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#### Founding Support:

Lily Auchincloss Foundation, Inc.

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Standard Taxi

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Target

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## CELEBRATING THE CENTENNIAL OF THE NEW YORK CITY TAXI Design Trust for Public Space's Taxi 07 puts spotlight on NYC icon

**NEW YORK (March 1, 2007)** – In honor of the 100th anniversary of the modern-day taxi in New York City, the Design Trust for Public Space is bringing attention to this significant city symbol through its Taxi 07 project.

Taxi 07 will celebrate the taxi's centennial, foster design innovation and develop a taxi system strategic plan in partnership with the New York City Taxi & Limousine Commission. The project culminates in April with a series of special events.

The centerpiece of the Taxi 07 project is an exhibit at the 2007 New York International Auto Show from April 6-15 that will showcase the contributions of automotive, design, technology and academic partners. The Taxi 07 Exhibit, presented by Standard Taxi, will feature several taxi prototypes, along with taxi-related installations and displays, which collectively highlight innovations in sustainable mobility, accessibility, and good design.

Additionally, Mayor Michael R. Bloomberg has designated "Taxi Week" in New York City from April 6-15, and the Empire State Building will be illuminated with commemorative yellow lighting on the evening of April 4.

Highlighting the taxi's role in popular culture, IFC Center will host a month-long film series during weekends in April. A look back at the most memorable cabs and cab drivers on celluloid, films will include: *Speedy, Taxi Driver, Midnight, Mona Lisa, Taxi!, 99 River Street, and Night on Earth.*

For more information about Taxi 07, visit [www.taxi07.org](http://www.taxi07.org)

#### Taxi 07: Calendar of Events

- **April 4** – Taxi 07 Opening Night Party, presented by Target (by invitation only)
- **April 4** – Empire State Building commemorative yellow lighting in honor of the taxi's centennial
- **April 6-15** – Taxi 07 Exhibit, presented by Standard Taxi, open to the public at the New York International Auto Show, Jacob K. Javits Convention Center, 11th Ave. & 35th Street, NYC. For show information, go to [www.autoshowny.com](http://www.autoshowny.com)
- **April 6-15** – "Taxi Week" in New York City, as proclaimed by Mayor Michael R. Bloomberg
- **April 6-28** – "Fares to Remember: Seven Movies for Taxi 07" presented by IFC Center, 323 Sixth Ave., NYC, weekends in April. For advance tickets and information, visit [www.ifccenter.org](http://www.ifccenter.org)

#### ABOUT THE DESIGN TRUST FOR PUBLIC SPACE

The Design Trust for Public Space is dedicated to improving New York City's parks, plazas, streets, and public buildings. Design Trust projects enrich the urban experience for all New Yorkers by turning good design intentions into reality. By forging public/private partnerships between neighborhoods, city agencies, and design professionals, the Design Trust creates powerful working relationships that overcome political and logistical hurdles. For more information, visit [www.designtrust.org](http://www.designtrust.org).

*The programs of Taxi 07, a consortium led by the Design Trust for Public Space, are also made possible through the generous support of Imagination, USA Inc., Lily Auchincloss Foundation, New York International Auto Show, and Richter + Ratner.*



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