THE CORE ENGAGEMENT SCOPE

Consultation

designing the WE consults with client to support planning the Undesign the Redline experience. This includes one to two (1-2) site visits to determine location to activate the Undesign the Redline experience, meet with necessary stakeholders, outline programming and coordinate other logistics. In addition, designing the WE provides a promotional packet to client to use to promote the experience. Any design changes to the promotional packet can be done for an additional cost.

Consultation Cost: $7,500
not including travel and lodging expenses

SPONSORING THE UNDESIGN THE REDLINE CORE EXPERIENCE: where should we go next?

designing the WE will co-create local content, license and install the Undesign the Redline exhibit to engage staff, partners, community residents and other visitors in a past to present journey of the historic transformation of place, race, and class in America. This exhibit lasts two months, ask us about extended exhibit opportunities.

Exhibit Overview:

dtW licenses the Undesign the Redline exhibit as a tool to invite participants to learn the history, interact with the stories and invent a future of undoing structural inequities and healing systemic racism. The experience is comprised of five (5) sections, and the basic period is two months.

Research and Design

dtW highlights region specific Home Owner's Loan Corporation (Redlining) maps or similar informational materials, along with the area descriptions associated with each map, localized present and historical narratives/oral histories, and other customized relevant material and information that captures a local narrative of the various themes and sections of the Undesign the Redline exhibit. One to two (1-2) Redlining maps and respective area descriptions create an interactive activity, seventeen (17) local pop-outs tell the histories of specified geographical locations in the Timeline, and the eight (8) Stories from the Line unearth in-depth local experiences.

Production and Installation

After content is finalized and edited, visualizations are designed. Exhibit components are then printed and mounted to 'Falconboards.' dtW transports, installs, and uninstalls the exhibit. The exhibit should be installed within one week prior to the exhibit launch, with the uninstall of the exhibit completed on the following day after the exhibit ends. At least one assistant or location point person should be present in each instance.

Programming

dtW provides up to three guided tours of the exhibit and one tour training for interested volunteers over one or more visits. Tour schedules vary but typically are structured around the launch of the exhibition, mid-way through, and closing event, depend on group size and length of exhibit engagement. Other programming may be arranged by a host organization or partner.

Core Package Cost: $42,500

Plus travel and lodging expenses

EXPANDING THE SCOPE

ADDITIONAL EXHIBIT OPTIONS

dtW offers additional options to clients to expand the Undesign the Redline core experience. Prices may vary depending on local considerations.

Customized Sections

dtW produces customized sections to visualize and narrate additional histories, client's organizational work and local community projects, or sociopolitical dynamics. This could include an organization's history and work, a topic like health or education, a particular policy, or even an analysis of the current political climate and themes present within the exhibition. Please inquire for additional information and examples.
Price dependent on scope of work.

Additional Programming

dtW offers additional guided tours of the exhibit, as well as training for the hosting organization and others to lead tours. We will offer students, volunteers and others the tools to spread this conversation broadly, bringing larger community networks to the table. dtW participates in additional programming, including panel discussions, video screenings, workshops or other programming.
$2500 Per Three(3) additional in-person tours
$1,500 Two or Three (2-3) Tour Trainings: Training stakeholders to guide tours in the absence of the dtW team.
$4,500 Two (2) Panels or Workshops: Reflecting on next steps with local stakeholders.

Exhibit Licensing

After the initial "core" engagement, a client may extend the licensing of the exhibit at the same location. A year-long licensing includes periodic maintenance and refill of materials, along with a tour guide training. Does not include moving and set-up fee for chaning exhibit locations.**1k Per Month, Year Total: $12,000**

Additional Installation(s) After First Engagement

For clients interested in bringing the exhibit to multiple sites within a local place or 15 mile radius (after the initial engagement of the original contract), dtW offers a discounted rate from the popup experience. **$7500** Additional locations tours and training **$2,500 (per 3)**

Conference, Event or Short Term PopUP within the same local city

We install the exhibit when existing versions and research can be utilized as the local content, lasting up to a week. This includes four guided tours of the exhibit and/or presentations. **$15,000**

Additional Research and Design

Each location the Undesign the Redline experience travels to (after the initial engagement of the base experience contract) offers an additional opportunity to delve into the unique local history and experiences of a given area, or highlight a particular project.
Starting at $4,500