

GREEN DOT Award Submission

September 15, 2008

Category:

DESIGN & BUILD

1. Background and contact information about C&G Partners LLC

C&G Partners creates identities, exhibitions, print graphics, signage, interactive projects and environments that communicate valuable ideas for clients of all kinds. Led by Steff Geissbuhler, Keith Helmetag, Jonathan Alger and Emanuela Frigerio, the firm's cumulative history encompasses some of the world's most recognizable experiences, images, spaces, and icons.

Jonathan Alger, C&G Partners' lead designer for *America's Favorite Architecture*, specializes in the conception and planning of environments and exhibitions. His recent work includes the new exhibits for the Museum of American Finance on Wall Street, the renovated and expanded Griffith Observatory in Los Angeles, the Boston Public Library exhibit *John Adams Unbound*, and the upcoming Star Spangled Banner exhibit at the Smithsonian Institution's National Museum of American History. Jonathan has received numerous honors and awards and is currently the national President of SEG D, the Society for Environmental Graphic Design.

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2. Detailed explanation of the exhibit

The firm has expanded the realm of sustainable design with a "green" exhibit system created for *America's Favorite Architecture*, a traveling exhibition presented by the American Institute of Architects (AIA). The exhibit features photos of the country's 150 favorite structures based on a public poll conducted by Harris Interactive in conjunction with the AIA's 150th anniversary. The lightweight, compact system, which incorporates sustainable materials and recyclable components, furthers the AIA's goal of raising awareness about environmentally friendly design.

"The exhibit's design supports AIA's commitment to the environment," said RK Stewart, FAIA, 2007 AIA President. "By putting into practice the very design principles that we advocate, the exhibit becomes a demonstration project that shows what sustainable design can achieve."

An interactive web site, also designed by C&G Partners, accessible at kiosks within the exhibit, will allow visitors to vote for their own favorite architecture at each location – or online at www.favoritearchitecture.com.

The exhibit is currently traveling to AIA chapters around the country.

3. How the exhibit is manufactured and delivered to its consumers

The freestanding exhibit structure is made of mailing tubes of 100% post-consumer, recycled paper supplied by Yazoo Mills in New Oxford, Pennsylvania. Joints and lighting mounts are made from FSC-certified, managed-forest Baltic birch plywood with a raw finish. The machine that cuts the plywood is custom programmed for material efficiency so that virtually no plywood is wasted.

Lighting is provided by standard clamp lamps fitted with 20-watt, low-mercury, compact fluorescent flood bulbs (as compared to 100-watt incandescent bulbs) from Philips.

When disassembled the lightweight system packs into an extremely compact space, greatly reducing the packaging and fuel needed for shipping. The graphics, for example, are rolled and nested into the mailing tubes. Once the pieces arrive at their destination, the entire exhibit is simple enough that it can be assembled using only a manual for guidance. The result is that installers do not travel to the various exhibit sites, and that fuel usage is avoided throughout the life of the exhibit.

4. How the exhibit and its use maintains excellence in eco-sustainability in an environmentally friendly and responsible manner.

There are two primary ways in which this exhibit and its use maintain excellence in eco-sustainability in an environmentally friendly and responsible manner.

Firstly, the materials used are environmentally sound. As described in the response to Question 3, various measures were taken to make the exhibit environmentally low-impact. The design also makes it easy to complete the exhibit in an environmentally responsible manner: At the end of the exhibit's tour, the compact florescent bulbs, lighting fixtures, and mailing tubes can be immediately re-purposed locally. Local architectural schools are already slated to receive the exhibit's lighting to use in their facilities.

From a broader perspective, the exhibit resoundingly debunks the common assumption that design cannot be clean, elegant, sophisticated, inexpensive, and "green" all at once. The structural framework presented inherent challenges for the graphics that were solved by inventively tailoring the graphic elements to the structures, creating a cohesive, information-rich gallery with breathtaking images of architectural landmarks.

Connecting architects and the public through sustainable design, this exhibit speaks to our communal ability to overcome the current environmental problems we all face through smart design solutions and a commitment to a greener world. In this instance, the medium is the message.

5. At least 1 photograph or rendering that represents the exhibit. It is optional to upload up to 5 additional JPEG images.





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