

ONE PRIZE

Organized by Terreform ONE

MOWING TO GROWING

A Design Competition
for Creating Productive
Green Space in Cities

WWW.ONEPRIZE.ORG

Mowing to Growing: Reinventing the American Lawn

We have an exciting opportunity for your firm to associate itself with cutting-edge green thinkers. By becoming a sponsor of our competition, you will be supporting a good cause and reaching a highly-educated, creative, and productive group of people.

We are launching this competition in the context of larger issues concerning the environment, global food production and the imperative to generate a sense of community in our urban and suburban neighborhoods. Mowing to Growing is not meant to transform each lawn into a garden, but to open us up to the possibilities of self-sustenance, organic growth, and perpetual change.

The competition will provide a platform to match the participants with leading experts in fields relevant to farming, urban agriculture, planning, market analysis and land use development. The finalists will receive prominent year-long exposure on the competition website and exhibit; presentation of designs at the award ceremony and web symposium and will be featured in the media.

ONE Prize is presented by **Terreform ONE**, a non-profit design group that promotes green design in cities. Through our creative projects and outreach efforts, we are directly reaching at least 100,000 green minded people around the world.

DATES AND EVENTS

COMPETITION LAUNCH
December 1st, 2009

AWARD CEREMONY
July 29th, 2010 in SOHO, NYC
Hosted by Trespa International




Adrian Benepe, Commissioner, NYC Department of Parks & Recreation

Adrian Benepe has worked for nearly 30 years protecting and enhancing New York City's natural and historic beauty. He has continued this effort as Commissioner of the Department of Parks & Recreation, appointed by Mayor Michael R. Bloomberg on January 25, 2002. In this role he has focused on improving park facilities and programs for children, developing new waterfront parks and greenways, and making New York City bloom with millions of new flowers and hundred of gardens.


Carol Coletta

Carol Coletta is president and CEO of CEOs for Cities and host and producer of the nationally syndicated public radio show Smart City. Previously, she served as president of Coletta & Company in Memphis. In addition, she served as executive director of the Mayors' Institute on City Design, a partnership of the National Endowment for the Arts, U.S. Conference of Mayors and American Architectural Foundation.


Margaret Crawford, Ph.D.

Margaret Crawford is a Professor of Architecture at the College of Environmental Design at University of California, Berkeley. Before coming to Berkeley, Crawford was Professor of Urban Design and Planning Theory at the Harvard Graduate School of Design. Her research focuses on the evolution, uses and meanings of urban space. She is the author of *The Car and the City: The Automobile, the Built Environment and Daily Urban Life* and *Everyday Urbanism*.


Dickson Despommier, Ph.D.

A full-time professor in the Department of Environmental Health Sciences at Columbia University. Dr. Dickson Despommier is also the director of the Vertical Farm Project which addresses issues related to urban agriculture, environmental disturbance, and the restoration of damaged ecosystems. He envisions multi-story indoor farming facilities that allow for year-round supplies of fresh, organic, and locally grown food.


Bruce Lindsey

Bruce Lindsey is the Dean of the College of Architecture and Graduate School of Architecture & Urban Design at Washington University in St. Louis. Lindsey's research has long focused on applying digital tools to design and construction practice. His book *Digital Gehry: Material Resistance Digital Construction* (2001), explores the use of technology in the design process of architect Frank Gehry. In 2005 he received the AIA's National Teaching Honor Award for his work in beginning design at Auburn.


Annie Novak

Annie Novak is founder and director of Growing Chefs, field-to-fork food education program; the children's gardening program coordinator for the New York Botanical Gardens, and co-founder and farmer of Eagle Street Rooftop Farm in Greenpoint, Brooklyn in partnership with Goode Green and Broadway Stages. She has appeared (talking about plants and food, of course) in *New York Magazine*, the *Today Show*, *Edible Brooklyn* and the *Martha Stewart Show*. She has farmed in nine countries and four boroughs.


DJ Spooky, AKA Paul D. Miller

DJ Spooky is a Washington DC-born electronic and experimental hip-hop musician, producer, and author. He is also a Professor of Music Mediated Art, European Graduate School, Switzerland. DJ Spooky's multimedia performance piece *Terra Nova: Sinfonia Antarctica* was commissioned by BAM for the 2009 Next Wave Festival. With video projections and a score composed by DJ Spooky, *Sinfonia Antarctica* is a portrait of a rapidly transforming continent.


William J. Mitchell

William Mitchell is a Professor of Architecture and Media Arts and Sciences at MIT and directs the Media Lab's Smart Cities research group. He was formerly Dean of the School of Architecture and Planning and Head of the Program in Media Arts and Sciences, both at MIT. The Smart Cities research group is creating innovative ways to change how we live in urban areas through, in part, the application of new technologies that enable urban energy efficiency and sustainability, and enhance opportunity, equity, and cultural creativity.


Shaun Osher

Shaun Osher is the Founder and CEO of CORE, a New York City real estate firm offering a comprehensive array of residential and commercial services. His expert opinion is frequently sought by top consumer and trade publications, including *The New York Times*, the *Wall Street Journal*, *Bloomberg* and *Crain's*. Shaun has lectured at Columbia and NYU, and participated on innumerable panels. He sits on the Real Estate Board of New York's (REBNY) Residential Board of Directors.


Margie Ruddick

Margie Ruddick has been recognized for work that integrates great landscape design with ecology. Margie's design for New York's Queens Plaza has won awards for forging a new idea of nature in the city. She has taught at Harvard's GSD, Yale, University of Penn, and Parsons. Her awards include the Waterfront Centre Award, Places Design Award, the Lewis Mumford Award from Architects Designers and Planners for Social Responsibility and the 2006 Rachel Carson Women in Conservation Award from the National Audubon Society.


Ben Schwegler, Ph.D.

Benedict R. Schwegler, Jr., Ph.D. is Vice President and Chief Scientist of Walt Disney Imagineering (WDI) Research & Development, where he created and manages the Simulation-based Design Group. He is particularly interested in the development of sustainable engineering techniques. He was instrumental in the creation of the most energy efficient theme park ever built as well as a new generation of environmentally friendly fireworks.


Cameron Sinclair + Kate Stohr

Sinclair and Architecture for Humanity co-founder Kate Stohr have compiled a compendium on socially conscious design titled "Design Like You Give A Damn: Architectural Responses to Humanitarian Crises". Sinclair is the recipient of numerous awards including the 2006 TED prize and the 2005 RISD/Target Emerging Designer of the Year. Along with co-founder Kate Stohr, was awarded the *Wired Magazine* 2006 Rave Award for Architecture for their work in responding to housing needs following Hurricane Katrina.

PRIZE SPONSOR • \$10,000 Reserved for one corporation

Presented by your company name in partnership with Terrefrom ONE in any and all medium that the ONE PRIZE is promoted.

- 5 minute opening speech at award ceremony.
- Prize sponsorship acknowledgment and premium logo display on banner at award ceremony.
- Company exhibit booth display at award ceremony.
- Prize sponsorship acknowledgment on all competition marketing and promotion which includes e-mail blasts brochures, and invitations (directly reaching at least 10,000 green minded people).
- Local and national media coverage through media sponsors and outreach.
- Prize sponsorship recognition on competition website homepage including logo & direct link to your site.
- Corporate literature distributed on every seat at award ceremony.
- Photo opportunity with competition winners and key note speaker.
- Full page ad in the award ceremony program.
- 10 complimentary tickets and award ceremony.

GOLD SPONSOR • \$5,000 Reserved for three corporations

- Prominent logo display on banner at award ceremony.
- Company exhibit booth display at award ceremony.
- Gold sponsorship acknowledgment on all competition marketing and promotion which includes e-mail blasts brochures, and invitations (directly reaching at least 10,000 green minded people).
- Local and national media coverage through media sponsors and outreach.
- Gold sponsorship recognition on competition website homepage including logo & direct link to your site.
- Corporate literature distributed on every seat at award ceremony.
- Photo opportunity with competition winners and key note speaker.
- Full page ad in the award ceremony program.
- 8 complimentary tickets to award ceremony.

SILVER SPONSOR • \$1,000

- Silver sponsorship acknowledgment on all competition marketing and promotion which includes e-mail blasts brochures, and invitations (directly reaching at least 10,000 green minded people).
- Local and national media coverage through media sponsors and outreach.
- Silver sponsorship recognition on competition website homepage including logo & direct link to your site.
- Corporate literature distributed on every seat at award ceremony.
- Logo display on banner at award ceremony.
- Photo opportunity with competition winners and key note speaker.
- 1/2 page ad in the award ceremony program.
- 5 complimentary tickets to award ceremony.

SPONSOR • \$500

- Sponsorship acknowledgment on selected competition marketing and promotion
- Local and national media coverage through media sponsors and outreach.
- Sponsorship recognition on sponsors website page including logo & direct link to your site.
- Corporate literature distributed at award ceremony.
- 1/4 page ad in the award ceremony program.
- 3 complimentary tickets to award ceremony.

PRIZE SPONSOR

ONE PRIZE was officially endorsed by:



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ONE PRIZE Competition • December 1st, 2009 to May 31st, 2010 • NYC
Terreform ONE is a 501(c)3 charitable organization and all contributions are tax-deductible in accordance with IRS regulations.

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SPONSORSHIP:

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Payment Policy:

- 100% of sponsorship money is due with registration form
- credit card payments can be made on www.terreform.org by using the donate button.
- checks are to be made payable to Terreform ONE.

Payment address & contact information:

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TO ABIDE BY ALL OF THE REGULATIONS AND CONDITIONS.