



WORD CHALLENGE
REQUEST FOR PROPOSALS

August 22, 2017

River Prairie is new, high-amenity development intentionally designed to be an engaging, multi-functional district utilizing a placemaking approach, from infrastructure to landscape, with engaging public spaces for year-round active and passive uses. Altoona is expanding this approach to include all public space in the City.

Among our inspirations is the Danish word and concept *hygge* (hue-guh or hoo-guh), a word without English translation, which approximates as “feeling or quality of coziness, comfortable conviviality that engenders a feeling of contentment or well-being; heightened sense of togetherness.” There is a very similar term in Norwegian, *koselig* (koosh-lee), which approximates as “all-encompassing feeling or atmosphere of coziness, intimacy, inner warmth, radiating happiness, being content; finding pleasure in simple things.”

The City of Altoona invites submissions for a **new** word intended to serve as the English translation of **hygge** and similar Northern European words and concepts.

City staff are inspired by the term *hygge* to describe the feeling and design intent of public spaces, and plan to strategically utilize the word and concept actively in outreach and engagement. While the historical heritage of the region is influenced by German and Norwegian cultures, as well as Dutch, Danish, Native American, and others, yet none of these are defining as, for example, the Swiss in New Glarus. Intending to be more inclusive, we have decided that rather than select a single Northern European word, we would utilize this opportunity to engage the public in a creative process.

Submittal Guidelines

The person or team may submit a new word and will be encouraged to share their inspiration. The proposed word must be new, not found in leading English dictionaries, and catchy. This new word will be part of the public domain, free of trademark or other ownership assertion. Everyone is eligible and invited to participate, and multiple submissions are allowed.

ONLINE SUBMISSION FORM: <https://goo.gl/forms/8bizvKzPIhcEiJNp2>

Written and email submissions will also be accepted, provided the following required information is provided:

- Word [r]
- Author(s) names [r]
- Contact Information [r]
- Phonetic Pronunciation (*optional*)
- Inspiration (*optional*)
- Suggested Definition (if subtlety different than those provided for *hygge*, *koselig*) (*optional*)

How will the winning entry be determined?

A panel of City staff and community partners will review the submissions and select finalists to be featured on a public voting platform. The winner will be determined by public vote. Only the word and inspiration will appear, no identifying information such as names or contact information will be shared. The City and community partners will actively promote the voting process.



What's in it for the authors?

This project is intended as an outlet highlighting creative expression. The City will recognize the author(s) publicly, unless the authors choose to not receive public recognition.

How will this new word be used?

This new word may be utilized by the City of Altoona in several venues, including outreach and engagement efforts, in print and public signage. Our hope is that use of this new word will become widely recognized, used, defined and associated with its intended meaning: reinforcing a culture of public space that is convivial, cozy, and promotes positive public sociability. We hope this word will become part of the placemaking and public space vocabulary.

Timeline:

August 22	RFP Released, Media Engagement
August 22	Online Submission Platform Live
August 22	River Prairie Center Ribbon Cutting Event, Public Announcement of <i>Challenge</i>
September 25	Submission Deadline
September 30	Finalists Announced at “Party at the Prairie” Event in River Prairie, Altoona
Sept 30 – October 16	Public Voting Platform Open
October 25	Announcement of Winning Entry
October 26	Mayoral Proclamation at Altoona City Council Meeting

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Gemütlichkeit (guh-myoot-lish-KYT): German. “State or feeling of warmth, friendliness, contentedness, good cheer. Vivid feeling of sympathetic warmth, carefree and nostalgic soulfulness. Sense of belonging, coziness, peace of mind, social acceptance, solidarity and community consciousness. Public festivity, mixing music, food and drink.”

Gezellig (heh-SELL-ick): Dutch. “Feeling or ambiance of sociability, coziness and conviviality. Sensation of joy & well-being that one shares with others. Positive atmosphere, flow or vibe that colors social experiences. Putting in that extra little touch, and sharing it with friends. Thoughtful & intentional, taking time to appreciate life and highlight the people we love.”