

Call for Designers: Request for Qualifications (RFQ)

RFQ submission deadline

June 8, 2016, 5:00 PM (EDT)

Project budget

\$30,000 (Designer fee, materials, supplies, installation)

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NYC Parks and the Department of Sanitation are transforming what was once the world's largest landfill into New York City's 21st century park. In partnership with NYC Parks, the non-profit Freshkills Park Alliance is working to provide public education about the park project while it is being built incrementally. The Alliance is looking for skilled designers to develop a **digital project** that will engage New Yorkers across the five boroughs with the evolving Freshkills Park on the west shore of Staten Island. This project will illustrate several aspects of New York City history through the lens of the park project and site composition over time. A qualified design team will be selected to translate complex information into an environmental media installation for an off-site, public location to educate a general audience about the site's history, engineering, and ecological restoration as part of park design.



1933



1948-2001



2015



2030

About Freshkills Park

At 2,200 acres, Freshkills Park will be almost three times the size of Central Park and the largest park developed in New York City in over 100 years. The transformation of what was the world's largest landfill into a productive and beautiful cultural destination makes the park a symbol of renewal and an expression of how our society can restore balance to its landscape.

Because the site is so large, the park is being developed from the exterior inwards so that people, particularly those who live at its edges, are able to enjoy the benefits of the new park space sooner. Schmul Playground, Owl Hollow Soccer Fields and the recently completed New Springville Greenway are already providing benefits to the surrounding community. Soon, North Park and East Park will open and the unusual combination of natural and engineered beauty, including creeks, wetlands, expansive meadows and spectacular vistas of the New York City region will be made accessible. The basic framework of the plan integrates three separate systems—programming, wildlife, and circulation—into one cohesive and dynamic unit that evolves as public parkland over time.

In addition to providing a wide range of recreational opportunities, including many uncommon in the city, the park's design, ecological restoration and cultural and educational programming emphasize environmental sustainability and a renewed public concern for our human impact on the earth.

NYC Parks is implementing the project using the illustrative park plan known as the [Draft Master Plan](#), developed by James Corner Field Operations in 2006, as a framework. The plan is the result of a 5-year master planning process conducted by the NYC Department of City Planning and supported by the New York Dept of State's Division of Coastal Resources. We recommend that respondents to this RFQ review that plan.

Project objectives

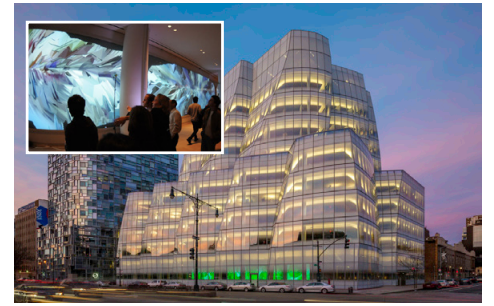
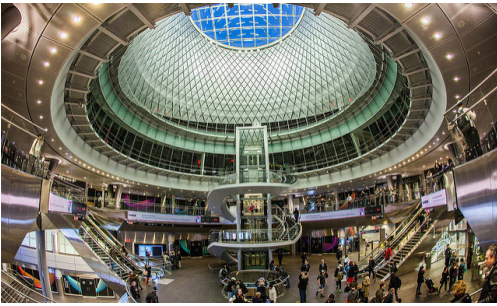
Content: From the Lenape Native Americans to Robert Moses, Sanitation Workers, Landfill Engineers, Landscape Architects, ecologists, artists, and the people living in New York before 2001 who contributed to the 150 million tons of residential waste that form the site's rolling hills, the landscape at Freshkills Park has been shaped by social history.

This educational digital project should:

- Connect a general audience to Freshkills Park through the multi-layered 150+ year history, technics of the site, and its relationship to New York City's urban development
- Break down the long history and complex composition of the site into easily digestible information through digital storytelling and environmental media
- Engage viewers with varying interests and attention spans
- Illustrate the park development over time and visions for the future
- Invite viewers to visit the Freshkills Park project in person during a special event or guided tour
- Express the role that New York City's citizens play in the ongoing evolution of the city and its spaces

Form: Due to budget constraints, the project will be primarily digital but still has potential for expansion through physical components. Creative solutions through some combination of digital and physical aspects within the project budget are welcome.

Site: The Freshkills Park Alliance is finalizing details about exact site(s), but the project will be displayed in a prominent NYC location with tens of thousands of viewers daily, with potential for simultaneous display and/or travel. Some potential locations include NYC transit stations, billboards, underpasses, as well as art festivals.



*Images refer to examples only. No project site has been confirmed.

How it works

A jury of prominent design professionals and park/public space experts will select the qualified designer. Freshkills Park staff will manage the collaboration; oversee the design process, development, and production; and provide art direction, research, copywriting, and additional support as needed. Past research and existing content, including interviews with various players in the site's history and impressions offered by the public over time, will be made available for integration. **Jurors include:** Tatiana Chouluka (Principal, James Corner Field Operations), Eric Forman (Faculty & Head of Innovation, School of Visual Arts Interaction Design and Principal, Eric Forman Studio @ New Lab), Jennifer Lantzas (Deputy Director of Public Art, NYC Parks), and Monica Valenzuela (Curator and Deputy Director, Staten Island Arts).

Submission guidelines for designers

Freshkills Park is looking for design teams who are experienced in creating accessible digital explanations based on complex information through innovative approaches to storytelling. Interdisciplinary teams (designers, artists, illustrators, photographers, etc.) are encouraged to apply. Individuals may submit as part of multiple teams.

Selection criteria

The jury will evaluate entries from designers based on the following criteria:

- Does the design team's work show an ability to organize complex and technical information?
- Does the design team seem capable of producing unique, personal work that also adjusts to client and project criteria and constraints?
- Has the design team demonstrated excellence in illustration, photography, information design, or other non-typographic solutions through their work?

Eligibility: Members of the Freshkills Park Alliance board and NYC Parks staff (and their immediate family members) and the immediate family of Section Story project partners, including the jury, are not eligible.

How designers can apply

Email the following materials, as a single PDF, to design@freshkillspark.org with the subject heading "Section Story design applicant" followed by your last name or studio name.

Please do not exceed page limits. Only complete applications will be reviewed. Individuals may submit as part of multiple teams.

Submissions must be received by **June 8, 2016 at 5pm** (Eastern Time) and include:

1. Letter of interest (one-page maximum), addressing the following:
 - What interests you about collaborating with Freshkills Park?
 - What special qualifications does your team have?
 - What is the role of digital storytelling in today's society and how do you see it impacting everyday life?
2. CV or bio, including contact information (email and phone). Please specify roles of each team member and contact information for a team leader who will receive notifications.
3. An edited portfolio of up to five projects, no more than ten 8.5" x 11" pages (additional pages will not be reviewed by the jury). Environmental media and film/animation projects that reflect an ability to organize complex information or explain natural and scientific processes to a general audience are especially helpful.

Each project should include:

- A concise description of the project (up to one paragraph)
- Your role in the design
- Captioned still images
- Links to videos as appropriate/available

Email complete submissions to design@freshkillspark.org by June 8, 2016 at 5pm EDT



Project Schedule

June 8, 2016: Responses to RFQ due at 5pm Eastern Time

June - July: Jury selects designer

July - August: Preliminary meetings and storyboarding

August - September: Design development

September - December: Final design sign-off and programming/development phase

December - January: Beta testing

January - March: Final content upload and installation mockups

April 2017: Project launch

Appendices (Additional information on the park site and regulatory context)

- [Freshkills Park Final Generic Environmental Impact Statement](#)
- [2001 International Design Competition Briefing Document](#)
- [6 CRR-NY Part 360-2.15 \(subpart 360-2.15 outlines post-closure care requirements\)](#)
- [Draft Master Plan](#) and [vision](#)

Questions?

Please contact the Freshkills Park Development Team:

Mariel Villere, Manager for Programs, Arts and Grants: mariel.villere@parks.nyc.gov

About the Freshkills Park Alliance

The Freshkills Park Alliance is the not-for-profit partner with the City of New York in its work to develop Freshkills Park. The Alliance helps ensure the Park's evolution and continuing operation by raising necessary financial resources, promoting environmental research and ecological restoration, engaging advocates and volunteers, and sponsoring a broad range of recreational, cultural, and educational programs for the public. Learn more at: www.freshkillspark.org



This project is supported in part by an award from the
National Endowment for the Arts.

Images Page 1, Top: ©Staten Island Museum; Page 3, Top Left: Times Square Arts, Midnight Moment. Fischli/Weiss: Büsi (Kitty), 2015, photo ©The Times Square Alliance; Top Right: Manhattan Bridge Anchorage, DUMBO Arts Festival 2013, photo ©Jane Kratochvil; Bottom Left: Fulton Center subway station, photo ©Anthony Quintano; Bottom Center: Yorgo Alexopoulos at LUMEN 2014, photo ©Garrett Ziegler; Bottom Right: IAC Building photo ©Mabry Campbell, interior view with projects by NYU ITP students with Dan Shiffman photo ©gizmodo. Page 4: Freshkills West Mound being capped ©Michael McWeeney