



Second Avenue Subway Corridor

Construction scrim (Camouflage) / Business Name Recognition

Concept: Tara Reddi
Design: Maeve O'Regan



Background

- The various awarded construction contractors utilize different construction apparatus and structural enclosures for their designated area.
- The structures surrounding the construction sites have dissimilar height profiles ranging from a single level chain-link fence enclosure to a 5-story high steel structure.
- Any “streetscape” design has to be able to work for all height enclosure variances.
- The creative presentation attached is for the sole purpose of “concept” and does not represent a finished artistic design.

Current Model Block

92nd to 93rd Street



Current Model Block

92nd to 93rd Street



Existing Conditions

Model Block - 92nd to 93rd Street



Signage scrim with store signage
attached to chain link construction fence

Current Model Block

92nd to 93rd Street



93rd to 94th Street



Existing Green Store Signage



Objectives

- Increase the 2nd Avenue businesses visibility.
- Generate increased foot-traffic on 2nd Avenue.
- Make 2nd Avenue a shopper's destination.



Strategies

- Provide 2nd Avenue businesses with a unique and orderly display for their store recognition. (Theory...all noise is no noise.)
- Utilize the construction areas to attract increased foot-traffic
- Turn 2nd Avenue into an exclusive visual experience.
- Provide 2nd Avenue with a means of turning a current visual eyesore into an integrated streetscape.



Mission

To create a fun, whimsical construction camouflage that lessens the unattractive appearance of the construction sites, calls attention to the obstructed businesses and supports the “Shop 2nd Avenue...it’s worth it” PR campaign.

79th to 78th Street

Existing Conditions

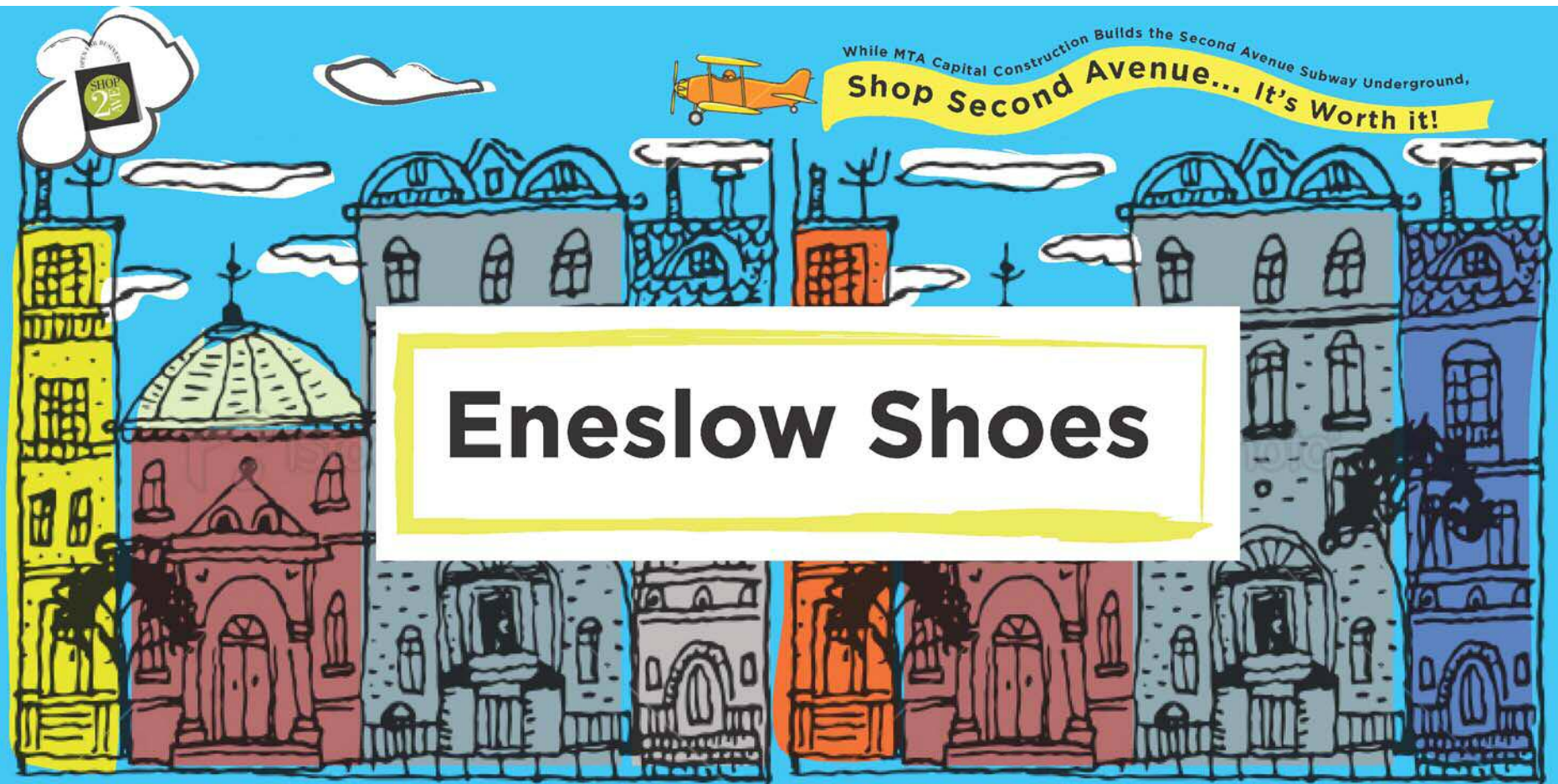


79th to 78th Street Proposed



Sample Scrim

Single Panel



Design by Maeve O'Regan © 2011

single panel approx. 5' x 10'
signs approx. 2' x 6'



Tactics

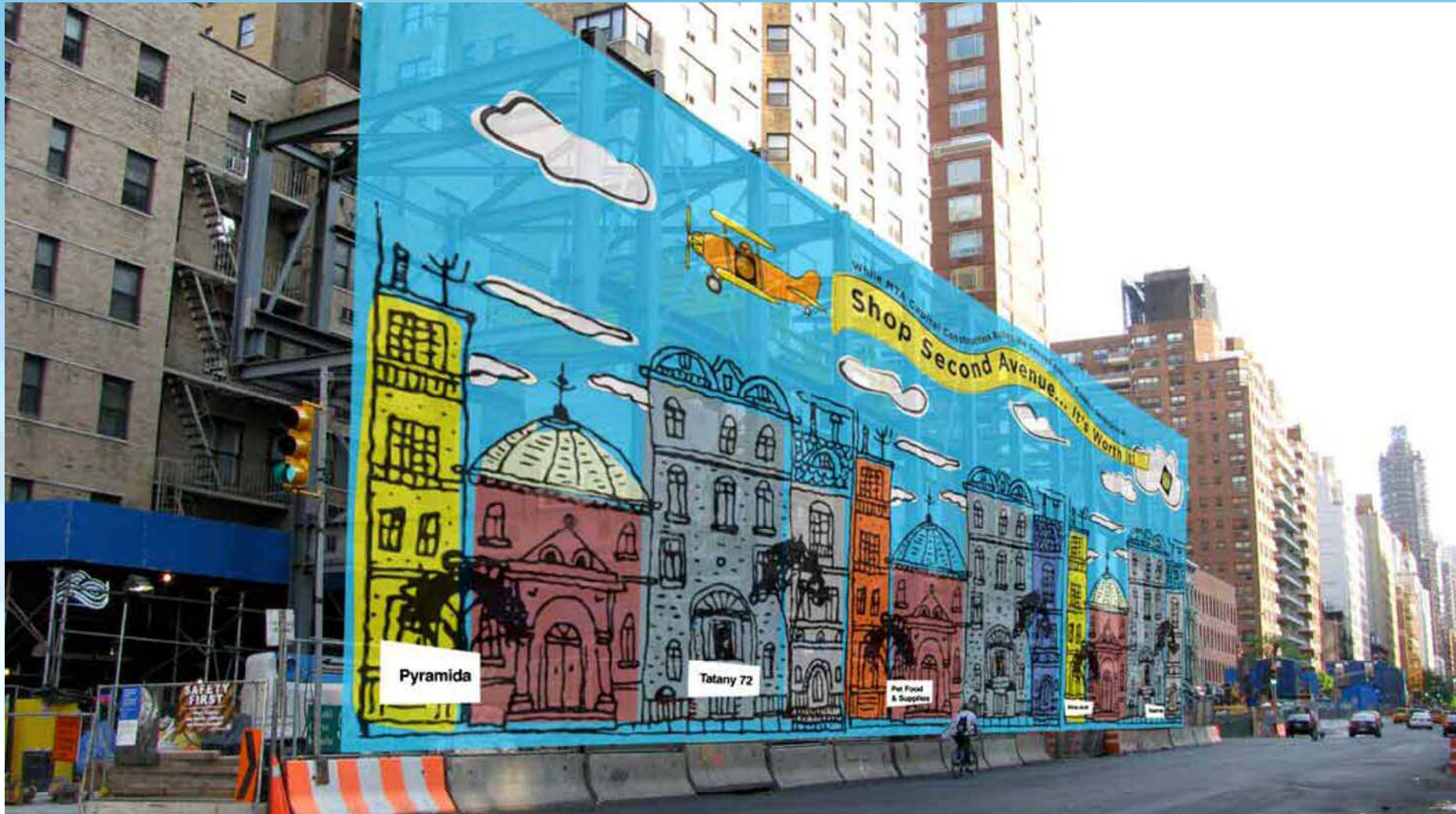
- Superimpose a fun and whimsical “artistic” avenue rendition over and around the 2nd Avenue Subway construction sites.
- Every creative execution must feature the retailer’s business **and** “Shop 2nd Avenue...It’s Worth It! slogan.
- Create an artistic rendering that can be translated into the various height profiles for all the participating contractors.
- Maximize cost-efficiencies by developing the same design throughout the construction corridor.
- Utilize the city’s resources to manufacture the actual scrims from the approved design.

72nd to 73rd Street

Existing Conditions



72nd to 73rd Street



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2nd Ave between 73rd and 72nd Street
Five stories high