

The Art Deco Society of New York
presents:

Documenting DECO

An educational program for
New York City students

Made possible with funding from:

NYC Cultural
Affairs



- Activity Five Lesson Plan - DOCUMENTING DECO CONTEST

PURPOSE

Using our new knowledge of Art Deco era style and the New York City Landmarks Preservation Commission's role in preserving cultural history, students can:

- Recognize their neighborhood's Art Deco buildings
- Recognize landmarked buildings in the community
- Contribute new information on any Deco buildings to the Art Deco Building Registry.
- Document Deco and submit photographs to the *Documenting Deco* photo contest.

IMPLEMENTATION NOTES

This lesson is designed to provide a look back at the previous lessons in the context of the *Documenting Deco* photography contest.

Instructor should review with students information about the Art Deco style of architecture as well as the importance of the landmarking process to preserve evidence of the past for future generations.

Much of this lesson will be used to review and clarify with students photo contest rules and deadlines, as well as encourage them to ask questions, so they have a full understanding of the project and of their responsibilities related to it.

Lesson Development

Contest Information: This contest is open to all students enrolled in public and private schools in the five boroughs of New York. All entries must be postmarked or emailed no later than midnight on May 25, 2018.

E-Mail Entries To: Learn@ArtDeco.org

Mail Entries To:

Documenting Deco Photography Competition
P. O. Box 6205,
New York, NY 10150-6205

If you have questions: Call the Art Deco Society of New York at (212) 679-DECO or email us at Learn@ArtDeco.org.

Ticket Out

This exercise will let students organize their plan for their entry into the *Documenting Deco* photography contest.

For more information on the Ticket Out exercise, see the Appendix.

IN THE CLASSROOM

Lesson Development

Whole group reflection on the prior Art Deco lessons. Using charts and materials developed during prior lessons, students will participate in a instructor-led group organizer as well as utilize their individual sheets:

- What did we do?
- What did we learn?
- What questions do we still have?

Instructors will distribute and review specific details of the contest and entry form and distribute copies of the *Documenting Deco* contest rules.

Video clip: Review the video clip, *Photography with Richard Berenholtz*, an architectural photographer and author of *New York Deco*, who gives insight on photographing Art Deco buildings. Then have students watch the video. Students should use the *Video Organizer* to take notes as they watch the clip.

Ticket Out

My Art Deco Project:

I will:

My finished project will be submitted:

Materials

One copy of Richard Berenholtz *New York Deco Book* will be provided to each participating organization.

Materials available at ArtDeco.org/Learn:

- *Photography with Richard Berenholtz* Video Clip (Running time: 6:36)
- *Video Organizer* handout
- Contest rules handout
- Contest entry form handout
- Ticket Out handout



DOCUMENTING DECO OFFICIAL RULES AND PRIZES

How to Enter: On a copy of the Official Entry Form, students must type or clearly handprint their complete name, grade, organization name, organization address and organization phone number including area code.

Mail the entry form and photograph to:
Documenting Deco Photography Competition
P. O. Box 6205,
New York, NY 10150-6205

- OR -

Email entry form and photograph to:
Learn@ArtDeco.org

All entries must be postmarked by midnight, May 25, 2018. The Art Deco Society of New York (ADSNY) is not responsible for lost, late or misdirected mail. All entries become the property of ADSNY and none will be returned.

Judging: All eligible entries will be judged by an independent panel of educators and photographers led by photographer Richard Berenholtz. The final winners will be notified by email or phone by June 1, 2018.

Each entry will be judged on the following criteria:

Relevance to theme: 40%,

Overall impact/Artistic merit: 40%,

Composition: 20%

In the event of a tie, tied entries will be re-judged based on artistic merit criteria. The decision of the judges is final. All winners and a parent or legal guardian will be required to execute an Affidavit of Eligibility/Release of Liability/Permission to Post within 5 days of notification or an alternate will be selected.

Students will grant ADSNY unlimited permission to post the photos on its website and social media, use it in press materials and other not-for-profit activities as long as student is credited in postings and other usage.

Prizes: There will be a separate judging for elementary, middle, and high school students who submit entries into the contest. There will be a first, second and third place winner from the each of age divisions. Prizes include:

1. The grand prize winner will receive a digital camera, an autographed copy of Berenholtz's book *New York Deco*, and a Certificate of Merit.
2. The second place winner will receive an autographed copy of Berenholtz's book *New York Deco* and a Certificate of Merit.
3. The third place winner will receive an autographed copy of Berenholtz's book *New York Deco* and a Certificate of Merit.

All student entries that meet the contest criteria will receive official Certificates of Recognition from the Art Deco Society of New York.

All prizes will be awarded and there will be no substitutions or transfers of prizes permitted; provided, however, ADSNY reserves the right to substitute prizes with other prizes of greater or equal value.

General Rules: No purchase necessary. Open only to students who, as of May 2018 are enrolled in elementary, middle, or senior high schools in one of the five boroughs of New York City. Participating sponsors and prize suppliers, and their affiliates, subsidiaries, advertising and promotion agencies and their immediate family members and/or those living in the same household of each are not eligible. Void where prohibited by law. All federal, state and local laws apply. Photos must be entrant's original work, must not have won a previous prize or award, and must not have been previously published. ADSNY reserves the right to publish or display in electronic or print media all entries entered into the Documenting Deco Photography contest and the right to alter, amend, edit or change entries prior to publication so long as student attribution is given.

Acceptance of prize constitutes permission to use winning student entry and organization's name and/or likeness without further compensation, for non-profit purposes unless prohibited by law. By participating in the *Documenting Deco* contest, organizations, instructors, and student entrants agree to release and hold harmless ADSNY and its directors, officers, employees, sponsors, prize suppliers and Richard Berenholtz, from any and all losses, damages, rights, claims, and actions of any kind in connection with the *Documenting Deco* contest, or resulting from acceptance, possession, use or misuse of any prize, including, without limitation, personal injuries, death and property damage, and claims based on publicity rights, defamation, or invasion of privacy, whether suffered by entrant or a third party.

By participating in the *Documenting Deco* contest, organizations, instructors, and student entrants agree to be bound by the official rules and decisions of the judges. ADSNY is not responsible for any typographical or other error in connection with the promotion and/or administration of the *Documenting Deco* contest or the announcement of prize winners. ADSNY and Richard Berenholtz will have no liability or responsibility for any claims arising in connection with participation in this contest or any prize awarded.

Questions and inquiries about contest rules can be emailed to Learn@ArtDeco.org

DOCUMENTING DECO ENTRY FORM

This contest is open to students in all elementary, middle, and high schools in the five boroughs of New York. All entries must be postmarked or emailed to the Art Deco Society of New York at the address below no later than midnight, May 25, 2018.

SUBMIT THIS OFFICIAL ENTRY FORM WITH EACH ENTRY

Name of Student: _____

Grade of Student: _____

Name of Instructor: _____

Instructor email address: _____

Name of Organization: _____

Organization Address: _____

Address of building photographed: _____

Is this building landmarked? Yes _____ No _____ Not sure _____

Is this building on the New York Art Deco Registry? Yes _____ No _____

I chose this building because: _____

I took these photos using the following photo equipment: _____

By signing below I certify that all of the information contained on this entry form is correct and truthful.

Student signature: _____

Parent's signature: _____

Instructor's signature: _____

Entries must be submitted to ADSNY by email or postmarked by Midnight May 25, 2018.

Mail entries to:
Documenting Deco Photography Competition
P. O. Box 6205
New York, NY 10150-6205

Or email your entry and form to:
Learn@ArtDeco.org

If you have questions for ADSNY
Call: 212-679 DECO
Email: Learn@art.deco.org



