

HOUSE OF CARS: INNOVATION AND THE PARKING GARAGE





The National Building Museum is located just a few blocks away from the U.S. Capitol building in the District of Columbia. © F.T. Eyre

HOUSE OF CARS: INNOVATION AND THE PARKING GARAGE

Parking garages are central to the way in which people move about—to and from work, home, errands, the airport, and even amusement parks—but we rarely really see or appreciate them. A showcase for innovation; a training ground for the 20th century’s best-known architects; and, now, a new direction for sustainable city planning: the parking garage can tell many stories. For the first time, this familiar structure will take center stage in a major museum exhibition.

In the National Building Museum’s new exhibition *House of Cars: Innovation and the Parking Garage*, visitors learn how the parking facility evolved, in sometimes beautiful and even stunning form; how it has changed over time; and which architectural and technological ideas originated in this building type.

This exhibition opens conversations about parking’s role in linking pedestrians, drivers, and mass transit riders. Innovative parking solutions increase urban density, manage storm water runoff and reduce energy costs—making our cities healthier and more sustainable places to live.

CENTRAL IDEAS OF THE EXHIBITION

Parking garages impact architecture, engineering, transportation, landscape architecture, real estate development, and planning

Parking garages are a showcase for innovative design

Parking garages incorporate new technologies

Parking garages are an important part of sustainable community planning



Parking garage, designed by Santiago Calatrava. Photo by Timothy Hursley courtesy of Milwaukee Art Museum

SELECTED EXAMPLES OF OBJECTS AND GRAPHICS:

Historical and contemporary photographs

Architectural drawings

Parking ephemera such as postcards and parking tickets

Automated models from the 1920s and 1950s

Drawings and advertisements from automotive magazines

Patent drawings

Design manuals

Parking meters

Sketches and notes from engineers

EXHIBITION ORGANIZATION

CAR CULTURE

The exhibition begins by examining the “birth” of the parking garage in the early 20th century when enthusiasm about the automobile was everywhere. As soon as there were cars, cities across the country developed parking garages—sometimes out of old carriage buildings, sometimes in new structures, some with beautiful exteriors and innovative technologies. The information about this early phase of the parking garage is presented through photographs, drawings, and models.



INNOVATION

Through interactive features, visitors learn about the different technologies of parking garages, including the elevator system, the double helix, and the ramp system. Innovation in technology and engineering has always defined the parking garage. Samples, plans, and touchable examples demonstrate how engineers use materials such as concrete and how they lay out parking spaces, map traffic access within the larger urban plan, and create structural systems needed to address both architectural and human concerns.

DESIGN

Visitors view plans, models, and photographs of parking garages designed by some of the last century's most important architects, including Frank Lloyd Wright, Louis Kahn, and Paul Williams. After exploring the design challenges posed by different regions and situations, including weather patterns, site familiarity, available space, and funding, visitors encounter a variety of solutions—some successful, some not—developed by parking garage designers and architects and even get the chance to design their own parking garages.

POPULAR CULTURE

This section investigates the role of the parking garage in television and film, from *All the President's Men* to *The Sopranos*, and explores the visceral fear and excitement the parking garage can elicit. The parking garage as a symbol of danger, crime, and mystery has been a staple of American popular culture, memorably spoofed in a 1991 *Seinfeld* episode in which the gang gets lost in a suburban mall's parking garage.

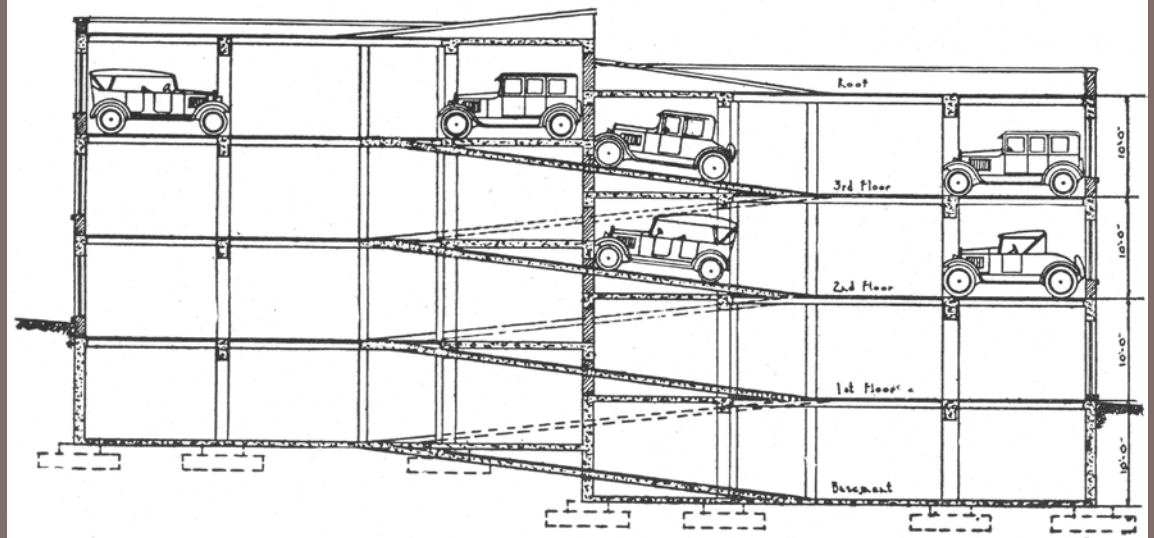


Fig. 9. Section through Garage Showing Patent Ramp Design with Staggered Floors

The ramps in the patented D'Humy system maximized the number of spaces in the garage.

SUSTAINABILITY

Visitors conclude their experience with a look toward the future and the new types of movement technologies that are changing our cities. In order to respond to these changes, parking facilities will need to be denser, more efficient, more environmentally-friendly, and safer. The parking garage can lead the way by linking old and new types of transportation systems. Visitors see projected plans, photographs, and models of innovative solutions in car parking, as well as new initiatives for bicycle and segway parking.

How Can Garages be Green?

House of Cars helps us understand the role of parking in the 21st century city. We continue to need places to park, and we need better ways to build our parking infrastructure. Smart parking garages can be sustainably integrated into urban downtowns, New Urbanist communities, and more walkable small towns. Parking garages can help city planners move both cars and people more efficiently and safely through the places where we work and live.

Parking affects all of us. This exhibition and its supplementary programming enhance the conversation and bring new ideas and solutions to the public.

LEED Criteria

In 2008, the first LEED certifications for parking structures were awarded. Parking garages can contribute to sustainable transit plans when they are designed in cooperation with city planners. Garages can link mass transit, walking, and amenities and provide bicycle storage, dedicated spaces for carpooling, electric cars, and car sharing services.

Garages can use innovative storm water management and conservation. Green roofs can reduce the heat island effect, and garages can be forerunners in using new techniques for reducing light pollution. Solar power can reduce reliance on the grid, and garages can use recycled materials as well as advanced coatings and techniques in concrete and steel construction. Because parking garages serve both cars and people, indoor environmental quality is especially important, and garages can be a place to test ventilation systems.

Ideas from the Past

A century ago, cars were the environmental saviors of the city, protecting streets from horses and their waste. Soon, however, horseless carriages created environmental problems of their own. We need to look at what has worked and what has not in order to move forward.

Many ideas for new parking garages integrate old solutions, such as valet parking and mechanized structures that use elevators and turntables, which first appeared in the early 20th century, can be highly relevant today. Using ideas from the past along with new technologies and materials, we can redefine the parking garage and its place in our cities and in our daily lives.



Solar panels adorn the side of the Fairfield Multi-Modal Transportation Center. © Stantec Architecture (formerly Chong Partners)

EDUCATIONAL PROGRAMMING:

Lecture Series

In conjunction with the *House of Cars* exhibition, the Museum will hold a lecture series that further explores some of the exhibition's central themes. The series will run for the duration of the exhibition and will convene experts from across the nation in public programs at the Museum. The programs will be recorded and posted on the Museum's web site in order to reach the largest audience possible.

Topics include:

The Horse, the Car and the Parking Garage

Shannon Sanders McDonald, practicing architect and author of *The Parking Garage: Design and Evolution of a Modern Urban Form* will explore the transformation of parking structures, from repurposed horse and carriage storage facilities to urban eyesores to the well-designed sustainable garages of the future.

Architects on Automobiles

This illustrated talk will follow some of the world's most famous architects as they design parking structures. The lecture will look at models, plans, and the final projects from renowned architects like Santiago Calatrava, Le Corbusier, and Frank Lloyd Wright.



One of the National Building Museum's most popular lecture series is *For the Greener Good*. © Peter Cutts

A Green Garage

The future of parking garages / facilities includes charging stations, solar photovoltaic rooftop arrays, web based parking spot locators, multi-use structures, and rainwater capture. Listen to architects, planners, and engineers discuss plans for the nation's first LEED parking lot and innovative parking solutions for smart cars, bikes, and Segways.

Parking is Not Free

Donald Shoup, professor of Urban Planning at the University of California Los Angeles and author of *The High Cost of Free Parking*, suggests we finally design our cities for people and not cars.

Family Audience

The *Building Zone* exhibition engages the Museum's youngest visitors, ages 2 to 6, through hands-on interactive experiences. Just as a building's foundation lays the groundwork for a structure, child-initiated play lays a foundation for learning. Through imaginative play, children learn to interact with others, to recognize and solve problems, and to gain confidence. Throughout the run of *House of Cars*, the *Building Zone* will include a series of classic and modern parking garage toys, a fundamental part of any pretend city, which children and their families can use to explore the built environment.

Film Series

From Comedy To Creepy: Parking Garages in American Media

The parking garage is a familiar location in American film and television. From the shadowy world of "Deep Throat" in *All the President's Men*; to the absurdity of a confused *Seinfeld* cast; to the frightening set of *P2*, which was filmed entirely inside a parking garage, this modern building form brings forth a variety of intense emotions. *Washington Post* film critic Ann Hornaday joins Museum Curatorial Associate Deborah Sorensen for opening remarks before each screening.

MARKETING AND OUTREACH AT THE NATIONAL BUILDING MUSEUM

The National Building Museum and the Washington, D.C. market offer extraordinary media, advertising, and promotional opportunities for cultural patrons. More than 20 million tourists from around the world visit the capital annually, and nearly eight million people live in the Washington-Baltimore metropolitan region.

Every year, the National Building Museum welcomes nearly 500,000 of these individuals to its historic home just a few blocks from the National Mall and the U.S. Capitol. Another two million visitors browse the Museum's web site where they plan their visits, learn about the built environment, and enjoy the variety of available multimedia components.

The National Building Museum designs marketing and outreach plans to maximize these opportunities for every major exhibition. Included in each customized marketing plan is a six-prong strategy that builds awareness and excitement among each of these audiences.

Advertising

The Museum's core strategy calls for print advertising in *Architectural Record*, *Engineering News-Record*, and local publications such as *The Washington Post Express* and *Roll Call*. Broadcast advertising includes WAMU, the National Public Radio station of the capital region. A key component in the Museum's



advertising mix is a series of ads featured on heavily-trafficked Metro subway lines. The Museum intends to leverage these advertising and promotional opportunities to build awareness of the exhibition *House of Cars* among local and national audiences.

Media and Press Relations

The National Building Museum has become a “media darling” among the press. Positive relationships exist between the Museum and major media outlets such as *The Washington Post*, *The New York Times*, the *San Francisco Chronicle*, *The Boston Globe*, Associated Press, CNN, NBC, CBS, and PBS. Press materials including a news release, images, and sponsor information are sent to these and hundreds of other media outlets for every exhibition. A special preview of the exhibition, to which key sponsors are invited, is also offered to the press in advance of the opening.

Our media and press relations plan includes aggressive outreach into these key markets:

The DC/Maryland/Virginia region

Philadelphia

Pittsburgh

New York metropolitan area

Boston metropolitan area

Chicago

San Francisco

Los Angeles

Atlanta

Florida

Brochures, Direct Mail, and other Visitor Publications

The Museum will produce an exhibition brochure, which communicates the essential exhibition message and presents branding opportunities for partners. The exhibition brochure along with other printed pieces, such as *Blueprints* and the monthly calendar of events, help to promote and inform the public about special events, education programs, and activities during the run of *House of Cars*.

Signage

Utilizing its extraordinary interior and exterior environments, the Museum displays exhibition banners, signs, and orienting graphics around its landscaped lawn, inside its Great Hall, and throughout the building.

Web site, Social, and Multimedia

In 2007 the Museum launched a new web site that includes Web 2.0 technology. This allows us to promote specialized content to site visitors, deliver films of education programs internationally, collect demographic and visitor data, and conduct online forums, to mention just a few features. Every exhibition’s marketing strategy includes optimization of these features with and for our partners.

Special Promotions and Tie-ins

The Museum is in a unique position to design customized marketing plans for leading partners that closely integrate with their sponsorship goals. These types of promotions can integrate with our Museum Shop, Membership, Youth Program activities, and more.

INTEGRATED MARKETING PLAN FOR HOUSE OF CARS

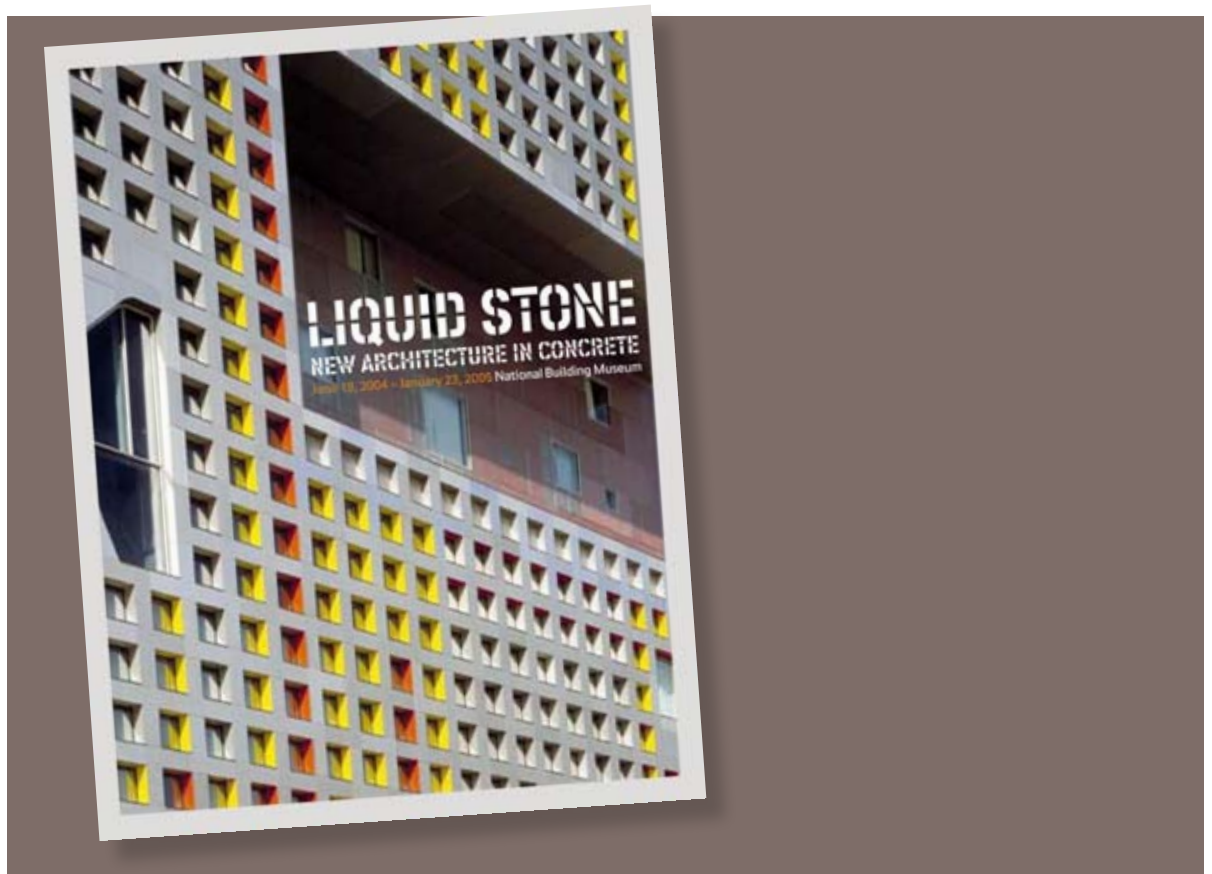
In addition to the above, the National Building Museum has devised a conceptual promotional strategy for *House of Cars* that will engage both the Museum's core constituents and new audiences in the story of an important yet often overlooked structure: the parking garage. Target audiences for this exhibition include:

Building professionals: engineers, architects, and planners

Students interested in architectural innovation

History enthusiasts who recognize the important role of the parking structure

The Museum will reach out to a number of key media outlets during the exhibition's promotion, including *The Washington Post*, *The New York Times*, NPR / WAMU, *ARCHITECT*, *Architect's Newspaper*, and *Metropolis*.



Key media pitches for this exhibition include:

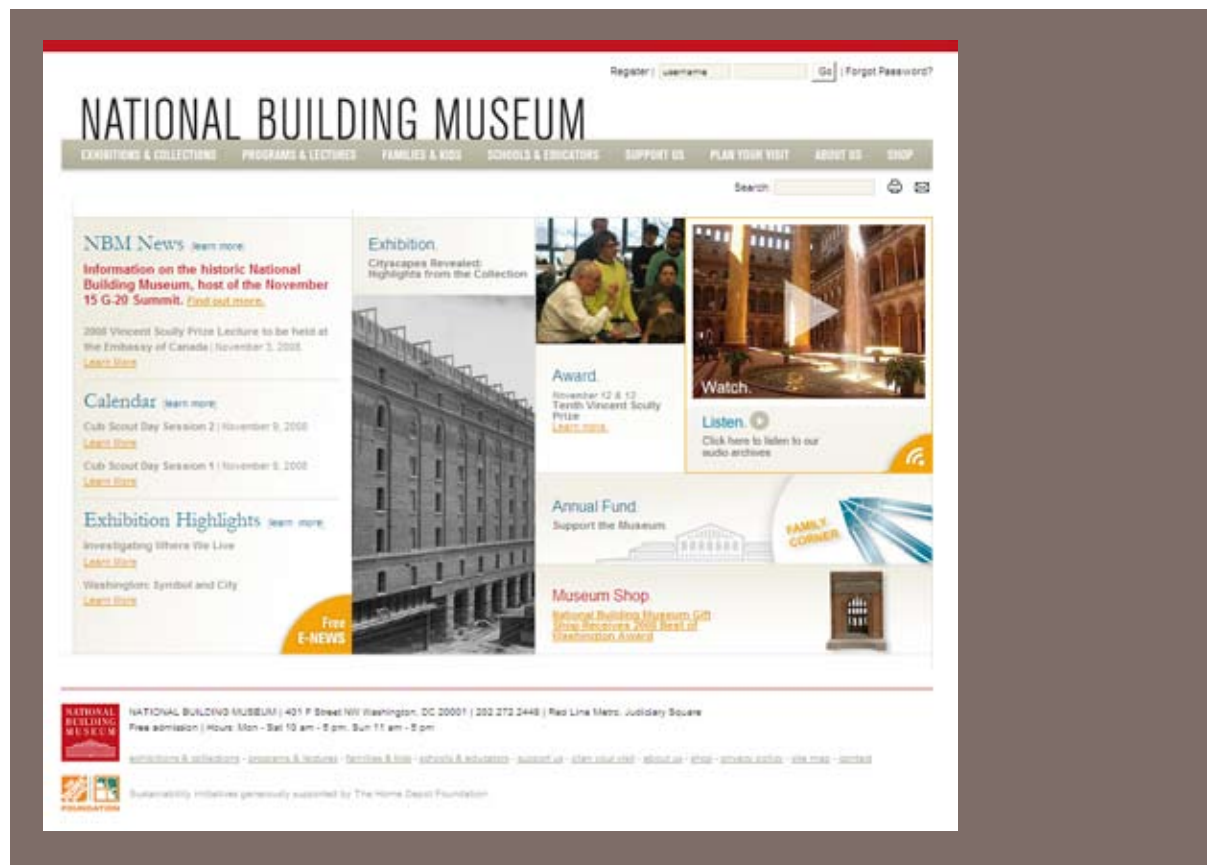
The parking garage as a great example of innovation and American ingenuity in the 20th century.

The future of the parking garage—sustainability, continued innovation, integration in urban planning

The parking garage is a structure that fascinated some of the most famous architects of our time, including Frank Lloyd Wright and Santiago Calatrava.

Advertising for *House of Cars* is intended to invite people to rethink the parking garage. The ads will pair stunning images of past, present, and future parking garages with “Did you know” statements. For example, one ad could read “Did you know that the inspiration for the Guggenheim in New York was a parking garage?” These fact ads could also be reproduced in electronic form as e-cards on the Museum’s web site, which could be forwarded to people creating a viral marketing mechanism.

An important element of the exhibition’s marketing plan would be the online component. The *House of Cars* page on www.nbm.org offers an opportunity to promote and represent the exhibition to an interested audience who may not be able to make it to the physical building. In addition to the e-cards, the Museum’s web site would offer additional information on some of the designs seen in the galleries and could include a video tour of the exhibition, slide show of notable parking garages, and other multimedia materials.



Marketing and Media Highlights from Past Exhibitions and Programs

The National Building Museum's comprehensive marketing approach has resulted in significant national and international media coverage for exhibitions and programs. As the number of media impressions (the potential number of people who may have seen, heard, watched, or read something about the exhibition in the media) rises, the Museum has enjoyed increased visitorship and name recognition, nationally and internationally.

One of the Museum's most popular exhibitions, *The Green House: New Directions in Sustainable Architecture and Design* received unprecedented publicity during its 13-month run, attracting the attention of both environmental publications and general media outlets throughout the country. Highlights of coverage include live morning broadcasts inside the exhibition by CBS Sunday Morning, CNBC, Bloomberg TV, local Fox 5 and NBC news stations; radio coverage by NPR and Voice of America; and print coverage by *The Washington Post*, *The New York Times*, *Newsweek*, *The Boston Globe*, national distribution by Associated Press, and many more. The total number of media impressions for *The Green House* was more than 52 million.

Other popular exhibitions such as *Liquid Stone* and *Masonry Variations* also received significant media attention. These exhibitions had 133 million and 37 million media impressions, respectively.

The New York Times



The Washington Post



Members and friends gather in the Great Hall for the exhibition opening of *Green Community*. © Anne McDonough

SPONSORSHIP OPPORTUNITIES:

In order for the National Building Museum to present exhibitions and related programming, community investment is vital. The Museum is reaching out to corporations, associations, foundations, individuals, and government agencies to raise funds for *House of Cars: Innovation and the Parking Garage* to enable the Museum and its partners to achieve the goals set forth in this proposal.

Marketing & Media

Marketing materials, advertisements, event invitations, electronic communications, web site, press kits, and onsite exhibition crediting are included at varying levels of sponsorship. Through these opportunities, sponsor organizations will be promoted to the Museum's visitors (nearing 400,000 annually), members (5,000+ professionals and students in the building field), the Museum's mailing list, the general public, and the media—with a potential for reaching more than 100 million households (estimate based on the track record of past National Building Museum exhibitions).

Events

The exhibition's opening events are carefully planned with sponsor involvement to maximize return on investment. The Museum's VIP openings attract members of the U.S. Congress, the diplomatic corps, building industry leaders, and the cultural community to celebrate new exhibitions. Its popular member opening events ensure exposure to a broad audience and word-of-mouth promotion.

Private use of the Museum's exquisite facilities for meetings, presentations, and special events is a benefit of sponsorship. The Great Hall, the site of 16 presidential inaugural balls and the 2008 G20 Summit, is a spectacular setting for large events of 500-1,200 guests, and the historic Pension Commissioner's Suite is ideal for meetings and receptions for groups of 30-200 people. The Auditorium can be used for lectures, films, and presentations for up to 140 people.

Targeted Outreach

The Museum has a reputation for building creative partnerships with sponsors to meet an organization's business and marketing objectives. It has worked with partners to create special programs—from panel discussions to family activities—that integrate specific goals and audiences. In addition, its education programs regularly attract audiences from industry and government, which can provide a springboard for additional networking events.

The Museum looks forward to confirming sponsorship agreements by **July 1, 2009** in advance of the opening in order to provide inclusion on press and marketing materials. Benefits are active throughout the run of the exhibition.

SPONSORSHIP BENEFITS

PRESENTING SPONSORS: \$100,000 AND ABOVE

Signage

Logo on indoor banner

Logo on installation credit panel

Promotional Opportunities

Recognition in national media advertising, including public service announcements, press kits, and advertising

Opportunity for a representative to attend the press preview

Opportunity for a company representative to speak at the opening reception

Profile article in the Museum's magazine, *Blueprints*

Related Materials

Corporate logo on Museum's web site with reciprocal link to company site

Logo in exhibition brochure

Logo in opening reception invitation

Listing in press releases

Listing in *Blueprints* magazine

Listing in all issues of the calendar

Events

Corporate Museum "Salute Day" for employees and clients offering family activities, private tours, and lectures

One complimentary use of the Museum's Great Hall for a private, company event, subject to availability and limited service fees

One use of the Pension Commissioner's Suite, auditorium, or Beverly Willis Library for a private, company event, subject to availability and limited service fees

Private reception and exhibition tour with selected guests and the Museum's executive director

Complimentary Corporate Table for 10 guests at the annual black tie *Honor Award* Gala in June 2009 or 2010

30 tickets to the exhibition opening

Employee Benefits

10 complimentary tickets to related educational programming

Five private, curator-led tours of the exhibition for employees or clients

Five copies of *The Parking Garage: Design and Evolution of a Modern Urban Form*

MAJOR SPONSORS: \$50,000

Signage

Logo on installation credit panel

Promotional Opportunities

Exclusive sponsorship of a specific public programs component

Opportunity for a representative to attend the press preview

Opportunity for a company representative to speak at the opening reception

Related Materials

Corporate logo on Museum's web site with reciprocal link to company site

Logo in exhibition brochure

Logo in opening reception invitation

Listing in press releases

Listing in *Blueprints* magazine

Listing in all issues of the calendar



The Pension Commissioner's Suite is just one of the event spaces available at the National Building Museum. © Paul Morigi

Events

One complimentary use of the Museum's Great Hall for a private, company event, subject to availability and limited service fees

Two uses of the Pension Commissioner's Suite, auditorium, or Beverly Willis Library for a private, company event, subject to availability and limited service fees

Private reception and exhibition tour with selected guests and the Museum's executive director

Four tickets to the annual black tie *Honor Award* Gala in June 2009 or 2010

20 tickets to the exhibition opening

Employee Benefits

Eight complimentary tickets to related educational programming

Four private, curator-led tours of the exhibition for employees or clients

Four copies of *The Parking Garage: Design and Evolution of a Modern Urban Form*



A young visitor enjoys himself during one of the Museum's family festivals. © Peter Cutts

PATRON SPONSORS: \$25,000

Signage

Logo on installation credit panel

Promotional Opportunities

Opportunity for a representative to attend the press preview

Recognition by Museum leadership at the opening reception

Related Materials

Corporate logo on Museum's web site with reciprocal link to company site

Listing in exhibition brochure

Listing in opening reception invitation

Listing in *Blueprints* magazine

Inclusion in the first listing of the exhibition in the Museum calendar

Events

Two uses of the Pension Commissioner's Suite for a private, company event, subject to availability and limited service fees

15 tickets to the exhibition opening

Employee Benefits

Six complimentary tickets to related educational programming

Three private, curator-led tours of the exhibition for employees or clients

Three copies of *The Parking Garage: Design and Evolution of a Modern Urban Form*

BENEFACTORS: \$15,000

Signage

Logo on installation credit panel

Related Materials

Listing on the Museum's web site

Listing in exhibition brochure

Listing in opening reception invitation

Listing in *Blueprints* magazine

Inclusion in the first listing of the exhibition in the Museum calendar

Events

One use of the Pension Commissioner's Suite for a private, company event, subject to availability and limited service fees

10 tickets to the exhibition opening

Employee Benefits

Six complimentary tickets to related educational programming

Two private, curator-led tours of the exhibition for employees or clients

Two copies of *The Parking Garage: Design and Evolution of a Modern Urban Form*

SUPPORTERS: \$10,000

Signage

Logo on installation credit panel

Related Materials

Listing on the Museum's web site

Listing in exhibition brochure



The Museum's Great Hall set up for a special event. © Paul Morigi

Listing in opening reception invitation
Listing in *Blueprints* magazine
Inclusion in the first listing of the exhibition in the Museum calendar

Events

Eight tickets to the exhibition opening

Employee Benefits

Four complimentary tickets to related educational programming
One private, curator-led tour of the exhibition for employees or clients
One copy of *The Parking Garage: Design and Evolution of a Modern Urban Form*

CONTRIBUTORS: \$5,000

Signage

Logo on installation credit panel

Related Materials

Listing in *Blueprints* magazine
Inclusion in the first listing of the exhibition in the Museum calendar

Events

Six tickets to the exhibition opening

Employee Benefits

Two complimentary tickets to related educational programming
Two docent-led tours of the exhibition for employees or clients

FRIENDS: \$2,500

Signage

Logo on installation credit panel

Events

Four tickets to exhibition opening

Employee Benefits

One docent-led tour of the exhibition for employees or clients



For more information on participation in *House of Cars*, please contact:

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View of the National Building Museum from the Judiciary Square metro station. © Michael Kingsley

Cover top: Miami Parking Garage, Miami, FL, 1941. Ezra Stoller © Esto **Cover bottom left:** Poster promoting the Ohio Recreation Tower Co., 1911. **Cover bottom right:** Packard Drive Parking Garage at ASU, 2001. Arizona State University photo by Tom Story / Copyright Arizona State University