

TAXI 07: TRANSFORMING THE TAXI

DESIGN TRUST PROJECT RE-INVENTS TAXI SYSTEM, YELLOW CAB ON EVE OF CENTENNIAL

NEW YORK – Taxi 07, a project of the Design Trust for Public Space, aims to inject sustainable mobility, access for all, and good design into the iconic yellow cab and the broader taxi system – just in time for the 100th anniversary of the modern day taxi in New York City. The project culminated in an exhibition of innovative taxi prototypes and related displays at the 2007 New York International Auto Show in April.

The objectives of Taxi 07 are to:

- foster design innovation,
- celebrate the taxi's centennial, and
- develop a taxi system strategic plan in partnership with the New York City Taxi & Limousine Commission.

The centerpiece of the Taxi 07 project was an exhibit at the 2007 New York International Auto Show from April 6-15, 2007, that will showcase the contributions of automotive, design, technology and academic partners.

The Taxi 07 Exhibit, presented by Standard Taxi, featured several taxi prototypes along with taxi related installations and displays collectively emphasizing innovations in sustainable mobility, access for all, and good design.

The exhibit was located outdoors in the inner roadway of the Jacob K. Javits Convention Center, at 11th Avenue and 35th Street in New York City, and was free and open to the public.

Celebrating the Centennial in honor of one of the most iconic symbols of New York City, the Design Trust and its Taxi 07 cultural partners had organized a series of public events to mark the centennial of the modern day taxi.



TAXI 07 EXHIBIT OPENS TO MUCH ACCLAIM AT THE NY AUTO SHOW!

The Design Trust for Public Space's Taxi 07 Exhibit opened Wednesday, April 4th with a press conference and a smashing preview party sponsored by Target at the 2007 New York International Auto Show.

Matthew Daus, commissioner of the Taxi & Limousine Commission, presented Design Trust executive director Deborah Marton with the Mayor's official "Taxi Week" proclamation. The exhibit, presented by Standard Taxi, was open to the public from April 6-15 and showcased innovative new taxis created by auto manufacturers, designers, and others. To see photos of the exhibit being built, visit the Design Trust blog: <http://www.designtrust.blogspot.com>





TAXI SYSTEM REPORT

The Design Trust is working with the City of New York to create the first ever ten year taxi system report to be published in 2007. This report will analyze the current taxi system and outline taxi improvement strategies that are feasible and cost effective over a 10 year period. Hamilton, Rabinovitz &

Alschuler, Inc. is a major sponsor of the taxi system report.

PUBLIC AWARENESS

Many of the Taxi 07 programs took place during "NYC Taxi Week" (April 6-15, 2007), including a month long taxi film series at IFC Center and a program about the taxi centennial on the PBS series "New York Voices". On April 4th, the Empire State Building was lit in honor of the centennial and the Taxi 07 exhibit.

Highlights of the April celebration included:

- Taxi 07 Opening Night, presented by Target, on April 4 from 5:00 – 8:00 p.m. (by invitation only);
- "Taxi Week" from April 6-15, 2007, as proclaimed by the Office of Mayor Michael R. Bloomberg; and
- screenings of taxi films on weekends in April at IFC Center, 323 Sixth Ave., New York City.

TAXI SYSTEM STRATEGIC PLAN

The Design Trust, in partnership with the New York City Taxi & Limousine Commission, will develop a long term plan for the taxi system. This document will make recommendations for future improvements to the taxi system's efficiency, environmental sustainability, ease-of-use and economic value.

For more information, press releases and images on Taxi 07, please visit www.taxi07.org

TAXI 07 EXHIBIT

In honor of the 100th anniversary of the gas powered taxi in NYC the Design Trust for Public Space mounted an exhibit of innovative new taxis at the 2007 New York International Auto Show, April 6-15, 2007.

The Taxi 07 Exhibit, presented by Standard Taxi, displayed that the yellow cab can powerfully communicate our city's commitment to sustainable mobility, access for all, and good design.

Seen the exhibit? Please take our online survey and tell us what you thought. Standard Taxi was the presenting sponsor of the Taxi 07 Exhibit with major support provided by Richter + Ratner. Exhibition Design. Consultation and experience was provided by Imagination, USA Inc. The opening night invitation only party was presented by Target. The media sponsor was New York magazine.



EVENTS

CELEBRATING THE CENTENNIAL OF THE NEW YORK CITY TAXI

Design Trust for Public Space's Taxi 07 puts spotlight on NYC icon, The Taxi, 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 celebrated the taxi's centennial, foster design



At the Taxi 07 Exhibit Opening Night Party, designers from Smart Design and officials from the Taxi & Limousine Commission discussed the future of the yellow cab.



Partygoers toast 100 years of taxis in NYC with "taxi-tinis."



This "sketch model" of the Kia Rondo Taxi prototype displays many innovative design ideas that didn't make the final cut."



A celebration of taxis isn't complete without a look back to the Checker Cabs that made the NYC taxi the icon that it is today.

innovation and develop a taxi system strategic plan in partnership with the New York City Taxi & Limousine Commission.

Except for the first ever ten year Taxi System Report to be published in 2007 the project culminated in April with a series of special events. The centerpiece of the Taxi 07 project was an exhibit at the 2007 New York International Auto Show from April 6-15, 2007 that showcased the contributions of automotive, design and academic partners.

The Taxi 07 Exhibit, presented by Standard Taxi, featured several taxi prototypes along with taxi related installations and displays which collectively highlighted innovations in sustainable mobility, accessibility, and good design. Additionally, Mayor Michael R. Bloomberg designated "Taxi Week" in New York City from April 6-15, 2007.

Highlighting the taxi's role in popular culture, IFC Center hosted a month long film series during weekends in April. A look back at the most memorable cabs and cab drivers on celluloid, films included:

- Speedy
- Taxi!
- Taxi Driver
- 99 River Street
- Midnight
- Night on Earth
- Mona Lisa

TAXI 07 APRIL

CALENDAR OF EVENTS INCLUDED:

- April 4 – Empire State Building commemorative yellow lighting for the taxi's centennial,
- April 6-15 – Taxi 07 Exhibit presented by Standard Taxi, free and open to the public at the New York International Auto Show, Jacob K. Javits Convention Center, 36th Street & 11th Ave., NYC.
- April 6-15 – "Taxi Week" in New York City as proclaimed by Mayor Michael R. Bloomberg.
- April 6-8, 13-15, 20-22, and 27-29 – "Fares to Remember: Seven Movies for Taxi 07" presented by IFC Center, 323 Sixth Ave., NYC, weekends in April. For information, go to www.ifccenter.org



The Taxi 07 Exhibit's Opening Night Party was sponsored by Target.

ABOUT THE DESIGN TRUST FOR PUBLIC SPACE

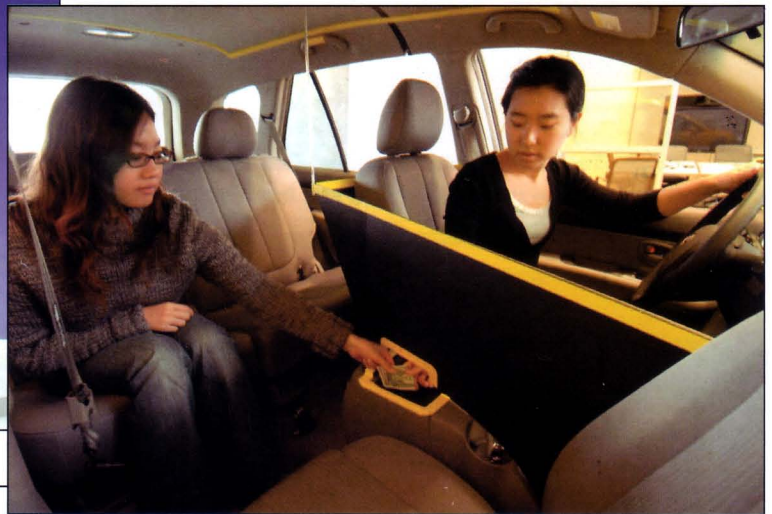
The Design Trust for Public Space is dedicated to improving New York City's parks, plazas, streets, and public buildings. Design Trust projects enrich the urban experience for all New Yorkers by turning good design intentions into reality. By forging public/private partnerships between neighborhoods,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

For more information, please visit www.designtrust.org.

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