

DESIGN TRUST  
FOR PUBLIC SPACE  
ANNUAL REPORT  
2008

## FOUNDER AND BOARD CHAIR

We were extremely fortunate in 2008 to find the mission of the Design Trust so well supported by the city's vision for a more green and healthy New York as embodied in the Mayor's PlaNYC, that calls for more accessible green space, greater efficiencies in transportation, and a more sustainable built environment.

Our annual Request for Proposals in turn sought out projects that responded to this initiative, and our two selected projects, still ongoing, come from both ends of the spectrum: *Park Design for the 21st Century* compiles state-of-the-art best practices for landscape design for New York City's entire system of public parks. *Reinventing Grand Army Plaza* focuses on a single monumental Brooklyn landmark vis-à-vis an ideas competition that invited a redefinition of this threshold to Prospect Park, ringed as it is now by vehicular circulation that impedes the plaza's accessibility and utility. As always, our project partners, NYC Department of Parks & Recreation and the Grand Army Plaza Coalition respectively, have provided our fellows and staff with time, energy, expertise and leadership, as we help inform their vision and move forward towards physical form. It is indeed an honor to support our partners' commitment to these significant projects.

As our design community finds itself dealing with critical issues of practice and practicality, we find an opportunity to invite dialogue about this unique city, our responsibility to it, and the promise of principled design intervention. The Design Trust has sparked some interesting and useful debate among our project partners, our fellows and Council members, our board and staff, and our friends, supporters and colleagues. We are indeed grateful and indebted to this extraordinary community as we seek to understand and engage these interesting times.

### Andrea Woodner



## EXECUTIVE DIRECTOR

Although 2008 will probably be long remembered for the economic crisis it spawned, it will of course also stand as a watershed year in our political life, with the election of President Barack Obama. That gutsy act of national sanity opened the door to new opportunities for long-term thinking about our nation's future, and as it happens, provides a national context for important developments here in New York City.

New York has been thinking long term for a while now, thanks to the Bloomberg Administration's visionary plan for our environmental future, PlaNYC. PlaNYC sparked a revolution in New York City governmental practices that will continue long after the current administration leaves office. In essence, PlaNYC articulated "what" we need to do to enjoy a healthy, productive, and livable future, but largely left the "how" to city agencies and community groups. Fully aware of the demands of this mandate, the Design Trust's last Request for Proposals specifically invited projects that could breathe life into PlaNYC's important goals. The two projects selected — *Park Design for the 21st Century* and *Reinventing Grand Army Plaza* — both combine practical, timely goals with the kind of paradigm-shifting long-term vision that exemplifies the ideal Design Trust project.

As I write this, New York City is in the grips of a startling shift in fortunes whose end remains unclear. But our city has weathered crises before, and we have discharged ourselves with courage and ingenuity. This time will be the same. And the Design Trust will continue to provide the kind of experienced, imaginative leadership that among other accomplishments helped to reclaim the High Line, green city building practices, and improve the yellow cab.

Thank you to the many individuals who have supported our work in myriad ways. Our projects would not be possible without the incisive and sustaining input of the Design Trust's extraordinary board of directors. Thank you also to our Design Trust Council members, and to our project partners and fellows. Design Trust staff dedication and initiative continues to surpass my highest expectations. Finally, thank you to our founder and board chair Andrea Woodner, whose commitment and keen intelligence inspire us.

### Deborah Marton



## ABOUT THE

# DESIGN TRUST FOR PUBLIC SPACE

The Design Trust for Public Space is a 501(c)(3) not-for-profit committed to improving the quality and understanding of New York City's public realm — from parks, plazas and streets to public buildings and modes of transportation. The Design Trust is the only New York City organization devoted to bringing private sector expertise to bear on public space issues. Since 1995, the Design Trust has successfully completed over two-dozen projects, improving the urban experience for all New Yorkers.

Each year, the Design Trust selects research and design projects from across the five boroughs. These projects are at the earliest stage, when targeted expertise can transform critical policy and development decisions. We organize teams of top architects, planners, industrial designers, landscape architects, graphic designers — whoever may be required to tackle the project — and provide fellowships to fund their work. However, we will not inaugurate a project without the collaboration of the city agency or community group best situated to implement the designs and plans we develop.

“Very early on, the Design Trust recognized that if they brought [New York City] agencies a relatively small investment in resources, strategically targeted to the right project and people, it could leverage enormous positive change. It seems to me that this insight, accompanied by careful project management, has been the reason for the Trust’s remarkable impact.”

# REINVENTING GRAND ARMY PLAZA

## PROJECT PARTNER: GRAND ARMY PLAZA COALITION

Grand Army Plaza is one of New York City's greatest unrealized assets. Designed in 1867 by Olmsted and Vaux, this magnificent 11-acre plaza is home to the Soldiers' and Sailors' Memorial Arch, the elegant Bailey Fountain, the Greenmarket and the entrance to Prospect Park. Despite its identity as the historic, cultural and geographic heart of Brooklyn, hazardous conditions for pedestrians and cyclists impede access to neighborhoods and cultural institutions, and largely prevent use of the Plaza's beautiful center.

To catalyze Grand Army Plaza's rebirth, the Design Trust for Public Space and the Grand Army Plaza Coalition held an open, international ideas competition in spring 2008. Entrants were encouraged to create bold visions for transforming the Plaza that express the spirit of Brooklyn right now.



Traffic flow in Grand Army Plaza. Photo by Chris Kannen

The *Reinventing Grand Army Plaza* ideas competition resulted in over 200 proposals from around the world, ranging from the feasible to the fantastic. A distinguished independent jury judged the submissions through an anonymous review, and selected the top 30 proposals to be included in the public exhibition, along with 4 prizewinning designs. From September 13 to October 13, 2008, more than 100,000 people viewed these visionary plans for a new and improved Grand Army Plaza in an unprecedented public exhibition in the center of the Plaza.

The *Reinventing Grand Army Plaza* exhibition laid the groundwork for a more beautiful Plaza that will support a range of public events and provide safer and easier access for pedestrians, motorists and cyclists alike. The second phase of *Reinventing Grand Army Plaza* will begin in 2009.



Opening day of the *Reinventing GAP* exhibition. Photos by The Triborough Organization

“I would like to thank the Design Trust for Public Space for their innovative approach to community-based planning, and for partnering with GAPCo to realize the plaza's full potential as a world-class but uniquely Brooklyn icon. You have answered the question, ‘Can't we all get along?’ Clearly today, the answer is ‘Yes.’”

Council Member Letitia James, New York City Council, September 12, 2008

## COMPETITION WINNERS

### TIED FOR 1ST PLACE

*Please Wake Me Up!*

Guillaume Derrien, Gauthier le Romancer / Paris, France &

*Canopy*

Anne-Sophie Coué, Christian Matteau, Stephane Mauget, Chrystelle Sanaa / Nantes, France

### 2ND PLACE

*Urban Stripes*

Vincent Hertenberger, Andras Jambor / Paris, France

### 3RD PLACE

*A Center for Brooklyn*

James Garrison, Brandt Graves, Simon Kristak, Vanessa Moon, Tim Peterson, Sal Tranchina, Aaron Tweedi, Darshin Van Parijs, Elliott White from Garrison Architects, and Michael King from Nelson/Nygaard / Brooklyn, New York

### PEOPLE'S CHOICE AWARD

*Canopy*

Anne-Sophie Coué, Christian Matteau, Stephane Mauget, Chrystelle Sanaa / Nantes, France

### Competition Jury

Jonathan Butler, Editor, Brownstoner

Elizabeth Meyer, FASLA

Benjamin G. Perez, AICP, Senior Professional Associate, Parsons Brinckerhoff

Milton Puryear, Founder and Trustee, Brooklyn Greenway Initiative

Ellen Salpeter, Director, Heart of Brooklyn

Ken Smith, Ken Smith Landscape Architects

Elizabeth Streb, Streb Lab for Action Mechanics (S.L.A.M.)

Michael Van Valkenburgh, Michael Van Valkenburgh Associates

Alex Washburn, NYC Department of City Planning

### Major Funders

The Double R Foundation

SDS Procida

Richter + Ratner

The A. Woodner Fund

Independence Community Foundation

NYC Department of Cultural Affairs

New York State Council on the Arts, a State Agency

### Additional Support

Blue Sky Bakery

The Center for Urban Pedagogy

Pentagram

Prospect Park Alliance

Office of the Brooklyn Borough President

Streb Lab for Action Mechanics

Whatcould Web Design and Development

### Selected Media Coverage

BCAT TV

Bizbash

Brooklyn Daily Eagle

The Brooklyn Paper

Brownstoner

Curbed

Death by Architecture

eOculus

Gothamist

The Leonard Lopate Show

The New York Times

Park Slope Courier

Streetsblog

WNYC Radio

### Exhibit Designer

Pentagram



*Reinventing GAP* First Place Winners (tie) "Canopy" team; *Reinventing GAP* Second Place Winners Vincent Hertenberger and Andras Jambor. Photos by The Triborough Organization



Executive Director Deborah Marton at the *Reinventing GAP* press conference. Photo by The Triborough Organization

“I applaud the efforts of some very creative people who want to make our beautiful Grand Army Plaza even more beautiful, more user-friendly, and safer for motorists, cyclists and pedestrians. The Design Trust for Public Space, Deborah Marton and your colleagues, I salute you for organizing this spirited competition. Government does the best it can, but thank God we got folks like you that make us work better in collaboration.”

Marty Markowitz, Brooklyn Borough President, September 12, 2008

# PARK DESIGN FOR THE 21ST CENTURY

## PROJECT PARTNER: NEW YORK CITY DEPARTMENT OF PARKS & RECREATION

The New York City Department of Parks and Recreation is poised to undertake its largest infrastructure improvement initiative since the 1930s, giving rise to an extraordinary opportunity to rethink traditional park design and construction. Recognizing that its standard materials and construction guidelines had not been formally updated in more than 50 years, Parks forged a partnership with the Design Trust for Public Space in late 2007 to create *Park Design for the 21st Century: High Performance Landscape Guidelines* (to be published late 2009).

These guidelines will become Parks' standard specifications — to be employed in every single Parks' project — and will revolutionize how our green spaces are conceived and constructed. They will also establish the new standard for urban park design and construction nationwide, as New York City consistently leads the nation in best practices for urban parks and no other municipality has created a comprehensive guideline. Because the Parks Department is one of New York City's largest landowners — 14% of the city is parkland — the environmental impact of even incremental changes will reduce the heat island effect, decrease energy usage, and improve air and water quality citywide and ultimately within the region and watershed.

### PROJECT FELLOWS

Michele Adams, Principal Engineer, Meliora Environmental Design  
 Steven Caputo, Designer and Sustainability Consultant  
 Nette Compton, Landscape Designer, NYC Department of Parks & Recreation  
 Tavis Dockwiler, Principal Landscape Architect, Viridian Landscape Studio  
 Andrew Lavalley, Senior Associate, Landscape Architect, EDAW/Design,  
 Planning and Environments Worldwide

### MAJOR FUNDERS

The Double R Foundation  
 NYC Department of Cultural Affairs



Charles McKinney, Chief of Design for the NYC Dept. of Parks & Recreation at *Park Design for the 21st Century* symposium, April 22, 2008 at the Center for Architecture. Photo by Leslie McBeth

“Collaborating with the Design Trust for Public Space, we anticipate that this book will become the new national standard for urban park design and construction.”

Adrian Benepe, Commissioner, NYC Department of Parks and Recreation, January 27, 2009

## DESIGN TRUST 2.0

### SOCIAL NETWORKING IN THE PUBLIC REALM

In 2008 the Design Trust launched new efforts to connect and organize with people interested in public space issues and events.

**PUBLIC SPACE POTLUCK SERIES** Inspired by Design Trust board member Zack McKown and his partner Calvin Tsao, who threw a summer dinner party in the center of the Brooklyn Bridge, the Design Trust staff began having dinner in public places as “acts both political and personal, conscious gestures of civic engagement and a way to lay claim to terrific party space.” Public Space Potlucks have steadily gained a following and taken place in diverse locations like Grand Army Plaza, the Staten Island Ferry, and the Wintergarden at the World Financial Center.

**I (HEART) PUBLIC SPACE, [HTTP://DESIGNTRUST.BLOGSPOT.COM](http://designtrust.blogspot.com)** To initiate an informal conversation about current Design Trust projects and public space issues, the Design Trust staff launched I (heart) Public Space, an open forum for sharing ideas and encouraging involvement in public space issues. Subjects include observations on architecture, personal experiences in public space, and current events and news about Design Trust projects and all things public space.

**FACEBOOK** In July 2008 the Design Trust joined the Facebook community, reaching new friends and supporters by sharing news and information about Design Trust events and projects on this popular social networking platform.

The first Public Space Potluck at Grand Army Plaza Brooklyn. Photo by Leslie McBeth



# INTERSECTIONS: GRAND CONCOURSE BEYOND 100

PROJECT PARTNER: THE BRONX MUSEUM OF THE ARTS

In late 2008, the Design Trust partnered with The Bronx Museum of the Arts to launch *Intersections: Grand Concourse Beyond 100*, an international ideas competition soliciting bold visions that illustrate and describe how the Bronx and the Grand Concourse can evolve in coming decades to cope with pressing needs for housing, green space, and transportation.

Built in 1909, the Grand Concourse stretches for more than four miles and measures 180 feet across, with tree-lined dividers separating three roadways intended to inspire harmonious social order through design. The Grand Concourse hosts the largest collection of Art Deco and Art Moderne-style buildings in America.

The competition challenges entrants to answer these questions: What does the Bronx of the future need its grandest boulevard to be? How can the Grand Concourse help inspire quality of life and community through design? Is the Grand Concourse of today obsolete? Can the Grand Concourse of tomorrow be a force that catalyzes the Bronx's positive evolution? Winning proposals will be exhibited at The Bronx Museum of the Arts in *Intersections: Grand Concourse at 100 — Future*, opening in November 2009. A companion exhibit will also open in November at the Center for Architecture.

## COMPETITION JURY

Stan Allen, Principal, Stan Allen Architect; Dean, The School of Architecture at Princeton University  
Carlos Brillembourg, Principal, Carlos Brillembourg Architects  
Monty Freeman, Principal, Belmont Freeman Architects  
Anthony Greene, Education Director, The Bronx County Historical Society  
Walter Hood, Professor and former Chair, Landscape Architecture Department, University of California, Berkeley; Principal, Hood Design  
Dr. Clara E. Rodríguez, Professor, Fordham University  
Tim Rollins, artist; founder, Art and Knowledge Workshop  
Wilhelm Ronda, Director of Planning and Development, Office of the Bronx Borough President  
Galia Solomonoff, Principal, SAS/Solomonoff Architecture Studio  
Susan Szenasy, Editor-in-Chief, *Metropolis*  
TATS CRU, professional Bronx-based muralist group

## COMPETITION WEBSITE

<http://grandconcourse100.org>



Skateboarder on the Grand Concourse. Courtesy of Ozier Muhammad/*The New York Times*

“The Grand Concourse is not just a street — there are thousands of streets. Lexington Avenue is a street. Third Avenue is a street. It’s the people that make a place, that define it. ... The Grand Concourse is a diamond in the rough, a tough determined place that glimmers with hints of prosperity and where, with a bit more effort, this prosperity can be realized.”

## PHOTO URBANISM 4

### OUT MY WINDOW

**Photographer:** Gail Albert Halaban

The fourth Photo Urbanism fellowship was awarded to Gail Albert Halaban for her project, *Out My Window* in 2007. *Out My Window* takes us into the private spaces of New York City, portraying inhabitants with the views that define their lives. While adopting the visual language of photojournalism and its anthropological approach, Halaban also finds precedence in the characters of Edward Hopper's universe, using architecture to suggest the inner psychology of her subject and the subtle interactions of urban life.

The Design Trust and Robert Mann Gallery presented the resulting exhibition, *Out My Window*, February 5 – March 28, 2009.

### PRESS LIST

*Metropolis*, October 2007

New York Magazine, December 1, 2008

*Papermag*, February 6, 2008

WNYC Radio, April 9, 2009

*The New York Times*, March 13, 2009

*The New Yorker*, March 16, 2009

Photography plays an integral role in the examination, discussion, and re-imagining of New York City's public spaces. Photo Urbanism supports this role by offering photography fellowships to document the city's natural and built environment. At least five distinct photographic essays — produced sequentially and each focusing on a different aspect of New York City's public realm — will catalog the city's evolving character. All work will be published collectively at the program's conclusion.



Gail Albert Halaban, *Out My Window, Brooklyn, Snow, 2007*

“Like so many New Yorkers, Halaban can’t help staring into her neighbors’ windows, but she’s made an art of it... A man plays with his dog; a couple cuddle with their baby; the solitary stand in Hopperesque isolation. The fact that Halaban has staged these moments doesn’t make them any less resonant of the contradictory impulses of metropolitan life: the desire to connect and the need to be left alone.”

Vince Aletti, *The New Yorker*, March 16, 2009

# DESIGN TRUST COUNCIL

The Design Trust Council provides intellectual and financial leadership to the Design Trust for Public Space. The Council offers its membership specially designed educational events, highlighting cutting-edge projects in New York City, with insight provided by visionaries whose work impacts our public built environment.



*Quasi-Public:*  
Paul Goldberger and  
Danny Meyer in  
Conversation at the  
New Museum.  
Photo by Odin Capello

## QUASI-PUBLIC: PAUL GOLDBERGER AND DANNY MEYER IN CONVERSATION

**February 26, 2008 at the New Museum**

*The New Yorker* architecture critic and Pulitzer-prize winning author Paul Goldberger was joined by restaurateur, author, and civic activist Danny Meyer for a conversation about how modern-day patterns of work and recreation will give form to new public and quasi-public spaces. Goldberger and Meyer addressed the following questions: What will follow the current trend of international retail chains and banks replacing diverse small retailers and light industries? Are there models from the hospitality, technology or design sectors that could inspire new uses that will diversify New York City's street wall?



Design Trust Council  
members preview *Design  
and the Elastic Mind*  
at The Museum of Modern Art.  
Photo by Leslie McBeth

## DESIGN AND THE ELASTIC MIND WITH PAOLA ANTONELLI

**April 30, 2008 at The Museum of Modern Art**

In April 2008 Design Trust Council members enjoyed an exclusive guided tour of *Design and the Elastic Mind* with Paola Antonelli, Senior Curator of Architecture and Design at The Museum of Modern Art.

### 2008 Chairs

Deborah Berke and  
Zack McKown

### 2008 Members

#### Corporate

Alexander Gorlin Architect  
FX FOWLE Architects, PC  
HR&A Advisors, Inc.  
Tony Kiser  
Pentagram Architects  
Rockwell Architecture,  
Planning & Design, PC  
Turner Construction  
Company

#### Individual

Tyra and Steven Abrams  
Diana and Kenneth Adams  
Cindy Allen  
Ann and Steven Ames  
Anne and Jim Bodnar  
Christopher Coleman

Hans Dorsinville  
Dorothy Dunn  
Douglas Durst  
Valerie and

Michael Greenberg  
Steven Harris and  
Lucien Rees-Roberts  
Marc Heiman  
Wallace F. Holladay  
Stephan Jaklitsch  
Richard H. Lewis  
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Nancy Owens  
Linda Pollak  
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Joyce Pomeroy Schwartz  
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Charles Shorter

Claudia Slacik  
Ken Smith  
Laura Starr  
Cary Tamarkin  
Edward H.A. Tuck  
Judy Wert  
Barbara Wilks  
Yabu Pushelberg  
Mark Yoes  
Jonathan Zack

#### Honorary

Paola Antonelli  
Hugo Barreca  
Simon Bertrang  
Hillary Brown  
Alexandra and  
Paul Herzan  
SPaN Architects  
Ralph Sutton



Adam Greenfield,  
Nokia's Head of Design  
Direction, speaking  
to the Design Trust Council.  
Photo by Chris Kannen

## PRIVATE LUNCHEON WITH ADAM GREENFIELD

**June 4, 2008 at the home of Stephen Maharam and Camilla Pastor**

Adam Greenfield, Head of Design Direction at Nokia and author of *Everyware: The Dawning Age of Ubiquitous Computing*, spoke with Design Trust Council members about new technologies forming the public realm. The discussion covered how these advancements will influence not only urban architecture and design, but how people live, work and interact in the public realm.

# SEVENTH ANNUAL BENEFIT ART AUCTION

NOVEMBER 19, 2008, MILK GALLERY

The Design Trust for Public Space held its seventh annual benefit art and design auction on Wednesday, November 19th at Milk Gallery. The benefit featured a silent auction of artworks and design objects from emerging and established artists and designers, including Donald Baechler, Maira Kalman, Louise Lawler, Mira Nakashima and Ed Ruscha, among many others.

#### Event Chairs

Cindy Allen  
Kitty Hawks  
Stephen Maharam

#### Event Sponsors

*Interior Design*  
Lawrence Lederman  
Maharam  
Zack McKown &  
Calvin Tsao  
Peter Stevens

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Andrea Woodner

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FX FOWLE Architects, PC  
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Jennifer Egan & David Herskovits  
Ellen Fox  
Valerie & Michael Greenberg  
Maxine Griffith  
HR&A Advisors Inc. / Candace Damon &  
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Michael Marton & Joseph Barretto  
Sherri Marton & Robert Anderson  
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Rogers Marvel Architects / TRUCK  
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Starr Whitehouse Landscape  
Architects and Planners PLLC  
Stephan Jaklitsch Architects  
Times Square Alliance  
Beth D. Tractenberg / Katten  
Muchin Rosenman, LLP  
Weisz + Yoes Architecture  
Vicente Wolf

## 2008 ANNUAL OPERATING BUDGET

<b>Income</b>	<b>\$</b>	<b>701,284</b>
<b>Project Funding (Restricted)</b>	<b>\$</b>	<b>128,350</b>
Foundations		75,000
Corporations		41,750
Government		11,600
<b>Unrestricted</b>	<b>\$</b>	<b>507,934</b>
Foundations		160,000
Individuals		133,670
Government		16,500
Annual Benefit		179,745
Other (Earned Income)		18,019
<b>In Kind</b>	<b>\$</b>	<b>65,000</b>
<b>Expense</b>	<b>\$</b>	<b>781,486</b>
Program		509,367
Administration		39,711
Development		104,408
Annual Benefit		128,000
<b>Net Surplus Deficit</b>	<b>\$</b>	<b>- 80,202</b>
<b>Net Assets — Beginning of Year</b>	<b>\$</b>	<b>264,605</b>
<b>Net Balance — End of Year</b>	<b>\$</b>	<b>184,403</b>



Andrea Woodner, Stephen Maharam, Deborah Marton and Kitty Hawks. Photo by Howard Barash



Cindy Allen and guest at the 7th Annual Benefit Auction. Photo by Howard Barash

**\$100,000 +**

The A. Woodner Fund, Inc.

**\$20,000 +**

The Double R Foundation  
Maharam

Richter + Ratner

SDS Procida

**\$10,000 +**

Deborah Berke & Partners  
Architects LLP

FX FOWLE Architects, PC

Independence Community Foundation

Kitty Hawks and Larry Lederman

Sophia Healy

Raymond W. Merritt

New York City Department of  
Cultural Affairs

New York State Council on the Arts

Selldorf Architects, LLC

Peter Stevens

TsAo & McKown Architects

Andrea Woodner

**\$5,000 +**

Stardust Visions, Inc.

**\$2,500 +**

Ann and Steven Ames

David Berliner, Forest City Ratner

HR&A Advisors, Inc.

Tony Kiser

Tom Krizmanic

Paula Mueller

Rockwell Group

Rogers Marvel Architects/  
Truck Product Architecture

Turner Construction Company

Claire Weisz and Mark Yoes

**\$1,000 +**

Diana and Kenneth Adams

Cindy Allen, Interior Design Magazine

Alison and Doug Bauer

Blue Sky Bakery

Anne and Jim Bodnar

Janet Chaplan and Layng Pew

Gina Lin and David Chu

Christopher Coleman

Susannah Drake

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Agnes Marton

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Oliver Freundlich

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Leslie McBeth, DEVELOPMENT & PROGRAM ASSOCIATE

Design by Language Arts

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FOR PUBLIC SPACE  
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10TH FLOOR  
NEW YORK CITY 10018  
212.695.2432  
WWW.DESIGNTRUST.ORG

“The Design Trust’s systematic inclusion of public agencies, neighborhood associations, and design professionals at every programming stage is a guarantee of its efficacy.”