

Manuel Miranda Practice (MMP)
Portfolio
September 26, 2014

Manuel Miranda Practice (MMP) designs objects that humanize connections between audiences and organizations. The studio is experienced in a wide range of media, from business cards and tote bags to building- and urban-scale electronic signage. MMP works with a network of designers, architects, technologists, and web developers who join projects on an as-needed basis.

In addition to providing research, production oversight, graphic design and creative direction to civic, cultural, and commercial clients, owner Manuel Miranda organizes collaborations, builds project teams, and manages studio operations at MMP. He is also on the graduate design faculty at the Yale School of Art and Vice President of the AIGA New York board of directors.

Recent projects include exhibitions for the Center for Architecture and the Sheila Johnson Design Center at Parsons The New School for Design; environmental graphics and signage for ARUP, Merchandise Mart, and Millennial Media; website design for The Nike Foundation and Zubatkin Ownership Representation; publication design for Metropolis magazine, Red Hook Initiative, and The Urban Justice Center; and campaigns for City of New York. MMP's projects have been cited by Core77, Urban Omnibus, Good Magazine, Gothamist, and Art21.

Select Clients

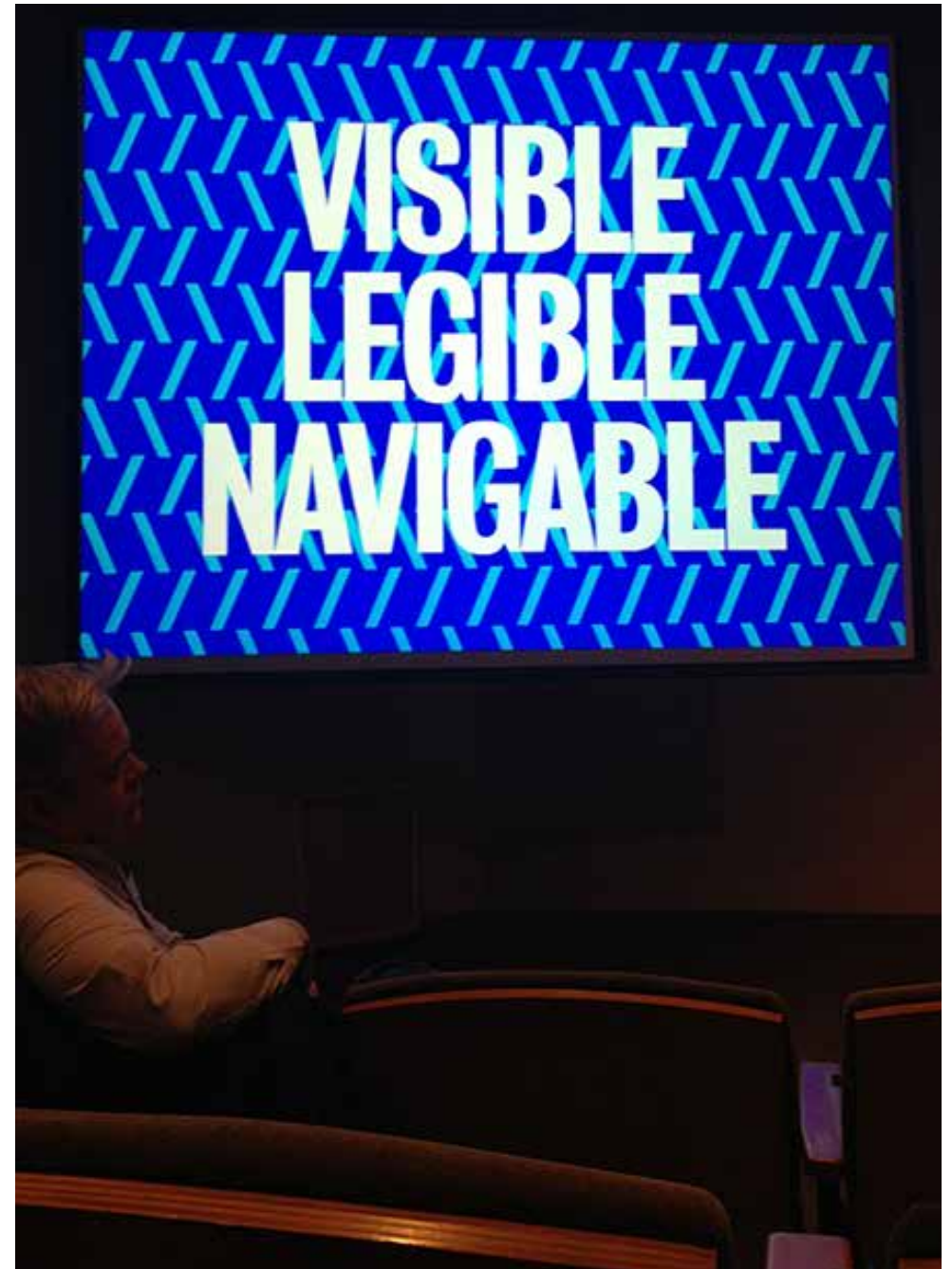
A+I Architecture
AIGA New York
American Institute of Architects New York / Center for Architecture
Aperture Foundation
Architizer
Arup
Asian American Writers' Workshop
Center for Urban Pedagogy
Core77
Cuchifritos Gallery / Arts Alliance
Department of Homeland Security
Design Trust for Public Space
Edison Properties
F+W Media
Grey Advertising
Hester Street Collaborative
Infinia Group
I.D. Magazine
Merchandise Mart
Metropolitan Museum of Art
Metropolis Magazine
Millennial Media
MODU Architecture
The Nathan Cummings Foundation
The Nike Foundation
Nuvana
New York University
New York Police Department
NYC & Company
NYC Campaign Finance Board
NYC Commission on Women's Issues
NYC Department of Health
Pentagram
Red Hook Initiative
Resilience Advocacy Project
Parsons The New School for Design
Pentagram

Siegel and Gale
Starwood Hotels
Starworks Group
Story
Urban Justice Center
National Park Service
Van Alen Institute
Vornado Realty Trust
WxY Architecture + Urban Design
Yale School of Architecture
Yale University Art Gallery
Zubatkin Ownership Representation

DESIGN / RELIEF



Design / Relief
AIGA/NY
Graphic Identity
2013



DESIGN/RELIEF is a participatory design initiative to help three New York City neighborhoods imagine a more vibrant future for themselves as they overcome the lingering effects of Superstorm Sandy. DESIGN/RELIEF aims to demonstrate design's role in creative placemaking, to help these neighborhoods be more livable, walkable, vibrant and enjoyable.

ID=

ID= Campaign

NYC & Company and NYC Department of Health
Campaign Identity, Posters, Website, Print and Digital Collateral
2012

The ID= project's goal is to help New Yorkers understand the importance of having a government-issued ID. The program is part of the Young Men's Initiative which aims to improve the quality of life of young black and Latino men in New York City.

Campaign

ID =

Concept

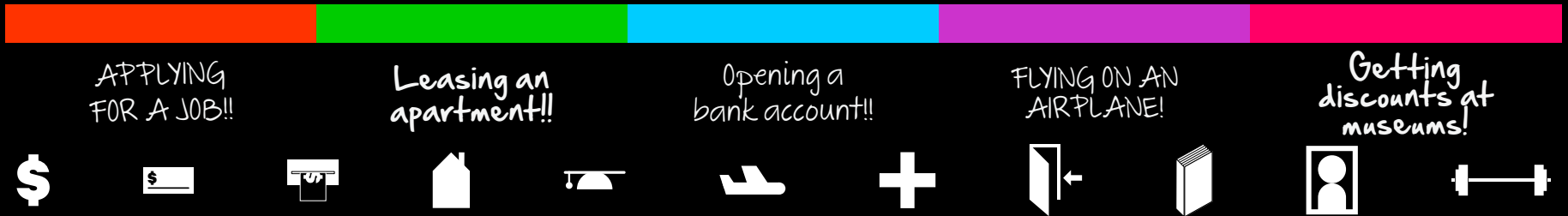


Typefaces

Calibre Black
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%&^*()

AGBookBQ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%&^*()

Kids' Elements



Parents' Elements



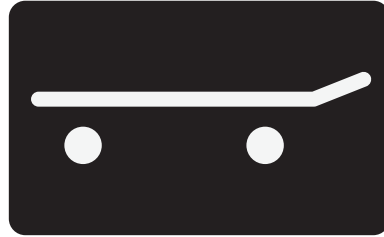
Masterbrand

NYC

ID=

**FREE
FRAPPUCCINO**

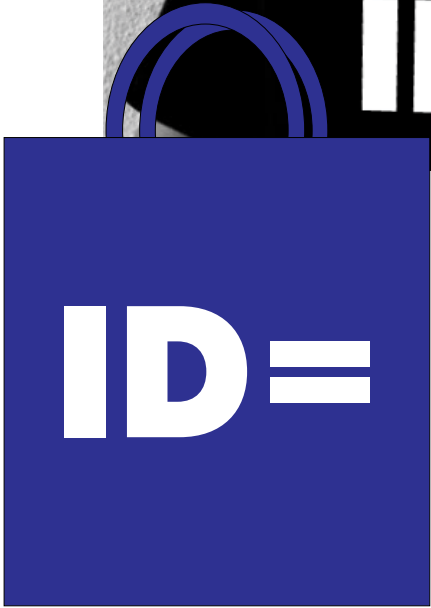
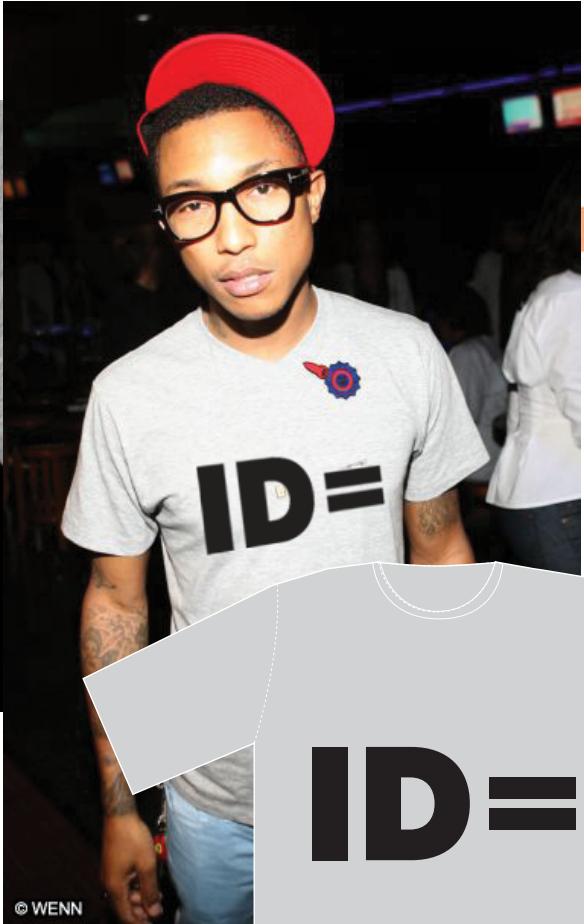
ID=



ID=

**ART +
DESIGN**





ID= Campaign
Celebrity Endorsement and Merchandising Ideas



C. CEMUSA

ID =

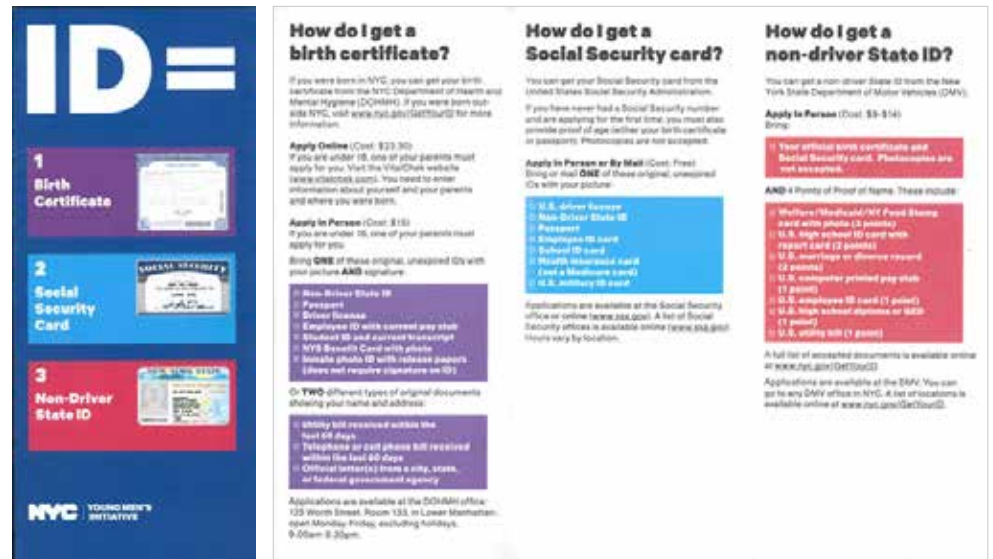
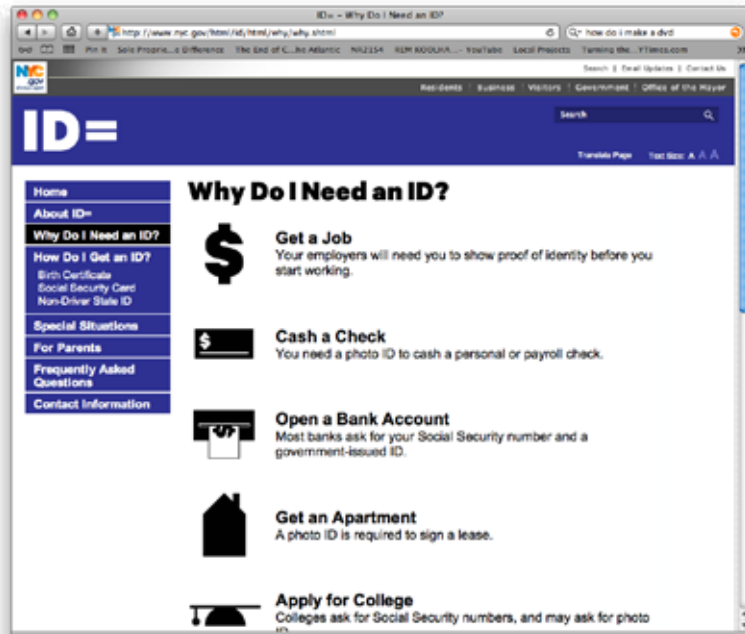
Renting an apartment!!

Everybody should have an official ID. Find out how to get your birth certificate, Social Security card and non-driver State ID at nyc.gov.

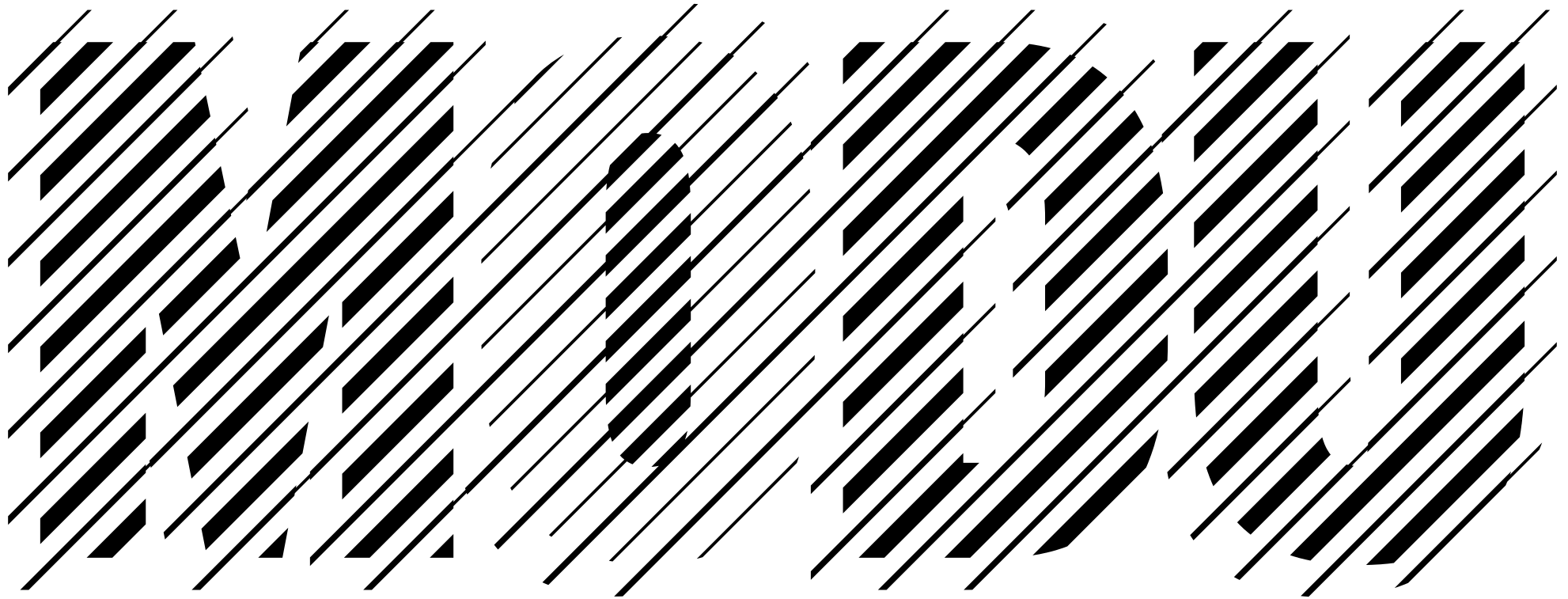
NYC YOUNG MEN'S INITIATIVE

A large, vertical poster mounted on a bus shelter. The poster has a green background. At the top, "C. CEMUSA" is printed in a small font. Below that, "ID =" is written in large, white, bold letters. Underneath, "Renting an apartment!!" is written in a white, handwritten-style font on a white rectangular background. At the bottom, there is a paragraph of text in white: "Everybody should have an official ID. Find out how to get your birth certificate, Social Security card and non-driver State ID at nyc.gov." At the very bottom, the "NYC YOUNG MEN'S INITIATIVE" logo is displayed in white.

ID= Campaign
Bus Shelter Poster



ID= Campaign
Various Applications





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Principal

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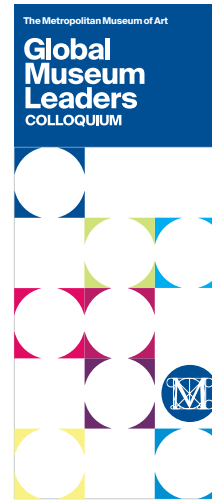
FAX 646.496.9109

SKP Phu_Hoang73

www.MODUarchitecture.com

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Brooklyn, NY 11231
uk One St. John Street, Fl 1
London EC1M 4AA

MODU Architecture
Business Cards



MUSEUM DIRECTORS	
CN	VN
First Name Last Name Museum Name City Country	First Name Last Name Museum Name City Country
FR	PE
First Name Last Name Museum Name City Country	First Name Last Name Museum Name City Country
UK	DE
First Name Last Name Museum Name City Country	First Name Last Name Museum Name City Country
US	PT
First Name Last Name Museum Name City Country	First Name Last Name Museum Name City Country
CA	IN
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BR	PK
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PH	KR
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NG	JP
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Global Museum Leaders COLLOQUIUM

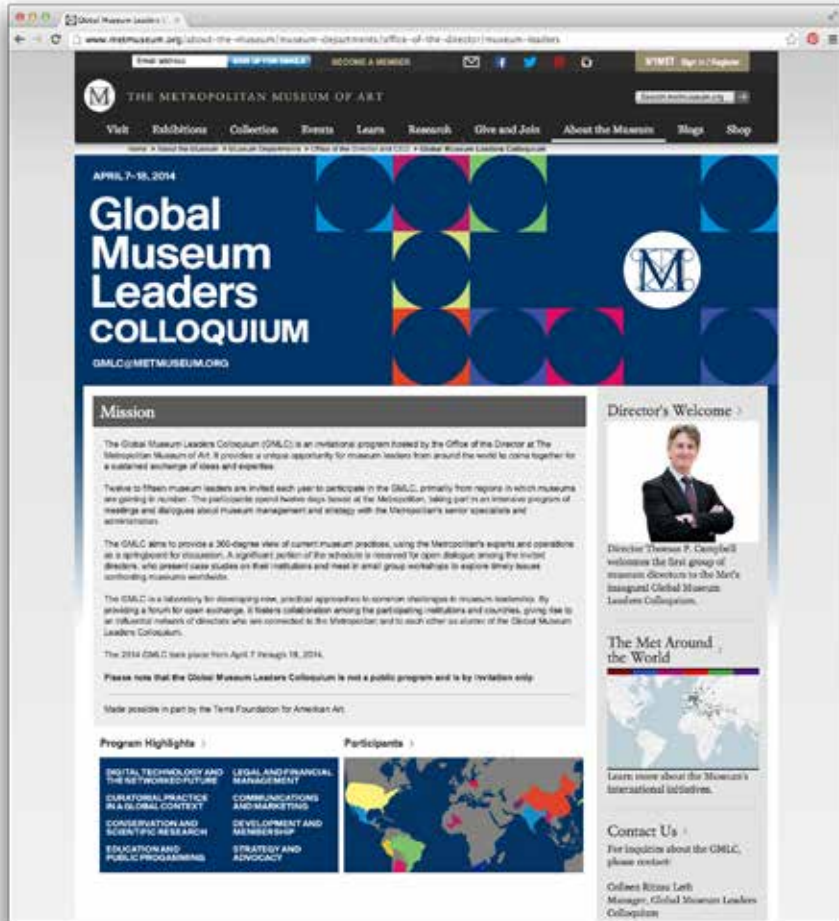
MISSION

The Global Museum Leaders Colloquium (GMLC) is an invitational program hosted by the Office of the Director at The Metropolitan Museum of Art that provides a unique opportunity for museum leaders from around the world to come together for a sustained exchange of ideas and expertise.

Twelve to fifteen museum leaders are invited to participate in the two-week Colloquium, selected primarily from regions in which museums are gaining in number and influence, often under difficult conditions. Participants spend twelve days based at the Metropolitan, taking part in an intensive program of meetings and dialogues about museum management with the Metropolitan's curators, curators-in-charge, and senior administrative staff.

The GMLC provides a 360-degree view of current museum practices, using the Metropolitan's expertise and their experience as a springboard for discussion. A significant portion of the program is reserved for open dialogue among the invited leaders, who share information about their own institutions and engage in small group workshops to explore important issues confronting museums worldwide.

The GMLC is a laboratory for developing practical approaches to common challenges in museum leadership. It will lead to increased international collaboration among its participants and their institutions, giving rise to a close-knit and influential network of museum directors who will remain connected to the Metropolitan as alumni of the Global Museum Leaders Colloquium.



Global Museum Leaders Conference
Metropolitan Museum of Art
Identity and Print and Digital Collateral
2014

GMLC is an invitational program hosted by the Office of the Director at The Metropolitan Museum of Art. It provides a unique opportunity for museum leaders from around the world to come together for a sustained exchange of ideas and expertise.

RIVER

CITY

**WATERFRONT DESIGN
FOR CIVIC LIFE**

River City: Waterfront Design For Civic Life

Van Alen Institute

Identity, Website, Print Collateral, and Exhibition Design

2013

River City is an exhibition and program series that explores three sites where waterfronts are reengaging the urban experience. The project seeks to investigate how innovative waterfront design can address the pressing cultural and ecological questions of our time.

RIVER

CITY

WATERFRONT DESIGN FOR CIVIC LIFE

Across America and around the world, cities are reclaiming rivers as sites of cultural, environmental, and economic vitality. At the same time, challenges of climate change and demands for social equity have focused intense interest on the urban edge. *River City* presents an exhibition and program series that explores three sites where waterfronts are reengaging the urban experience—Brooklyn Bridge Park, Seoul's Cheonggyecheon River, and the Mississippi River Delta—to investigate the dynamic role rivers play in civic life. Examining these complex landscapes where nature meets infrastructure, *River City* shows how innovative design can address the pressing cultural and ecological questions of our time.

Van Alen Institute's programs are made possible, in part, by the New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature, and through public funds from the New York City Department of Cultural Affairs in partnership with the City Council. Additional program support is provided through grants from the National Endowment for the Arts, the Graham Foundation for Advanced Studies in the Fine Arts, Furthermore, a program of the J. M. Kaplan Fund, and the Seed Fund) as well as through partnerships with the National Park Service, the National Park Conservation Association, National Parks Conservation Association, and Environmental

River City
Signage and Merchandising



2012–2013 EXHIBITION SERIES

**BROOKLYN
BRIDGE PARK**

RIVER

CITY

**CHEONGGYEcheon
RIVER**

**WATERFRONT DESIGN
FOR CIVIC LIFE**

**MISSISSIPPI
RIVER DELTA**

VAN ALLEN INSTITUTE
PROJECTS IN **PUBLIC ARCHITECTURE**

6TH FLOOR GALLERY
11 A.M.–6 P.M.
TUESDAY–SATURDAY

ON VIEW JUL 26–OCT 19, 2012

BROOKLYN BRIDGE PARK
IMMENSITY +
INTIMACY

MICHAEL VAN VALKENBURGH ASSOCIATES

Brooklyn Bridge Park, which will eventually encompass approximately 85 acres and 1.3 miles of waterfront, will be a highly dynamic threshold where two different but codependent ecosystems—river and city—meet. Guided by the dramatic experience and monumental character of the industrial waterfront, the park design uses unabashedly manmade landscapes to kick-start new site ecologies that can thrive and evolve in a heavy-use urban setting and invest the site with new social and recreational possibilities. The goal is to create a park that is intrinsically urban—not a place to escape from the city, but a place to escape within the city—the very idea is urban.



Photo: Elizabeth Felicella





River City
Pop-Up Exhibition Design and Graphics



TECHNIQUE

INTEGRATING CONSTRUCTION PROCESSES, ENGINEERING INGENUITY, AND DESIGN LOGISTICS

When a project budget of U.S. \$300 million, the scale of the Cheonggyecheon Revival included... (text continues)

SECTORS

SECTOR 1
Taejeongjeong Cheonggyecheon
2.7 kilometers
Design and Planning

SECTOR 2
Cheonggyecheon Market - Namsang
2.2 kilometers
All engineering and construction
with Namsang Development Co., Ltd.

SECTOR 3
Namsang - Dongdaemun Bridge

PROJECT TIMELINE

2002

- JUL 1** Cheonggyecheon Revival Project (CRP) tender for a consultant
- JUL 2** CRP Awarded. Consultant established
- JUL 12** Workshop design begins
- SEP 10** Design Committee established. Initial meeting
- EP 20** Work order for project begins

2003

- FEB 11** Project masterplan released
- FEB 20** Public hearing held to obtain community input
- FEB 28** Studies, plans, and cost estimates for project announced
- JUN 2** Project bid documents released
- JUN 7** Pre-announcement notice
- JUN 11** Working level of the Construction Safety Handbook for the Seoul Metropolitan Government and city hall prepared after the work commencement. Contractors and supervising companies in attendance
- JUN 18** Construction contracts for construction contracts

JUL 1

CRP 20 is a contract for the Cheonggyecheon Revival Project

JUL 2

CRP Awarded. Consultant established

JUL 12

Workshop design begins

SEP 10

Design Committee established. Initial meeting

EP 20

Work order for project begins



River City Signage, Pop-Up Exhibition Design, and Website

RIVER CITY

BROOKLYN BRIDGE PARK
CHEONGGYECHOON RIVER
MISSISSIPPI RIVER DELTA

VAN ALLEN INSTITUTE
PRESENTS A PUBLIC ARCHITECTURE

ABOUT EVENTS MEDIA

WATERFRONT DESIGN FOR CIVIC LIFE

ON VIEW JULY 26-OCTOBER 19, 2012

BROOKLYN BRIDGE PARK

IMMENSITY + INTIMACY

MICHAEL VAN VALKENBURGH ASSOCIATES

Brooklyn Bridge Park, which will eventually encompass approximately 85 acres and 1.3 miles of waterfront, will be a highly dynamic threshold where two different but co-dependent ecosystems—river and city—meet. Guided by the dramatic experience and monumental character of the industrial waterfront, the park design uses unashamedly manmade landscapes to kick-start new site ecologies that can thrive and evolve in a heavily urban setting and invest the site with new social and recreational possibilities. The goal is to create a park that is intrinsically urban—not a place to escape from the city, but a place to escape within the city—the very idea is urban.

7.28.12
BROOKLYN BRIDGE PARK
GUIDED TOUR
7:00PM

Just in: Niklaus Gamsler explores the speculative potential of drawing. Bringing together contributions from artists and scientists alike, the book examines various correspondences between thinking and drawing, in critical essays and an extensive collection of hand-drawn diagrams.

VIEW POST



Working in the utopian spirit of visionaries such as Buckminster Fuller and Yona Friedman, Argentine artist Tomás Saraceno constructs remarkable structures in the sky—his most recent endeavor is currently perched atop the roof of the Metropolitan Museum of Art. This monograph offers a view of the artist's process, along with striking photographs of various 'cloud city' installations in Berlin, Tokyo and Copenhagen.

VIEW POST

7.28.12
BROOKLYN BRIDGE PARK
DESIGN DISCUSSION
7:00PM

Thanks to everyone who came out to celebrate the east coast release of Mike Spans at Van Allen Books! We were lucky to have authors Scott Donley and Scott Witcraft, designer Scott Stowell, and producer Grace Hawthorne with us last night to discuss the book and the work that went into making it.

VIEW POST

"A PARK CAN NO LONGER BE SEEN AS 'A THING-IN-ITSELF,' BUT RATHER AS A PROCESS OF ONGOING RELATIONSHIPS EXISTING IN A PHYSICAL REGION — THE PARK BECOMES A 'THING-FOR-US.'"

Robert Smithson, Frederick Law Olmsted and the Diabolical Landscape, 1873



Resilience Advocacy Project

Resilience Advocacy Project
Identity, Website, Print Collateral
2012–Current

The Resilience Advocacy Project develops and implements innovative individual and system-level advocacy models that build resilience – the ability to bounce back from adversity – in low-income children and youth.



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**Resilience
Advocacy
Project**

Resilience Advocacy Project
Business Cards



RAP turned 5!



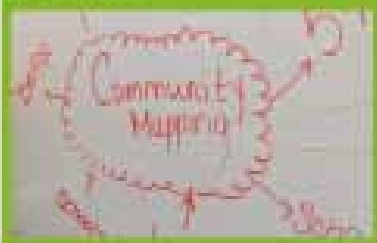
Empowering Youth Leaders

Our youth empowerment programs lead teens to awareness, leadership and health. Knowledge is power. Work is the future.



Catalyzing Systems' Change

RAP uses proven best practices to help programs and systems change in their community and nation.



Advancing social change one youth leader at a time.



800.868.8888, ext. 41
 P.O. Box 877 08133
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News

Grid of news items including: 'RAP turned 5!', 'RAP is turning 5!', 'Lorena Ispasm Dolar', '5! Start!', 'Siti Anet, Conect!', 'Anean Vitas? Libre?', 'Lorena Ispasm Dolar', and 'Quin Id Odeh Integer?'.

Who We Are

Mission, Vision and Values

Elaborate text describing the organization's mission, vision, and values.

Innovative youth empowerment programs + Strategic system-level advocacy = Resilient youth leading the fight to end poverty.

Additional text describing the organization's impact and goals.

Additional text describing the organization's impact and goals.

Advancing social change one youth leader at a time.



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Who We Are

Who We Are section featuring a video player, a photo of a couple, and a list of team members including 'RAP Press', 'Mission, Vision and Values', 'History', 'Theory of Change', and 'RAP Team'.

Who We Are

Who We Are section featuring a video player, a photo of a couple, and a list of team members including 'RAP Press', 'Mission, Vision and Values', 'History', 'Theory of Change', and 'RAP Team'.

Where We're From

33%
Bronx

21%
Manhattan

5%
Queens

8%
Staten
Island

28%
Brooklyn

YouthVoiceNYC
Presents

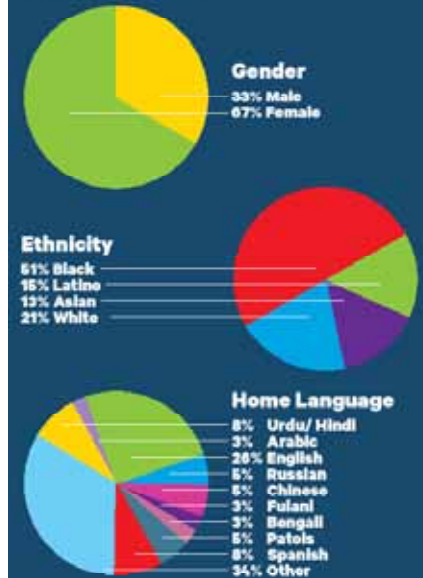
Youth-Led Mayoral Debate

May 29, 2013
Ida K. Lang Recital Hall
Hunter College

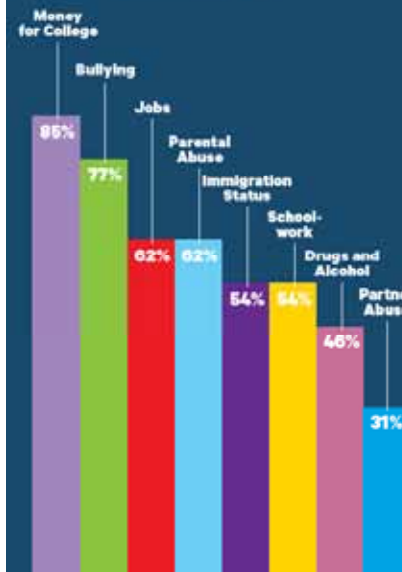
Sponsors:



Who We Are



What Affects Us



Hey Mayor!

Questions from
YouthVoiceNYC.com

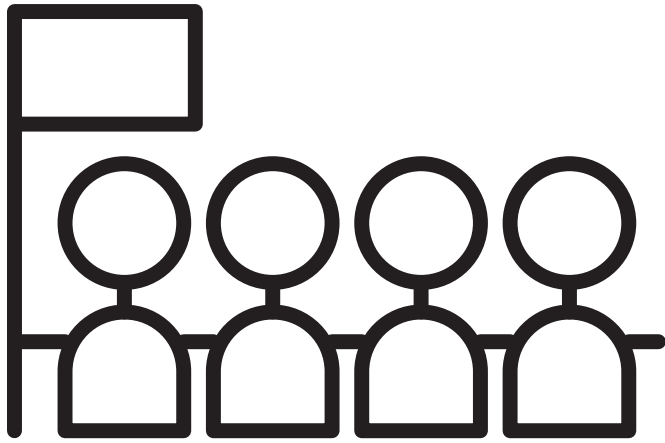
1. What will you do to protect the shrinking middle class?
2. How will you include students' voices in improving the education system?
3. What do you propose to do about the negative effects of bullying in schools?
4. What will you do about police quotas?
5. How would you help students who want to work find jobs?

Website Stats

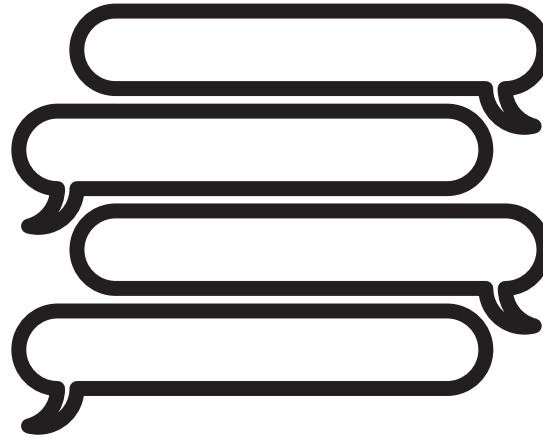
Age	Percentage	What should the new Mayor focus on?	Percentage
11-13	5%	Criminal Justice	12%
14-16	30%	Immigration	6%
16-17	37%	Education	42%
18-19	20%	Safety	8%
20+	7%	Employment	8%
		Health	6%
		Environment	7%
		Homelessness	8%



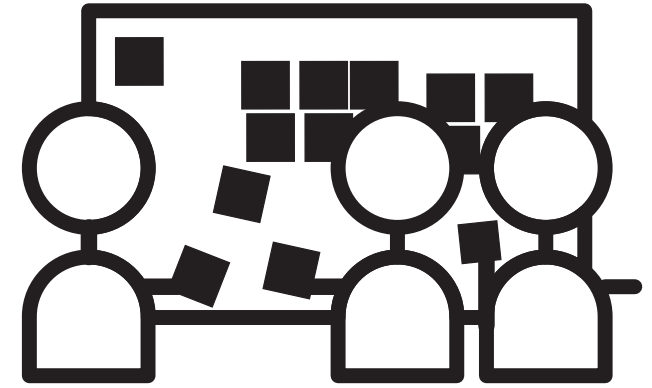
Resilience Advocacy Project
2013 Youth-Led Mayoral Debate Posters



Coalition Building



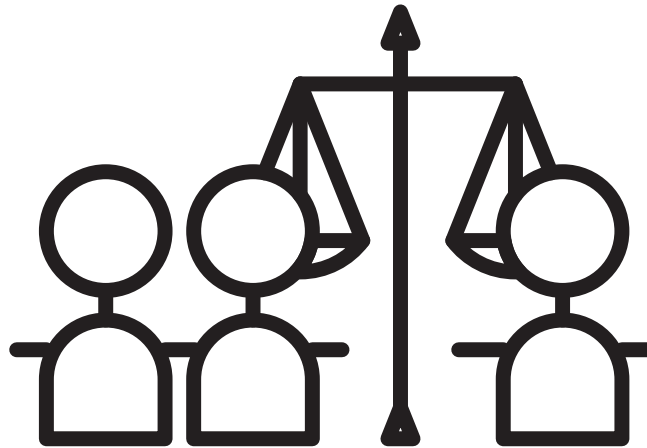
**Communication
and Education**



**Participatory Planning
and Research**



Mapping



Community Lawyering



Technology and Media

Partnering For Impact

Center for Urban Pedagogy, Hester Street Collaborative,
and Urban Justice Center
Icons, posters, publication, and exhibition
2013

Partnering For Impact was a day-long conference to explore how grassroots community organizations and resource organizations can partner to organize for justice and social change. The conference concluded with an exhibition of partnerships that exemplified innovative partnerships between these two groups.

OUR S.P.O.T.

(Safe Place to Organize Together)

PARTNERS
FIERGE — Community Development Project at the Urban Justice Center — Hester Street Collaborative

ISSUES
Youth, LORFO, Land Use and Development

METHODS

Participatory Planning and Design

Participatory Action Research

Communications Design and Popular Education

Mapping

SUMMARY
A campaign to win a 24-hour drop-in center for LGBTQ+ youth in New York City's West Village. The center would provide a safe space to address critical issues facing LGBTQ+ youth, including housing, healthcare, mental health resources, and job readiness. FIERGE worked with the Community Development Project to develop a grassroots action paper, draft legislation, and conduct participatory action research to find a suitable spot for the center, and working with Hester Street Collaborative to help youth reach out and educate the youth of the West Village.

GOALS
Youth are supported for LGBTQ+ youth in New York City's West Village.

PRODUCT
A new space for LGBTQ+ youth in the West Village. The center would provide a safe space to address critical issues facing LGBTQ+ youth, including housing, healthcare, mental health resources, and job readiness. FIERGE worked with the Community Development Project to develop a grassroots action paper, draft legislation, and conduct participatory action research to find a suitable spot for the center, and working with Hester Street Collaborative to help youth reach out and educate the youth of the West Village.

IMPACT
Youth are supported for LGBTQ+ youth in New York City's West Village.

PARTNERING FOR IMPACT
COMMUNITY DEVELOPMENT PROJECT AT THE URBAN JUSTICE CENTER

Tipping the Scales

A Report of Tenant Experiences in Bronx Housing Court

PARTNERS
New Settlement Apartments' Community Action for Safe Apartments (CASA) — Community Development Project at the Urban Justice Center (CDP)

ISSUES
Housing, Court Reform

METHODS

Participatory Action Research

Community Lawyering

SUMMARY
CASA and CDP worked together to conduct participatory action research to document tenant experiences in housing court, to develop grassroots policy recommendations, and to produce a report on their findings.

GOALS
To identify the concrete challenges tenants face in housing court and to develop grassroots policy recommendations and to produce a report on their findings.

PRODUCT
A report documenting findings from 1,000 people. Sites from 600 interviews and 100 courtrooms. A set of policy recommendations compiled in a report to the court, the press, and other stakeholders.

IMPACT
Over 100 people attended a forum about the research. The New York State Court of Claims met with tenant advocates and judges to discuss their findings and to explore ways to improve housing court proceedings.

PARTNERING FOR IMPACT
COMMUNITY DEVELOPMENT PROJECT AT THE URBAN JUSTICE CENTER

Partnering for Impact Poster Series

Lower East Side Waterfront Alliance

PARTNERS
CAAAY: Organizing Asian Communities — Community Development Project at the Urban Justice Center — diandstudio — Good Old Lower East Side (GOLES) — Hester Street Collaborative — Jews for Racial and Economic Justice — Leroy Street Studio — Lower East Side Ecology Center — Lower Manhattan Cultural Council — New York City Department of Parks and Recreation — Office of State Senator Daniel Squadron — Two Bridges Neighborhood Council — 265/275 Cherry Street Tenant's Association — University Settlement

ISSUES
Land Use and Development, Civic Engagement

METHODS

Participatory Planning and Design

Coalition Building

Participatory Action Research

Storytelling and Art

SUMMARY
After the New York City Economic Development Corporation proposed a redevelopment of the East River waterfront on the Lower East Side, the Waterfront Alliance came together to push for a redevelopment process that prioritizes the needs and concerns of residents and low-income and immigrant communities.

GOALS
To create a development process that prioritizes the needs and concerns of residents and low-income and immigrant communities.

PRODUCT
The People's Plan, a report summarizing the community's needs for a redevelopment process that prioritizes the needs and concerns of residents and low-income and immigrant communities.

IMPACT
The People's Plan, a report summarizing the community's needs for a redevelopment process that prioritizes the needs and concerns of residents and low-income and immigrant communities.

PARTNERING FOR IMPACT
COMMUNITY DEVELOPMENT PROJECT AT THE URBAN JUSTICE CENTER

Immigrant Consumer Justice Campaign

PARTNERS
Community Development Project at the Urban Justice Center — El Diario/La Prensa — New Immigrant Community Empowerment (NICE) — Queens Museum of Art — Artist Alfredo Lopez

ISSUES
Immigration Workers

METHODS

Participatory Action Research

Storytelling and Art

Communications Design and Popular Education

Community Lawyering

SUMMARY
NICE partnered with CDP to research and produce "Dreams and Schemes," a report on the subcontracting, precarity, and fraudulent practices of immigrant agencies and businesses that provide immigration services in Jackson Heights, Queens. NICE also partnered with the Queens Museum of Art and Alfredo Lopez to produce a comic-style graphic novel telling the story of one man's experience with fraud by an immigration services provider. The comic is based on the experiences of NICE's members, and is available in Spanish and English. NICE worked with El Diario/La Prensa, New York City's largest Spanish language daily, to distribute the graphic novel.

GOALS
To research the practices of employment agencies and to produce a report on their findings.

PRODUCT
A graphic novel, "Dreams and Schemes," and a report on the subcontracting, precarity, and fraudulent practices of immigrant agencies and businesses that provide immigration services in Jackson Heights, Queens.

IMPACT
A graphic novel, "Dreams and Schemes," and a report on the subcontracting, precarity, and fraudulent practices of immigrant agencies and businesses that provide immigration services in Jackson Heights, Queens.

PARTNERING FOR IMPACT
COMMUNITY DEVELOPMENT PROJECT AT THE URBAN JUSTICE CENTER

Participatory Budgeting in New York City

PARTNERS
Center for Urban Pedagogy — Community Development Project at the Urban Justice Center — Community Voices Heard — Participatory Budgeting Project — Eight New York City Council Members

ISSUES
Land Use and Development, Civic Engagement

METHODS

Coalition Building

Participatory Planning and Design

Communications Design and Popular Education

Mapping

SUMMARY
The partner organizations joined with eight New York City Council Members to implement participatory budgeting, a process in which residents of a neighborhood vote on how to spend a portion of the city's budget. The process involves public funds should be used to improve the neighborhood. Through the process, residents can voice their concerns and priorities to city officials.

GOALS
To create a development process that prioritizes the needs and concerns of residents and low-income and immigrant communities.

PRODUCT
A report on the subcontracting, precarity, and fraudulent practices of immigrant agencies and businesses that provide immigration services in Jackson Heights, Queens.

IMPACT
A report on the subcontracting, precarity, and fraudulent practices of immigrant agencies and businesses that provide immigration services in Jackson Heights, Queens.

PARTNERING FOR IMPACT
COMMUNITY DEVELOPMENT PROJECT AT THE URBAN JUSTICE CENTER

Zero Waste School Cafeterias

PARTNERS
Cafeteria Culture (CaCu) — New York City Department of Education (DOE), Offices of SchoolFood and Sustainability — Parsons The New School for Education — Parents, teachers, students, artists.

ISSUES
Environment, Education, Youth

METHODS

Coalition Building

Communications Design and Popular Education

SUMMARY
Zero Waste School Cafeterias is an effort to drastically reduce landfill and incinerator-bound garbage from school cafeterias in New York City. By first eliminating 800,000 pounds of trash from school cafeterias each year, the effort is aimed at reducing the city's landfill and incinerator-bound waste. The effort is led by Cafeteria Culture, a collective of teachers, students, teachers, and students in partnership with The New York City Department of Education, Office of SchoolFood and Sustainability, the U.S. Environmental Protection Agency, various partner schools, and Parsons.

GOALS
To reduce the amount of waste sent to landfills and incinerators.

PRODUCT
Compostable reusable food service ware and a report on the subcontracting, precarity, and fraudulent practices of immigrant agencies and businesses that provide immigration services in Jackson Heights, Queens.

IMPACT
Compostable reusable food service ware and a report on the subcontracting, precarity, and fraudulent practices of immigrant agencies and businesses that provide immigration services in Jackson Heights, Queens.

PARTNERING FOR IMPACT
COMMUNITY DEVELOPMENT PROJECT AT THE URBAN JUSTICE CENTER

Making Policy Public

PARTNERS
A partnership of CUP, a grassroots partner, and a designer. Past partnerships include:

- CUP + Center for Court Innovation + Danica Novgorodoff
- CUP + Street Vendor Project + Candy Chang
- CUP + Rómas + Neil Donnelly / Mary Meehan
- CUP + Domestic Workers United + Damon Locks
- CUP + Damascus Citizens for Sustainability + Papercut

ISSUES
Youth

METHODS

Communications Design and Popular Education

SUMMARY
Through Making Policy Public, CUP collaborates with community organizers and designers to research a complete policy solution to a public issue. The process involves public funds should be used to improve the neighborhood. Through the process, residents can voice their concerns and priorities to city officials.

GOALS
To create a development process that prioritizes the needs and concerns of residents and low-income and immigrant communities.

PRODUCT
A report on the subcontracting, precarity, and fraudulent practices of immigrant agencies and businesses that provide immigration services in Jackson Heights, Queens.

IMPACT
A report on the subcontracting, precarity, and fraudulent practices of immigrant agencies and businesses that provide immigration services in Jackson Heights, Queens.

PARTNERING FOR IMPACT
COMMUNITY DEVELOPMENT PROJECT AT THE URBAN JUSTICE CENTER

Research for Organizing Toolkit

PARTNERS
Community Development Project at the Urban Justice Center — Rosten Woo (graphic designer) — Various New York City grassroots community organizers

ISSUES
Environment, Education, Youth

METHODS

Participatory Action Research

Communications Design and Popular Education

Technology and Multimedia

SUMMARY
This toolkit synthesizes all of the resources the Community Development Project has developed in its years of conducting research for organizing with dozens of grassroots organizations. It is a comprehensive facilitator's guide and toolkit that leads grassroots organizations by step through the process of conducting research to support their organizing.

GOALS
To create a development process that prioritizes the needs and concerns of residents and low-income and immigrant communities.

PRODUCT
A research and organizing toolkit including worksheets, facilitator guides, and other resources for the participatory action research process.

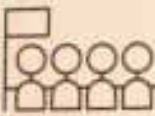
IMPACT
A research and organizing toolkit including worksheets, facilitator guides, and other resources for the participatory action research process.

PARTNERING FOR IMPACT
COMMUNITY DEVELOPMENT PROJECT AT THE URBAN JUSTICE CENTER

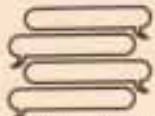
EXIT

Zero Waste School Cafeterias

Cafeteria Culture (CaFCu) — New York City Department of Education (DOE), Offices of SchoolFood and Sustainability — Parsons The New School for Design — Parents, teachers, students, artists.



Coalition Building



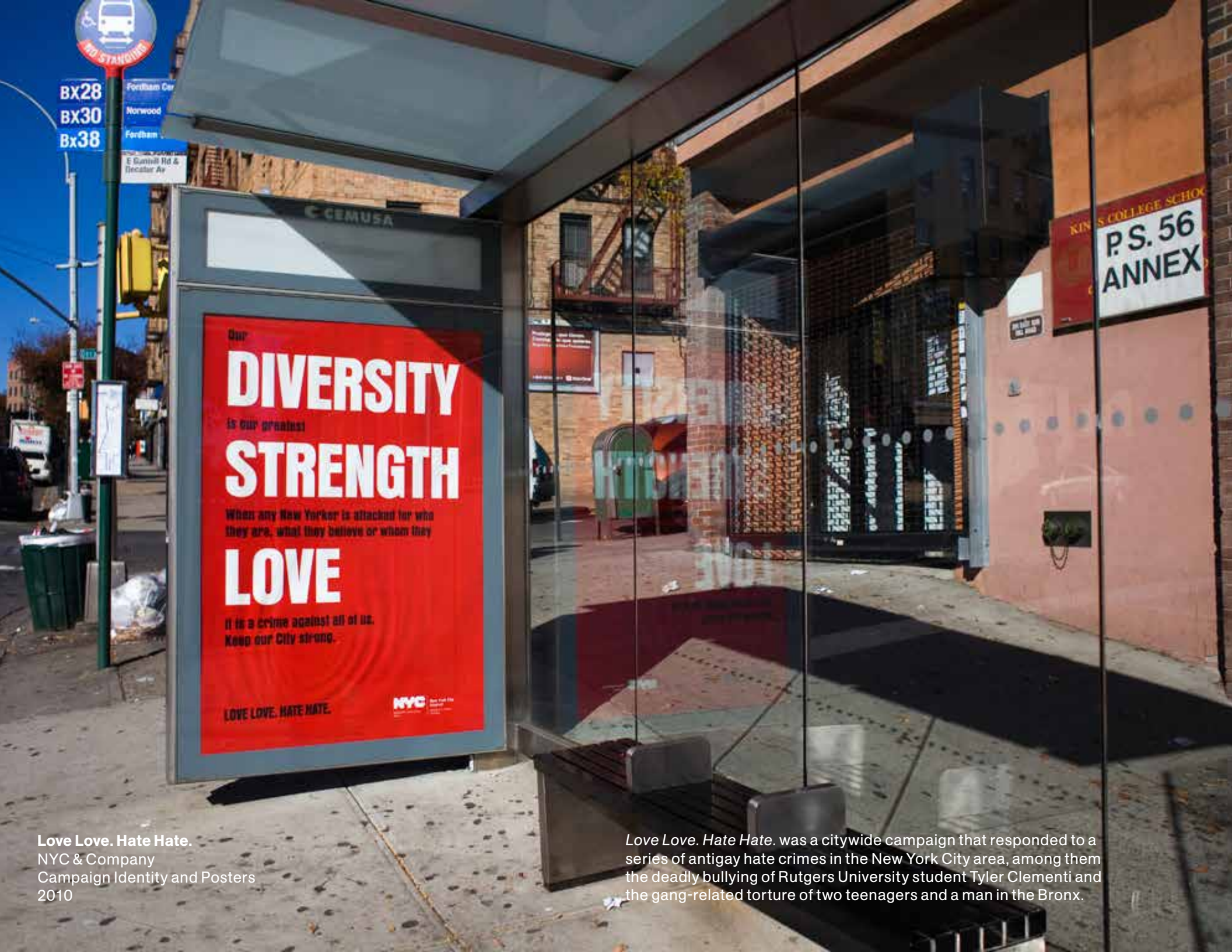
Communications Design and Popular Education



Making Policy Public

Partnerships Overview





Our

DIVERSITY

is our greatest

STRENGTH

When any New Yorker is attacked for who they are, what they believe or whom they

LOVE

It is a crime against all of us.
Keep our City strong.

LOVE LOVE. HATE HATE.

NYC

Love Love. Hate Hate.
 NYC & Company
 Campaign Identity and Posters
 2010

Love Love. Hate Hate. was a citywide campaign that responded to a series of antigay hate crimes in the New York City area, among them the deadly bullying of Rutgers University student Tyler Clementi and the gang-related torture of two teenagers and a man in the Bronx.



LOVE LOVE. HATE HATE.

KING
TUT

RICOH

LOVE

LOVE

Hard Rock
FROM BAR AND BAT MITZVA

THOMSON REUTERS

europa café

7 Av

pet & t

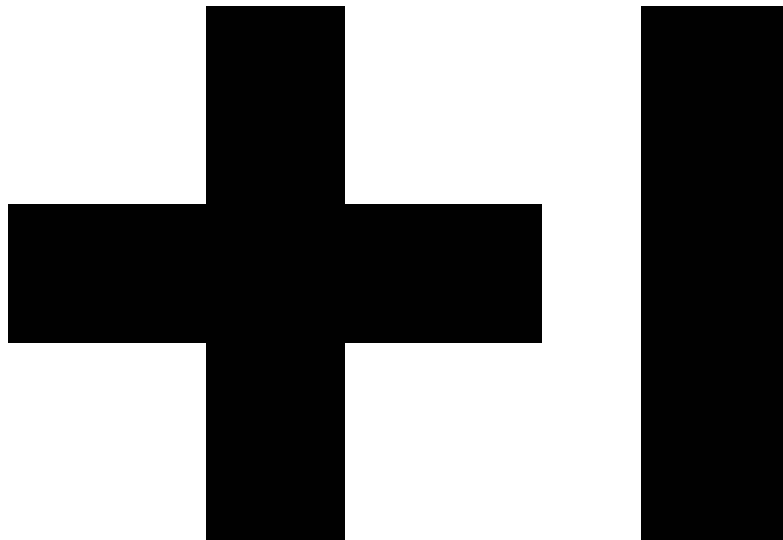
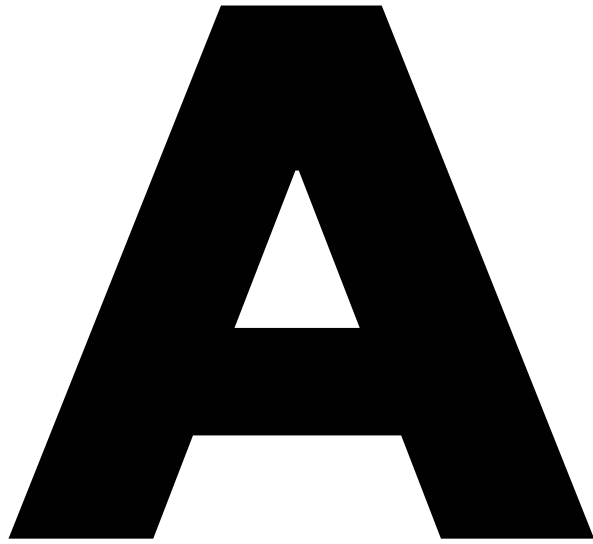
europa café

THE
CAPE

AMPS

CHASE

Love Love. Hate Hate.
Times Square Video



A+I Architects
Graphic Identity
2014

Comprehensive identity system for A+I Architecture.



Parks for the People

Van Alen Institute and the National Park Service
Identity, Website, Print Collateral, and Exhibition Graphics
2011–2012

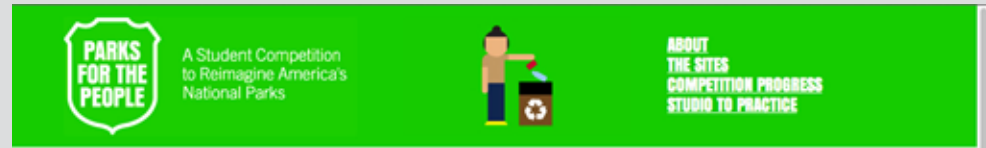
Parks for the People is a student competition whose overarching goal is to generate new and innovative ideas for National Park Design, taking into consideration the experiences of their visitors, the sustainability of their infrastructure, and their relationship to the public.





PARKS FOR THE PEOPLE

A Student Competition to
Reimagine America's National Parks



Welcome to the gallery of winning submissions to Parks for the People, a student competition presented by Van Alen Institute in partnership with the U.S. National Park Service to reimagine America's greatest natural and cultural treasures—its national parks. Featured here are the two Award of Excellence winners and six Finalist teams of the culminating stage of the competition. Proposing innovative ideas for the planning, design, and management of specific park sites across the United States, these projects together offer a remarkable vision for a new generation of healthy, welcoming, and enduring public spaces—parks that are truly for the people.

COMPETITION WINNERS



FINDING COMMON GROUND

Site
Nicodemus National Historic Site
Nicodemus, KS

School
City College of New York
Bernard and Anne Spitzer School of Architecture

[View Entry](#)

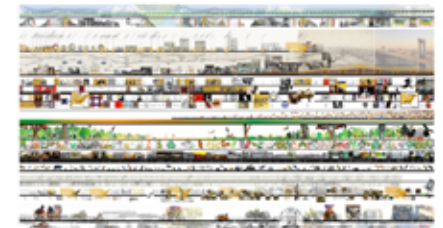


A PARK FOR THE PEOPLE

Site
Hopewell Furnace National Historic Site
Elverson, PA

School
Rutgers, The State University of New Jersey
School of Environmental and Biological Sciences

[View Entry](#)



(RE)CREATE FLUX: THE CHATTAHOOCHEE RIVER NATIONAL RECREATION AREA AS PARK PROTOTYPE

Site
Chattahoochee River National Recreation Area
Atlanta, GA

School
Cornell University
College of Agriculture and Life Sciences

[View Entry](#)



LIVING ATLAS: THE NATIONAL PARK AS THE UNIVERSITY OF THE 21ST CENTURY

Site
Biscayne National Park
Miami, FL

School
Florida International University
College of Architecture + the Arts

[View Entry](#)



Parks for the People
Exhibition Graphics, Website, and Print Collateral

EXECUTIVE SUMMARY

When Hurricane Sandy hit New York City on October 29th, 2012, approximately 40,000 people residing in over 400 New York City Housing Authority (NYCHA) buildings lost many essential services such as electricity, use of elevators, heat and hot water. The City's response to Hurricane Sandy was slow and communication to residents before, during and after the storm was inadequate. As a result, many community-based organizations stepped in to provide relief to residents in need. More than a year after Sandy, residents in hard hit areas across New York City still face serious problems related to the storm such as mold, elevator malfunction and rodent infestation. 24 temporary boilers which remain in the developments break down easily leaving residents with sporadic heat and hot water. These problems were uncovered and exacerbated by Sandy but they are not new, policy choices and disinvestment over the last decade have caused NYCHA residents to live in an ongoing state of neglect.

As an estimated \$3.2 billion federal dollars come into New York City for relief and resiliency efforts (including \$308 million for NYCHA) and NYCHA reviews its Hurricane Emergency Procedure, several community organizations across the City, in conjunction with the Alliance for a Just Rebuilding, including Community Voices Heard, Good Old Lower East Side, Families United for Racial and Economic Equality, Red Hook Initiative, Faith in NY and NY Communities for Change have come together with research support from the Community Development Project at the Urban Justice Center to assess how NYCHA residents living in storm-affected zones are faring and to develop solutions for how NYCHA and the City can address the issues exposed by Sandy.

Research Findings

For this research, participating community groups surveyed public housing residents living in NYCHA buildings in Zone 1 (formerly Zone A) as well as a few heavily impacted buildings that were formerly in Zone B, collecting 597 surveys in total. Surveys were conducted in Coney Island, Lower East Side, Far Rockaway, Red Hook and Gowanus. The main findings include:

1 Weak government response and poor communication with NYCHA residents created a gap that community groups filled.

2 NYCHA apartments, buildings and grounds are desperately in need of repairs. Sandy exacerbated existing repair needs in NYCHA buildings, many of which were already outstanding.

55%

of survey respondents had repair needs in their apartment before Sandy

40%

had new repair needs as a result of Sandy

3 Mold, a serious problem for residents prior to Sandy, is increasing since the storm and is in the top 3 concerns of residents.

34%

had visible mold in their apartment prior to Sandy

34%

said NYCHA cleaned the mold post-Sandy

56%

of those who had affected apartments

4 Poor

A REPORT BY

The Alliance for a Just Rebuilding
 ALIGN
 Community Development Project
 at the Urban Justice Center
 Community Voices Heard
 Faith in New York
 Families United for Racial and Economic Equality
 Good Old Lower East Side
 Red Hook Initiative
 New York Communities in Change

WEATHERING THE STORM

Rebuilding a More Resilient New York City Housing Authority Post-Sandy



Recommendations

While this report reveals some of the challenges faced by the residents of the City of New York, these findings are not meant to be a comprehensive list of all the issues that NYCHA residents face. The City and NYCHA should take the following steps to address the issues that NYCHA residents face:

NYCHA should create a program modeled on Back Home, Back to Work (BHBW), piloted in Sandy's aftermath, to provide job training to public housing residents in how to conduct safe and healthy mold remediation.

Increasing Transparency and Accountability Measures to Improve and Expedite Repair Process

Each month, NYCHA should make public the list of outstanding repairs categorized by building or development and update it monthly.

NYCHA should create a Watch List for NYCHA properties categorized by building or development and update it monthly.

NYCHA should create a "NYCHA Worst Landlord List" (or "NYCHA Watch List") of the Public Housing Authority buildings where the most serious problems exist to address them promptly.

NYCHA should create a program for NYCHA residents to address infrastructure capacity in Zone 1.

NYCHA should create a program for NYCHA residents to address boiler and heating systems of higher ground.

NYCHA should create a program for NYCHA residents to address job opportunities and training for NYCHA residents.

NYCHA should create a program for NYCHA residents to address more jobs to go to residents created with CDBG-DR funds for Sandy recovery.

NYCHA should establish robust pre-apprenticeship programs to connect residents to them so that they are trained and prepared for the apprenticeship and subsequent jobs that open up.

NYCHA should ensure that more work is going to quality union contractors through adopting job order language for all Requests for Proposals and Requests for Qualifications.

Hurricane Sandy's Impact on NYCHA by the Numbers²³

400+

NYCHA buildings in Brooklyn, Queens, and Manhattan were significantly affected by Sandy

26

Basements flooded

34,564

Apartments lost heat and/or hot water

95

Generators ruined

80,000

NYCHA residents who lost essential services

Coney Island



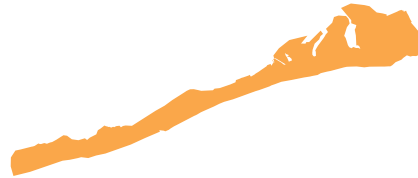
42

Buildings impacted

8,882

Residents affected

The Rockaways



60

Buildings impacted

10,100

Residents affected

Red Hook



32

Buildings impacted

6,173

Residents affected

Manhattan



176

Buildings impacted

41,513

Residents affected

INTRODUCTION

7

Public Housing in LOWER EAST SIDE

93

Surveys collected

10 of 26 Developments Surveyed

26

Developments

139

Buildings

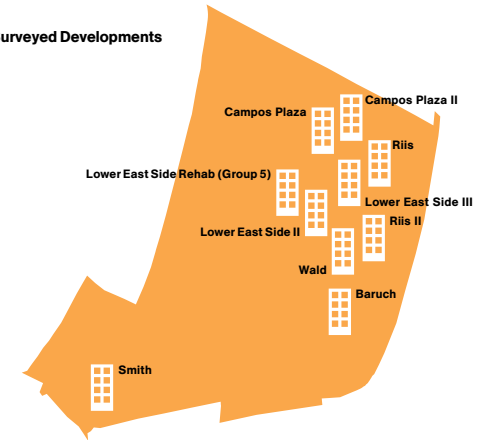
14,440

Units

32,401

Residents

Map of Surveyed Developments



For this report the geography of the Lower East Side is defined as Manhattan Community Board 3, with its boundaries as: North: 14th Street; East: East River; South: Brooklyn Bridge/Pearl Street; West: Bowery/4th Avenue. "District Profile." *Community Board 3.*

http://www.nyc.gov/html/mancb3/html/district/district_profile.shtml

Demographics of Survey Respondents in LOWER EAST SIDE¹⁰³

Gender

78%

Female

52% (Census data for neighborhood)

22%

Male

48%

0%

Other

N/A

Race / Ethnicity

66%

Hispanic or Latino/a

24% (Census data)

24%

African American

7%

3%

White

33%

6%

Other

3%

2%

Asian

34%

Primary Language

(Census data)

45%

English

19%

Spanish

26%

Below poverty

Housing Units

(Census data)

13%

Owner

87%

Rent

35%

Other

\$47,574

Area Median Income

20%

Public Housing

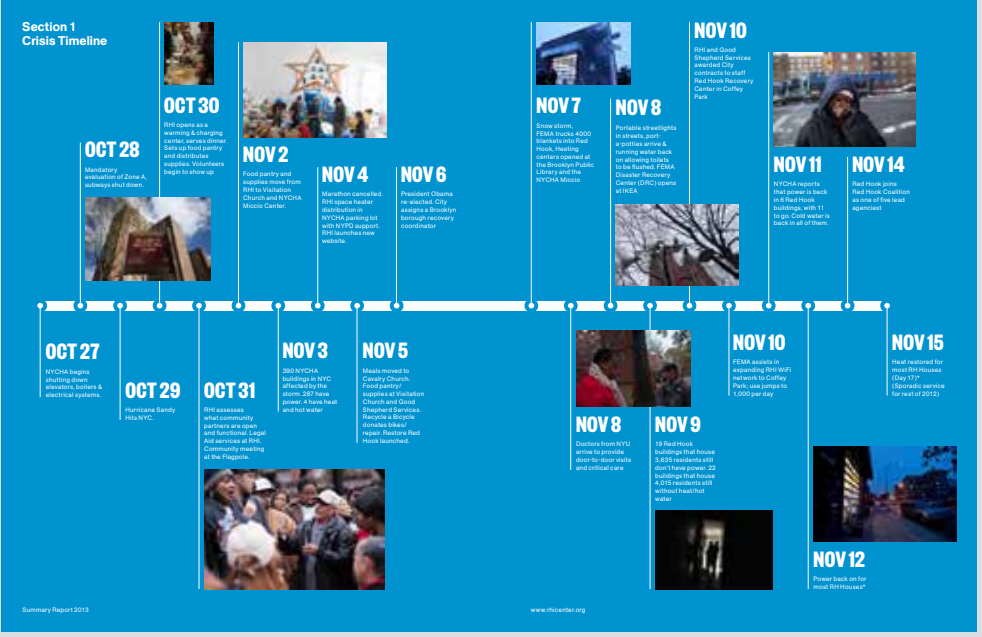
NEIGHBORHOOD IMPACT & RESPONSE

29



A Community Response to Hurricane Sandy
Red Hook Initiative
Publication Design and Information Graphics
2013

Red Hook Initiative is a community-based institution that works with local youth. *A Community Response to Hurricane Sandy* documents the institution's role during the storm.



Seven Months After Sandy

When the Red Hook Initiative (RHI) was formed in 2002, it was founded on the belief that people in a community have the power to create their own social change. Over ten years RHI has grown into a community-based organization where individuals are given access to tools and resources both to improve their own lives, and to positively impact the lives of their families, neighbors, and friends.

On October 30, 2012, when Hurricane Sandy left thousands of residents of the NYCHA Red Hook Houses without electricity, heat, or running water, but left our center unharmed, our staff and participants did what they had done every day for the last 10 years—they organized and took action to respond to the needs of their own community. They were quickly joined in their efforts by a flood of support from thousands of volunteers, community agencies, elected officials, corporations, and donors. The response in Red Hook was a testimony to the power of neighbors and fellow New Yorkers caring for each other.

At the peak of the crisis, over 1,200 people were coming through the Red Hook Initiative doors to charge phones, get a hot meal, pick up supplies, receive medical or legal support, and offer to help. Many of these individuals had never been to RHI before the storm, but found a place where they felt cared for and where their needs were met. In the seven months since the storm, RHI has continued to respond to the changing needs of our community in the wake of the disaster.

We are proud to share this report highlighting the response in a time of crisis and our long-term plan to continue to build the strength and resilience of Red Hook residents. It is with your help that we do this vital work.

With deep appreciation,

John Eisenhard
John Eisenhard
 Founder & Executive Director

Lisa Cowan
Lisa Cowan
 Board Chair

June 6, 2013

About Red Hook Initiative

REDHOOK INITIATIVE
 147 Hook Street
 Brooklyn, NY 11231
 718-856-8782
 www.rhicenter.org

YEAR FOUNDED
 2002

MISSION
 We believe that social change to overcome systemic inequities begins with empowered youth. In partnership with community adults, we nurture young people in Red Hook to be inspired, resilient, and healthy, and to envision themselves as co-creators of their lives, community and society.

VISION
 We envision a Red Hook where all young people can nurture their dreams and grow into independent adults who contribute to their families and community.

NUMBERS SERVED YEAR:
 2,500

FULL TIME STAFF 11
PART TIME STAFF 15
YOUTH/ YOUNG ADULT STAFF 65
BOARD MEMBERS 13
STAFF FROM RED HOOK 87

ANNUAL BUDGET
 \$2,500,000

AWARDS
 Brooke W. Mahoney Award for Board Leadership, Finalist, 2013
 New York Magazine & NYCC Excellence in Nonprofit Management Award, Gold Medal, 2012
 Brooklyn Chamber of Commerce, Building Brooklyn Award, 2012
 Union Square Award, 2007

tumblr
 @rhookinitiative

facebook.com/RedHookInitiative

Summary Report 2013

Section 1 CRISIS

On October 29, 2012 Hurricane Sandy hit Red Hook—it damaged homes and businesses and left thousands without power, heat, or running water. The Red Hook Initiative's doors were open 12–14 hours per day for 24 consecutive days, serving the needs of thousands of Red Hook residents. The work described here was the result of extensive collaboration and partnership. There were so many people coming and going, and such a quickly changing landscape of need that it is hard to pin down the exact numbers of people we saw. What follows are our best estimates to describe the community response. Services were run out of RHI and other local agencies, with RHI staff, board and young adults working with scores of volunteers and partner organizations.

Volunteers served and delivered 2 meals a day for up to 1,000 people for 3 weeks.

Summary Report 2013

Section 1 Crisis: A Snapshot of the First Three Weeks

ACCESS

COLLECTING & DISTRIBUTING SUPPLIES
 1000s of batteries, candles, blankets, hand-warmers, space heaters, canned food, and other emergency supplies were distributed.

OFFERING SAFE SPACE
 Our building became a warming station, meeting space, hub for government and emergency responders.

PROVIDING SOCIAL WORK SERVICES
 Social workers offered crisis counseling, assistance with FEMA applications, and covered emergency costs related to the storm.

PROVIDING CRITICAL HEALTH CARE
 Hosted an urgent care clinic coordinated by a medical student with Occupy Sandy and staffed by volunteer medical professionals.

ACCESS
 293 people received basic health care. We purchased and distributed emergency medical supplies and successfully transitioned all cases to long-term care providers.

PROVIDING SOCIAL WORK SERVICES
 Social workers offered crisis counseling, assistance with FEMA applications, and covered emergency costs related to the storm.

PROVIDING CRITICAL HEALTH CARE
 Hosted an urgent care clinic coordinated by a medical student with Occupy Sandy and staffed by volunteer medical professionals.

COMMUNICATION

ASSEMBLING & DISSEMINATING INFO
 People came for cell charging, computer access, and info updates. Launched new website allowing for daily blog posts and communications around current needs and resources for volunteers and residents.

ADVOCATING FOR A RESPONSE
 Staff and volunteers led a census 24/7 to assess the status of electricity, heat, water in NYCHA Houses. This info was shared with gov't officials.

Mobilizing Thousands of Volunteers
 1000s of volunteers cleaned up businesses and private homes, made deliveries to the home bound, brought in supplies and staffed emergency stations throughout Red Hook and residents.

Harnessing Social Media
 Used RHI's network to mobilize volunteers, secure emergency supplies and hot meals, and advocate for attention to the Red Hook crisis.

Advocating for a Response
 Gave tours to local and national media outlets and elected officials, raising awareness of the situation.

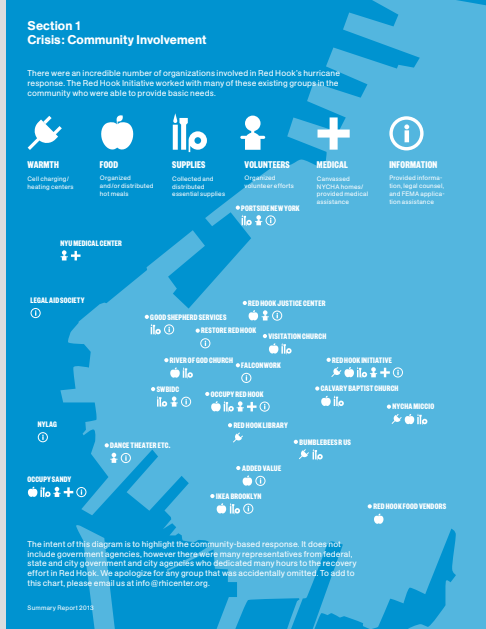
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Summary Report 2013

www.rhicenter.org



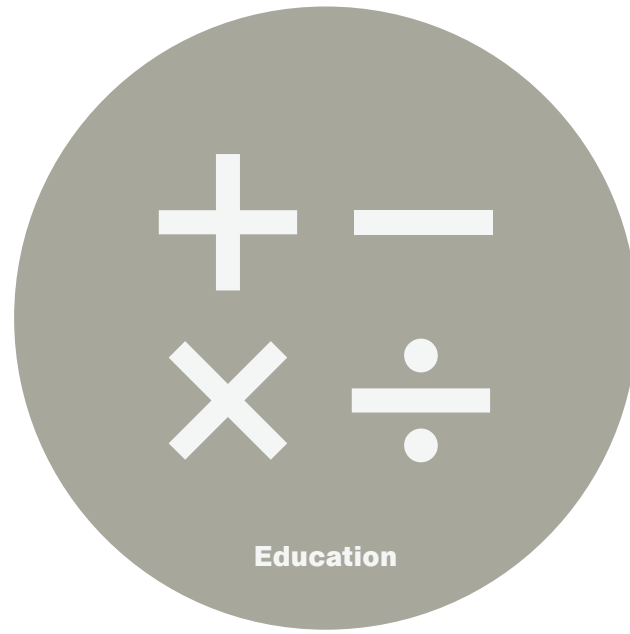
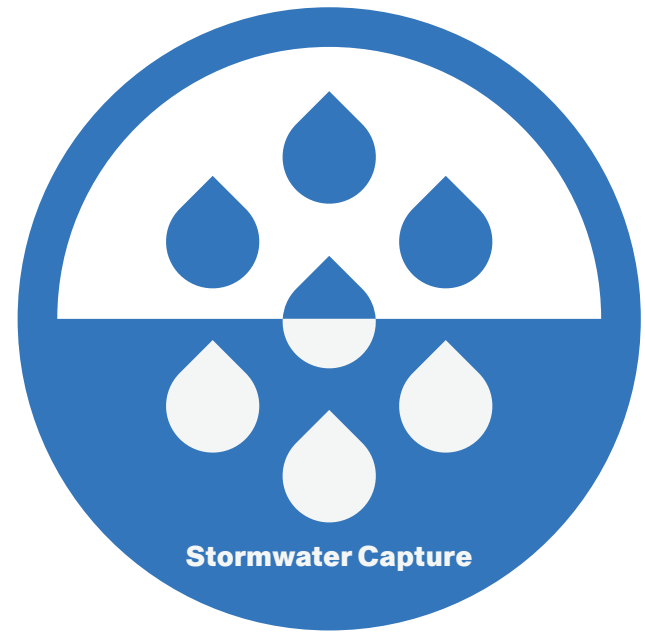
Section 2 RESPONSE

Once electricity, heat, and running water returned to the public housing community and a majority of private homes and businesses, RHI began to support residents to handle the emerging issues, shifting from emergency relief work to long-term recovery.

During the storm, we increased our existing infrastructure to provide free WiFi for 1,000 users per day.

Summary Report 2013

A Community Response to Hurricane Sandy Hurricane Timeline

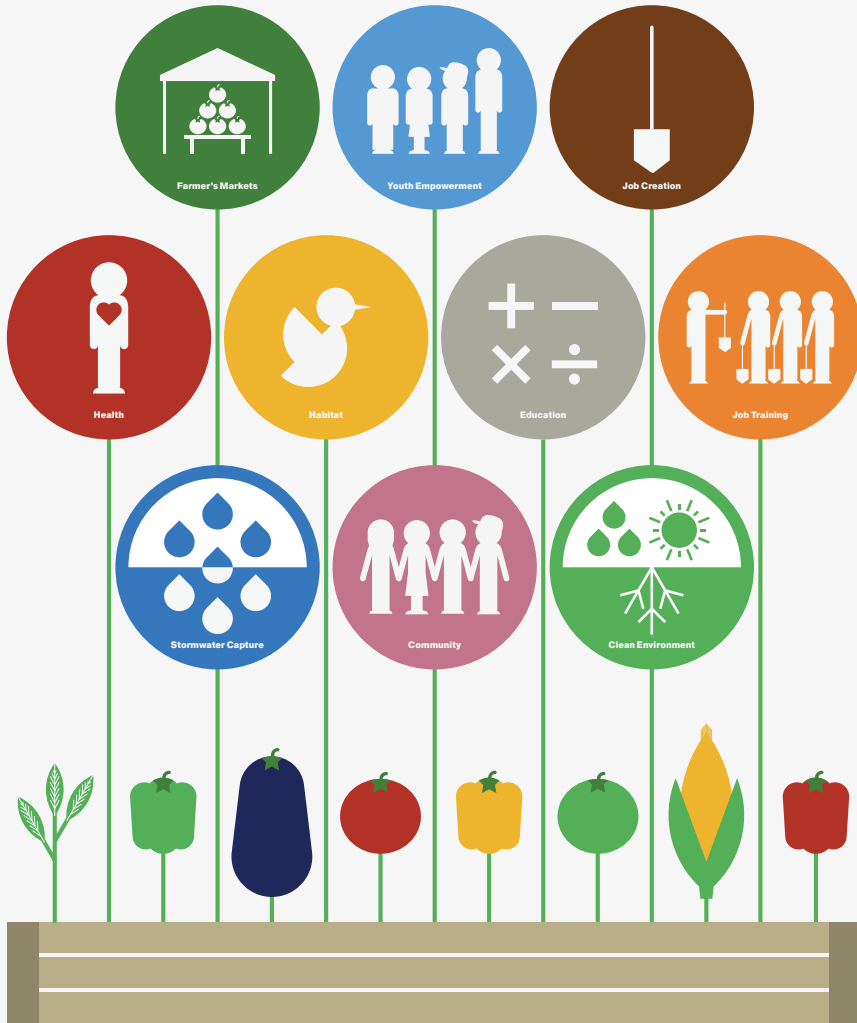


Urban agriculture is about more than food.

Urban agriculture is booming in New York City. In all five boroughs, New Yorkers fill waitlists for community gardens, buy regional produce at a record number of farmers' markets, and are reclaiming every corner of the city for urban farm plots.

But urban agriculture is about more than just food. It's about youth programs that teach leadership skills. It's about what someone chooses to eat if she has access to a local farmer's market. And it's about how much stormwater is captured when a vacant lot becomes a farm plot.

Five Borough Farm will describe the diverse activities urban agriculture supports, and will develop tools that city officials, urban farmers, and anyone interested in urban agriculture can use to understand and evaluate its full range of social, economic, and ecological benefits.



DESIGN TRUST FOR PUBLIC SPACE

www.designtrust.org

Five Borough Farm Posters

What types of farms exist in New York City?

New Yorkers have created an incredible diversity of urban agricultural activity, from small Community Gardens to large farms focused on education, historic preservation, and agricultural best practices.

Five Borough Farm will examine the different models of New York City's urban agriculture in order to determine how city agencies and individuals could best to support their work.

The five examples below are not meant to be comprehensive case studies, but rather suggest the broad range of urban agricultural activity in the city.

Taqwa Community Garden

Community Garden (GreenThumb/ NYC Parks Department)

In the early 1980s, residents in the Highbridge neighborhood of the Bronx turned a junkyard into a Community Garden that by 1999 was producing over 6,000 pounds of organic food.

Size: 2 Acres

Activities: Paid farmers, composting program, livestock, bees, fruit trees

Programs

- Grow and Give program donates produce.
- Trains young people to run farm operations.
- Weekend markets.

Queens County Farm Museum

Not-for-profit organization / demonstration farm on NYC Parks Department land with fee-based programs/admission

Founded in 1967 on the longest continuously farmed site in New York State, the Farm Museum aims to educate the public about Queens County's agricultural and horticultural past and present.

Size: 47 Acres

Activities: Paid farmers, composting program, livestock, bees

Programs

- Hosts broad range of events.
- Provides farm-based classes for children and adults.

Gericke Farm

Not-for-profit organization educational farm run by Cornell University Extension School on NYS park land.

Futuo vitae justo sed ante ullamcorper nunc. Pellentesque id auctor nunc. Vivamus ac enim in semper euismod elit non non orci. In hac habitasse platea dictumst.

Size: 1 Acre

Activities: Paid farmers, volunteers, livestock

Programs

- New Farmer Development Program trains recent immigrants to establish small farm enterprises.
- Offers in-school programs for autistic children.
- Donates food to local pantries.

Added-Value

Not-for-profit organization on NYC Parks Department land

In 2003, Added Value turned an unused asphalt ballfield into the Red Hook Community Farm. Programming focuses on developing youth leadership and skills through farm-based learning and work.

Size: 2.75 Acres

Activities: Paid farmers, volunteers, composting program, livestock, bees

Programs

- School-based and summer programs to develop leadership skills and educate on food systems and food justice.
- 1st- and 2nd- graders participate in farm-based lessons.
- About 20 teens annually work part time.
- Weekly market features produce from Added Value as well as upstate farmers.

Brooklyn Grange

Commercial farm on private rooftop

In 2010, Brooklyn Grange established a for-profit farm on a commercial rooftop in Long Island City, selling its produce at farmer's markets and to restaurants.

Size: 1 Acre

Activities: Paid farmers, volunteers, composting program

Programs

- Tuesday and Thursday markets.
- Open to the public.

DESIGN TRUST FOR PUBLIC SPACE

www.designtrust.org

**DON'T
MIND
YOUR OWN
BUSINESS**

Don't Mind Your Own Business Campaign

NYC & Company and the NYPD
Campaign Identity and Posters
2012

Don't Mind Your Own Business is a citywide campaign that combats domestic violence and was displayed across the five boroughs in English, Spanish, and Russian. The objective of these ads is to encourage New Yorkers to speak up if they suspect a family member, friend, coworker or neighbor is the victim of domestic violence.



**DON'T
MIND
YOUR OWN
BUSINESS**

REPORT

...LENCE. CALL 911.



POLICE DEPARTMENT
OF NEW YORK



REPORT DOMESTIC VIOLENCE.
CALL 911.

DON'T MIND YOUR OWN BUSINESS

Only 22% of domestic violence-related homicide cases had prior police contact. Friends, neighbors and fellow New Yorkers need your help.

Don't Mind Your Own Business Campaign
Poster

VAN

ALEN

BOOKS

Van Alen Books

Van Alen Institute
Identity, Website, Print Collateral, and Environmental Graphics
2011–2013

Van Alen Books is an architecture and design bookstore, event space and public reading room located at Van Alen Institute's headquarters in Manhattan's Flatiron District.



Van Alen Books
Environmental Graphics

CELEBRATING
DESIGN &
ARCHITECTURE
PUBLICATIONS

NEW BOOKSTORE & PUBLIC READING ROOM

VAN
ALEN

BOOKS

OPENING RECEPTION

3/25/2011
7PM

30 WEST 22ND ST
GROUND FLOOR

VAN ALLEN INSTITUTE
PRODUCTS IN PUBLIC ARCHITECTURE

30 WEST 22ND ST #6
GROUND FLOOR

ITS
ING 2012

VAN
ALEN
BOOKS

8/22

Mark Hansen &
Deedee Gordon



8/22

Rem Koolhaas



EVENTS SUMMER 2012

6/09

Heather Rogers



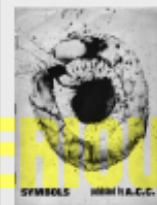
8/22

Mark Hansen &
Deedee Gordon



7/22

Mohsen Mostavi



8/29

Rem Koolhaas



VAN ALLEN BOOKS
30 WEST 22ND ST #6
GROUND FLOOR

PERSPECTA
CONTENT
MUTATIONS
BOOGAZINE
DROSSCAPES
PROVO
VOLUME
PROJECT ON THE CITY
NUEVA FORM

DOMUS

BOOGAZINE

CASABELLA

PERSPECTA

PROVO

MELPI

NEW YORK

ARCHIGRAM

STREET VALUE

CASABELLA

PERSPECTA

MELPI!

VOLUME

NUEVA FORM

CONTENT

MUTATIONS

DROSSCAPES

BOOGAZINE

PERSPECTA

CASABELLA

PROVO

PROJECT ON THE CITY

DIAGRAM

VAN
ALEN
BOOKS

VAN ALLEN INSTITUTE
PRODUCTS IN PUBLIC ARCHITECTURE



Van Alen Books
Environmental Graphics (Proposal)



Van Alen Books Signage, Bookmarks, and Website



CLOG: DATA SPACE
The third issue of CLOG examines the physical manifestations of our digitized world: the data center. As cloud storage and Internet usage skyrocket, thirty-five contributors explore the effects of this new infrastructure and building type on the global landscape.

[View Post](#)

THURSDAY, 7PM
7/26
LAUNCH PARTY: SCAPEGOAT 03: REALISM

SCAPEGOAT
The latest issue of *Scapegoat: Architecture, Landscape, Political Economy* extends and departs from the investigations of *Scapegoat 02: Modernism*, examining the histories, influences, and strategies of realism in architecture and landscape.

[View Post](#)



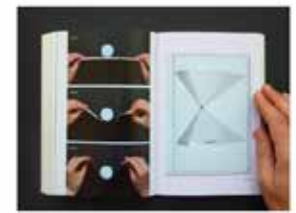
At last night's launch party for *Insuring the City: The Prudential Center and the Postwar Urban Landscape*, author and Yale architectural historian Elinu Rubin answered questions about the book in conversation with journalist Matt Dellinger and attendees before celebrating the new release.

[View Post](#)

THURSDAY, 7PM
7/19
LAUNCH PARTY: MAKE SPACE: HOW TO SET THE STAGE FOR CREATIVE COLLABORATION

SCOTT DOORLEY, SCOTT WITTHOFT, SCOTT STOWELL, GRACE HAWTHORNE
A blueprint for builders—those who make tables and those who create organizations—*Make Space* shows how space can be intentionally manipulated to ignite creativity.

[View Post](#)



Nikolaus Gansterer
Drawing a Hypothesis explores the speculative potential of drawing. Bringing together contributions from artists and architects alike, the book examines various correspondences between thinking and drawing, in critical essays and an expansive collection of hand-drawn diagrams.

[View Post](#)



Pressures and Distortions
City Dwellers as Builders and Critics: Four Views. Four international research teams organized by Huzefa Virky Architects examine how residents adapt to rapid and stressful changes in the developing world, from the precarious informal settlements of Latin America to post-sunami Indonesia.

[View Post](#)



San Rocco
Just in: *San Rocco*! If the editors of the Milan-based magazine take aim at blasted, heavy-handed design concepts, declaring them "a tool to justify design decisions in the absence of architecture." Twenty-nine ensuing essays complicate the perennial debate of content versus form.

[View Post](#)



At last week's launch party for *Insuring the City: The Prudential Center and the Postwar Urban Landscape*, author and Yale architectural historian Elinu Rubin answered questions about his book in conversation with journalist Matt Dellinger and attendees before celebrating the new release.

[View Post](#)



Last night's paired discussion on *The New Asian City: Three Dimensions: Fictions of Space and Urban Form*, co-moderated with the Korea Society, was a fascinating look at the evolving urban environments of East Asian metropolises through film, literature, architecture, and history.

[View Post](#)

THURSDAY, 7PM
6/21
LAUNCH PARTY: INSURING THE CITY: THE PRUDENTIAL





How Things Don't Work – The Dreamspace of Victor Papanek
 Sheila C. Johnson Design Center at Parsons The New School for Design
 Exhibition Design, Graphics, Identity, and Signage
 2014

Featuring rich and previously unexplored materials from the Victor Papanek archive in dialogue with the work of emerging designers from Vienna, London, and New York City, this exhibition challenges Victor Papanek's legacy of socially committed design by bringing it into conversation with contemporary work by a new generation of speculative and critical designers.
 Curated by Alison Clarke, Jamer Hunt, and Fiona Raby.



Style.Tech
 Story
 Programmatic Store Graphics and Signage
 2014

Playing matchmaker between high-tech makers and a culture committed to living a connected life, Chelsea retailer STORY presents Style.Tech – a shopping experience exploring the integration of technology, fashion and product design. STORY partnered with Intel to curate a shopping love letter to the high-tech maker-movement, filling the 2,000 square foot space with devices catering to men, women, babies, and even dogs.



Metropolis Design Guide 2013
Metropolis Magazine
Publication Design
2013

A supplement to Metropolis magazine, the publication features designers and design destinations in New York City during and beyond NYC Design Week.

DESIGNER PICKS
WINKA DUBBEDAM



Winka Dubbeldam is the award-winning principal of Archi-Tectonics, NYC (1994), and professor and chair of the Department of Architecture at PennDesign, Philadelphia. Archi-Tectonics' work ranges from residential to commercial, in urban designs and installations.

STOREFRONT FOR ARCHITECTURE



"Innovative cultural and political dialogues, in both conferences and exhibits"

[SOMU/NIHO 02](#)

MOROSO



"With its daring colors and patterns, this store is an innovator in furniture design"

[SOMU/NIHO 07](#)

THE FUTURE PERFECT



"Great furniture and collection of designers are represented here"

[SOMU/NIHO 02](#)

PRADA

"Miuccia Prada is an avant-garde fashion designer who is on the forefront of fashion and exhibits"

[SOMU/NIHO 02](#)

FLATIRON/ NOMAD

The former home of the Ladies' Mile shopping district, with its fanciful, cast-iron clad department stores, and Daniel Burnham's iconic Flatiron Building, once the tallest in New York, this area boasts an array of design destinations, lovely parks, celebrated dining options, and a glut of retail shops and showrooms.



DESIGN DESTINATIONS
A & D BUILDING



One of New York's premier centers for luxury interior design, including kitchen, bath, tile, appliances, and high-end residential furnishings. Some 40 showrooms and 200,000 square feet of retail space have established the building as one of the city's ultimate venues for home design.



ARCHITECTS & DESIGNERS BUILDING
150 E. 58TH ST.
8TH, THIRD & LEXINGTON AVES.
(212) 944-2700
[adbuilding.com](#)

B&B ITALIA



Grande Papilio

The Papilio collection is now available in a woven finish, allowing for outdoor use.

ALLMILMO



Pink Interact

Inspired by Apple's phones, with hot hues to spark exciting recipes, PIA Design kitchen and bath collection is produced in collaboration with Danish designer Pia Wurtz.

DAVIS & WARSHOW



Empire 3 hole lavatory faucet

Cutting-edge classicism is represented in this minimalist offering, made in the same style as pieces created by German artisans in the early twentieth century.



Offense and Dissent

Sheila C. Johnson Design Center at Parsons The New School for Design
 Exhibition Design, Identity, and Signage
 2014

This exhibition explores the ways in which offense and dissent were expressed through three art- and design-related incidents in the history of The New School. In addition, current New School faculty, staff, and students add their responses to the provocations and pleasures of their present university environment. Curated by Julia Foulkes, Mark Larrimore, and Radhika Subramaniam.



Offense and Dissent
Exhibition Design and Identity

“CR 兩 OSS
S 兩 T 岸 R 美 A 系 IT
REL 關 A
TI 係 ONS”

Cross Strait Relations

Sheila C. Johnson Design Center at Parsons The New School for Design
Exhibition Design, Identity, and Signage
2013

Through works in video, photography, installation, sound and performance, *Cross Strait Relations* explores the geographic and cultural pluralism of Chinese identity. The exhibition features work by Chen Chieh-jen, Heman Chong, Cao Fei, Lee Kit, Michael Lin, Charwei Tsai, Hong-kai Wang, Ming Wong, Jun Yang, and Hu Yun. Curator: Arthur Ou



Cross Strait Relations
Installation shot and exhibition graphics



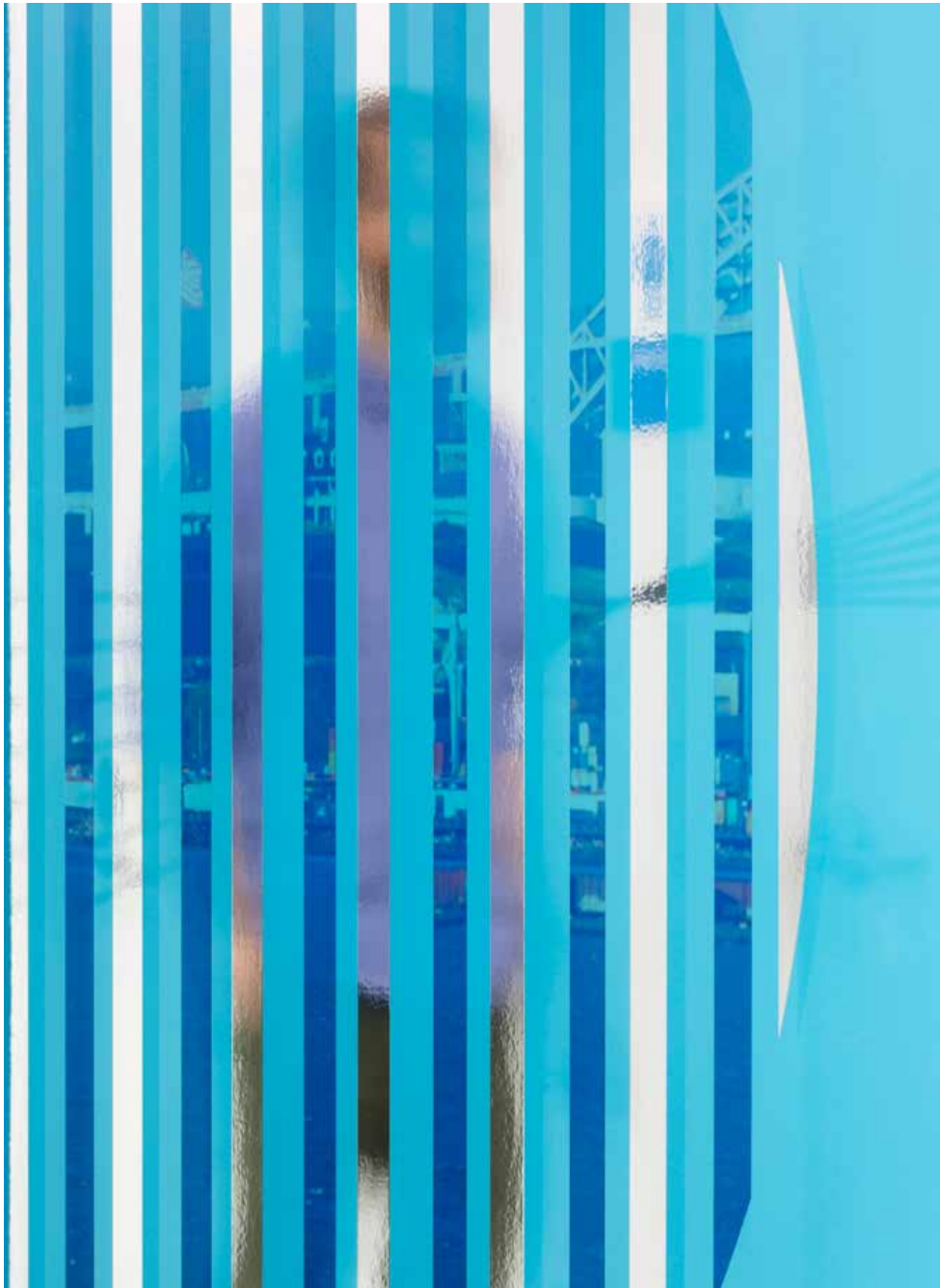
Cross Strait Relations
Installation shot and exhibition graphics



Cross Strait Relations
Publication



Cross Strait Relations
Exhibition graphics, installation, and labels



ARUP New York Environmental Graphics
ARUP (as a subconsultant to WxY Architecture)
Environmental Graphics, Wayfinding, and Signage
2012



Environmental graphics for ARUP Engineer's new office space in lower Manhattan. The comprehensive signage package consisted of distraction markers, floor directories, room naming and numbering, and wayfinding.

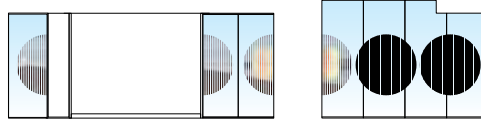


ARUP New York Environmental Graphics
Environmental Graphics

Distraction Marker Elevation Summary



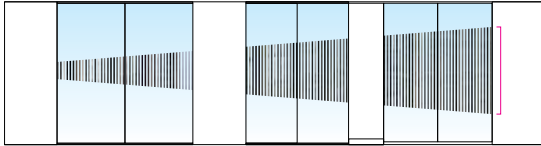
ARUP-DM-01



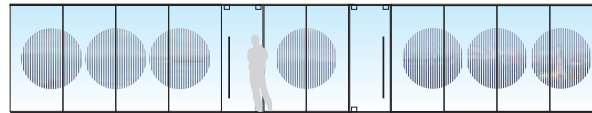
ARUP-DM-04



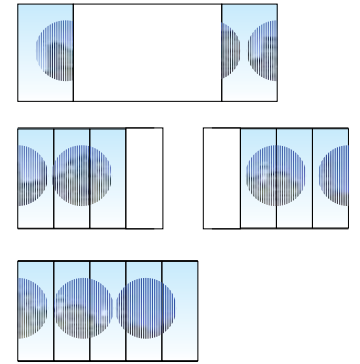
ARUP-DM-07



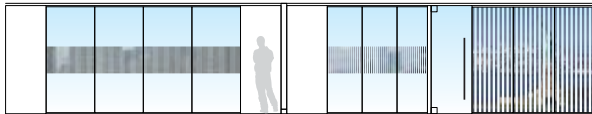
ARUP-DM-02



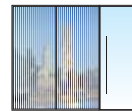
ARUP-DM-05



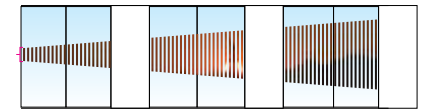
ARUP-DM-08



ARUP-DM-03



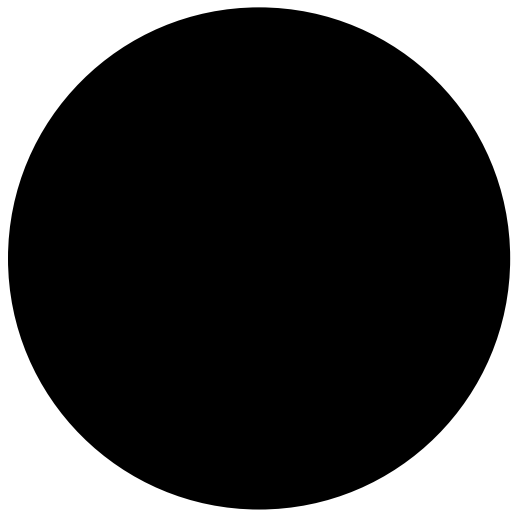
ARUP-DM-06



ARUP-DM-09



ARUP New York Environmental Graphics
Directories, wayfinding, and room naming.



NEW YORK CITY OPERA

New York City Opera

Designed at 2x4

Institutional Graphic Identity, Website, Print and Digital Collateral, and
Environmental Graphics

2009

Redesign of New York City Opera's identity, which included commissioning a custom typeface and initializing collaborations with contemporary photographers. Role: Art Director and Lead Designer. Partner-in-Charge: Susan Sellers.

NEW YORK CITY
OPERA **WOLFGANG AMADEUS MOZART**
DON GIOVANNI
NOVEMBER 8-22, 2009



212.496.0600
NYCOPERA.COM



NEW YORK CITY
OPERA **GIACOMO PUCCINI**
MADAMA BUTTERFLY
MARCH 19-APRIL 18, 2010



212.496.0600
NYCOPERA.COM





New York City Opera
Banner, Season Program, and Institutional Papers

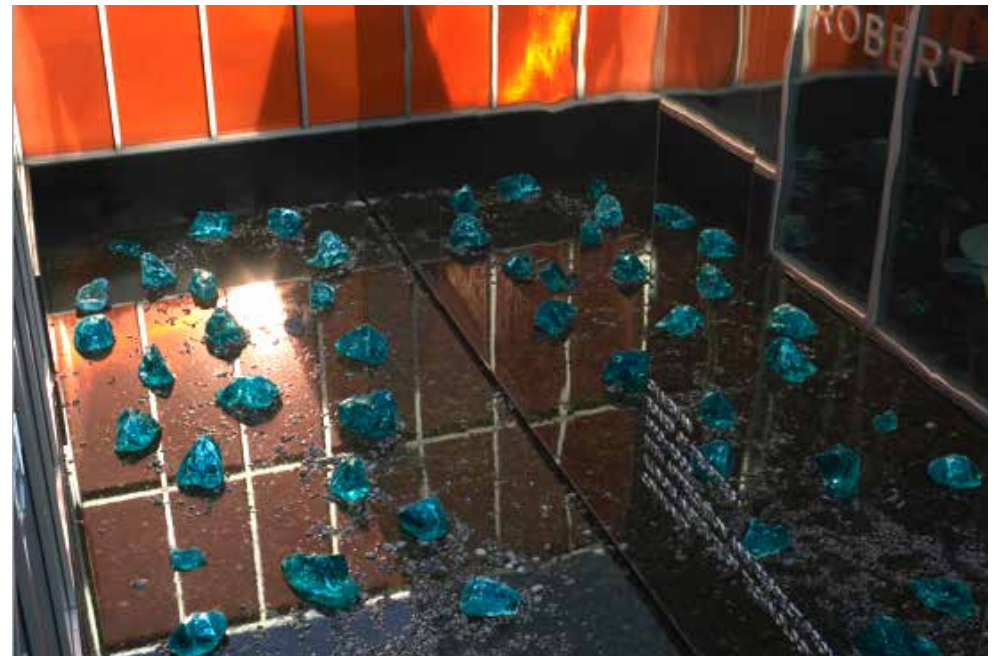


Toledo Museum of Art Glass Pavilion
Designed at 2x4
Comprehensive Wayfinding System
2006

Signage, wayfinding, and environmental graphics for SANAA's first North American building. In collaboration with Paratus Group.
Role: Designer. Partner-in-Charge: Michael Rock.



Illinois Institute of Technology, McCormick Tribute Campus Center
Designed at 2x4
Signage Installations
2007-2009



Various signage installations, in collaboration with OMA, Studio Gang Architects and Petra Blaisse / Inside-Outside. Role: Art Director and Lead Designer. Partner-in-Charge: Michael Rock.

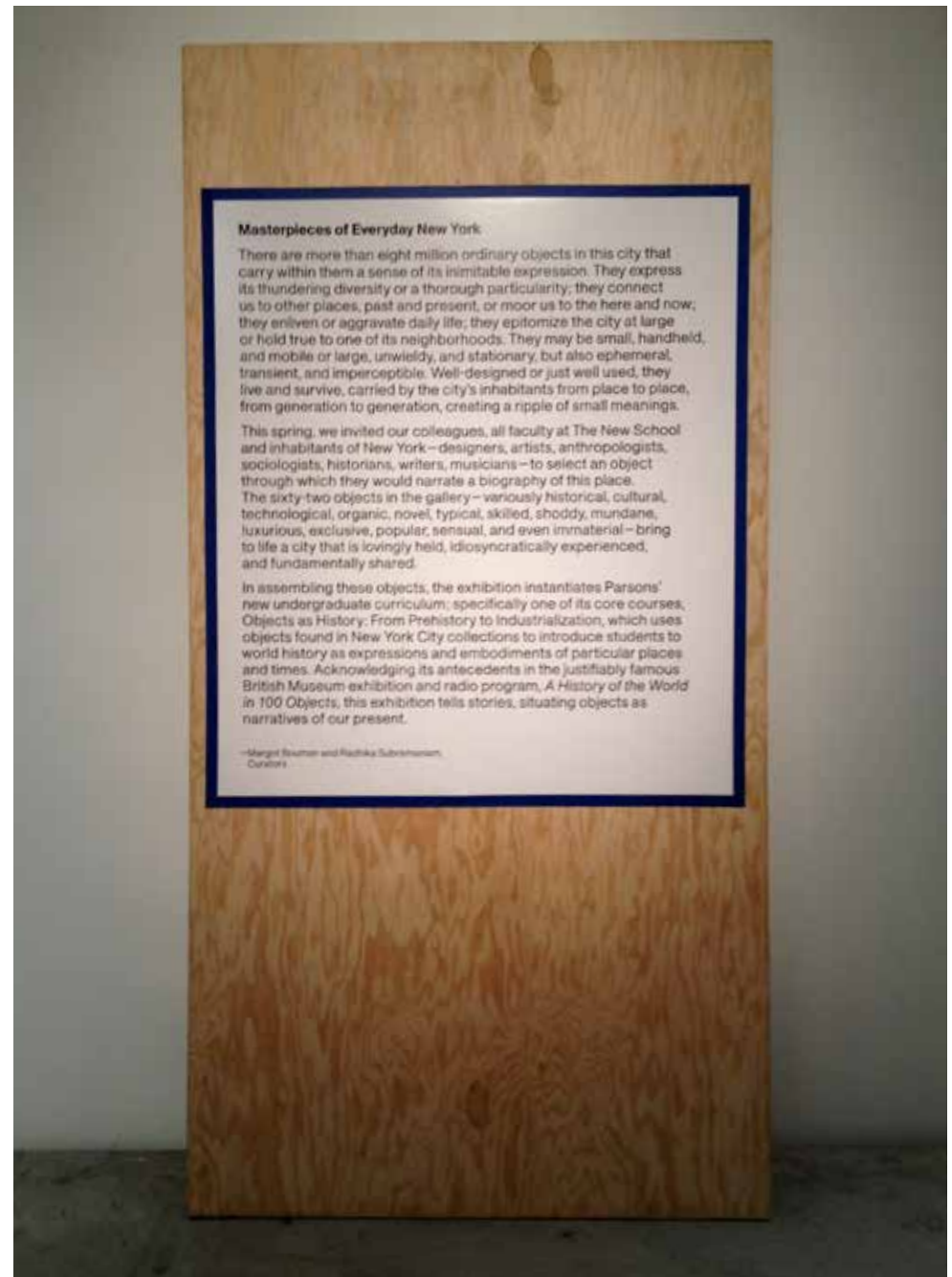


Margot and Bill Winspear Opera House
Designed at 2x4
Comprehensive Wayfinding System
2007

Comprehensive signage and wayfinding
for Foster and Partners' Dallas opera house.
Role: Designer. Partner-in-Charge: Michael Rock.



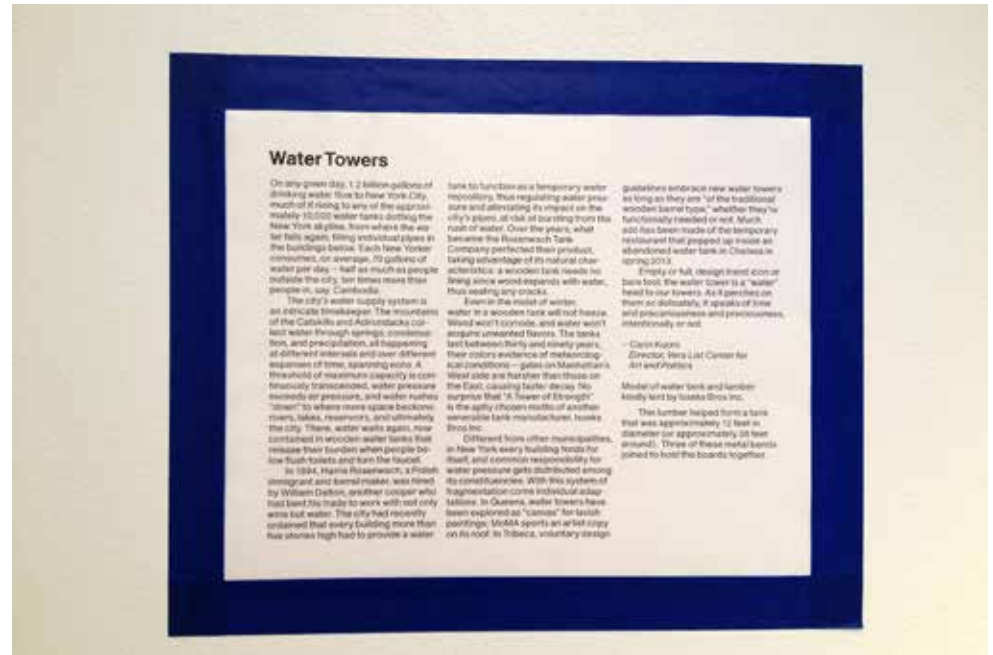
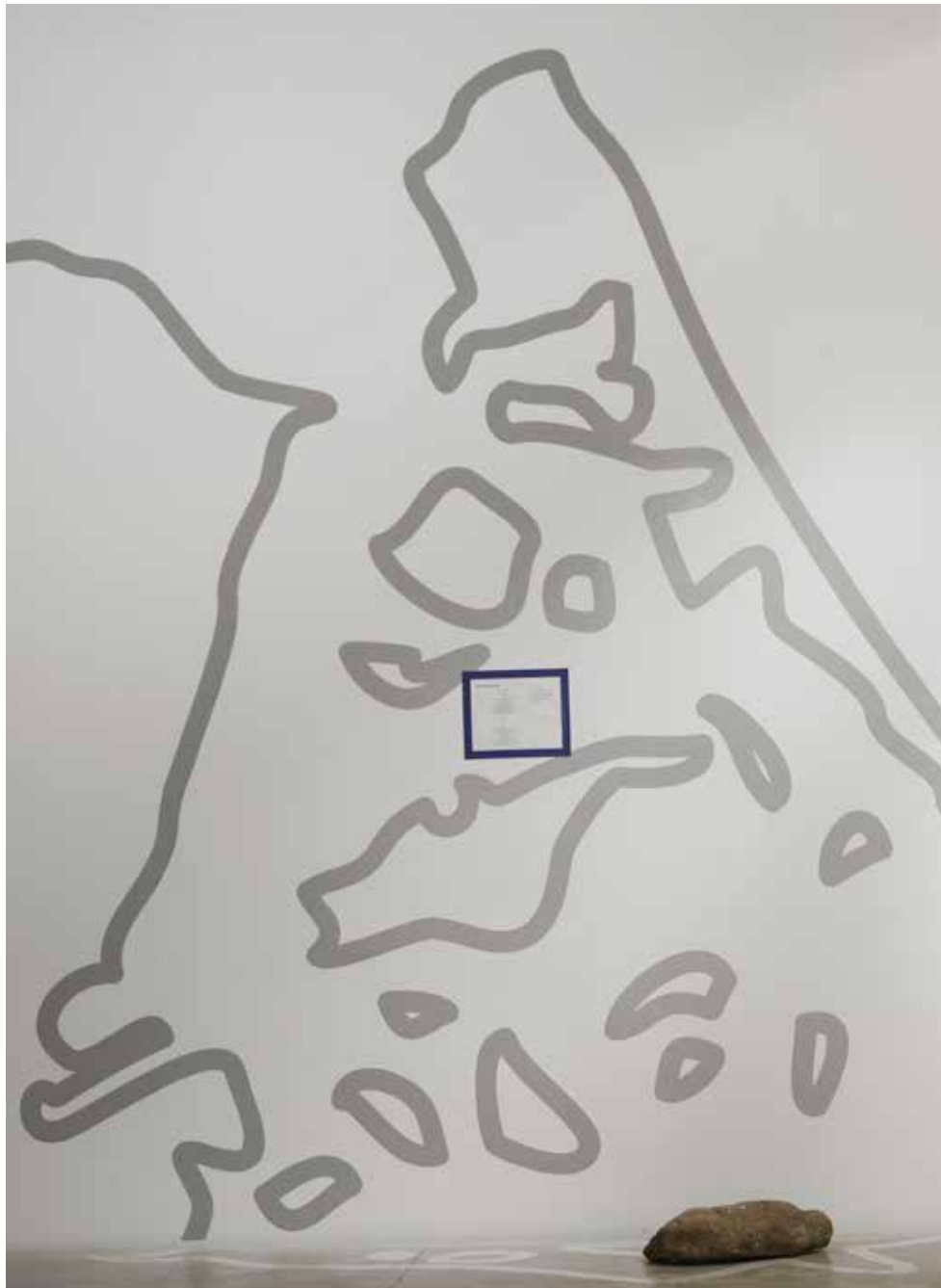
Masterpieces of Everyday New York
Sheila C. Johnson Design Center at Parsons The New School for Design
Exhibition Design, Identity, and Signage
With Jiwon Lee
2013



Masterpieces of Everyday New York features 62 objects selected by faculty from all schools at The New School. The exhibition instantiates Parsons' new undergraduate curriculum, including one of its core courses, *Objects as History: From Prehistory to Industrialization*. Curators: Radhika Subramaniam and Margot Bouman



Masterpieces of Everyday New York
NYC Map supergraphics and exhibition design



Masterpieces of Everyday New York
 NYC Map supergraphics, exhibition design, and labels

ART

ENVIRONMENT

ACTION !

Art, Environment, Action!

Sheila C. Johnson Design Center at Parsons The New School for Design
Exhibition Design, Identity, Signage, and Publication
With Jiwon Lee
2012

Art, Environment, Action! is a creative teaching lab that brings together artists who work at the intersections of art, pedagogy, and ecology. Visitors engage the exhibition via workshops, off-site explorations, dialogue, and interactive exchanges, encouraging active participation as makers and thinkers. Curator: Radhika Subramanian.

ART

FREE WORKSHOPS

**SEP 27—
DEC 15**

ENVIRONMENT

SIGN UP
WWW.SJDCPARSONS.ORG

ACTION!

Anna-Maria & Stephen Kober Gallery
Open Daily 12-6pm
Last Open Thursdays
Admission is FREE

ENVIRONMENT

ART

FREE WORKSHOPS

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ART

ENVIRONMENT

ACTION!

JILL TERRY
ARTS & CULTURE
DEC 12-19 PM
DEC 13-14 PM
DEC 15-16 PM
DEC 17-18 PM
DEC 19-20 PM

Art, Environment, Action!
Exhibition Signage



Art, Environment, Action!
Exhibition Design and Signage



Art, Environment, Action!
Exhibition Design and Signage



Art, Environment, Action!
Exhibition Design and Activation



Cartoon Polymaths

Sheila C. Johnson Design Center at Parsons The New School for Design
Exhibition Design, Identity, Signage, and Publication
2011

Cartoon Polymaths showcases the broad range of several influential artists, including Saul Steinberg, Richard McGuire, and Paper Rad.



Cartoon Polymaths
Exhibition Design

CARTOON TOO POLY MATHS

FEB 4 - APR 15, 2011
ANNA-MARIA &
STEPHEN KELLEN GALLERY

OPEN DAILY 12-6PM
UNTIL 8PM ON THURSDAYS
ADMISSION IS FREE

MARISCAL

James Mariscal (b. 1932) was born in Valencia, and spent his childhood in the shadow of the Francoist regime. He studied at the University of Valencia, where he was influenced by the avant-garde and the work of the Spanish avant-garde. He worked in various fields, including graphic design, advertising, and illustration. His work is characterized by a strong sense of social and political commitment, often using a satirical and critical perspective. He has designed and produced numerous posters, books, and other works, all of which bear the stamp of his unique style and perspective.

His work is a reflection of his time and place, and a testament to his artistic and intellectual courage. He has been recognized for his contributions to the world of graphic design and illustration, and his work continues to inspire and challenge viewers today.

Images courtesy of Estrella Mariscal

RICHARD MCGUIRE

Richard McGuire (b. 1937) was produced in a prominent family of artists in Chicago, Illinois. He studied at the University of Chicago, where he was influenced by the work of the Chicago School. He worked in various fields, including graphic design, advertising, and illustration. His work is characterized by a strong sense of social and political commitment, often using a satirical and critical perspective. He has designed and produced numerous posters, books, and other works, all of which bear the stamp of his unique style and perspective.

His work is a reflection of his time and place, and a testament to his artistic and intellectual courage. He has been recognized for his contributions to the world of graphic design and illustration, and his work continues to inspire and challenge viewers today.

Images courtesy of Richard McGuire



Cartoon Polymaths
Publication and Exhibition Design

U — N — F — O — L — D

U — N — F — O — L — D

U — N — F — O — L — D

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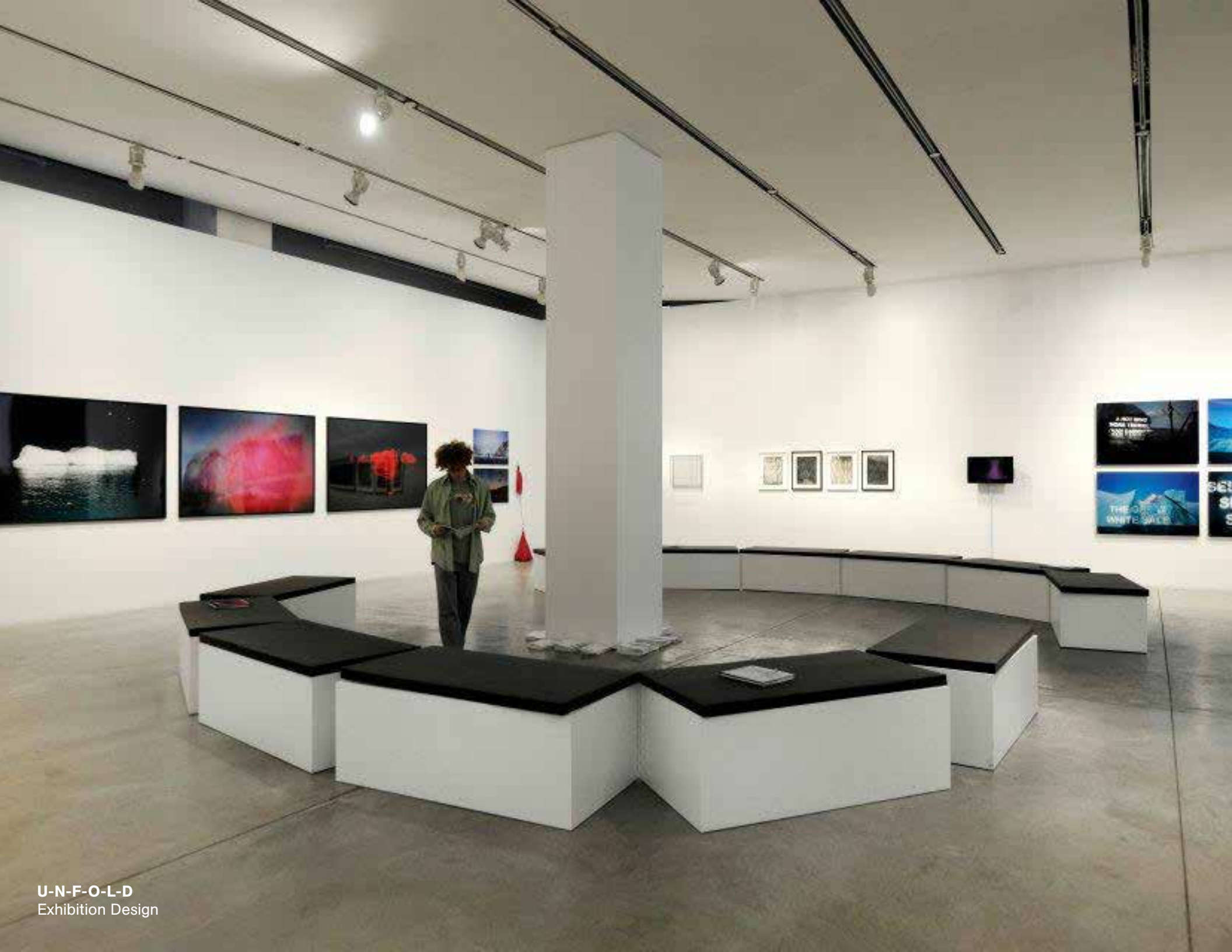
U-N-F-O-L-D: A Cultural Response to Climate Change

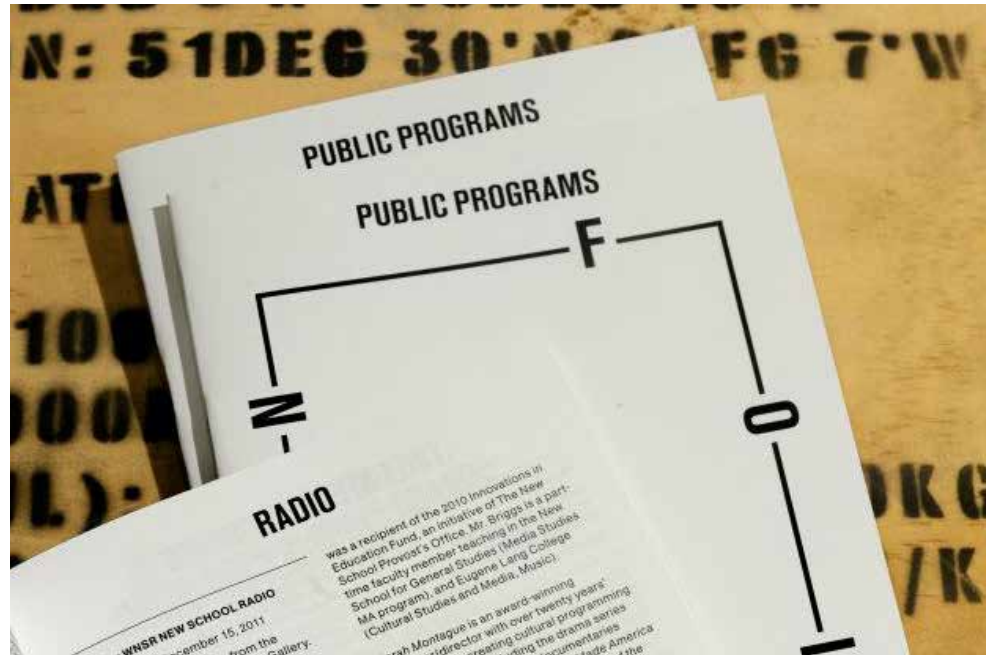
Sheila C. Johnson Design Center at Parsons The New School for Design
Exhibition Design, Identity, Signage, and Publication
With Jiwon Lee
2011

U-N-F-O-L-D is an exhibition of work by twenty-five artists who participated in two Cape Farewell expeditions to the High Arctic region, where they witnessed firsthand the effects of climate change. The diverse responses of these artists explore the physical, emotional, and political dimensions of climate change.



U-N-F-O-L-D
Exhibition Signage





U-N-F-O-L-D
Exhibition Design, Publication, Advertising, and Signage



Where Do We Migrate To?

Sheila C. Johnson Design Center at Parsons The New School for Design
Exhibition Design, Identity, Signage, and Publication
2012

Where Do We Migrate To? explores contemporary issues of migration as well as experiences of displacement and exile. The exhibition features the work of nineteen internationally recognized artists and collectives, and was curated by Niels van Tomme.

**ACCONCI
STUDIO**

Mobile Linear City, 1991
Various materials
Courtesy of the artist

**BRENDAN
FERNANDES**

Homecoming, 2008
Single channel video, 5 min.
Courtesy of the artist and Diaz
Contemporary, Toronto

**ISOLA &
NORZI**

pinia, Finiserra, 2007
Wood
Courtesy of the artist

**RAQS MEDIA
COLLECTIVE**

NS-26 (New Delhi Junction), 2002
VHS 96, 5 min
Courtesy of Raqs Media Collective

**FERESHTEH
TOOSI**

The Only Reason, 2008
Offset lithograph (multiple colors)
Courtesy of the artist

**SVETLANA
BOYM**

Herbata Insignis, 2007 - ongoing
Photographic prints
Courtesy of the artist

**CLAIRE
FONTAINE**

Foreign Everywhere, 2005 - ongoing
Neon, fittings, cables and transformers
Courtesy of Claire Fontaine

KIMSOOJA

A Reside Woman - Paris, 2006
Performed and filmed in Paris
25 min, loop
Courtesy Kimsooja Studio

**JULIKA
RUDELIUS**

ADPT, 2007
Digital film, 5 min
Courtesy of the artist

**PHILIPPE
VANDENBERG**

Untitled 1, 2011
Untitled 2, 2011
Untitled 3, 2011
Untitled 4, 2011
Untitled 5, 1995
Untitled 6, 1995
Graphic lithograph in watercolor on paper
Courtesy of the Philippe Vandenberg Estate

**BLANE
DE ST. CROIX**

Landscape Sections: Borders,
North Korea / South Korea, 2007-2010
United States / Mexico, 2010
Wood, vinyl, rock, plastic, branches,
hydraulic, paint, dirt, metal
Courtesy of the artist and the West
Collection, Ocala, FL

**NICOLE
FRANCHY**

Rainzoo, 2008
Video Animation, DVD, 4 min., 12 secs.
Courtesy of the artist

**PEDRO
LASCH**

Guías de Ruta (Edición Destino North Carolina/
Route Guides (North Carolina Arrival Edition)
from the LATINO/AMERICA Series, 2006-2008
Artwork paper weathered by use & travel
Courtesy of the artist

**XAVIERA
SIMMONS**

Superwoman (Alice in Town), 2005
C-print mounted on panel with brick
42 prints
Courtesy of the artist

**ERIC
VAN HOVE**

Attraction in Shanghai, 2014
DVD, 16 min
Courtesy of the artist

**LARA
DHOND**

Maps (working title), 2010
Inkjet prints on found and good paper of
different quality
Shelters of Refuge, 2010
Photoprints directly on cardboard
Courtesy of the artist

**ANDREA
GEYER**

Interim, 2002
Newspapers
Collection of the artist and Gaele Thomas
Zander, Cologne

**ADRIAN
PIPER**

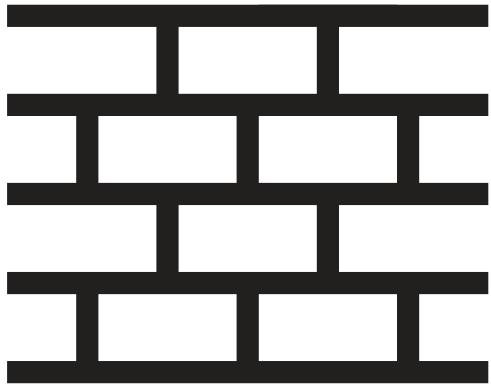
Everything #4, 2014
Oval Plexiglas with gold-leaf engraved text
placed over mirror
Courtesy of the APFA Foundation Berlin &
Elisabeth Dee Gallery, NY

**SOCIÉTÉ
RÉALISTE**

50 Green Card Lottery, 2008 - ongoing
Various materials
Courtesy of the artists



Where Do We Migrate To?
Exhibition Design and Signage



LIVING CONCRETE



CARROT CITY

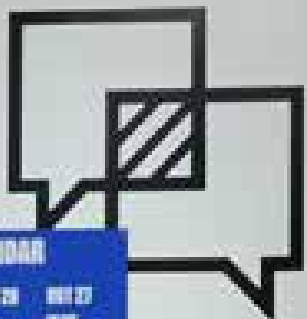


PUBLIC PROGRAMS

Living Concrete / Carrot City

Sheila C. Johnson Design Center at Parsons The New School for Design
Exhibition Design, Identity, Signage, and Publication
With Jiwon Lee
2010

Living Concrete/Carrot City is an exhibition of creative and research projects that demonstrate the possibilities of urban agriculture. The exhibition served as a space not only for exhibiting objects related to urban agriculture, but also as a space for dialogue and interaction.



PUBLIC PROGRAMS CALENDAR

DATE	TIME	PROGRAM
MAY 1	10:00	OPENING
MAY 2	10:00	OPENING
MAY 3	10:00	OPENING
MAY 4	10:00	OPENING
MAY 5	10:00	OPENING
MAY 6	10:00	OPENING
MAY 7	10:00	OPENING
MAY 8	10:00	OPENING
MAY 9	10:00	OPENING
MAY 10	10:00	OPENING
MAY 11	10:00	OPENING
MAY 12	10:00	OPENING
MAY 13	10:00	OPENING
MAY 14	10:00	OPENING
MAY 15	10:00	OPENING
MAY 16	10:00	OPENING
MAY 17	10:00	OPENING
MAY 18	10:00	OPENING
MAY 19	10:00	OPENING
MAY 20	10:00	OPENING
MAY 21	10:00	OPENING
MAY 22	10:00	OPENING
MAY 23	10:00	OPENING
MAY 24	10:00	OPENING
MAY 25	10:00	OPENING
MAY 26	10:00	OPENING
MAY 27	10:00	OPENING
MAY 28	10:00	OPENING
MAY 29	10:00	OPENING
MAY 30	10:00	OPENING
MAY 31	10:00	OPENING

CARROT CITY

CARROT CITY

LIVING
CONCRETE





Living Concrete / Carrot City
Exhibition Design and Signage

DESIGN USA

CONTEMPORARY INNOVATION



Design USA
Cooper-Hewitt National Design Museum
Exhibition Design, Identity, Signage, and Publication
Designed at 2x4
2009



Design USA was a multi-platform and interactive exhibition that celebrated 10 years of the Cooper-Hewitt's National Design Awards program. The project integrated graphic identity and wayfinding, architectural design, and interaction in an innovative and groundbreaking way. Partner-in-Charge: George Stout. Role: Art Director and Designer.



Design USA
Exhibition Design and Signage



DESIGN USA
CONTEMPORARY INNOVATION

Stuhlsodian
Cooper-Hewitt, National Design Museum

EXHIBITION

EVENTS

VISIT COOPER-HEWITT

MATERIALS

UPCOMING EVENTS

ARCHITECTURE WORKSHOP	February 6, 2010	1:30 p.m.
DESIGN USA SHORT FILMS	February 11, 2010	6:30 p.m.
DESIGN FOR HUMANS	February 25, 2010	6:30 p.m.
MILTON GLASER AND CHIP KIDD IN CONVERSATION	MARCH 2, 2010	6:30 p.m.

TALKING ON 25/WALKER ART CENTER

**DESIGN HEAVEN
NO QUESTIONS
ASKED.**

3 MONTHS AGO

Design USA
iPod app, interactive comment screens, Twitter feed, and exhibition website.



Tiffany&Co.
Designed at 2x4
Dynamic Digital Retail Displays
2009

Dynamic and self-generating animations for use in a bridge line of Tiffany&Co. stores. Role: Art Director and Lead Designer. Partner-in-Charge: Michael Rock. Technologist: Potion.



Tiffany&Co.
Dynamic Digital Retail Displays



International Contemporary Furniture Fair
Designed at 2x4
Event Identity
2009



Event graphics for the premier design event in North America.
The bold typography-based system allows for easy multi-platform use and a color change from year to year.
Partner-in-Charge: Georgie Stout. Role: Art Director and Designer.



International Contemporary Furniture Fair
Signage and Print Collateral



The Harlem Edge

American Institute of Architects New York / Center for Architecture
Exhibition Design, Identity, Signage, and Publication
2012

The Harlem Edge design ideas competition explored the redevelopment of the decommissioned Department of Sanitation marine transfer station. The site offered the opportunity to engage the local West Harlem community with the waterfront, and echoes recent efforts by New York City to reclaim the waterfront for a variety of publicly beneficial uses.





The Harlem Edge
Exhibition Design and Graphics



The Harlem Edge
Exhibition Design and Graphics

I.D. ANNUAL DESIGN REVIEW 2010

I.D. Annual Design Review

F+W Media / AIGA

Exhibition Design, Identity, Signage, and Publication

With Jiwon Lee

2010

An exhibition that showcased the I.D. Annual Design Review's 2010 winners, the last competition exhibition before the demise of the print magazine.



I.D. Annual Design Review
Exhibition Design, Identity, Signage, and Publication

Thank you.

For questions and inquiries, please contact
m@manuelmiranda.info / 203.668.6917