

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. Brinckerhoff *
Secretary-Treasurer

John Brinley *
Harold A. Caparn *
Noel Chamberlain
Marian Coffin
Beatrix Farrand *
Clarence Fowler
Charles Leavitt *
Samuel Parsons*
Carl Pilat *
Rollin Saltus
Prentice Sanger
Richard Schermerhorn *
Ferruccio Vitale *
Downing Vaux *
Ralph Weinrichter

*Founding Fellow. Transactions of the American Society of Landscape Architects

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, Heckscher Playground
 - 1930 **Great Lawn Project**
In June 1930 the city adopted a plan presented by ASLA-NY for a great oval of turf, with heavier planting bordering the pedestrian walkway. The present-day Turtle 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 its inclusion of a host of reputable landscape architects and planners, including Gilmore Clarke, Michael Rapuano, Paul Cret, Jacques Gréber, Clarence Stein, Charles Downing Lay, Alfred Geiffert, Jr., Nellie B. Allen, Harold Caparn, Thomas Price, A. F. Brinckerhoff, C. N. Lowrie, and Jay Downer.
 - 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 lobbying issues to Albany from each of the 2 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**
Outrage over alterations 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.

Planning the Video

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



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Aerial 79th Street to 110th Street, View North 6-24-1938

Planning the Video

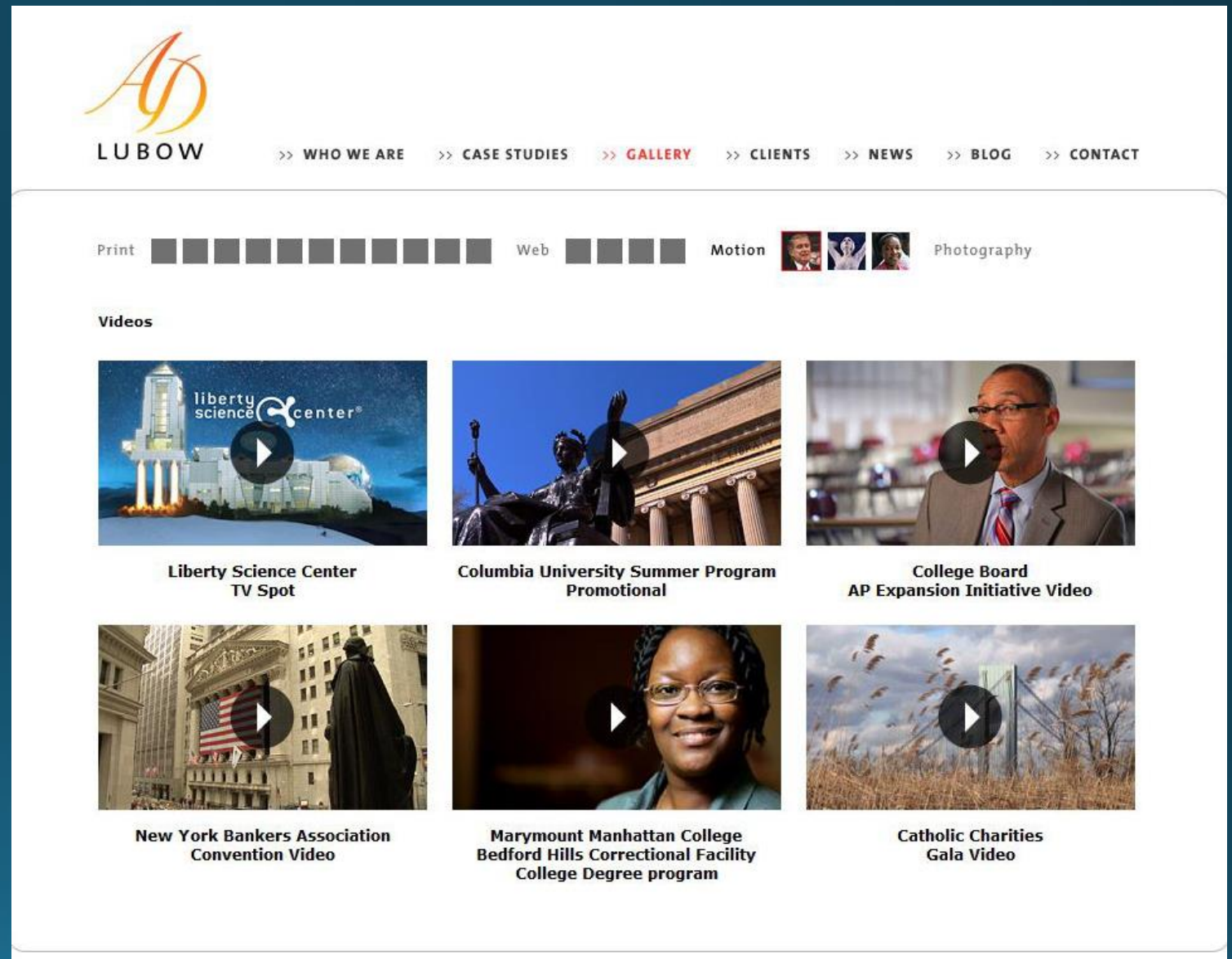
- Acquire assets
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1966-05-15_Joe Weinstein Playground, Brooklyn, plan, Commissioner Hoving reviews with M Paul Friedberg, far right, Gilmore Clarke at far left

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



The screenshot shows the LUBOW website's gallery page. At the top is the LUBOW logo and a navigation menu with links: WHO WE ARE, CASE STUDIES, GALLERY (highlighted), CLIENTS, NEWS, BLOG, and CONTACT. Below the navigation is a media selection bar with options for Print, Web, Motion, and Photography. The main content area is titled "Videos" and displays a grid of six video thumbnails, each with a play button icon. The thumbnails and their corresponding titles are:

- Liberty Science Center TV Spot**: A night view of the Liberty Science Center building with the text "liberty science center" overlaid.
- Columbia University Summer Program Promotional**: A statue of a woman holding a torch in front of a classical building.
- College Board AP Expansion Initiative Video**: A close-up of a man in a suit speaking.
- New York Bankers Association Convention Video**: A street view of a building with an American flag and a statue in the foreground.
- Marymount Manhattan College Bedford Hills Correctional Facility College Degree program**: A portrait of a smiling woman with glasses.
- Catholic Charities Gala Video**: A field of tall grasses with a play button icon overlaid.

Determine Participants

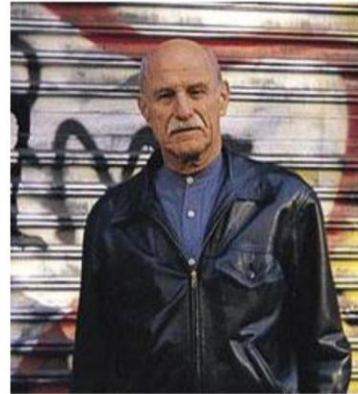
- Personality / speaking skills
- Experience with topic areas
- Star power!
- Long standing members
- Schedule

M Paul Friedberg

Principal, M Paul Friedberg and Partners

<http://www.mppf.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 MPPF 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 Metal 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=fsmeGgvNZzA>

M. Paul Friedberg - Facilitating Play: <https://www.youtube.com/watch?v=ypLqpuXE8Ck>

M. Paul Friedberg: Reflections: Past and Future: <https://www.youtube.com/watch?v=Ks1sCrq0xf0>

Rustic Playground in Central Park: <https://www.youtube.com/watch?v=qN2QIRTaOg8>

Spotlight On Design: M. Paul Friedberg: https://www.youtube.com/watch?v=2nUiqrH_p1

M. Paul Friedberg - Battery Park: Design: <https://www.youtube.com/watch?v=zCVmWraZHYM>

Articles:

ARCHITECT AND ARTISTS COLLABORATE ON BATTERY PARK CITY PLAZA:

<http://www.nytimes.com/1985/01/31/arts/architect-and-artists-collaborate-on-battery-park-city-plaza.html>

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

ASLA-NY Members for video contact - Excel

D	E	G	J	K	L	M	P	Q	T	U
FIRST_NAME	LAST_NAME	MEMBER_TYPE	PRACTICES	TITLE	COMPANY	ADDRESS	CITY	STAT	EMAIL	JOIN_DATE
Stanley	Brewster	Full Member	Retired			2265 Ryde	Brooklyn	NY		01/01/1935
Cynthia	Darby	Full Member	Retired			P.O. Box 6	Bridgehampt	NY		01/01/1939
Kenneth	Harris	Full Member	Retired			38 Millanc	Northport	NY		01/01/1956
Edmund	Newhard	Full Member	Retired			40 Ladue F	Hopewell Jur	NY		01/01/1957
Monroe	Nadel	Full Member	Retired	Landsc		Apt 2D	Brooklyn	NY		01/01/1959
Howard	Abel	Full-Fellow	Retired			Apartment	New York	NY	laurieabe	01/01/1964
James	Curley	Full Member	Retired	Princip		#MG	New York	NY	curleyjam	01/01/1965
M. Paul	Friedberg	Full-Fellow	Retired	Princip		116 West	New York	NY	mpfandp	01/01/1965
Harold	Gold	Full Member	Retired			Apartment	Bayside	NY		01/01/1965
Maurice	Wrangell	Full Member	Landscape Architectur		Maurice Wrangell, ASLA	336 East 2	New York	NY	wrangemo	01/01/1965
Edward	Gaudy	Full Member	Retired		EGA, Site and Land Planning/ Land	111 Devrie	Piermont	NY	vegaudy@	01/01/1966
Darrel	Morrison	Full-Fellow	Retired			Apartment	New York	NY	dm2462@	01/01/1967
Nicholas	Quennell	Full-Fellow	Landscape Architectur		Quennell Rothschild & Partners, LI	13th Floor	New York	NY	quennell@	01/01/1968
Anthony	Walmsley	Full-Fellow	Retired	Princip	Tourbier & Walmsley, Inc.	Suite 4B	New York	NY	awalmsle	08/01/1968
William	Kuhl	Full-Fellow	Architecture, Enginee	Chairm	The Saratoga Associates	Suite 900	New York	NY	wkuhl@se	01/01/1973
Randolph	Marshall	Full Member	Landscape Architectur		Randolph Marshall, PC, Landscape	157 Cherry	Katonah	NY	rpmcla@a	01/01/1973
R. Kent	Edwards	Full Member	Retired			69 Hooper	Port Jefferso	NY	edwrdsbk	04/30/1973
Joseph	Kijak	Full Member	Design Builder		Green Valley Landscape Design, In	211 Saw M	Hawthorne	NY	ajkijak@n	09/01/1974
Thomas	Balsley	Full-Fellow	Landscape Architectur		Thomas Balsley Associates	9th Floor	New York	NY	tom@tba	01/01/1975
Andrew	Tung	Full Member	Architecture, Enginee		Divney Tung Schwalbe, LLP	Suite 1407	White Plains	NY	atung@di	01/01/1979
Peter	Rothschild	Full-Fellow	Landscape Architectur		Quennell Rothschild & Partners, LI	13th Floor	New York	NY	rothschild	02/01/1980
Charles	Munroe	Full Member	Retired	Landsc		621 North	Rockville Cen	NY	mun52@a	03/01/1980
Signe	Nielsen	Full-Fellow	Landscape Architectur		Mathews Nielsen Landscape Archi	Suite 104C	New York	NY	signe@mi	01/01/1981
Steven	Krog	Full Member	Landscape Architectur		Steven R. Krog Lanscape Architect	3 Baybern	Pleasantville	NY	srk@stev	02/01/1982
Keith	Simpson	Full-Fellow	Landscape Architectur		Keith E. Simpson Associates, Inc.	3 Forest S	New Canaan	CT	keithesim	02/01/1982
Lee	Weintraub	Full-Fellow	Landscape Architectur		Lee Weintraub - Landscape Archite	59 Edgecli	Yonkers	NY	l.weintra	06/01/1982
Glenn	Ticehurst	Full Member	Landscape Architectur		Benedek & Ticehurst Landscape Ar	Suite H	Bedford Villa	NY	glenn@bt	01/01/1983
Timothy	Rumph	Full Member	Landscape Architectur		Arais Design Landscape Architect	Suite # B	Southampton	NY	tar@arai	03/01/1983

Downloaded from ASLA Chapter Reports – Member Lists

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

Comments on Video draft

Time	Comments / description	suggestion (assets)
general	text for speaker is too large and could use better hierarchy and font style	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
	music is too overpowering, too loud in parts especially over some of the speakers	music should either be extremely faint or don't use over speakers
	quality of some clips are dark	could the contrast / levels and saturation be increased
	site footage is good but we should reduce it a little and use more of the assets we collected, especially historical images	we'd also like to not use the same clips or images more than once
1:13	Beatrix <u>Farrand</u>	<u>perhaps</u> we show an image of Dumbarton Oaks even though in DC? or how about NYBG Rose Garden
1:38	Chris talks about the Great Lawn project of 1930 (the cut-in is a little too abrupt but we realize this is a draft and that will be corrected)	Let's show the Great lawn historical plan: GreatLawnForPlayASLA1933_FLONHS-CPC then Aerial_79thStreet_to_110th_Street_View_North_6-24-1938_DPR14259
1:50	Clark - <u>Rapuano</u> - Robert Moses	Show some historic images / plans - see historic images in assets folders
3:05	Use a different photo(s) of playground with children in it	<u>Heckscher</u> Playground (1st playground in CP) Figure36_Heckscher1930s_Crop_DPR
3:14	zoom out of image a little so we see the context of the photo	
3:58	Photo doesn't relate well to narrative	Use <u>Heckscher</u> playground or Adventure playground photos - we have some from 1960s and some recent
4:40	Nick on Children's Zoo	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.
5:00	Chris on park decline	we have a few images but hope to get more also have an image of Betsy Barlow Rogers and Gordon Davis
5:16-5:20	music too loud	

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

ASLA NY

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100 Year Anniversary Short Film

November 12, 2014 / 1 Comment / in Media / by Jennifer N

[f](#) [t](#) [in](#) [✉](#) [↩](#) [g+1](#) [p](#)

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](#)

ASLA NY CELEBRATING 100 YEARS

05:53 OF THE NEW YORK CHAPTER VIDEO :: vimeo

ASLA-NY 100 Year Anniversary Short Film from ASLA-NY on Vimeo.

Thank you to all that made our President's Dinner so successful! Read my blog post - Video link included! <http://aslany.org/thank-successful-presidents-dinner/>

Facebook social plugin

Twitter

Tweets [Follow](#)

[@ASLA_NY](#)
President's Dinner Thank You + Video!
[#constantcontact](#) conta.cc/10XTn5A

ASLA NY New York ASLA @ASLA_NY 12 Nov
Bzzzzz... lots of buzz building for the release of our 100th anniversary short

Promoting Online

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



The screenshot shows a Vimeo video player interface. At the top, the Vimeo logo is on the left, and navigation links for 'Me', 'Videos', 'Create', 'Watch', 'Tools', 'Upgrade', and 'Upload' are in the center. A search bar is on the right. The video content features a topographic map of a city area with green and blue tones. Overlaid on the map is the text 'ASLA NY' in a stylized font, followed by 'CELEBRATING 100 YEARS' in large green letters, and 'OF THE NEW YORK CHAPTER OF ASLA' in smaller green letters below it. The video player controls at the bottom show a play button, a progress bar at 05:53, and an 'HD' indicator. Below the video player, the video title 'ASLA-NY 100 Year Anniversary Short Film' is displayed, along with the uploader 'ASLA-NY' and the date '1 month ago'. A description below the title reads: 'This short is a preview for a longer film highlighting the history, achievements and future prospects of the New York Chapter and landscape architecture in NYC.'

Promoting Online

- Website
- Vimeo
- Youtube
- Twitter
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The image is a screenshot of a YouTube video player. At the top left, the YouTube logo is visible. A search bar is located at the top right. The video content shows a woman, Signe Nielsen, speaking. Below the video frame, a caption reads: "Signe Nielsen Partner, Mathews Nielsen Landscape Architects, P.C., ASLA Member since 1981". The video title is "ASLA-NY 100 Year Anniversary Short Film". The channel name is "ASLA-NY" with a "Subscribed" button. The video has "7 views" and "2" likes. At the bottom, there are buttons for "Add to", "Share", and "More".

Promoting Online

- Website
- Vimeo
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 ASLA NY shared a link.
Posted by Jennifer Carmichael Nitzky [?] · November 24, 2014 · Edited

Watch our 100th Anniversary short film preview and stay tuned for the full version soon! <http://aslany.org/100-year-anniversary-short-film/> #landarch #ASLA @landarchitects

	100 Year Anniversary Short Film - ASLA-NY aslany.org This film to commemorate our chapter's 100th anniversary highlights historical events that helped shape landscape architecture in NYC in the last 100 years
--	---

484 people reached Boost Post

Like · Comment · Share 2 

 American Society of Landscape Architects
9 hrs ·

Congratulations to ASLA NY who recently celebrated its 100th anniversary. Here's a short film commemorating the occasion for those who missed it.

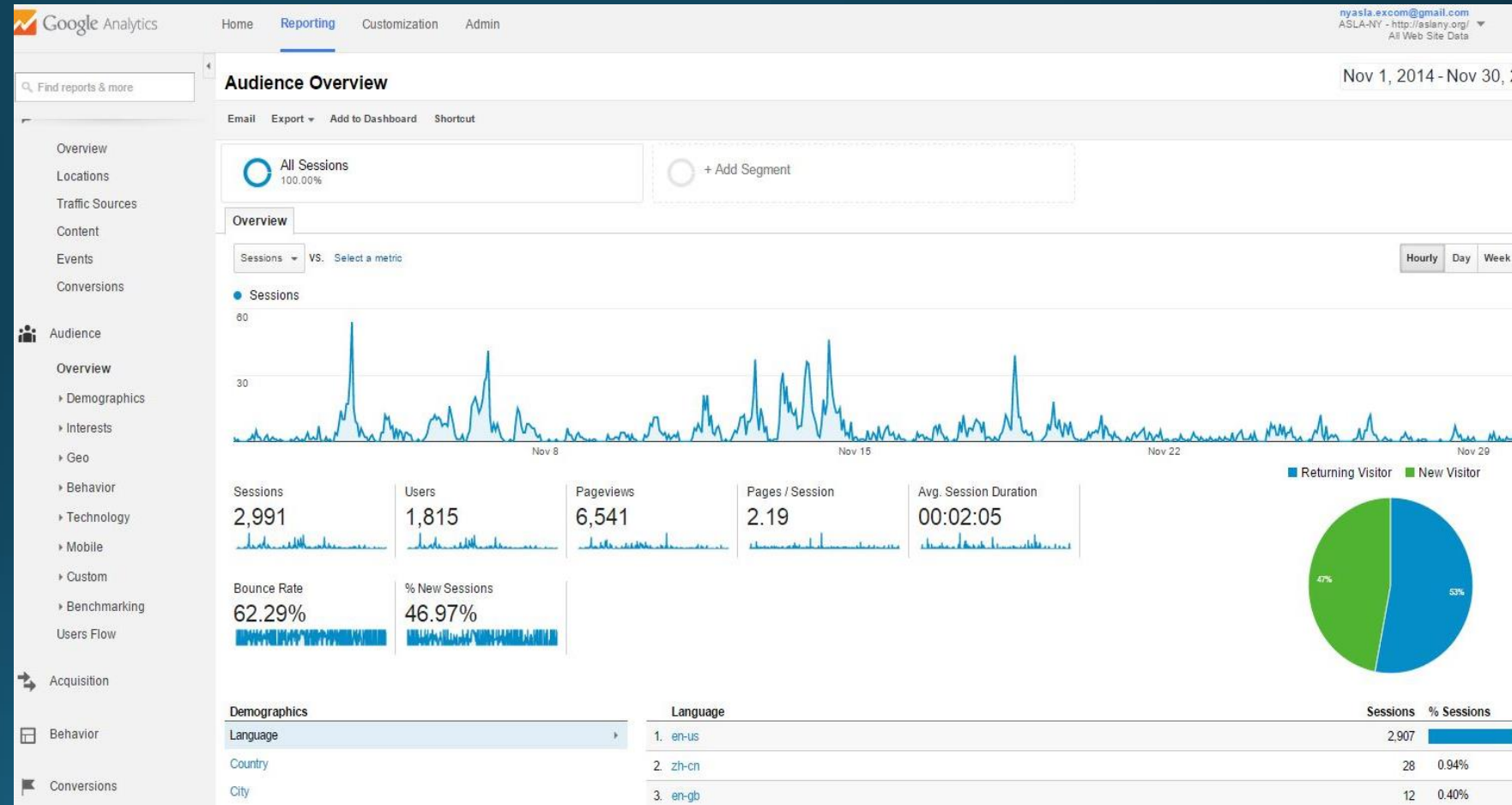


ASLA-NY 100 Year Anniversary Short Film
This short is a preview for a longer film highlighting the history, achievements and future prospects of the New York Chapter and landscape architecture in NYC. Video...
VIMEO.COM | BY ASLA-NY

Unlike · Comment · Share 26 3

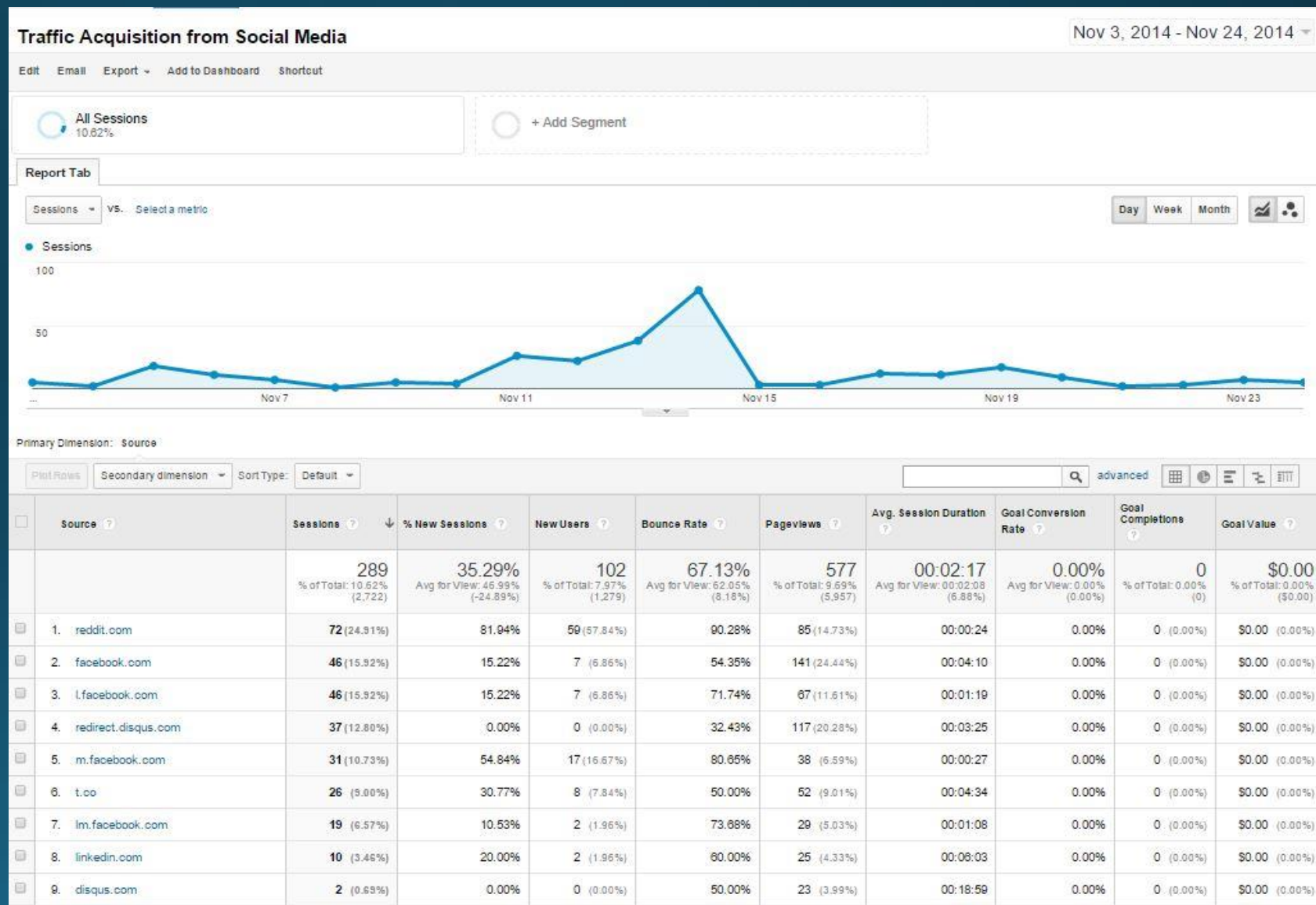
Measuring Success

- Google Analytics
- Vimeo Stats
- Retweets



Measuring Success

- Google Analytics
- Vimeo Stats
- Retweets



Measuring Success

- Google Analytics
- Vimeo Stats
- Retweets

ASLA-NY 100 Year Anniversary Short Film

from ASLA-NY 1 month ago ALL AUDIENCES

This short is a preview for a longer film highlighting the history, achievements and future prospects of the New York Chapter and landscape architecture in NYC.

Video Credits:
Videography: AD Lubow, LLC
Steering Committee:
Jennifer Nitzky, Co-Chair

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All-Time

318 Plays

1 Likes

0 Comments

[+ See full statistics](#)

Weekly

Fri 11/07/14 – Fri 11/14/14

[Prev](#) / [Next](#)

Date	Plays
11/07	0
11/08	0
11/09	0
11/10	0
11/11	0
11/12	12
11/13	33
11/14	49

Weekly Overview

Domain	Plays
aslany.org	184
Unknown	6
twitter.com	2

Weekly Overview


Domain	Plays
aslany.org	184
Unknown	6
twitter.com	2


Weekly Overview





	Plays	Likes	Comments
Fri Nov 14, 2014	49	0	0
Thu Nov 13, 2014	37	0	0
Wed Nov 12, 2014	16	0	0
Tue Nov 11, 2014	0	0	0
Mon Nov 10, 2014	0	0	0
Sun Nov 9, 2014	0	0	0
Sat Nov 8, 2014	0	0	0
Fri Nov 7, 2014	0	0	0
Weekly Totals	102	0	0

Measuring Success



- Google Analytics
- Vimeo Stats
- Retweets






 **Charles Birnbaum** @TCLFdotORG · Nov 26
An engaging new video by @ASLA_NY looks at the shapers of iconic sites throughout the city: bit.ly/1Ci4rM9










  2  4 



Expand

 **Michele Bogart** favorited a Tweet you were mentioned in Jan 1
Jan 1: Well done @ASLA_NY. Makes me proud to be a NYC Landscape Architect. The future looks bright for Landscape Architects and NYC Parks.


 **David Carlson** @wdcarlson879 · Jan 1
Well done @ASLA_NY. Makes me proud to be a NYC Landscape Architect. The future looks bright for Landscape Architects and NYC Parks.
  3  1  [View conversation](#)

 **David Carlson** and **Oehme, van Sweden** favorited your Tweet Jan 1
Dec 31: Happy New Year! Watch our video preview again - 100 years of #landarch in #NYC & stay tuned for more! #NYE2015 vimeo.com/111601149
 OvS

 **Marilynn Mendell** @WinSpinCIC · Jan 1
@ASLA_NY all who live or visit NYC & appreciate green space/public #parks would appreciate this video, ur gifts to us all, @landarchitects
   1  [View conversation](#)

 **Marilynn Mendell** and **Oehme, van Sweden** retweeted you Jan 1
Dec 31: Happy New Year! Watch our video preview again - 100 years of #landarch in #NYC & stay tuned for more! #NYE2015 vimeo.com/111601149
 OvS

Measuring Success

McKEE, BRADFORD <bmckee@asla.org>

to me ▾

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 ▾

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

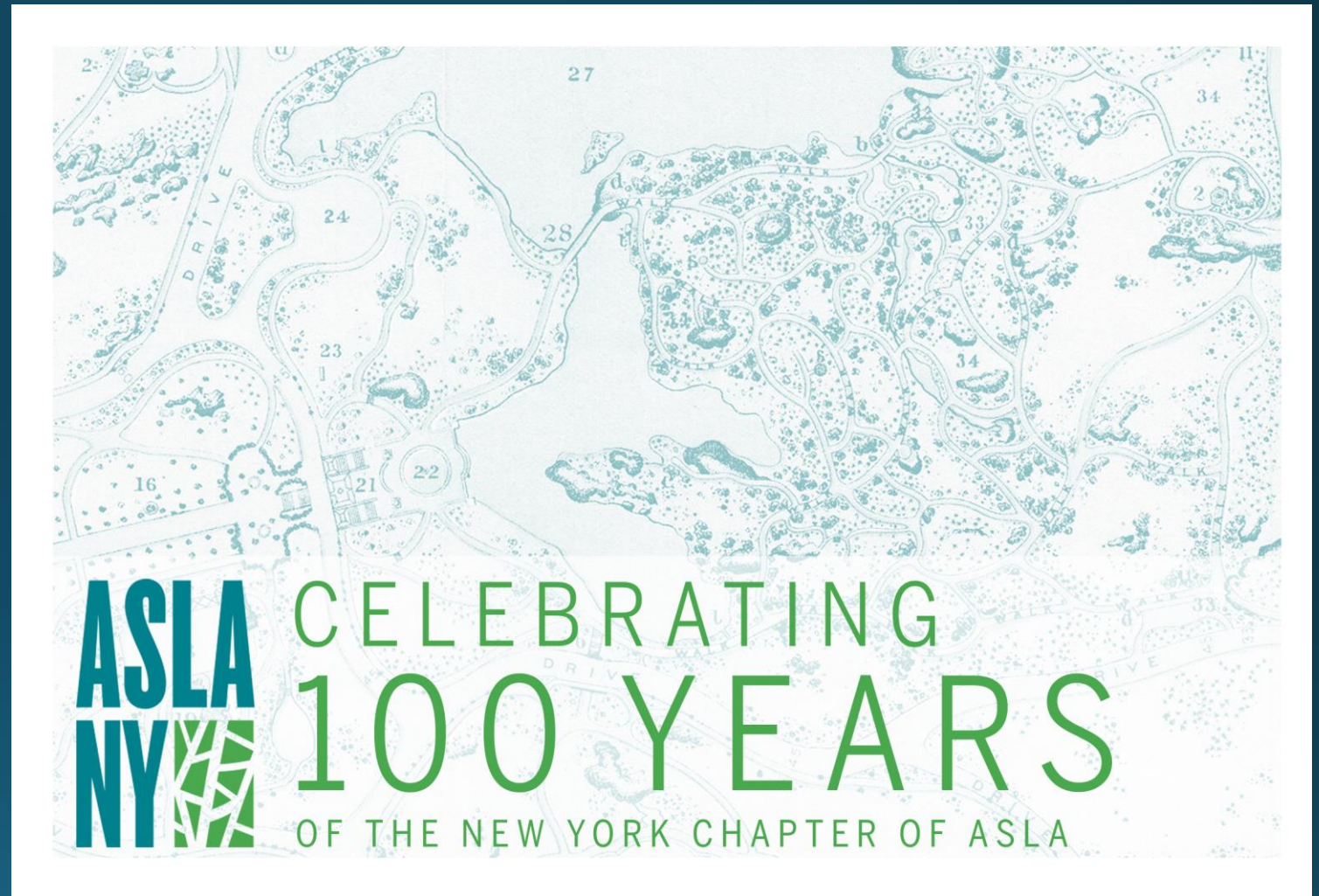
Signe Nielsen, FASLA

PRINCIPAL

MATHEWS 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>

