Promoting Landscape Architecture with Video

ASLA-NY

100th Anniversary Video
ASLA-NY
100th Anniversary Video

• Background
• Planning the Video
• Hiring a Videographer
• Determining Participants
• Filming
• Working with the videographer to edit
• Showing the Film
• Posting online / Social Media Promoting
• Lessons Learned
Background

- ASLA-NY Chapter was founded in 1914
- When to celebrate
- What would commemorate the milestone as a lasting document?
  - Printed Booklet
  - Video
Planning the Video

- Look at other videos
  - TCLF Oral History
  - National Building Museum
  - Library of American Landscape History (LALH)

- Talk to Charles Birnbaum, TCLF
Planning the Video

- Determine the script / content – what is the overall message
  - History of chapter
  - Last 100 years of landscape architecture in NYC
  - What our future holds

ASLA-NY FOUNDING MEMBERS

- Founded July 1914
- James L. Greenleaf * President
- Charles N. Lowrie * Vice President
- A. F. Brinkerhoff * Secretary-Treasurer
- John Brinley *
- Harold A. Caparn *
- Noel Chamberlain
- Marian Coffin
- Beatrice Farrand *
- Clarence Fowler
- Charles Leavitt *
- Samuel Parsons *
- Carl Piat *
- Rollin Salts
- Prentice Sanger
- Richard Schermerhorn *
- Ferruccio Vitale *
- Downing Vaux *
- Ralph Weinrichter

ASLA-NY HISTORY IN BRIEF

- 1914: The New York City chapter of the ASLA is founded
- 1915: ASLA-NY is granted membership in the Fine Arts Federation of NYC
- 1927: Central Park welcomes its first playground, Hecksher Playground
- 1930: Great Lawn Project
  - In June 1930 the city adopted a plan proposed by ASLA-NY for a grove of trees, with flowering plantings bordering the pedestrian walkways. The present-day Tidal Pond stands on the site of the original drainage pond for this project.
- 1933: FDR’s New Deal projects leads directly to the development of parks in NYC
- 1939: New York World’s Fair
  - Hosted in Flushing Meadows, Queens, this event was notable for the inclusion of a host of reputable landscape architects and planners, including Gilmore Clarke, Michael Rapuano, Paul Cret, Jacques Gruber, Clarence Stein, Charles Dowling Cary, Alfred Goddert, Jr., Nelson Alen, Harold Caparn, Thomas Price, A. F. Brinkerhoff, C. N. Lowrie, and Jay Bower.
- 1961: Founding of NYSCLA and NY Licensure begins
  - After 20 years of advocacy and failed efforts, Landscape Architects finally achieve licensure for the profession. The New York State Council of Landscape Architects was established to represent all licensed Landscape Architects in New York State at the request of the New York State Board for Landscape Architecture. The formation of NYSCLA established a group and a process for bringing a unified response to advocacy and policy issues to Albany from each of the chapters in the state.
- 1964: New York’s 2nd World’s Fair
- 1967: 10 vest pocket parks are completed in vacant lots in NYC
- 1980: Central Park Conservancy is founded, Betsy Rogers is appointed administrator
- 1987: Prospect Park Alliance is founded
- 1990: ASLA-NY lobbies for Kiley
  - Outright overt allocations of Dan Kiley’s Lincoln Plaza prompts ASLA-NY to lobby on behalf of Kiley with the Lincoln Center organization.
- 2005: “The Gates” brings 4 million visitors to Central Park in the depths of winter
- 2009: The High Line opens
- 2013: Rebuild By Design dreams of NYC’s future through landscape architecture
- 2014: Greater recognition for Landscape Architects in NYC
  - After a significant advocacy effort led by ASLA-NY, the NYC Department of Buildings will now recognize Landscape Architects as applicants for appropriate site development projects.

*Founding Fellow, Transactions of the American Socie The American Society of Landscape Architects
Planning the Video

- Acquire assets
  - Chapter collections
  - NYC Parks Department
  - Central Park Conservancy
  - TCLF
  - NY Public Library
  - Historical Society of NY
Planning the Video

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Planning the Video

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Hiring a Videographer

- Look at local production companies
- Set a budget
- Prepare and send out a request for proposal – outline specifics
- Create shortlist (based on cost)
- Phone interview / meeting
Determine Participants

- Personality / speaking skills
- Experience with topic areas
- Star power!
- Long standing members
- Schedule

M Paul Friedberg
Principal, M Paul Friedberg and Partners
http://www.mfp.com

ASLA Member since 1965

M. Paul Friedberg is a landscape architect, planner, educator, product designer and author. Born in 1931, he graduated from Cornell University in 1954 with a Bachelor of Science. Principal in charge of design at MFP since founding the firm in 1958, Friedberg is best known for his work in urban landscape. He has pioneered new forms in the design of urban playground, plazas, malls, and parks. In 2004 he received the ASLA Design Medal the highest honor the American Society of Landscape Architects may confer upon a landscape architect for a body of exceptional design work.
In 1980 he received the AIA Medal in recognition of his influence on the architectural profession. In selecting M. Paul Friedberg, the AIA jury on Institute Honors commented, "Throughout his career, he has been able to introduce a new dimension of life for different ages and social groups in the urban environment. His work, which is a testimonial of his dedication to architecture and the human environment, should be taken as a parameter for the future."

Publications:
Play and Interplay: A Manifesto for New Design in Urban Recreational Environment, 1970
Handcrafted playgrounds: Designs you can build yourself, 1975

Video:
M. Paul Friedberg: Central Park Playground: https://www.youtube.com/watch?v=fmEGXvNfZeA
M. Paul Friedberg - Facilitating Play: https://www.youtube.com/watch?v=yVLqOZnBEYc
M. Paul Friedberg: Reflections: Past and Future: https://www.youtube.com/watch?v=ks1sCQ9xR10
Rustic Playground in Central Park: https://www.youtube.com/watch?v=qRQrUTa6Q8
Spotlight On Design: M. Paul Friedberg: https://www.youtube.com/watch?v=3nUImFgj_1
M. Paul Friedberg - Battery Park: Design: https://www.youtube.com/watch?v=ICVm rehe Hym

Articles:
ARCHITECT AND ARTISTS COLLABORATE ON BATTERY PARK CITY PLAZA:

Possible Video Topic Areas:
Adventure playgrounds
Rejuvenation of parks in the 80s
Evolution of urban public plazas
### Determine Participants

- Personality / speaking skills
- Experience with topic areas
- Star power!
- Long standing members
- Schedule

<table>
<thead>
<tr>
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<th>LAST_NAME</th>
<th>MEMBER_TYPE</th>
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<td>Braverman</td>
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<td>mfpfondpi</td>
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<td>Quennell Rothschild &amp; Partners, LI 13th Floor New York</td>
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<td>Yvonne</td>
<td>Kuhl</td>
<td>Full-Fellow</td>
<td>Architecture, Ingenious Chaim The Saratoga Associates</td>
<td>Suite 900 New York</td>
<td>yvohul@gmail</td>
<td>01/01/1973</td>
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<td>Randolph</td>
<td>Marshall</td>
<td>Full Member</td>
<td>Landscape Architect</td>
<td>Randolph Marshall, PC, Landscape</td>
<td>157 Cherry Katonah NY</td>
<td>rmpmola@</td>
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<td>609 Hoops Port Jefferson NY</td>
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<td>Joseph</td>
<td>Kijak</td>
<td>Full Member</td>
<td>Design Builder</td>
<td>Green Valley Landscape Design, Lr 211 Saw M Hawthorne NY</td>
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<td>Thomas</td>
<td>Balsley</td>
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<td>Landscape Architect</td>
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<td>Arany Design Landscape Architect Suite # 8</td>
<td>Southampton NY</td>
<td>tar@gmail</td>
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</tbody>
</table>
Filming

- Location – sound is important (make sure a parade is not scheduled!)
- Participants prepped ahead of time with general info/questions
- Make sure they are comfortable
## Working with Videographer

- Main film message and key points to include discussed before editing
- Additional assets needed to be acquired to match content
- Reviewing draft versions take quite a bit of time

<table>
<thead>
<tr>
<th>Time</th>
<th>Comments / description</th>
<th>suggestion (assets)</th>
</tr>
</thead>
<tbody>
<tr>
<td>general</td>
<td>text for speaker is too large and could use better hierarchy and font style</td>
<td>perhaps place the text across the bottom on a opaque white or black bar; text should be located in the same place for all speakers, also double check capitalization</td>
</tr>
<tr>
<td></td>
<td>music is too overpowering, too loud in parts especially over some of the speakers</td>
<td>music should either be extremely faint or don’t use over speakers</td>
</tr>
<tr>
<td></td>
<td>quality of some clips are dark</td>
<td>could the contrast / levels and saturation be increased</td>
</tr>
<tr>
<td></td>
<td>site footage is good but we should reduce it a little and use more of the assets we collected, especially historical images</td>
<td>we’d also like to not use the same clips or images more than once</td>
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<tr>
<td>1:13</td>
<td>Beatrix Farrand</td>
<td>perhaps we show an image of Dumbarton Oaks even though in DC? or how about NYC Zoo Garden</td>
</tr>
<tr>
<td>1:38</td>
<td>Chris talks about the Great Lawn project of 1930 (the cutting is a little too abrupt but we realize this is a draft and that will be corrected)</td>
<td>Let’s show the Great lawn historical plan: GreatLawnForPlayASLA1938, FLONHS, CPC then Aerial 29th Street to 110th Street, View North, 6-34-1938, DPR14259</td>
</tr>
<tr>
<td>1:50</td>
<td>Clark - Bazavano - Robert Moses</td>
<td>Show some historic images / plans - see historic images in assets folders</td>
</tr>
<tr>
<td>3:05</td>
<td>Use a different photo(s) of playground with children in it</td>
<td>Heckscher Playground (1st playground in CP) Figure 56, Heckscher1930s, Crop, DPR</td>
</tr>
<tr>
<td>3:14</td>
<td>zoom out of image a little so we see the context of the photo</td>
<td></td>
</tr>
<tr>
<td>3:56</td>
<td>Photo doesn’t relate well to narrative</td>
<td>Use Heckscher playground or Adventure playground photos - we have some from 1960s and some recent</td>
</tr>
<tr>
<td>4:40</td>
<td>Nick on Children’s Zoo</td>
<td>Just a note: Nicholas and his firm worked on the children’s zoo that is north of where our footage shows, not the seal pool area and main zoo. Footage is fine for now.</td>
</tr>
<tr>
<td>5:00</td>
<td>Chris on park decline</td>
<td>we have a few images but hope to get more also have an image of Betsy Barlow Rogers and Gordon Davis</td>
</tr>
<tr>
<td>5:16-5:20</td>
<td>music too loud</td>
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Showing the Film

- Largest event of the year – 440 guests
- All participants in attendance
- Lots of cheers around the room
- Posted online after the event
Promoting Online

- Website
- Vimeo
- Youtube
- Twitter
- Facebook
- Newsletter

100 Year Anniversary Short Film
November 12, 2014 / 1 Comment / in Media / by Jennifer N

ASLA-NY is so pleased to present this preview to a slightly longer film to commemorate our 100th Anniversary!

The intention for the film was to highlight historical events and persons that helped shape landscape architecture in NYC in the last 100 years, key accomplishments of our chapter and members and discuss what the future holds for our profession. This video was first shown at our President's Dinner Gala on November 6, 2014. For more on our President's Dinner click here.
Promoting Online

- Website
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Promoting Online

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- Facebook
- Newsletter
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- Website
- Vimeo
- Youtube
- Twitter
- Facebook
- Newsletter
Measuring Success

- Google Analytics
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Measuring Success

- Google Analytics
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- Retweets
Measuring Success

McKEE, BRADFORD <bmckee@asl.org>
to me (x)

Hey Jennifer,

Shared the NYC 100 anniversary video with a native NY'er writer friend in Brooklyn, and wanted to share what she said:

-----

Well, that little film is just lovely and made my heart sing. I shoulda been a landscape architect!

Okay. Must fetch rabid children.

-----

See you in Denver. I bet.

Yours
Brad

---

Signe Nielsen <signe@mnlandscape.com> 11/14/14

to me (x)

Jennifer,

I am very late to the table in thanking you for all your incredibly hard work in putting this together. It will be a lasting credit to our profession with special recognition for the NY Chapter!

Thank you again,

Signe

Signe Nielsen, FASLA
PRINCIPAL
MATHEW'S NIelsen
Lessons Learned

• Get a sponsor — it can be a win-win; if too expensive for 1 to sponsor, get three sponsors at a lower cost for each
• Shorter videos can be just as powerful as longer ones
For more info:

http://aslany.org/media-videos/

Follow us:
YouTube Channel: ASLA-NY
https://www.youtube.com/user/ASLANewYork

Vimeo: https://vimeo.com/aslany

Olmsted’s Birthday Present from NYC: https://vimeo.com/93036463