

Re-inventing Grand Army Plaza

AN EXHIBITION Presented by the Design Trust for Public Space and Grand Army Plaza Coalition
Sept. 13-Oct. 13, 2008, Grand Army Plaza, Brooklyn

A free, outdoor exhibit showcasing 30 visionary ideas for transforming Grand Army Plaza into one of the world's great urban spaces.

OPENING DAY
Saturday, September 13th, 11:00 am - 4:00 pm
Live music, food, special exhibit tours, and a special performance by Brooklyn's own Streb Lab for Action Mechanics (S.L.A.M). Meet the designers and prizewinners.

**DESIGN TRUST
FOR PUBLIC SPACE**

www.designtrust.org

Major Support:

◆ SDS Procida THE DOUBLE RB FOUNDATION

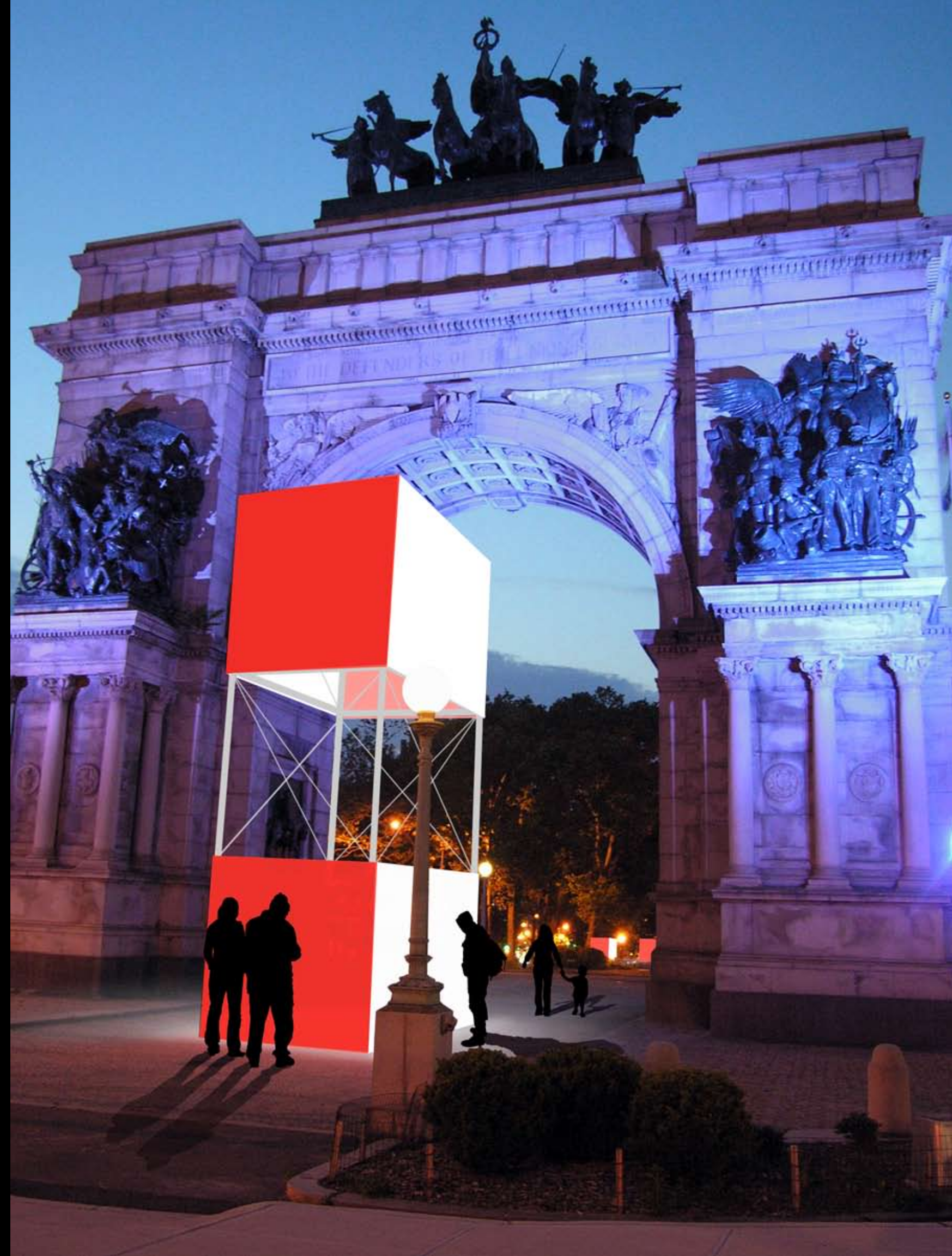
Pentagram  The A. Woodner Fund R+R

 CITY OF NEW YORK
 STATE OF THE ARTS
NYSCA

Richter+Ratner
Builders Since 1912

Additional Support:



Why + What

Grand Army Plaza should be one of the world's great urban spaces. Despite its identity as the historic, cultural, and geographic heart of Brooklyn, hazardous conditions for pedestrians and cyclists impede access to neighborhoods, cultural institutions, and the Plaza's center.

To catalyze Grand Army Plaza's rebirth, the Design Trust for Public Space and the Grand Army Plaza Coalition held an international ideas competition to attract proposals for the Plaza's redesign that express the spirit of Brooklyn right now.

Reinventing Grand Army Plaza is a public exhibition showcasing the top 30 schemes. Since the exhibit will be mounted at the Plaza, visitors will be able to imagine the new plans while on site. In the future, these visions will be adapted to address the practical demands of the Plaza's renewal.

The time to improve Grand Army Plaza is now. Visit the Reinventing Grand Army Plaza Exhibit and learn about the possibilities.

When

On View

September 13th–October 13th, 2008
Free and open to the public

Where

The exhibit is located in the center oval of Grand Army Plaza. The closest subway is the 2/3 to Grand Army Plaza/Flatbush Ave.

Who

The Design Trust for Public Space is a non-profit organization dedicated to improving New York City's parks, plazas, streets, and public buildings. We create public/private partnerships to make New York City more beautiful, sustainable, functional, and available to all. www.designtrust.org

The Grand Army Plaza Coalition (GAPCo) is an alliance of Brooklyn community groups and cultural organizations working together to improve Grand Army Plaza. www.grandarmyplaza.org

Coalition members include:

Brooklyn Botanic Garden
Brooklyn Greenway Initiative
Brooklyn Museum
Brooklyn Public Library
Citizens Committee for NYC
Community Board 6
Community Board 8
Eastern Parkway/Cultural Row Neighborhood Association
Gowanus Community Stakeholder Group
Grand Army Plaza Greenmarket
Heart of Brooklyn
North Flatbush Avenue BID
The Open Planning Project
Park Slope Civic Council
Park Slope Neighbors
Project for Public Spaces
Prospect Heights Neighborhood Development Council
Prospect Heights Parent Association
Prospect Park Alliance
Transportation Alternatives

Schedule of Events

Schedule of Events and Programs

Press Conference & Awards Ceremony

Friday, September 12th at 11:00am
The Arch at Grand Army Plaza
Brooklyn Borough President Marty Markowitz will present the 1st, 2nd & 3rd prizes to the competition winners.

Opening Day

Saturday, September 13th, 11am–4pm
Live music, food, face painting and special exhibit tours. Meet the designers and prizewinners and talk with them about their vision for Grand Army Plaza. There will be a special performance by Brooklyn's own Streb Lab for Action Mechanics (S.L.A.M.). Sweet treats provided by Sweet Tooth of the Tiger, a renegade bake sale.

Guided Exhibit Tours

Every Saturday during the exhibit at 11am and 2pm
Tours will be approximately 30 minutes long; meet under the Arch.

People's Choice Award

Vote by October 5th for YOUR favorite design! Winner announced on October 7th. To cast your vote by text message, follow directions at the exhibit or vote online at www.designtrust.org. Voting begins September 13th and ends October 5th.

Historical Walking Tours

Sunday, September 14th at 1:00pm
Saturday, October 4th at 1:00pm
Explore Brooklyn's "Gold Coast." One of New York's finest residential neighborhoods, Park Slope is a landmark district filled with remarkable brownstone architecture and splendid history. *Stops could include:* The Montauk Club, Litchfield Villa, Grand Army Plaza, and sites associated with architect Charles P.H. Gilbert, Mayor William Gaynor, and the site of the 1960 plane crash.

COST: \$15 adults / \$12 students, seniors & members of the New York Historical Society. No advance reservations required.
MEETING PLACE: Southeast corner of Plaza Street West and Flatbush Avenue, at the newsstand.

For more information, contact Big Onion Walking Tours at 212.439.1090 or visit www.bigonion.com

Grand Army Plaza Greenmarket

Open Saturdays year-round, 8am–4pm
Northwest entrance of Prospect Park at Grand Army Plaza

Conflux Festival (www.confluxfestival.org)

The art and technology festival for the creative exploration of urban public space. September 11–14th, various locations around the city, including Grand Army Plaza.

Acknowledgments

Special Thanks

Center for Urban Pedagogy (CUP)
NYC Department of Parks & Recreation
NYC Department of Transportation
Office of the Brooklyn Borough President
Prospect Park Alliance
Whatcould Web Design & Development

Credits

Exhibit designed by Pentagram
Brochure designed by Jena Sher Design
Images by Claudia Brandenburg / Language Arts
Logo by SoCity

Neighborhood Guide

Civic, Cultural & Recreational

Brooklyn Botanic Garden (www.bbg.org)

ADDRESS: 900 Washington Avenue
HOURS: Tues–Fri 8am–6pm; Sat and Sun 10am–6pm
SUBWAY: 2/3 train to Eastern Parkway / Brooklyn Museum

Brooklyn Children's Museum (www.brooklynkids.org)

ADDRESS: 145 Brooklyn Avenue
HOURS: Wed–Sun, 11–6:00pm
SUBWAY: 3 train to Kingston Ave. or A train to Nostrand Ave.

Brooklyn Museum (www.brooklynmuseum.org)

ADDRESS: 200 Eastern Parkway
HOURS: Wed–Fri 10am–5pm; Sat and Sun 11am–6pm
SUBWAY: 2/3 train to Eastern Parkway / Brooklyn Museum

Brooklyn Public Library (www.brooklynpubliclibrary.org)

ADDRESS: Grand Army Plaza
HOURS: Mon 9am–6pm; Tues–Thurs 9am–9pm;
Fri 9am–6pm; Sat 10am–6pm; Sun 1–6pm
SUBWAY: 2/3 train to Grand Army Plaza / Flatbush Ave.

Prospect Park (www.prospectpark.org)

ADDRESS: Entrance at Grand Army Plaza
HOURS: Daily 5am–12midnight
SUBWAY: 2/3 train to Grand Army Plaza / Flatbush Ave.

Prospect Park Zoo (www.prospectparkzoo.org)

ADDRESS: 450 Flatbush Avenue
HOURS: Mon–Fri 10am–5pm; Sat and Sun 10am–5:30pm
SUBWAY: B/Q train to Prospect Park



Local Businesses



Blue Sky Bakery*

Gourmet muffins, cupcakes and cakes
ADDRESS: 53 Fifth Avenue (near Bergen St.)
HOURS: Mon 7:30am–1pm; Tues–Fri 7:30am–2pm; Sat–Sun, 8:30am–2pm
SUBWAY: 2/3 train to Bergen St.

Flatbush Food Co-op** (www.flatbushfoodcoop.com)

Community-owned natural and organic foods supermarket in Ditmas Park
ADDRESS: 1415 Cortelyou Rd. (between Rugby and Marlborough Roads)
HOURS: Daily, 7am–11pm
SUBWAY: Q train to Cortelyou Road

Natural Heights** (www.natural-heights.com)

Natural and eco-friendly products for everyday life
ADDRESS: 688 Washington Ave. (at St. Marks Ave.)
HOURS: Mon, Wed–Fri 12pm–7pm; Sat and Sun 12pm–6pm
SUBWAY: 2/3 train to Eastern Parkway or Q train to Seventh Ave.

Santa Fe Grill** (www.eats.com)

Tex-Mex restaurant serving Park Slope for 23 years
ADDRESS: 62 Seventh Ave. (at Lincoln Place)
HOURS: Mon–Thurs 5–11pm; Fri 5–12am; Sat 12pm–12am;
Sun 12–11pm. Bar open until 1am nightly.
SUBWAY: Q train to Seventh Ave.

* Supporter of Grand Army Plaza, ** Neighbor of Grand Army Plaza



DESIGN TRUST FOR PUBLIC SPACE
338 West 39th Street, 10th Floor
New York, New York 10018

Reinventing Grand Army Plaza
September 13–October 13, 2008
Grand Army Plaza, Brooklyn