

*Creating an appropriate design, within the evolutionary context of an iconic site, requires a sensitive and methodical approach, that celebrates the coexistence of old and new.*

*The design for the next iteration of Television City will have to navigate dialogues between place and time; references should be embedded within the design as subconscious cues enabling the place to be both familiar yet completely new.*

*This delicate balance can only be achieved with an in-depth understanding of the many dimensions of this project, and the creative process behind it. These dimensions include: celebrating history, a collaborative dialogue, valuing innovation, going beyond merely feeling connected with nature, placing health and creativity first, and building community.*

