

***C&G Partners***

**Riverkeeper.org Website Redesign  
and Development**

**Request for Qualifications**

**June 4, 2008**



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June 4, 2008

Tracy Brown  
Communications Director  
Riverkeeper  
828 South Broadway  
Tarrytown, NY 10591

Dear Ms. Brown,

**Steff Geissbuhler**  
**Keith Helmetag**  
**Jonathan Alger**  
**Emanuela Frigerio**

Thank you very much for the opportunity to submit our credentials for the Riverkeeper.org website redesign and development. We are pleased to be considered for this important project and excited to share with you our strategic and creative capabilities. As a full-service design firm with deep credentials in website and interactive design, and a passion for natural science that has allowed us to collaborate with many venerable institutions focused on the environment, I am confident that we possess the expertise, credentials and team required to fulfill your needs.

Enclosed please find an introduction to our firm designed to merely suggest the range of skills and knowledge we are able to bring to Riverkeeper. We look forward to crafting a proposal and are excited to explore further with you how we might work together. If you have questions, or would like us to elaborate on any of the enclosed materials, please do not hesitate to be in touch.

Sincerely yours,



Maya Kopytman  
Associate Partner

Headed by partners Steff Geissbuhler, Keith Helmetag, Emanuela Frigerio and Jonathan Alger, C&G Partners builds on a legacy of over 45 years of award-winning corporate identification design, graphic design, exhibit planning and design, and signage. With offices on Union Square in New York City, the firm employs a staff of 40, including graphic designers, multimedia artists, professional architects, exhibit and signage planners, writers, and communications specialists. The firm was a 2007 finalist in Communication Design for a National Design Award from the Cooper-Hewitt National Design Museum/Smithsonian Institution. In 2006, Steff Geissbuhler received the medal of the American Institute of Graphic Arts, a lifetime achievement award. A major monograph highlighting the partners' work, *designing:*, was published in 2003 by Graphis. *TM*, a monograph showcasing these and many other logo designs, was published by the Princeton Architectural Press in 2000.

The firm is well known for its corporate identification programs. We have developed identity images in many forms—symbols, logotypes, acronyms, monograms—for international corporations, small businesses, cultural institutions, and government agencies. Among the firm's recent and best-known identities are those for The New York Public Library, National Parks of New York Harbor, The Darien Library, Birmingham Museum of Art, NBC, Time Warner, and Signature Theatre Company. We are frequently called on to incorporate these new identities into comprehensive branding and print collateral campaigns. Recent projects include National Geographic Society, Crane & Co., Irwin Financial, New York Office of Emergency Management, Voice of America, and Radio Free Europe/Radio Liberty.

CGP has long been recognized for our superlative work in the field of graphic design. Our expertise includes such print materials as brochure and poster design, fundraising collateral, banners, signage, broadcast advertising and environments, as well as the ever-expanding categories of multimedia, animation and web design. Our work in this area includes designs for the General Services Administration, New York University, The McNay Museum, the Toledo Museum of Art and the Rockefeller Foundation.

Interactive design is normally offered as a natural extension of our combined offering of practices. We designed a website and kiosk as an extension of an exhibition for the American Institute of Architects. We have recently completed a new identity and an extensive web redesign for the American Council of Learned Societies. BYKids, a non-profit organization that teams veteran documentary filmmakers with kids around the world, is another recent web design project from C&G Partners. Recently, we completed the redesign of the user interface and delivered a fresh graphic treatment for Standard & Poor's RatingsDirect successor site.

The firm has a long tradition of planning and designing exhibits. Our history-based commissions, such as the American Institute of Architects 150th Anniversary, the National D-Day Museum, and the John F. Kennedy and Harry S. Truman Presidential Libraries are considered at the forefront of interpretive craft. A longstanding relationship with the Library of Congress has resulted in several award-winning exhibits, among them Jefferson: Genius of Liberty, Freud: Conflict and Culture, and Lewis & Clark: Rivers, Edens and Empires.

Currently, the firm is planning a major permanent exhibit on the Star-Spangled Banner that will be the centerpiece of the Smithsonian's new National Museum of American History. Major science and cultural installations include the newly reopened Griffith Observatory; the Museum of Contemporary Art Los Angeles' Automobile & Culture; the Children's Museum of Manhattan's Urban Treehouse; the New York Hall of Science's *kidpower!*, and the World of Birds pavilion at the Bronx Zoo. The firm has very recently completed exhibit programs for NOAA's Rookery Bay National Estuarine Research Reserve, in Naples, Florida, and the Museum of American Finance at 48 Wall Street in Lower Manhattan.

Legal Name of the Company: C&G Partners LLC

Office Address: 116 East 16th Street, Floor 10, New York, NY 10003

Contact: Maya Kopytman, Associate Partner, Interactive

Number of Years in Business: The firm was officially incorporated as C&G Partners on March 12, 2005. However, it is important to note that the founding partners have previously worked together for over 30 years as partner and principals of Chermayeff & Geismar, Inc. They possess a cumulative experience of 85 years.

Type of Operation: Interdisciplinary Design Firm

Number of Employees: The firm employs a staff of 40, including 10 graphic designers, 8 exhibit designers, 6 environmental graphic designers and 5 interactive designers. The firm's strategic team expands and contracts in response to the client's needs.

Annual Sales Volume: \$3.5 - \$4 million

Financial Status: The firm is wholly owned by three of its principals—Steff Geissbuhler, Keith Helmetag, and Jonathan Alger—self-financed, and has no debt. The firm is not for sale or presently involved in any transaction to expand or become acquired by another business entity. There are no current or previous lawsuits involving the firm with any current or previous client.

Maya Kopytman  
Associate Partner, Interactive

Maya Kopytman has almost two decades of design experience and is internationally recognized for her pioneering work in the design of interfaces for a variety of interactive media, from software to CD-ROM's, location-based applications, and websites, for which she has received numerous awards, among them the prestigious "Gold Pencil" from the One Show Interactive. Her work has also been featured in industry publications such as Graphis Interactive and Communications Arts.

From 1994 until 2006, she was a principal member of IconNicholson in New York, and a Senior Vice President since 2004. In 2006, Maya joined C&G Partners as an associate partner, heading the firm's interactive design practice.

She has led numerous projects, including the websites for The American Institute of Architects, JSTOR, ARTstor (The Mellon Foundation), the Doris Duke Charitable Foundation, NYU Wagner School of Public Service, BYkids, and FujiFilm. She was also a senior team member for IconNicholson's groundbreaking redesign of the website for the Metropolitan Museum of Art. Maya has been particularly involved in a variety of projects in Indian Country, working with the Mashantucket Pequot Tribal Nation and the Pechanga, San Manuel, and the Soboba Bands of Lucreño Indians. She has recently completed a redesign of a comprehensive site for American Council for Learned Societies and The Maryland State Archives and directed a series of interactive installations for the Museum of American Finance. Recently, she has completed the redesign and graphic treatment for the successor site of Standard & Poor's RatingsDirect.

Maya holds a BFA from Bezalel Academy of Art in Jerusalem and an MFA from Pratt Institute. She has been a visiting instructor in Pratt's Department of Computer Graphics and Interactive Multimedia, and is currently a member of the International Academy of Digital Arts and Sciences. She is frequently called on to jury interactive design competitions such as the One Show Interactive Awards and the Webby Awards.

Maggie Feuchter  
Information Architect and Project Manager

Maggie joined the firm in 2006. Since then, she has played an integral role in creating the information architecture for websites for BYkids, a non-profit dedicated to sharing documentaries of children around the world with the help of American film masters, and O'Shaughnessy Asset Management. She has also worked on the comprehensive website redesigns for the American Council of Learned Societies and the Maryland State House Archives. Recently, she completed work on various interactive installations for the Museum of American Finance and on a redesign of Standard and Poor's RatingsDirect successor site. Currently, she is working on an updated website structure for the Samuel H. Kress Foundation.

Maggie graduated from the George Washington University in with a BA in Art History and a minor in Fine Arts. Prior to joining C&G Partners, she worked at the Trust for Museum Exhibitions and the Girl Scout Council of the Nation's Capital, both in Washington, DC.

Redrick deLeon  
Senior Interface Developer

Redrick joined C&G Partners in 2006, where he leverages his diverse background in architecture, video editing and compositing, animation, and programming to create clear, concise, user-friendly, and immersive interactive experiences.

He received a Bachelor's degree in Architecture with honors from Pratt Institute, and worked for 3 years in the architecture field before transitioning to new media, where he has spent the last 8 years developing experiences in the form of websites, video and animations, interactive video kiosks, and software prototyping for consumer electronics.

While at C&G he has worked as a senior interface developer for client such as the American Council of Learned Societies (ACLS), The Maryland State House, The Museum of American Finance and O'Shaughnessy Asset Management.

Prior to joining C&G Partners, he worked as an interactive designer and programmer at CBS New Media, News Digital Corp/Fox.com, Plumb Design/Thinkmap, and Smart Design.

Redrick's past clients include Bacardi, Brooklyn Public Library, Clarium Capital Management, CNL Financial Group, D&M Holdings, Watson Wyatt Worldwide, Hewlett Packard, Howard Hughes Medical Institute, the Museum of Jewish Heritage, Microsoft, New Jersey Theater Alliance, Ovid Technologies, PBS, Shisiedo Cosmetics, and the Visual Thesaurus.

Zoya Eydelman  
Senior Interaction Designer

With a background in printmaking and illustration, Zoya Eydelman brings a unique visual aesthetic to interactive design.

She has eleven years of design experience, seven of which have been as a lead designer primarily on interactive projects. Her efforts have focused on branding, information architecture and interface design. Companies she has worked for include Interactive Bureau, Plumb Design and VSA Partners.

During her time as a lead designer, Zoya worked on a variety of challenging interface projects, including corporate intranets, high end furniture retailers, and complex data visualization solutions. Some of the clients Zoya has worked with include American Express, Howard Hughes Medical Institute, Standard & Poors, Interieurs and PBS.

She holds a Bachelor's degree in Illustration from the University of Arts in Philadelphia, and has continued her education with course work in graphic arts.

John Ford  
Aldenta Back-end Developer

After earning a B.S. in Computer Science with a minor in Mathematics, John has been a web developer since 1998 and a full-time freelance web consultant since 2004. Although having worked for Fortune 500 companies in the past, his preference and passion is collaborating with intimate and agile teams. Along with this mindset, and strong focus on user experience, his preferred technologies include Ruby on Rails, PHP, clean XHTML/CSS and other open source tools. These technologies assist John, as well as his virtual Aldenta team of six, composed of developers and designers, in building websites and web applications with content management systems, blogs, e-commerce shopping and client specific site customizations. John's business and personal travels have taken him to 30 countries, continuing to strengthen his communication skills, usability knowledge, design sense, and making him an incredibly valuable team member on any project. In addition to his work at Aldenta, John continues to spread his "demystify the web" philosophy by sharing his web knowledge at free monthly community presentations.

Aldenta's areas of expertise:

- Strong standard compliant front-end development with XHTML and CSS
- Cross browser development and compatibility
- AJAX and JavaScript development using Prototype, script.aculo.us and jQuery
- Back-end development using Ruby on Rails and PHP
- WordPress as a content management system and blogging tool

Select Aldenta client list:

- Marriott
- Cornell University
- Mike Hohnen
- Hospitality Sales and Marketing Association International (HSMAI)
- projekt 2
- Design Commission
- G-Graphics

Select client list prior to Aldenta:

- AIG United Guaranty
- RJ Reynolds
- Old Dominion Freight Line
- Oakwood Homes

**Environment**

Chelsea Garden Center  
Conservation Trust of Puerto Rico  
Genoa Aquarium  
Griffith Observatory  
John Heinz National Wildlife Refuge at Tinicum Marsh  
National Geographic Society  
NOAA / Rookery Bay  
Starr Whitehouse Landscape Architects and Planners  
United States Environmental Protection Agency

**Non-Profit**

Active Ageing Association  
American Council of Learned Societies  
Hear US (National Campaign for Hearing Health)  
JSTOR  
MercyCorps  
MercyFirst  
Nemours Mansion and Garden  
Peace Dividend Trust  
Radio Free Europe/Radio Liberty  
Radio Free Asia  
United States Department of Transportation  
Voice of America

**Local Government**

Empire State Development: Erie Canal Harbor Project  
National Parks of New York Harbor  
New York City Economic Development Corporation: Flushing Freedom Mile  
The J.M. Kaplan Fund Alliance for Downtown: Heritage Trails NY

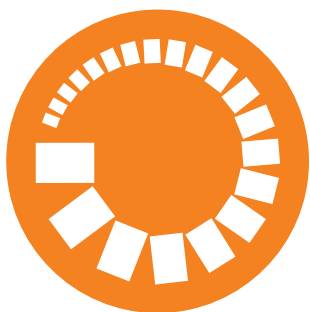
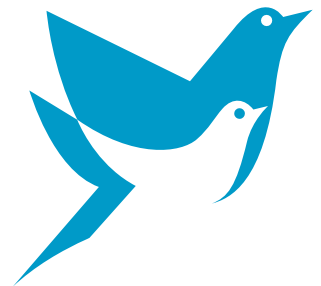
**New York City**

Brooklyn Botanical Garden  
Bronx Zoo: World of Birds  
Flushing Meadows Corona Park  
Metropolitan Transit Authority  
New York Office of Emergency Management  
New York Vietnam Veterans Memorial  
The New York Chinese Scholar's Garden  
Urban Ecology Center at Van Cortlandt Park  
World Trade Center Memorial

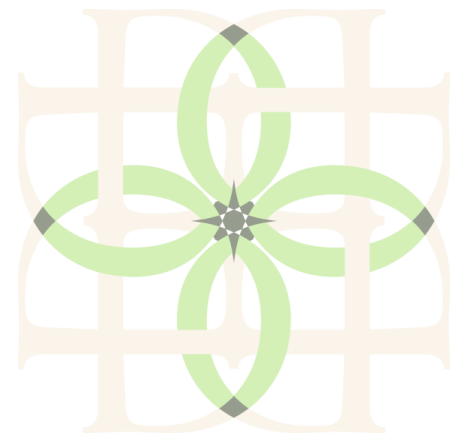
**C&G Partners**

Social and Humanitarian Non-profit Organizations

Left to right, top to bottom:  
Voice of America  
Radio Free Europe/Radio Liberty  
Radio Free Asia  
MercyCorps  
Hear US (National Campaign for Hearing Health)  
MercyFirst  
Peace Dividend Trust (buildingmarkets.org)  
Active Ageing Association  
American Council of Learned Societies

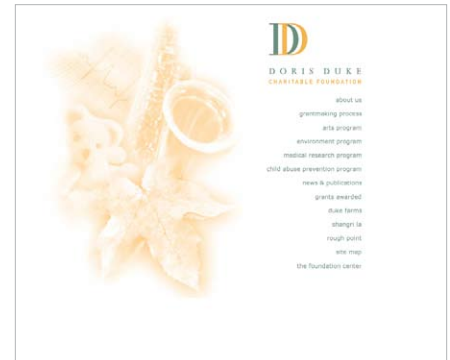
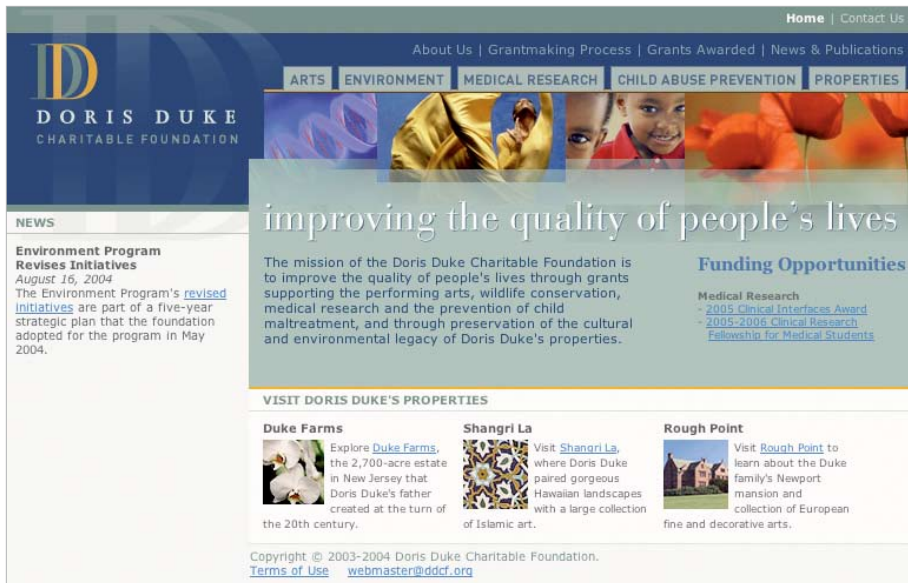


We developed dukefarms.org to raise awareness of this distinct property while ensuring unification of all DDCF Web sites. Duke Farms is a result of the Dukes' lifelong devotion to landscape art and possesses its own fascinating history. Certain elements of the site shift as the seasons progress so users get a strong experience of the place in an online environment.  
www.dukefarms.org



We redesigned ddcf.org to align with the organization's prominence and currency. The site is managed through a custom content management system that enables quick and efficient content modification and updating, and delivers timely information to Web visitors.

www.ddcf.org



DDCF Web site before redesign.



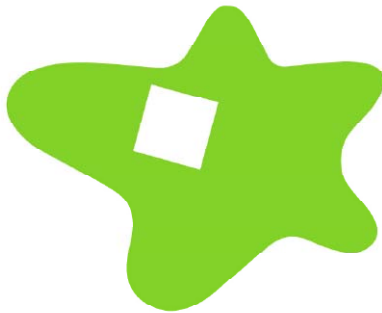
This project was completed while Maya Kopytman served as a creative lead at IconNicholson.

Starr Whitehouse


The green organic-shaped star and the geometrically perfect, tilted square, not only visualize Starr Whitehouse name, but simply symbolizes the landscape architecture and planning services that this firm offers. The emotional and rational elements coexist, the same way that passion, dynamism and professionalism coexist in the firm's approaches and solutions. The marketing material we designed portrays the same qualities, relying on consistent but flexible

communication elements. The website extends this identity by echoing the tilted square as the shape through which photography is revealed. Portfolio templates are designed to accommodate a variety of projects. The site provides a simple and intuitive navigation path for users.

[www.starrwhitehouse.com](http://www.starrwhitehouse.com)



**STARR WHITEHOUSE**  
Landscape Architects  
and Planners PLLC



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• Landscape Architecture  
• Urban Planning

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◀ previous project      back to project list      next project ▶

**Private Residence Garden Design**  
New York, NY

Lorem Ipsum blah blah blah. Ten years ago a crack commando unit was sent to prison by a military court for a crime they didn't commit. These men promptly escaped from a maximum security stockade to the Los Angeles underground. Today, still wanted by the government, they survive as soldiers of fortune. If you have a problem and no one else can help, and if you can find them, maybe you can hire the A team.



Just the good ol' boys, never meanin' no harm. Beats all you've ever saw, been in trouble with the law since the day they was born. Straight'nin' the curve, flat'nin' the hills. Someday the mountain might get sen, but the law never will. Makin' their way, the only way they know how, that's just a little bit more than the law will allow. Just good ol' boys, wouldn't change if they could, figgin' the system like a true modern day Robin Hood.

[contact](#) | [careers](#) | [credits](#)

**STARR WHITEHOUSE**  
Landscape Architects  
and Planners PLLC



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RESOURCES

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In conjunction with NYU Wagner's bold new vision and commitment to be an institution "in and of New York, and the world," we collaborated with an offline design firm in the creation of this distinctly urban yet globally appealing Web site.

www.nyu.edu/wagner

NYUWagner

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**RE-FRAMING PUBLIC SERVICE**

**“** WE ARE IN AND OF NEW YORK, SO WE ARE BOLD. WE ARE ALSO IN AND OF THE WORLD AND SO WE ARE HUMBLE. WE KNOW ALL TOO WELL THE CHALLENGES OF PUBLIC SERVICE, THE ENORMITY OF THE WORK TO BE DONE, THE KNOWLEDGE TO BE GAINED, THE INEQUITIES TO BE ADDRESSED. WE STRIVE TO MAKE A DIFFERENCE, IN EDUCATION FOR PUBLIC SERVICE AND IN PUBLIC SERVICE ITSELF. COME JOIN US. **”**

ELLEN SCHALL, DEAN.

**NEWS & EVENTS**

**Monday, October 11, 2004**

**Wagner News**  
Wagner Prof Explores Intelligence Reform in Washington Post  
Wagner Adjunct Prof Releases Terrorism Report

[more news & events](#)

**RECENT PUBLICATIONS**

[Public Infrastructure Service Flexibility for Response and Recovery in the September 11th, 2001 Attacks at the World Trade Center](#)

[Social and Environmental Dimensions of Cutting-Edge Technologies](#)

[State of the Art and New Directions in Risk Assessment and Risk Management: Fundamental Issues of Measurement and Management](#)

[more publications](#)

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NYUWagner

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**CENTERS & INSTITUTES**

Center for Health and Public Policy Research  
The Furman Center for Real Estate & Urban Policy  
Center for Leadership in Action  
Center for Environmental and Social Policy  
Center for the Study of Consumer Policy  
Center for the Study of the City  
Center for the Study of the City  
Center for the Study of the City

These centers and institutes create an environment of dynamic learning, professional development, and thoughtful research on today's most complex public service issues. With a reputation for quality research and evaluation, research centers keep faculty and students current, make tangible contributions to critical public service areas, and attract funding and talent that greatly enhance the school's effectiveness.

**Project Highlights**

**Recent Publications**

**Public Infrastructure Service Flexibility for Response and Recovery in the September 11th, 2001 Attacks at the World Trade Center**

**Social and Environmental Dimensions of Cutting-Edge Technologies**

**State of the Art and New Directions in Risk Assessment and Risk Management: Fundamental Issues of Measurement and Management**

NYUWagner

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**“Creating common knowledge”**

The Research Center for Leadership in Action supports leadership that taps the resources of many voices to make systems and organizations effective, transparent, inclusive and fair. ■

Photo credits: Harvey Finkle

**Current Highlights:**

- Executive Briefing on Large Scale Change Initiatives in the public sector - September 21, 2005.

This project was completed while Maya Kopytman served as a creative lead at IconNicholson.

Initially, National Geographic enlisted the firm to conduct a comprehensive audit of their print, packaging, film and on-line image. As a result of this survey, their signature yellow frame was retained and typography was subtly updated. The study also revealed that licencees and in-house designers had allowed the image of National Geographic to diminish. After creating new graphic standards, we collaborated with suppliers and worked side-by-side with in-house designers to establish new protocols for maintaining a quality brand.

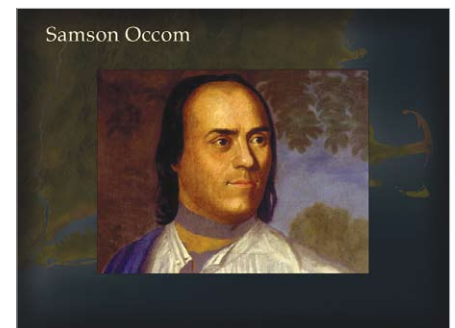
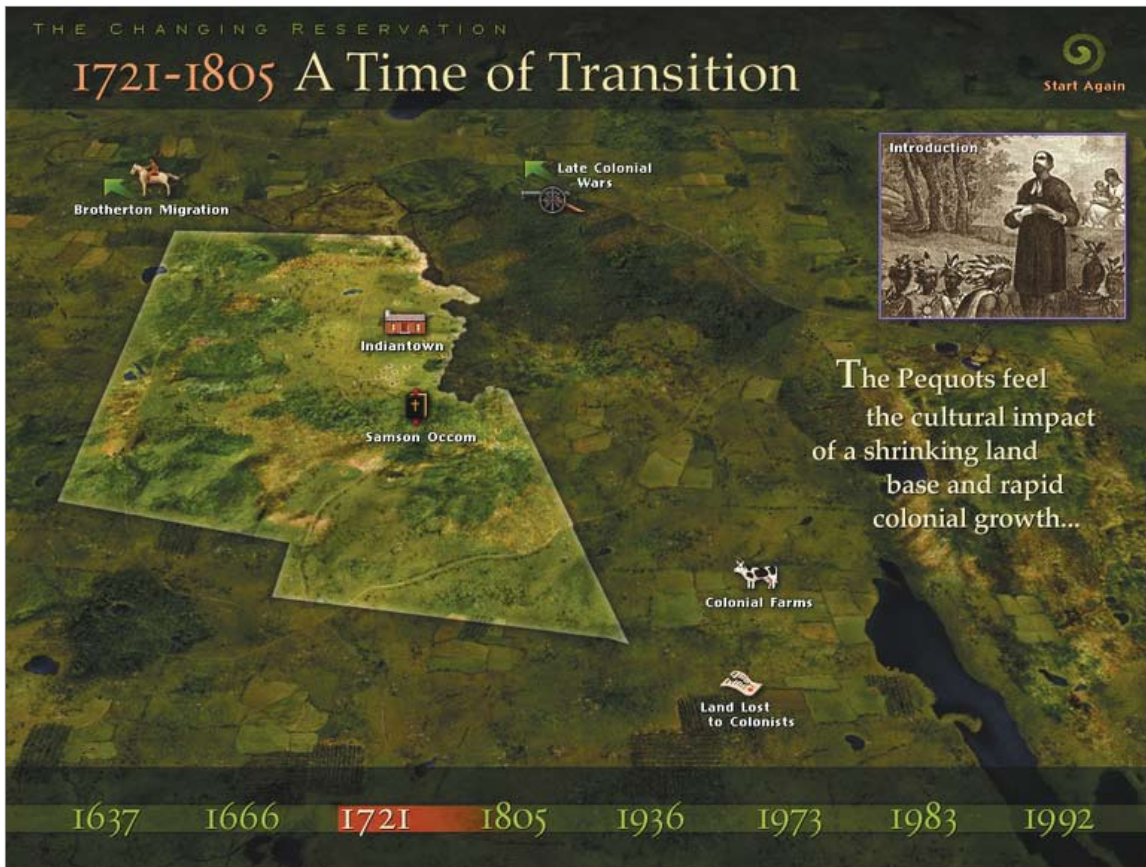
The new graphic guidelines were posted on the web in 2002 to provide vendors and designers worldwide with the creative tools. Once the protocols are fully in place, everything National Geographic produces will be at the material quality and intellectual level of their flagship magazine.

As part of a larger digitization project, the Montana Historical Society needed a clear and easily navigable interface to extend their collection online. This prototype of the web site allows for flexibility in creating custom online exhibitions in a variety of formats, including interactive maps and time lines.



This interactive program traces Pequot history from 1636, the year the Pequot War began, to the present in a user-friendly, visually rich manner. Visitors navigate along timeline overlays and watch animation of the evolving territory.

Awards  
One Show Interactive, Gold Pencil 1999  
Siggraph Conference, selection into 3 venues, 1999  
Included in Communication Arts Interactive Design Annual  
Included in Graphis Interactive Design 1



Website and Intranet Designs  
 Maryland State House  
 Annapolis, Maryland

For the Maryland State House, the oldest working state house in the nation, C&G Partners created a new website as part of the firm's master plan for the building. The redesign modernizes the user experience while still reflecting the unique history of the place. We overhauled the existing editorial structure to give friendlier, more intuitive pathways to information. Even the core navigation itself is scalable, to give the State House the power to expand the site in future, not just add new articles.

Because the State House itself is under renovation, the site includes an extensive virtual tour highlighting significant artifacts, artwork and architecture currently inaccessible to the public. The breadth of the State House history has been organized into understandable stories, with user-friendly timelines and map interfaces. Visitor information, teacher resources, and information about the master plan are now visually prominent, to help the State House generate support for their ongoing evolution.

> VISITOR INFORMATION > ABOUT THE STATE HOUSE > VIRTUAL TOUR > FOR EDUCATORS > FUTURE PLANS > OTHER RESOURCES

## THE MARYLAND STATE HOUSE



**THE BEAUTIFUL MARYLAND STATE HOUSE** is the oldest state capitol still in continuous legislative use and is the only state house to have ever served as the nation's capitol. The Continental Congress met in the Old Senate Chamber from November 26, 1783, to August 13, 1784. During that time, George Washington came before Congress to resign his commission as commander-in-chief of the Continental Army and the Treaty of Paris was ratified, marking the official end of the Revolutionary War.

The State House is where the Maryland General Assembly convenes for three months each year, and the elected leadership of the state — the governor, lieutenant governor, speaker of the House of Delegates and president of the Senate — all have their offices there.



**The Burning of the Peggy Stewart**, painted in 1896, depicts Annapolis's own "tea party" in 1774 protesting the British tax on goods imported to the American colonies.

[Discover more Maryland historical art in our collection >](#)

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 © 2007 Maryland State Archives | Maryland State House, 100 State Circle, Annapolis, MD 21401

> VISITOR INFORMATION > ABOUT THE STATE HOUSE > VIRTUAL TOUR > FOR EDUCATORS > FUTURE PLANS > OTHER RESOURCES

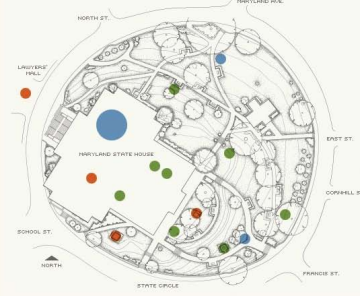
## THE MARYLAND STATE HOUSE

[Printer-Friendly Version](#)

**ABOUT THE STATE HOUSE**  
 History of the State House & Its Dome  
 The Dome and the Lightning Rod  
 Memorials  
 Old Treasury Building  
 State House Trust

### Memorials in the State House and on the Grounds

Click on the highlighted circles to get a pop up about the object.



**Statuary**  
 Thurgood Marshall Memorial  
 Admiral Winfield Scott  
 Baron deKalb  
 Roger Brooke Taney

**Monuments**  
 POW/MIA Memorial "The Freedom Tree"  
 St. Mary's City Caemen Memorial  
 Women's Rights Movement Memorial Tree  
 USS Maryland Memorial & Bell

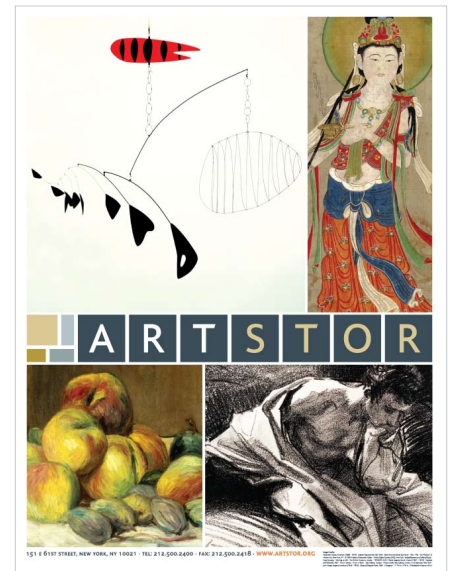
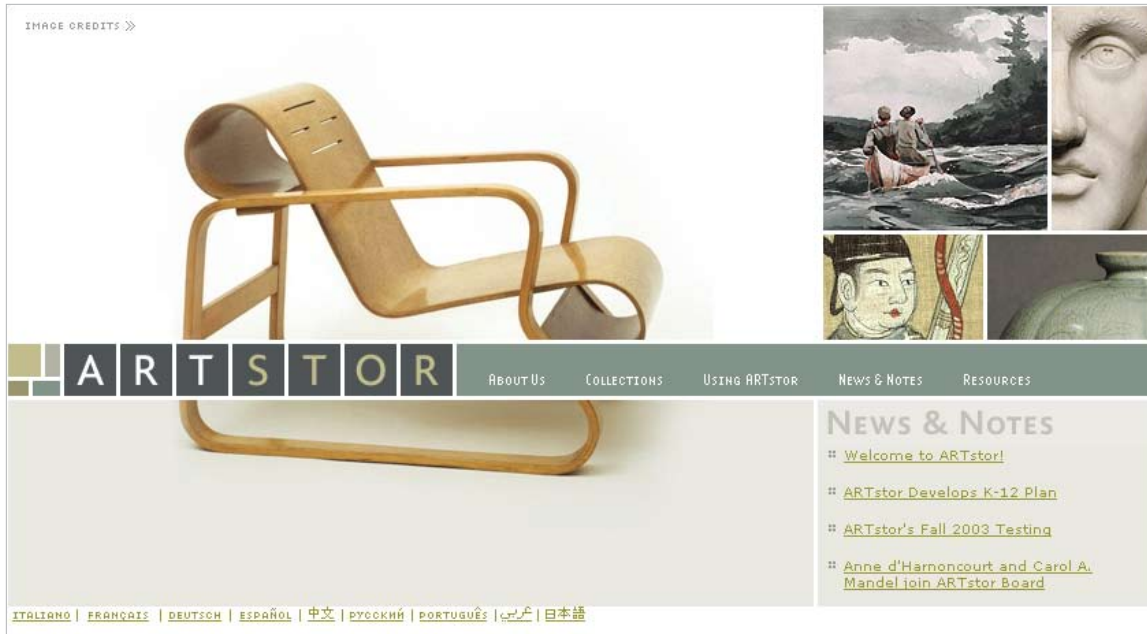
**Plaques**  
 The State House Building Commission  
 Original Senate Chamber of Maryland  
 The American's Creed  
 Signers of the Declaration of Independence

ARTstor  
(The Andrew W. Mellon Foundation)  
www.artstor.org

The foundational mission of ARTstor, an endeavor of the The Andrew W. Mellon Foundation, is to provide students, faculty, curators, and staff with access to a large and expanding resource of digital images and data for teaching and research. Specifically, ARTstor leverages digital technology to enhance scholarship, teaching and learning in the arts and associated fields.

The project involved designing the brand identity, the website and a series of collateral marketing materials.

Awards  
The International Web Page Awards, Best of Category, Arts 2003  
Included in Graphis Interactive Design 2  
Web Marketing Association's WebAward, Standard of Excellence



This project was completed while Maya Kopytman served as a creative lead at IconNicholson.

BYkids

This non-profit organization pairs American film masters like Albert Maysles and Ric Burns with young people from around the world to create short documentaries that will educate Americans about universal issues.

These stories are rarely told in the mainstream media and BYkids' goal is to raise awareness, stimulate debate and inspire social change. By giving five kids each year the tools and the mentoring to make documentary films about their lives, BYkids gives voice to youth from diverse cultures, and encourages globalism and international understanding.

Our design direction capitalizes on the unique nature of this initiative: the rare opportunity for young people to collaborate with documentary masters, and to view their lives through a filmmaker's eyes.

The photographic style conveys the documentary character of the initiative while the bold text and the colors bring in the youthful spirit.

www.BYkids.org



**BYkids**  
THEIR WORLD THEIR FILMS

- ABOUT US
- NEWS
- CONTRIBUTE
- SPONSORS & PARTNERS
- CONTACT US

**We continually tell the story of our lives in order to make sense of the lives we are living. The world is filled with these stories, and kids around the world know this instinctively. What if we set them loose, give them a video camera and a little expert guidance and ask them to tell us the stories that only they can tell? Magic will be revealed.**

**NEWS**  
Campbell Scott, Actor/Director, Becomes a Film Mentor - Actor and director, Campbell Scott agrees to be a Film Mentor in our second year. He says, "BYkids is a powerful and poignant idea. Film has always..."  
The Wall Street Journal Editor and Columnist, Alan Murray, Joins Board - Alan Murray is assistant managing editor of The Wall Street Journal, author of the paper's weekly Business column, and regular contributor to...

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**BYkids**  
THEIR WORLD THEIR FILMS

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- NEWS
- CONTRIBUTE
- SPONSORS & PARTNERS
- CONTACT US

**MENTORS**

Film Mentors  
Dr. Neal Baer  
Ric Burns  
Susan Hoenig  
Albert Maysles  
Mary Soan  
Board of Trustees  
Press Kit  
What People Say

**NEWS**

**CONTRIBUTE**

**SPONSORS & PARTNERS**

**CONTACT US**



**Mary Soan**  
"Working with Film Aid I have had the privilege to witness first hand the incredible healing power of shared storytelling through personal film-making amongst the youth in the refugee camps of Eastern Africa.  
BYkids will give voice to the incredible resilience of children and young people to overcome adversity against all odds. By ensuring this voice is heard through the dissemination of these films throughout the developed world, BYkids will help raise awareness of the responsibility we all share in ensuring that new generations are given support for a safe and secure childhood not just in the immediate aftermath of a disaster or tragedy but for the long term future. What a privilege."

*"BYkids will give voice to the incredible resilience of children and young people to overcome adversity against all odds."*  
Mary Soan, Film Mentor

An assistant director on many international feature films including *Welcome to Sarajevo*, *Before the Rain*, *Kama Sutra*, *Madness of King George*, *Mansfield Park*, *Narnia*, *Pearl Harbor* and *Bridget Jones Diary*, Mary is also a founder member of FilmAid International and sits on the Advisory Committee of FilmAid US and on the Board of FilmAid International UK.  
[www.filmaid.org/who/advisory.shtml](http://www.filmaid.org/who/advisory.shtml)

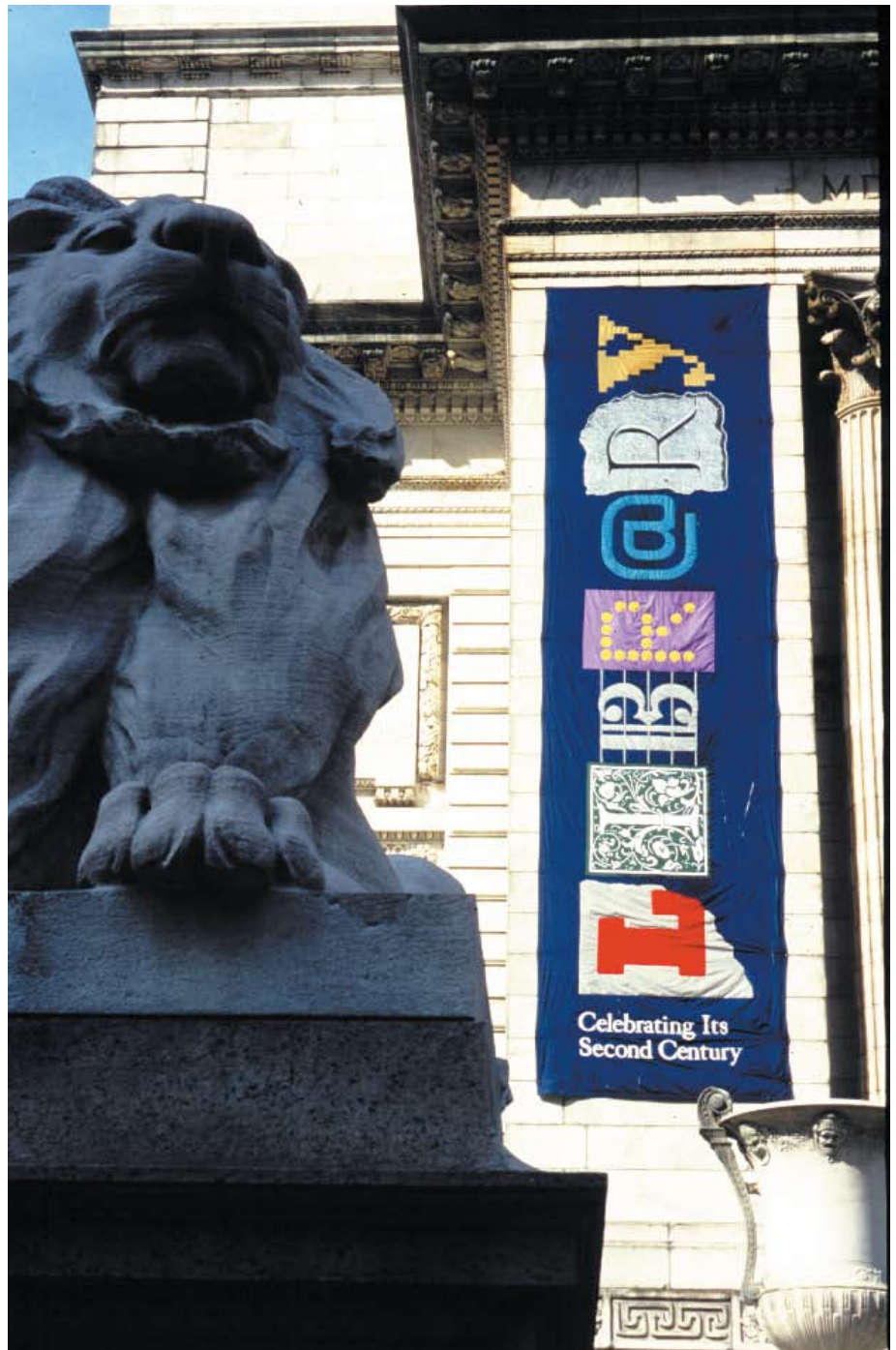
**C&G Partners**

The New York Public Library  
New York, New York

To celebrate the library's one hundredth birthday, the firm created a new identity program and related centennial graphics. The new image projects the library's importance into the 21st century: its physical expansion, its great archive of knowledge and information, and its enhanced accessibility via new technology.

The letter forms are derived from, and suggest, the vast range of holdings in the Library's collections—from ancient manuscripts to on-line services.

The celebratory program included stationery, press kit, invitations, posters, signage and promotions. A comprehensive banner program marks the main library, in addition to its four research and eighty-two branch libraries.



**C&G Partners**

National Parks of New York Harbor  
National Park Service  
New York, New York

The branding of the National Parks of New York Harbor consists of a parent logo for the organization, along with site logos for each of the 23 destinations within the region of New York Harbor.

The strategy was to create a typestyle with embedded icons evoking the individual sites. Each icon incorporates specific aspects of the site, referencing architectural elements, the natural environment, and historical events and personalities. Each logo is underlined by a set of waves, reflecting their shared relationship to

New York Harbor. This specialized alphabet, in concert with National Parks System arrowhead logo, gives each site a common denominator, tying disparate graphic elements together without losing the individuality of each destination's name and character.

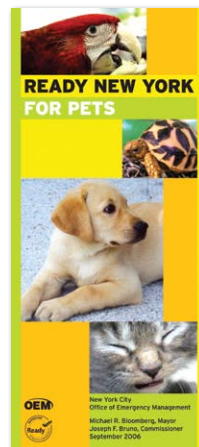
This identification system includes press kit materials, maps, posters, a web site, and promotional items.





As part of a general initiative to increase public awareness and preparedness for emergency situations, the New York City Office of Emergency Management has retained C&G Partners to create new brochures, posters and other graphics for distribution to the general public and local emergency services organizations.

These brochures inform the public how to plan for numerous emergency situations.



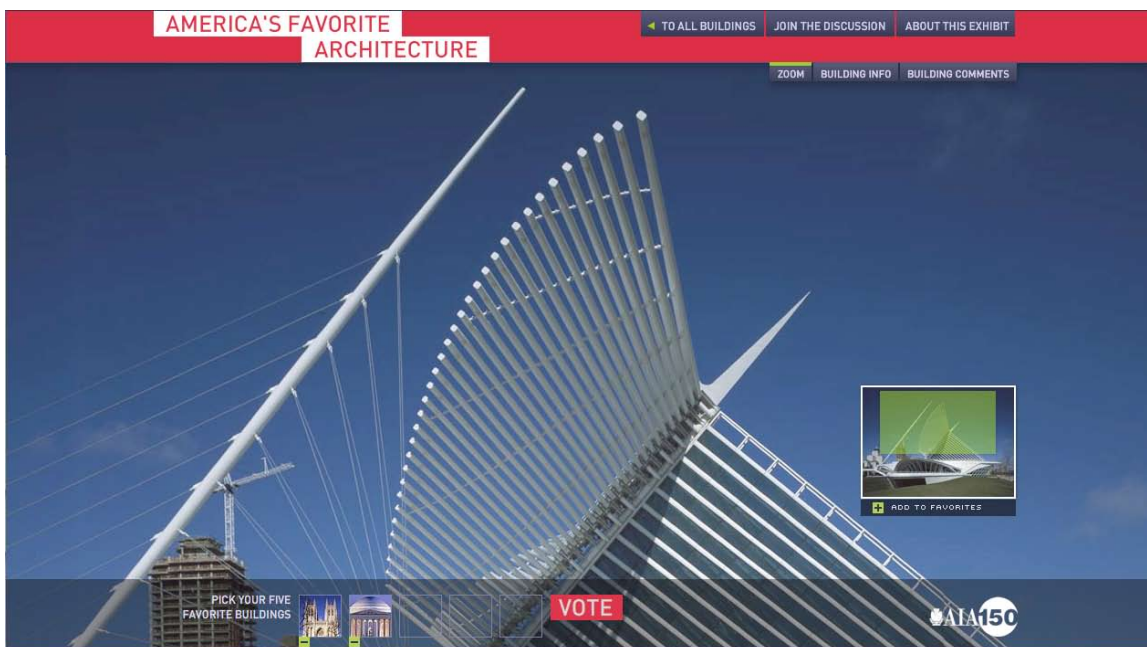
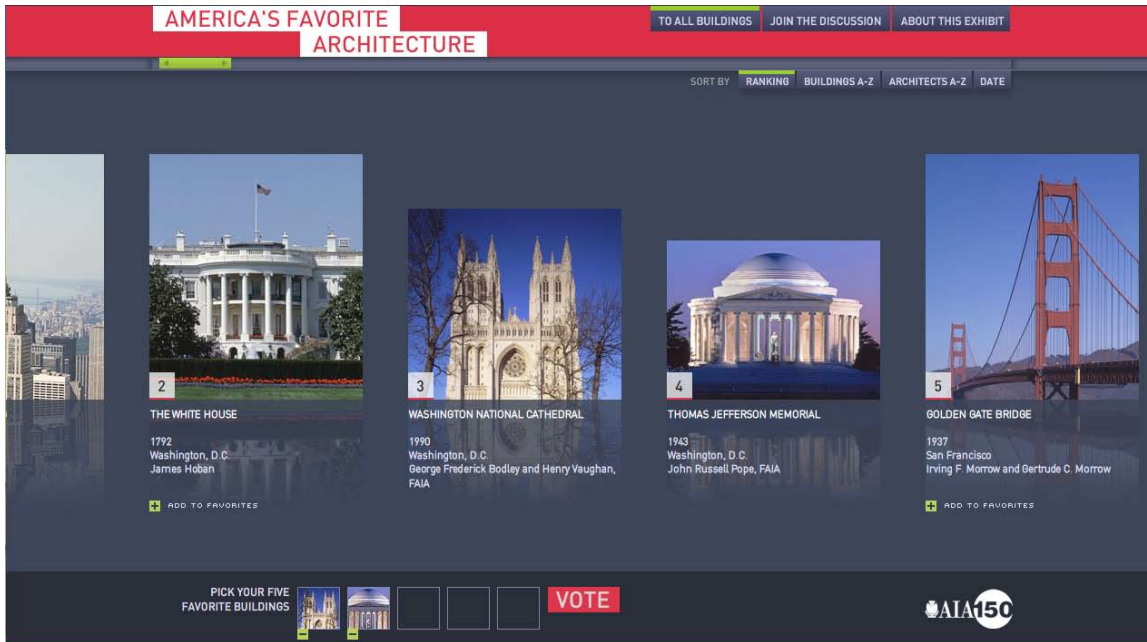
America's Favorite Architecture  
American Institute of Architects  
Washington, DC

To commemorate the American Institute of Architect's 150th Anniversary, C&G Partners was asked to design a traveling exhibit and visitor experience. The display serves as the centerpiece for a series of nationwide activities and events at various AIA chapters across the country. It features images of the 150 greatest buildings throughout history as voted on by the public and AIA members. The structure was designed and built entirely in accordance to principles of sustainable design.



The projects featured in America's Favorite Architecture are a result of a poll of the public and AIA members that Harris Interactive conducted in conjunction with the 150th anniversary of the American Institute of Architects. The 150 buildings, bridges, monuments, and memorials in this exhibit represent some of the best of America's architectural heritage. They reflect the fact that when people are asked to select their favorites, they choose buildings and designs that symbolize innovation and the spirit of their country and community.

C&G Partners designed the exhibit and developed an interactive kiosk and website to allow exhibit visitors and online visitors to explore the buildings in detail and vote for their personal favorites. This website also provides a blog to solicit dialogue amongst AIA members and the general public.



**C&G Partners**

Gilded Age in Westchester  
The Hudson River Museum  
Yonkers, New York

The Hudson River Museum commissioned CGP to create this exhibition as part of a broader program to restore the museum's John Trevor Mansion and increase membership. In addition to the exhibit, CGP also created a new logotype, sign system and promotional materials for the museum.

"A Feast of Victoriana... Weary of museum supershows? The Gilded Age in Westchester, a modest but fascinating display, in which gold is more figurative than literal, celebrates both the Victorian mansion in which the museum is housed and one of the most maligned and misunderstood periods of American art and culture."

—*New York Times*, Ada Louise Huxtable



**C&G Partners**

National Fish & Wildlife Foundation  
John Heinz National Wildlife Refuge  
at Tinicum Marsh  
Philadelphia, Pennsylvania

The firm worked closely with the client, Susan Maxman Architects, and with Andropogon Landscape Planners, to create exhibits that would have an immediate relationship to the building and its site.

The centerpiece of the exhibit at Tinicum Marsh is a cross-section diorama which reveals Tinicum's natural history and imparts the value of wetlands. The monumental display depicts unseen, and often overlooked characteristics of the largest fresh water tidal

marsh in Pennsylvania. The right half of the centerpiece represents Tinicum at high tide in the fall. The left half of the exhibit shows low tide during spring time. The U.S. Fish & Wildlife Service's management role and community efforts to preserve the marsh are also interpreted in the diorama.

A unique recycling display in the exhibit, incorporates filtration tanks, aquatic plants and fish to show how the Center's waste water can be purified and reused.

An opened suitcase reveals endangered species products uncovered at the Philadelphia Airport by service agents.



The National September 11 Memorial & Museum  
New York, New York

The National September 11 Memorial & Museum, a combined design by architect Michael Arad and landscape architect Peter Walker, resonates with the loss and absence that were generated by the destruction of the World Trade Center and the taking of thousands of lives on September 11, 2001 and February 26, 1993. It is located in a field of trees that is interrupted by two large voids containing recessed pools. The pools and the ramps that surround them encompass the footprints of the twin towers. A cascade of water that defines the perimeter of each square feeds the pools with a continuous stream.

Bordering each pool is a pair of ramps that lead down to the memorial spaces. At the bottom of their descent, visitors find themselves behind a thin curtain of water, starting out at an enormous pool. Surrounding this pool is a continuous ribbon of names that underscore the vast scope of the destruction. C&G Partner's design for the panel of names is central to the memorial experience. Crafted through a combination of rapid prototyping and lost wax, the bronze panels rely on both modern and ancient technologies.

Situated within the Memorial plaza among clusters of deciduous trees are site and visitor center signs by C&G Partners. The totems' sleek, elegant verticality has been carefully conceived to integrate with the quiet solemnity of the architecture and the plantings.



**C&G Partners**

Yankee Stadium  
HOKSport  
Tishman-Speyer Properties  
New York Yankees  
New York, New York

After being selected in a national competition, the firm is currently collaborating with architects HOKSport on the new Yankee Stadium, set to open for the 2009 season.

In addition to developing all necessary signage and wayfinding, the firm is helping to create the "Yankee experience" with the addition of stadium and site graphics, a commemorative mural program, banners, sculptural installations and architectural enhancements.



Howard Hughes Medical Institute is one of the nation's largest philanthropies and plays a powerful role in advancing biomedical research and science education. As part of a re-branding process, the institute launched a site redesign that spanned a broad range of the philanthropy's efforts. The site needed to represent its funded scientific research news, provide grantees with application instructions, publish its quarterly bulletin online, introduce its new research campus, as well as a host of other efforts.

The site redesign was approached in a phased process. Initially, the main institute site underwent an architecture and visual redesign. Several phases followed which aimed to expand the visual character of the institute to all of its existing branches.



This project was completed while Zoya Eydelman was a Senior Designer at VSA Partners.

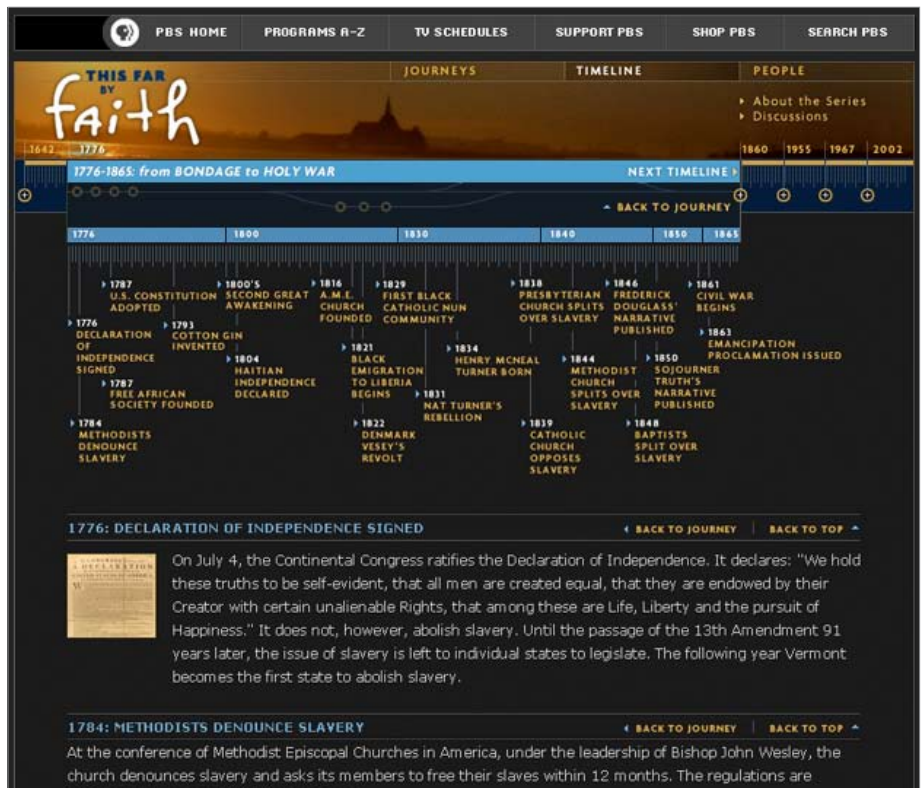
The American Express Next Chapter Forum is a component of the American Express intranet, designed to drive discussion among its employees about the future of the corporation. With some major company shifts, this site redesign was part of a larger effort to define a new direction at a time of change.

was made to make user response as direct as possible, with fewer page refreshes and an opportunity for voting, helping to drive user selected content to the top. In order to spark new conversation, content such as Question and Comment of the Week was added by an editorial team.

The goal of this site was to create a dynamic environment in which users could immediately see where the traffic was high and where recent conversation was happening. An effort



The PBS miniseries, This Far by Faith, follows the role of spirituality in African American history. This companion website allows the audience to gain a more detailed understanding of the stories, view a timeline of the events in context with historical milestones, and obtain further knowledge about the major figures involved.



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