Request for Proposals: The Battery Playscape Film Project

Release Date: March 11, 2021

The Battery Conservancy (TBC) seeks the services of an innovative production company (The Company) to create a film with three cuts: 4 minutes, 1 minute 30 seconds, and 30-45 seconds to accommodate multiple marketing channels. Each cut will illustrate The Battery Playscape as a dynamic use of a floodplain landscape, a model of experiential learning through play, and a generator of environmental awareness.

The Battery Playscape is a 1.4-acre NYC public playground now in construction and scheduled to open in June 2021. TBC initiated and funded the design post Sandy when The Battery took the full force of 15-foot storm surge and became the focal point of sea level rise and climate awareness. The film will present the Playscape’s resilient designs of BKSK Architects and Starr Whitehouse Landscape Architects. It will showcase the custom fabrication by Maglin of fences, benches, and spectacular shade structures.

Key words The Company should include: climate adaptation, leadership, and play.

Project goals The Company should achieve:

- To inspire municipalities across the globe to adapt flood prone waterfronts for public enjoyment and climate awareness. The Battery Playscape is a model to facilitate and meet this challenge.
- To promote experiential resilient design, showcased at The Battery Playscape.
- To present Playscape as fostering the next generation of environmental leaders as they encounter nature and its interconnected ecologies.
- To recognize TBC’s achievements in innovative design and environmental stewardship in public space and to generate financial support.
- To acknowledge the professional and creative excellence of BKSK, Starr Whitehouse and Maglin.
- To stimulate the creation of a global “Playscape Network.”
- To be FUN and watched over and over again.
Play elements The Company will include:

- Five eco zones: Bluff, Riverbed, Marsh, Dune, and Meadow, experienced as interconnected play
- Rainwater channels that adapt the site to flooding
- Five Adirondack granite slides
- Mirrored finished Cloud Shade Structures
- Cloud/water imagery in custom fence and seating
- Seven play houses at various elevations, up to 28 ft.
- ShowBox, improv theater (a first in a NYC playground)
- Amphitheater seating Dune Climbing Structure
- 40,000sf of horticulture used for storm water management

Services we seek from The Company:

- A collaborative and spirited team of digital interpreters
- Compelling storytellers using CGI on a limited budget
- Produce the unexpected and unforgettable
- Develop strategies to market film

TBC shall facilitate The Company with:

- All introductions and permissions required by The Company for this project
- Access to Battery Playscape construction site and park
- Provide all required historic footage, construction drawings, photographs
- All required permits, approvals, or credentials

TBC shall own all rights to the script, raw footage, and finished product. TBC, BKS, Starr Whitehouse, Maglin shall be free to post on its own website, on YouTube, on social media websites, and in any other venue as it sees fit.

Proposed Project Budget: $20K-40K

Project Schedule:

RFP Release Date: Thursday, March 11
RFP Submission Deadline: Thursday, April 8
Project Completion: September 2021
The Company’s proposal should include:

- Creative intent
- List of tasks with schedule
- Budget and explanation of fee structure
- Staffing, including resumes of principals
- Relevant film projects
- Contact information for two (2) references

Additional project information, contact wprice@thebattery.org

Project proposal submission to tess.derby@thebattery.org by April 8, 2021.

About The Battery Conservancy

The Battery Conservancy designs, builds, maintains, and activates the historic Battery’s 25 acres of public parkland at the southern tip of Manhattan. As the official gateway to the Statue of Liberty and Ellis Island, pre COVID-19, The Battery annually welcomed millions of tourists and New Yorkers from all five boroughs to enjoy its natural beauty and unique cultural attractions.

Founded in 1994 by civic-minded New Yorkers driven by a passion for the city’s history and future, The Battery Conservancy has rebuilt the park as the thriving green heart of Downtown New York. The Battery is now a model of conservation and biodiversity with vast perennial gardens, organic urban farms experienced by more than 7,000 students a year, toxin-free lawns, and SeaGlass, the phenomenal aquarium carousel that evokes a fully immersive underwater adventure.

The Battery Playscape is the park’s 1.4-acre nature-inspired playground, scheduled to open Summer 2021. With a resilient design, the Playscape provides a protected, enclosed space for children to freely explore and connect with five eco zones. It offers unique features for children of all ages and abilities including five granite slides, elevated treehouses, 40,000 square feet of salt-tolerant plants, and the first-ever improv play/puppet theater in a New York City playground.

For over 25 years, through partnerships with NYC Parks, NYState, the National Park Service, and private individuals and corporations, the Conservancy raised more than $170M. Today, The Battery Conservancy spearhead the revitalization of the city’s birthplace driven by these core values: environmental stewardship, authenticity, design excellence, innovative education, and openness to all. The Battery’s breathtaking harbor views, expansive gardens, bike paths, grand lawns, and family attractions, make it one of New York City’s premiere cultural destinations.