

For Release
16 April 2008

Reinventing The Crescent Wins Prestigious Awards **Phase One Request for Qualifications Finalists Selected**

Reinventing the Crescent, the New Orleans Building Corporation's (NOBC) transformative design for the New Orleans Riverfront, has won the National 2008 American Society of Landscape Architects (ASLA) Honor Award for Analysis and Planning. Said the Professional Awards jury, "The landscape architect (Hargreaves Associates) used compelling urban design gestures to deal with very difficult problems at a critical time for this great city. The analysis was particularly strong." The jury considered over 500 entries. Awards will be present in October at the ASLA Annual Meeting in Philadelphia.

The New Orleans Chapter of the American Institute of Architects (AIA) also bestowed its top Award for Master Planning and Urban Design on *Reinventing the Crescent*. According to Melissa Urcan, Executive Director of AIA New Orleans, "Out of the many entries in the Master Planning and Urban Design Category, this project was granted an Award of Honor from the jury because of the visionary aspect of the project overall. This was one of the few projects that presented a clear vision of what a potentially 'new' New Orleans might be in both a positive and hopeful manner that all of the jury members recognized."

In February 2007, NOBC hired an internationally acclaimed team, led by Alex Krieger, George Hargreaves, Enrique Norton and Allen Eskew, to prepare the bold plan to reconnect the city to its legendary river. "This plan is spectacular," says Mayor C. Ray Nagin. The design reflects this city's signature sense of *Place* while encouraging contemporary expression of it in this *Time*. Says Sean Cummings, the CEO of NOBC, "Great cities never lose the capacity to reinvent themselves, and I can think of no better way to welcome the world to New Orleans' 300th birthday than to share with people one of the most beautiful riverfronts in the world." Says City Council President Arnie Fielkow, "I think this is the most exciting project the city has seen in decades, maybe in its history."

The richly rendered plan offers some of the smart new economic infrastructure that will enable New Orleans to flourish in the 21st Century. A stunning new performance venue, cruise ship terminals, and educational institutions are situated among more than 70-acres of parks and gathering spaces, providing abundant access to the New Orleans waterfront for the first time in modern history. There is also significant emphasis on sustainable "green" design.

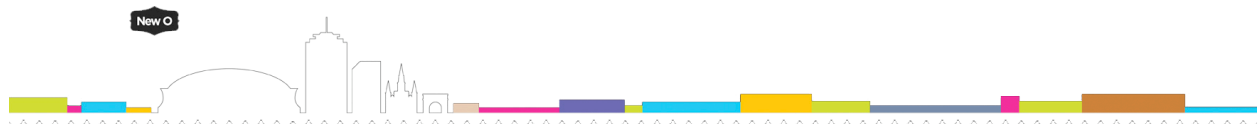
Cummings reports that the Corporation's Board, which includes Mayor C. Ray Nagin, Dr. Norman Francis and Arnie Fielkow, approved the plan unanimously in January 2008. Now, with strong support from Mayor Nagin, the City Council, the Port of New Orleans, the New Orleans Metropolitan Convention and Visitors Bureau, the Audubon Institute, the Hotel Motel Association and others, NOBC is leading the way to invest more than \$294 million along the riverfront. The project is sequenced in three phases from 2008 to 2016. Key estimates from the organization's economists predict that it will create more than 24,000 new jobs, nearly \$3.6 billion in new, private investment, and more than \$63 million annually in new tax revenue for the State and for the City.

Maintaining the momentum for *Reinventing the Crescent*, NOBC issued a Request for Qualifications (RFQ) to select a design team to execute Phase One. Submissions were received on April 07 and four teams which include some of the world's finest talents in landscape, engineering and architecture have been selected. Finalists come from around the state and around the globe including visionaries such as Cesar Pelli of Pelli Clarke Pelli Architects (New Haven) and Steven Holl (New York). They include emerging stars like Michael Maltzan (Los Angeles) and David Adjaye (London). They include acclaimed landscape architects Hargreaves Associates (Cambridge), Michael Van Valkenburgh Associates (New York) and Abel Bainnson Butz (New York), as well as planners Hotson Bakker Boniface Haden (Vancouver), and Chan Krieger Sieniewicz (Cambridge). They include leading locals in Coleman Coker, Eskew+Dumez+Ripple, John C. Williams Architects, Billes Architects, Perez, Morphy Makofsky, Moses Engineers, Waldemar S. Nelson, and Futureproof among many.

Interviews will be held on April 22 and a winning team will be selected shortly thereafter.

For more information and high-resolution images of the Reinventing the Crescent plan, please contact:

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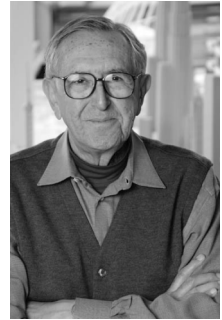


NEW ORLEANS BUILDING CORPORATION

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FINALIST TEAM ONE

Cashio Cochran (Landscape Architecture/Planning), New Orleans
John C. Williams Architects (Architecture), New Orleans
Pelli Clarke Pelli Architects (Architecture/Planning), Cambridge, MA
Billes Architecture (Architecture), New Orleans
Julie D. Brown (Project Coordination/Communications), New Orleans
TBG Partners (Landscape), Austin, TX
Cline, Bettridge, Bernstein Lighting Design, Inc. (Lighting), New Orleans
Morphy, Makofsky, Inc. (Structural and Civil Engineering), New Orleans
Eustis Engineering (Soils and Bank Stability), New Orleans
Moses Engineers (Mechanical and Electrical Engineers), New Orleans
Urban Systems Associates, Inc. (Transportation), New Orleans
White Oak Productions (Event Consultant), New Orleans
Think Energy (Energy Consultants), New Orleans



Cesar Pelli

FINALIST TEAM TWO

Perez, APC (Architecture/Project Management), New Orleans
Hotson Bakker Boniface Haden Architects + Urbanistes (Architecture), Vancouver, BC
Abel Bainson Butz, LLP (Landscape Architecture/Planning), New York, NY
Creative Lighting Design (Lighting Design), Germantown, WI
Futureproof (LEED Consulting), New Orleans
Waldemar S. Nelson (Civil and Structural Engineering), New Orleans
Julien Engineering & Consulting (Civil and Structural Engineering), New Orleans
Thompson Luke & Associates (Mechanical and Electrical Engineering), Baton Rouge



Angela O'Byrne, Perez, APC

FINALIST TEAM THREE

Michael Van Valkenburgh Associates (Landscape Architecture), New York
Building Studio Architects (Architecture), New Orleans
Steven Holl Architects (Architecture), New York
Mack Scogin Merrill Elam (Architecture), Atlanta
ARUP (Structural Engineering), London
Gaea Consultants (Environmental Engineering), New Orleans
Walter Hood (Artist), Oakland, CA
Applied Ecological Services (Ecologists), Broadhead, WI
Infinite Engineering (Marine, Civil, and Structural Engineers), New Orleans
IMDC, Inc. (MEP Engineers), Maitland, FL



Steven Holl

FINALIST TEAM FOUR

Eskew+Dumez+Ripple (Architecture), New Orleans
Hargreaves Associates (Landscape Architecture), Cambridge
Chan Krieger Sieniewicz (Urban Design/Planning/Architecture), Cambridge
Michael Maltzan Architecture (Architecture), Los Angeles
Adjaye/Associates (Architecture), London
St. Martin Brown (Architecture), New Orleans
Speirs and Major Associates (Lighting Consultant), London
Burro Happold (Sustainability), New York
Halcrow (Maritime Engineering), New York
Kulkarni Consultants (Structural & Civil Engineering), New Orleans
PSI Engineering (Environmental Engineering), New Orleans
Lucien T. Vivien, Jr. and Associates (MEP Engineers), New Orleans
212/Harakawa (Environmental Graphics & Wayfinding), New York
Johanna Leibe and Associates (Landscape Architecture), New Orleans
Play Site Architecture (Play Site Architecture), Acton, MA
Dr. Robert Thomas (River Ecology), New Orleans
Carolle Bebel (Cultural Outreach), New Orleans
Urban Systems (Traffic Engineering), New Orleans



George Hargreaves

