

Reinventing Park Avenue's Medians with Design

BEYOND THE CENTERLINE

\\\\\\\\\\\\\\\\ Open Call For Creative Ideas \\\\\\\\\\\\\\\\\

a Fisher Brothers Design Competition

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 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.

ENTRY DEADLINE: 12.15.17 PROPOSALS DUE: 2.2.18

AWARDS

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

JUDGES

**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

**VISIT www.FBDesignCom.com
For entry form and additional information.**

QUESTIONS? Contact BeyondtheCenterline@gmail.com