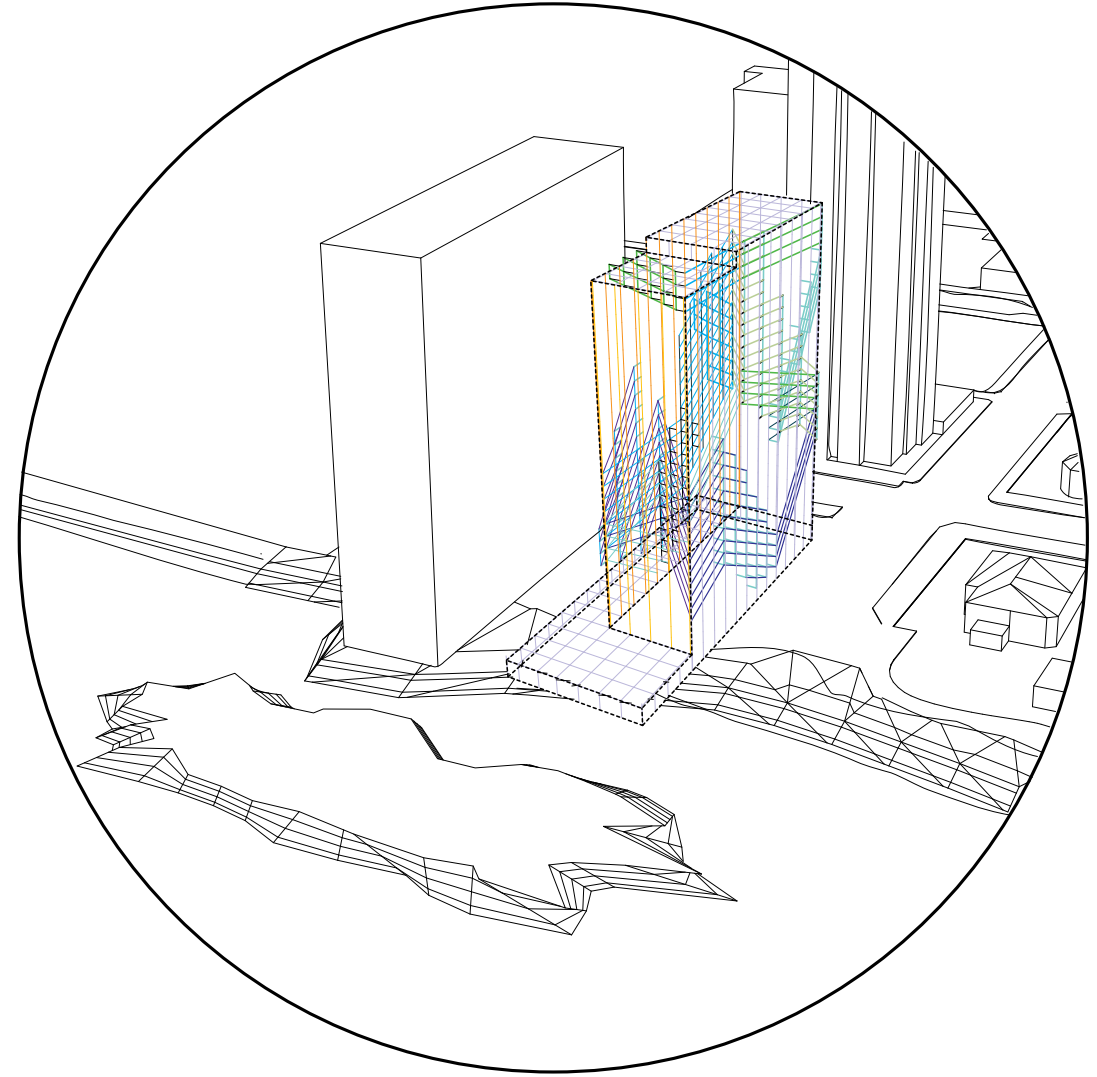


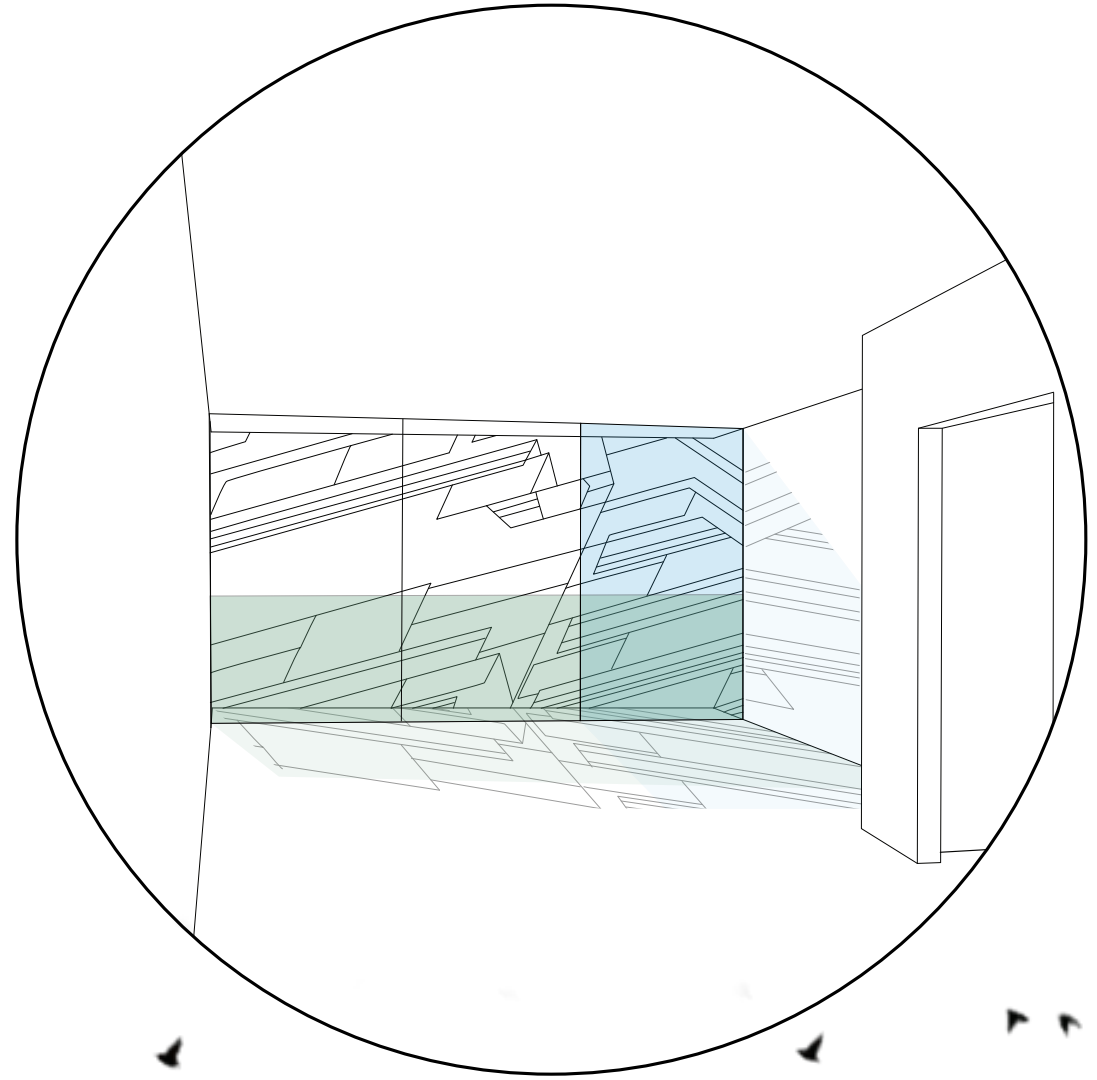
**EXISTING BUILDING:** An existing affordable residential high-rise that represents a significant collision risk for birds.



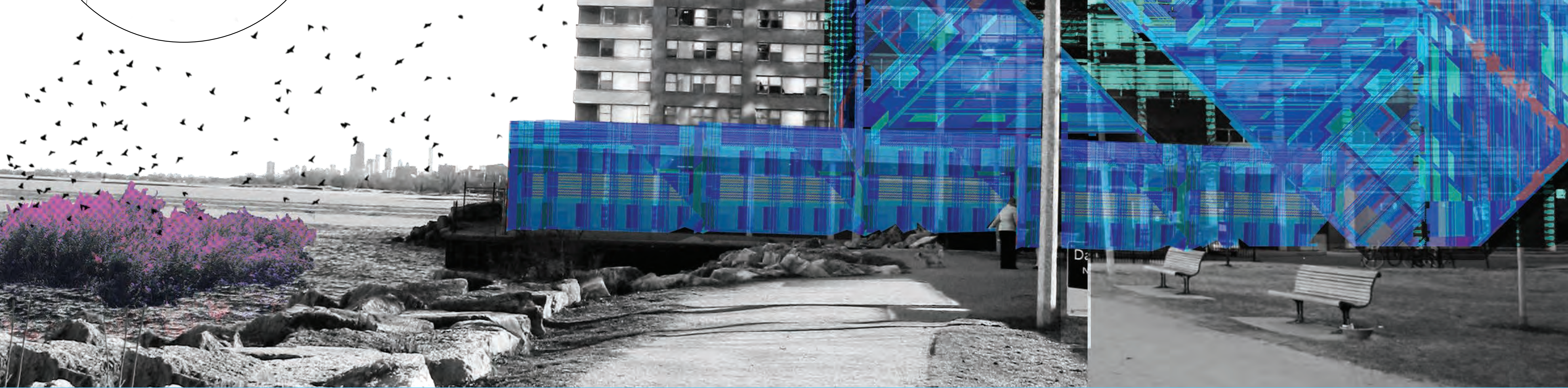
**BIRDFRONT WRAP:** A new skin wraps the building, replacing a deteriorating façade with protected balconies and new glazing. To avoid nighttime bird collisions, the wrap minimizes light spill with color and recessed glass. To avoid daytime bird collisions, the wrap also limits reflections with screens and shading. A new nesting island creates a safe bird habitat, while protecting a building foundation vulnerable to erosion from rising lake levels.



**COLLECTIVE URBANITY:** BirdFront works with the differences between human and bird perception to become an icon for both birds and people. The geometry and plasticity of the façade engages the human talent for depth perception, and the bird's superior visual acuity. The colors take advantage of the bird's extraordinary color perception, increasing visibility and decreasing interference with migratory navigation, while creating a new landmark for the 48th ward.



**EXPANDED INTERIOR:** BirdFront provides a new energy efficient façade, lowering heating and cooling costs. It also adds protected balconies and more window area for views to the city and lake, transforming the apartment interiors.



# BirdFront FlohrGrimes 48th Ward

Affordable housing and migratory birds are endangered in Chicago. Each fall and spring, five million birds migrate through the city; tens of thousands are killed in collisions with lakefront buildings, degrading biodiversity worldwide. At the same time, Chicago's affordable housing is disappearing, a trend that further compromises many families already caught in the widening gap between rich and poor.

Situated in the 48th Ward, BirdFront creates a friendly habitat for both of these struggling species. By replacing the façade of an existing affordable high-rise with a new skin that improves the building functionally and visually, while also minimizing bird collisions, BirdFront acts as a 'facelift' for the neighborhood, fostering a sense of new, inclusive urbanity, one that responds to more than just humans. It establishes a more continuous bird habitat along Chicago's migratory flyway, maintains affordable housing at the city's lakefront and offers Chicagoans a new way to explore their big blue-gray sky.



# 48<sup>th</sup> Ward BirdFront FlohrGrimes

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