

Reinventing Park Avenue's Medians with Design

An aerial photograph of a city grid, likely New York City, viewed from a high angle. The image is overlaid with a dark blue, semi-transparent filter. The text 'BEYOND THE CENTERLINE' is prominently displayed in the center, rendered in a bold, stylized font with a color gradient from red to yellow. The letters have a slight 3D effect and are slightly offset from each other, creating a sense of depth.

BEYOND THE CENTERLINE

\\\\\\\\\\\\\\\\ Open Call for Creative Ideas \\\\\\\\\\\\\\\生



BACKGROUND

Park Avenue, one of the world's premiere thoroughfares, is traditionally known for its tall buildings that are home to Fortune 500 companies. The medians of Park Avenue, or the "centerlines," are traditionally characterized by plantings and periodic sculpture installations. Park Avenue medians represent a traditional element of New York City but also provide an opportunity for reinvention. Other areas of New York City, such as the High Line, have successfully transformed into an exciting destination for city dwellers and visitors alike.

Fisher Brothers is pleased to sponsor a \$30,000 privately-funded design competition using the Park Avenue medians (between 46th – 57th Streets) as a canvas for collecting visionary design proposals with the potential to enliven Park Avenue's commercial district. **The goal of this competition is to foster creativity and challenge participants to think outside the box; to propose exciting ideas that have never been considered possible for the medians; and to reimagine the existing urban landscape. We want ideas that bring Park Avenue into the 21st Century.**

Fisher Brothers urges competition participants to think "beyond the centerline," using the medians as a blank canvas for creative ideas to engage the community and reimagine Park Avenue. Designs should be considered a seed that when planted will completely change the dynamic of the Park Avenue centerline and the Midtown East neighborhood. **We encourage you to conceptualize this project in any way that inspires you and the parameters remain broad to allow for maximum creativity.**

Up to 10 competitors selected by an esteemed jury will be invited to publicly display their designs at Park Avenue Plaza, a building prominently located on Park Avenue and 52nd Street, in February 2018. The jury will select a \$25,000 grand prize winner and a popular vote will determine a \$5,000 prize winner.

All competition information and key dates are on the following pages. We hope you take the opportunity to express your creativity and participate in this competition.

**IF YOU ARE INTERESTED IN PARTICIPATING, PLEASE FILL OUT THE ENTRY FORM AT
WWW.FBDESIGNCOM.COM BY DECEMBER 15, 2017.**



PROJECT SPECIFICATIONS

- The ability to interpret artistically what will invigorate Park Avenue is entirely up to you.
- Designs may incorporate multiple, single or partial medians.
- The current medians are approximately 200 ft. long and 19'6" wide (east to west). For the purposes of this competition, please do not feel constrained by these numbers.
- Currently, objects placed on any one median cannot exceed 8,000 lbs. Again, for the purposes of this competition, please do not feel constrained by these parameters.
- Designs must allow for pedestrians to cross over Park Avenue.
- Selected designs will be provided with a 4' x 4' table/floor area for their display at Park Avenue Plaza.
- Entries may be submitted by an individual or team of individuals.

PROJECT TIMELINE*

ENTRY FORM COMPLETION BY: December 15, 2017

DEADLINE FOR DESIGN PROPOSAL SUBMISSIONS: 5:00 PM on February 2, 2018

SELECTED PARTICIPANTS NOTIFIED BY: February 23, 2018

DISPLAY AND PUBLIC VOTING AT PARK AVENUE PLAZA: February 26, 2018 – March 9, 2018

WINNER ANNOUNCEMENT: Week of March 12, 2018

**Dates subject to change.*



SELECTION CRITERIA

Up to 10 designs will be chosen by a jury for display at Park Avenue Plaza.

Design proposals will be evaluated by a jury based on factors which include:

- How well the submission addresses the neighborhood context and need to reimagine Park Avenue
- Creativity and quality of the entrant's initial design proposal and ideas
- Degree of innovation and interaction with community
- Creative use of materials
- Environmental soundness
- Use of technology

Fisher Brothers retains the right to reject submissions that are deemed inappropriate.

AWARDS: \$25,000 AWARDED BY JURY \\\ \\\ \$5,000 AWARDED BY POPULAR VOTE

JURORS

VISHAAN CHAKRABARTI \\\ \\\ Founder, PAU and Professor, Columbia University

WINSTON FISHER \\\ \\\ Partner, Fisher Brothers

JON KESSLER \\\ \\\ Artist and Professor, Columbia University's School of the Arts

SIGNE NIELSEN \\\ \\\ Principal, Mathews Nielsen Landscape Architects

DAVID ROCKWELL \\\ \\\ Founder and President, Rockwell Group

SAMANTHA RUDIN \\\ \\\ Senior Vice President, Rudin Management

MICHAEL SPEAKS, PH.D. \\\ \\\ Dean of the School of Architecture and Professor of Architecture,
Syracuse University

XIN (SHYNN) ZHANG \\\ \\\ CEO, SOHO China



SUBMISSION REQUIREMENTS

1. To confirm your participation, complete the entry form at **www.FBDesignCom.com** by December 15, 2017.
2. Submit your design proposal by 5:00 PM on February 2, 2018.

Design proposals should include:

- A Cover Letter that includes all participant information as well as a description of the creative idea and the impact on Park Avenue
- A no more than 2-page memo detailing the following:
 - Inspiration for the project
 - Location(s) of the project (if a specific site along the Park Avenue commercial district is applicable, please include or describe it)
 - Proposed materials
 - Dimensions
 - Cost estimates for materials and construction (if available)
 - Construction timeline (if available)
- A maximum of 5 renderings/sketches of the idea. Digital versions should be no larger than an 11" x 17" PDF and physical displays of renderings/sketches/3D models must fit on a 4' x 4' table.

QUESTIONS? Contact BeyondtheCenterline@gmail.com



HOW TO SUBMIT YOUR DESIGN PROPOSAL

Once you complete the entry form at **www.FBDesignCom.com**, you will have until 5:00 PM on February 2, 2018 to submit your presentation materials.

Applicants are responsible for submitting all information required in the design proposal. Incomplete proposals will not be accepted for prize consideration.

Electronic design proposals should be emailed to **BeyondtheCenterline@gmail.com**.

You may submit physical displays by mail in advance or by hand delivery on February 2, 2018 to:

Park Avenue Plaza Owner LLC
Attn: Building Office
55 East 52nd Street
New York, NY 10055-0002

All submissions must be received no later than 5:00 PM EST on Friday, February 2, 2018.

No late submissions will be accepted.



OFFICIAL RULES

CONTEST ENTRY DATES: Entries must be made on or before February 2, 2018 at 5 p.m. as specified in the Project Timeline ("Contest Entry Period") and must meet the entry requirements specified under the heading "Submission Requirements."

SPONSOR: Fisher Brothers Management Company ("Sponsor").

WHO MAY ENTER: This Contest is only open to U.S. legal residents 18 years of age or older, with valid U.S. mail and email addresses. Entrants to the Contest ("Entrants") are subject to all notices posted online at www.FBDesignCom.com. Entrants may need to provide proof of residency and age upon request. Employees, family members of employees and affiliates of Sponsor are not eligible to enter.

CONTEST OBJECTIVE: The objective of the Contest is outlined above.

CONTEST ENTRY: To enter, follow the directions as outlined above. Each Entrant's submission must meet the entry requirements specified under the heading Submission Requirements.

All entries must be received during the Contest Entry Period.

Any entry must be the original work of the Entrant submitting it, may not have been previously published, produced or presented for a similar purpose, may not have won previous awards, must not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity and must not violate any law. By submitting its entry, Entrant represents that her/his/its submission is her/his/its original work that has not been copied from others and does not violate the rights of any person or entity.

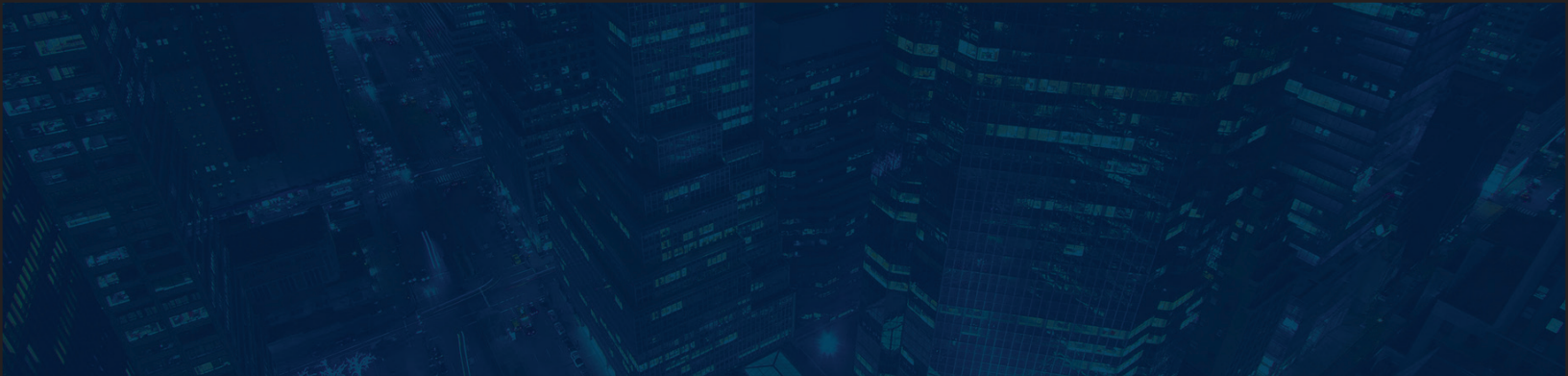
Sponsor reserves the right to disqualify any entry for any reason, in its sole and absolute discretion.

The odds of winning depend upon number of entries received.

JUDGING: All entries will be judged based on a jury's determination, which will be final and binding as to the Grand Prize (described below) winner of the Contest. The Second Place Prize (described below) will be awarded by popular vote, to be determined at a later date. Additional official rules for popular voting will be posted online at www.FBDesignCom.com. The winner of the Grand Prize and of the Second Place Prize are both referred to in these official rules as a "Winner." Judges who are affiliated with an Entrant will recuse themselves from evaluating the affiliate's submission.

WINNER NOTIFICATION: The Winner will be determined after the end of the Contest Entry Period and will be notified by email. The Winner will be required to provide mailing address that may be used to fulfill the prize and will be required to provide a form W-9 or its equivalent to receive the prize. At the discretion of the Sponsor, if it is determined that the Winner has not complied with these Official Rules, has failed to execute and return any required documents within the specified time period, has made false statements or a prize notification is returned as undeliverable, then the Winner may be disqualified and at Sponsor's sole discretion.

PRIZES: A Grand Prize of Twenty-Five Thousand U.S. Dollars (U.S. \$25,000.00), will be awarded by a jury and a Second Place prize of Five Thousand U.S. Dollars (U.S. \$5,000.00), will be awarded by popular vote pursuant to rules to be established.

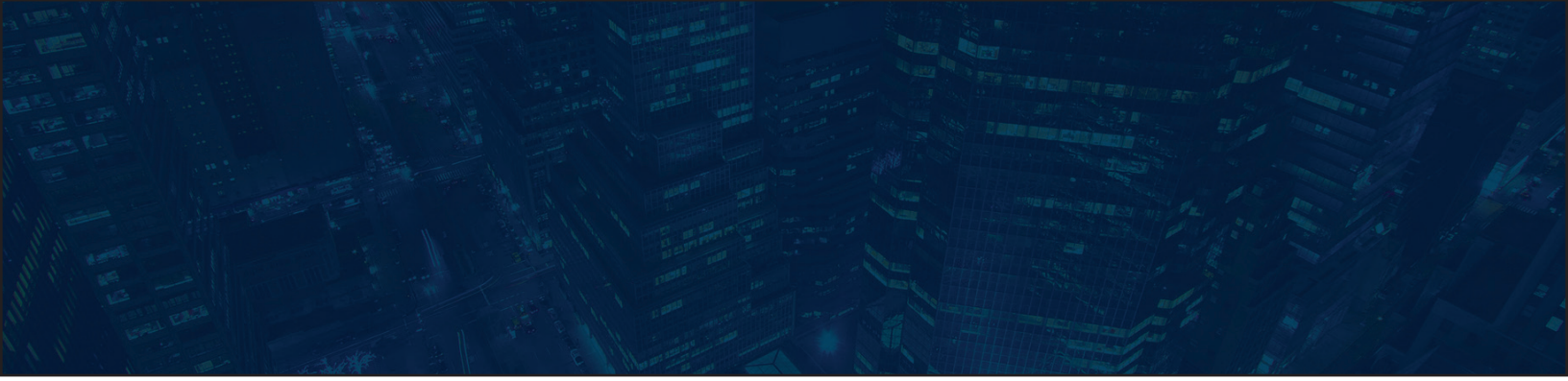


GENERAL CONDITIONS: Winning constitutes irrevocable permission (except where prohibited by law) to use the Winner's name, image, hometown, likeness, prize won, and photograph (all at Sponsor's discretion) for advertising, publicity in any and all media now or hereafter devised throughout the world in perpetuity, without compensation, notification or permission. Sponsor and its affiliates and their respective officers, directors, agents, representatives, and employees (collectively, "Released Parties") are not responsible for lost, late, misdirected, damaged, stolen, altered, garbled, incorrect, incomplete or delayed entries. Released Parties are also not responsible for problems related to technical malfunctions of electronic equipment, computer online systems, servers, or providers, computer hardware or software failures, phone lines, failure of any entry to be received by Sponsor on account of delivery issues, technical problems, traffic, congestion on the internet or the website, or for any other technical problems including telecommunication, miscommunication or failure, and failed, lost, delayed, incomplete, garbled, or misdirected communications that may limit an Entrant's ability to participate in this Contest. Released Parties are not responsible for any other errors or malfunctions of any kind, whether network, printing, typographical, human or otherwise relating to or in connection with the Contest, including, without limitation, errors or malfunctions that may occur in connection with the administration of the Contest, the processing or judging of entries, the announcement of the prize or in any Contest-related materials or matters.

ASSIGNMENT OF RIGHTS: Entrant hereby acknowledges that her/his/its entry and all other materials of every kind whatsoever created by each Entrant relating to the Contest (collectively, the "Work") become the property of Sponsor and shall not be returned. Although the copyright, if any, in the Work shall remain the property of the Entrant, in exchange for the possibility of winning this Contest, Entrants each hereby grant to Sponsor an irrevocable, perpetual, royalty-free, transferable license of limited right, title and interest in and to her/his/its submitted Work, including, without limitation, all rights of every kind and nature (whether now known or hereafter devised, including, without limitation, all copyrights and all renewals and extensions), throughout the universe, in perpetuity, for all purposes, in any and all media, whether now known or hereafter devised without compensation or attribution, (1) to use, reproduce, print, publish, transmit, communicate to the public, distribute, produce, perform, adapt, enhance, or display the entry (or a produced or constructed version thereof) and Entrant's name, likeness and hometown for editorial, advertising, commercial, and publicity purposes, in any and all media now in existence or hereinafter created, throughout the world; (2) to do (or omit to do) any acts in respect of the entry that may otherwise constitute an infringement of Entrant's moral rights; (3) to edit, adapt, and modify the entry; and (4) to cause the entry to be produced, directly or as modified, and/or installed. Except to the extent prohibited by law, Sponsor excludes from these official rules all conditions, warranties, and terms implied by statute, general law, or custom. Each Entrant releases and discharges the Released Parties, the jury, any party associated with the development or administration of the Contest, and their respective employees, agents, or representatives, and any of their respective parents, subsidiaries, or affiliates from any and all liability in connection with the Contest, including, without limitation, legal claims, costs, losses or damages, demand, or actions of any kind.

By submitting an entry, Entrant acknowledges and agrees that Sponsor may obtain many entries to this Contest and that such entries may be similar or identical in theme, idea, format or other respects to others submitted to this Contest and/or other contests staged and/or sponsored by Sponsor, and waives any and all claims Entrant may have had, may have, and/or may have in the future, that any composition, design, video digital production and/or other works accepted, reviewed and/or used by Sponsor (or its respective designees) may be similar to her/his/its entry. Entrant acknowledges and agrees that Sponsor does not have now, nor shall any Released Party have in the future, any duty or liability, direct or indirect, vicarious, contributory, or otherwise, with respect to the infringement or protection of any copyright (or other intellectual property right) in and to Entrant's entry.

MISCELLANEOUS CONDITIONS: Failure to comply with these Official Rules may result in disqualification from the Contest. Sponsor reserves the right to permanently disqualify any person or entity it believes has intentionally violated these Official Rules or any updated rules. The Contest is subject to all federal, state and local laws and regulations. It is void where prohibited by law.



ARBITRATION & CHOICE OF LAW: Except where prohibited by law, as a condition of participating in this Contest, Entrant agrees that (1) any and all disputes and causes of action arising out of or connected with this Contest, or any prizes awarded, shall be resolved individually, without resort to any form of class action lawsuit, and exclusively by final and binding arbitration under the rules of the American Arbitration Association and held at the AAA regional office nearest the Entrant; (2) the Federal Arbitration Act shall govern the interpretation, enforcement and all proceedings at such arbitration; and (3) judgment upon such arbitration award may be entered in any court having jurisdiction. Under no circumstances will Entrant be permitted to obtain awards for, and Entrant hereby waives all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys' fees, other than Entrant's actual out-of-pocket expenses (i.e., costs associated with entering this Contest), and Entrant further waives all rights to have damages multiplied or increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of Entrants and Sponsor in connection with this Contest, shall be governed by, and construed in accordance with, the substantive laws of the State of New York, without regard to applicable choice of law rules.

WINNERS LIST: Winner(s) will be announced the week of March 12, 2018 (subject to change).

SPONSOR: Fisher Brothers Management Company.