

PRESS RELEASE – FOR IMMEDIATE RELEASE

May 9, 2008

IDA LAND & SEA COMPETITION

TODD DESIGN and DAS STUDIO are pleased to announce that their GARDEN SPOTS proposal for seeding gardens on the flip sides of commercial billboards was awarded first place in the Architecture: Land category of the IDA Land & Sea Competition – <http://www.idesignawards.com/>. Stefanie, Silva and Jorge want to thank IDA and the competition jury for this honor.

Design Statement:

Unlike the inhabitable New York City skyline, the structural silhouettes of commercial billboards populate the city's horizon, indifferent to any use other than transmitting paid advertisements. We propose to enlist these structural resources for community improvement by seeding landscapes in the sky.

Billboards are designed as monological messages aimed at a target audience zipping past in cars in a defined direction, such as a one way street. As the flip sides of the billboards are not designed to market to a pedestrian or community scaled audience, often appearing as blight on the landscape, we propose to exploit them to provide gardens in the sky, a place for nature to take root and to provide relief to the community.

Our proposal encourages dialogue with local residents without interfering with the target, drive-by audience, at the same time that it greens the city. These gardens will work to offset the carbon footprint of the passing vehicles. We consider our proposal akin to planting an urban tree, except that these gardens will allow for a diversity of planting that can be tailored to local fauna and climate.

Designed around self-sustaining technologies with photovoltaic panels powering the automated drip irrigation system fed from the base of the billboard towers, the gardens will require limited management once established and can be monitored in clusters from a centralized location via wireless technology.

Going Forward:

Currently, the design team is seeking to form public/private partnerships with municipalities, billboard trade associations and commercial advertisers to begin implementing GARDEN SPOTS in cities across the country. TODD DESIGN and DAS STUDIO look forward to hearing from interested parties seeking to collaborate to improve our communities through design.

