

## **THE SKYSCRAPER MUSEUM**

**May 24, 2006**

**Request for proposed services for an exhibition and graphic designer for  
“GIANTS: The Twin Towers and the Twentieth Century”**

**Mail proposals by June 12, 2006 to the address at the end of this posting.**

### **Purpose**

The Skyscraper Museum will mount an exhibition on the design and construction of the World Trade Center, viewed in the context of the hundred-year evolution of the lower Manhattan skyline that the Twin Towers climaxed in the early 1970s. Entitled "GIANTS: The Twin Towers and the Twentieth Century," the installation will occupy approximately 2,300 square feet of gallery space in The Skyscraper Museum at 39 Battery Place, NY, NY 10280. The exhibit will begin as a full-gallery installation in September 2006, and will be on display for 4 to 5 months. Thereafter, a smaller version of the exhibition will remain on long-term display at the Museum through 2008.

The installation will include an original architectural model of the World Trade Center, engineering models used in wind-tunnel testing, construction photographs, film, and renderings, among many other artifacts. Large photo murals will help re-create the context and history of lower Manhattan in the 1960s and 70s. An interactive kiosk will use touch-screen technology to allow visitors to view nearly 600 construction photographs in the Museum's collection keyed to architectural drawings or computer animations that illustrate the building's structure. Another screen will offer historical film clips from the 1960s-70s, as well as post-9/11 interviews of key figures in the Trade Center's design and development.

### **Scope of Project**

The exhibition/ graphic designer/s will work with the curator and Museum staff to create a general spatial and graphic concept for the exhibition installation, as well as provide the design of photo murals and other photographic enlargements, text panels, and wall labels. He/ She will also design and prepare drawings for the fabrication of any bases or other fixtures required for the display of models, computer screens, or artifacts. The designer will prepare the files for the printing vendors and drawings for exhibit cases; the Museum will bid the printing and fabrication.

The Museum can provide floor plans and elevations of the gallery and scale models of the gallery's large vitrines, so the designers will not be required to produce detailed installation drawings as part of the work. The preferred method of work will be for the designer/s to meet with the curator at the museum to discuss the installation in the actual space and use its existing scale model. The Museum will provide the designers

with the photographs and other materials that are to be enlarged for murals or adapted to graphic panels and educational and promotional materials.

Because one of the important constituencies for the exhibition is metropolitan-area school children, the Museum would like to have a separate area or zone of graphics appropriate for children or school groups.

The Museum plans a range of printed material that will promote the exhibition to its members and others on its mailing lists, including press, as well as to the general public. The items to be designed under this contract will include a postcard announcement (4 x 9 in.), a gallery brochure (8.5 x 11 in sheet, folded), and a brochure or poster for outreach to NYC schools. The print run for the first two items will be 10,000. The educational outreach will be either 5,000 brochures or 1,000 posters. The designer will work with the curator and Museum staff to design the brochures and he/she will prepare the files to be sent to the printer. The Museum will be responsible for bidding the printing.

There will also be an on-line version of the exhibition posted on our website [www.skyscraper.org](http://www.skyscraper.org), as well as downloadable educational pre- and post-visit materials for schools. The Museum in-house staff will be responsible for the development and design of the on-line exhibition and preparation of the educational materials for the Web. Graphics developed by the exhibition/ graphic designers may be used in the on-line presentation.

### **Project Schedule**

The time frame for the work is summer 2006, with all work to be completed by September 1, 2006.

Outlined as a list, the scope of the project described above and dates for delivery of work are:

- 1) Working with the curator the exhibition/ graphic designer/s will create a general spatial and graphic concept for the 2,300 square foot exhibition installation. This work should be accomplished by July 6.
- 2) Design and prepare drawings for the fabrication of bases or other fixtures required for the display of models, computer screens, or artifacts. This work should be accomplished by July 6.
- 3) Provide the design layout of all photo-murals and other photographic enlargements, text panels, and wall labels. This work should be completed by July 21.
- 4) Design an area or zone of the exhibition with graphics appropriate for children or school groups. This work should be completed by July 21.



5) Design postcard announcement (4 x 9 in.), a gallery brochure (8.5 x 11 in sheet, folded), and a brochure or poster for outreach to NYC schools. This work should be completed by August 1.

6) Be present as needed during the installation. No physical work of the installation is required of the designer.

The Skyscraper will retain ownership or rights to all the graphic design work.

### **Description of Experience and Methodological Approach**

Please provide a list of your past projects relevant to this exhibition and examples of your design work. Also, please describe briefly how your firm would address the anticipated scope of services.

### **Fee**

Please provide information on your hourly rate, reimbursables, etc., and estimate the number of hours/ days would be spent on this project, breaking down the key categories with estimates of anticipated time spent on each, if possible. For example:

Post Card Design = 4 hours @ \$XX per hour = \$XXX  
Exhibition brochure = 6 hours @ \$XX per hour = \$XXX

### **Proposals should be mailed to:**

**The Skyscraper Museum  
Attention: Carol Willis, Director  
39 Battery Place  
New York, NY 10280**

**For further information: 212 945-6324  
admin2@skyscraper.org**