

IMPROVING  
PUBLIC SPACE  
FOR ALL  
NEW YORKERS

DESIGN TRUST  
FOR PUBLIC SPACE  
ANNUAL REPORT  
2010

## LETTER FROM THE FOUNDER AND BOARD CHAIR

Public space is the city's gift to its citizens. Our plazas, public parks and great civic architecture express a collective spirit, and enhance the pleasure and purpose of living in a great city. The Design Trust works in innovative ways to strengthen these aspects of urban life, and constantly invents new strategies for creative intervention. In 2010 our partners came from a wonderful diversity of interests and expertise: Parks employees, Garment District fashion designers, and urban farmers. Through our work with these individuals from such various walks of urban life, we seek to make New York the diverse, creative and sustainable city we wish to inhabit.

The Design Trust belongs to the people who support it: our visionary board, wonderful Council members, generous project supporters all of whom are listed in this publication, expert project partners and above all the able Design Trust staff and the indomitable Deborah Marton, our executive director. Our thanks are sincere and heartfelt.



**Andrea Woodner**  
Founder and Board Chair



## LETTER FROM THE EXECUTIVE DIRECTOR

The Design Trust turned fifteen in 2010, and not incidentally it was a bang-up year that brought truly transformational accomplishments. From now on, every New York City green space will be designed and constructed to improve our air and water quality, decrease energy usage, and increase biodiversity as a result of our *High Performance Landscape Guidelines*. Imminent plans to lift zoning protections for manufacturers in the Garment District were postponed until they could be reconceived to support the fact that the neighborhood has matured from a center of mass production into a world-class fashion research-and-development hub, as demonstrated by our *Made in Midtown* project. With the Taxi & Limousine Commission, we launched a survey that helped TLC pick our city's new *Taxi of Tomorrow* — an initiative that grew out of our *Taxi 07* project — and we'll be seeing that more sustainable, accessible, and iconic cab on our streets very soon.

These projects cover a wide berth, but in the end they're all about one thing: New York is the greatest city the world has ever produced. Nowhere else can you see the cultural vitality and democratic ideals of equality, pluralism, and free expression animate almost every corner of a city. Quality public space is the canvas upon which we are writing this historically unique and gloriously ambitious story.

At the time of this writing, I am no longer leading the Design Trust. For seven years, I have been privileged to serve the city I love and honored to be at the helm of such a deeply important and effective institution. The achievements of my tenure were made possible through your support, and through the collective efforts of an unparalleled board of directors, a deeply committed and wonderfully inventive staff, and the extraordinary partners and fellows who brought their distinctive skills to the table. Finally, I wish to express my profound thanks to our founder and board chair Andrea Woodner. Our city would be a paler place without her vision, generosity, and wisdom.



**Deborah Marton**  
Executive Director



## ABOUT THE

# DESIGN TRUST FOR PUBLIC SPACE

The Design Trust for Public Space is a 501(c)(3) nonprofit organization dedicated to improving public space in New York City. We are urban visionaries who think systemically about how cities work. From parks, plazas, and streets to city buildings, transportation systems and entire neighborhoods, the Design Trust has been at the forefront of shaping New York City's public realm since 1995.

Through a juried RFP process, the Design Trust selects research, design and planning projects proposed by community groups, nonprofits and city agencies from across the five boroughs. We then organize teams of private sector professionals to produce actionable policy, design, and planning recommendations that will galvanize change in the way New York City's public spaces are designed, managed or used.

### BOARD OF DIRECTORS

Cindy Allen	Zack McKown
Hugo Barreca	Raymond Merritt
Alison Bauer	Paula J. Mueller
Theodore S. Berger	Linda Pollak
Deborah Berke	Annabelle Selldorf
Victor Body-Lawson	Susanna Sirefman
Kitty Hawks	Sylvia Smith
Marc Heiman	Claire Weisz
Susan Grant Lewin	Andrea Woodner
Stephen Maharam	FOUNDER AND BOARD CHAIR



### STAFF

Megan Canning, DEPUTY DIRECTOR  
Jerome Chou, DIRECTOR OF PROGRAMS  
Chris Kannen, PRODUCTION ASSOCIATE  
Kristin LaBuz, DEVELOPMENT & COMMUNICATIONS ASSOCIATE  
Deborah Marton, EXECUTIVE DIRECTOR

“The Design Trust plays the Kennedy role of not looking at things the way they are and asking, ‘Why?’ but looking at what could be and asking, ‘Why not?’”

David Yassky, Commissioner, New York City Taxi & Limousine Commission

# MADE IN MIDTOWN

## PARTNER: COUNCIL OF FASHION DESIGNERS OF AMERICA

What is the Garment District? Why does this neighborhood matter to fashion? And why does fashion matter to New York City?

With the Bloomberg administration considering a proposal to lift the zoning protections for manufacturing space in the Garment District — a move that would have jeopardized the neighborhood's core industrial activity — the Design Trust answered these questions in *Made in Midtown*, a study of the Garment District's role in New York City's economy, identity and sense of place.

In partnership with the Council of Fashion Designers of America, represented by executive director **Steven Kolb**, general secretary and designer **Yeohlee Teng** and architect **Joerg Schwartz**, the Design Trust investigated how the garment industry lives, works, and thrives in the built environment of Midtown Manhattan. Research findings were synthesized in [madeinmidtown.org](http://madeinmidtown.org), an accessible multimedia website featuring videos, comics, maps, diagrams and written profiles of people at every level in the fashion industry. Ultimately, *Made in Midtown* revealed that today's Garment District is no longer a center of mass production, but rather the fashion start-up capital of the world — a research and development hub that incubates new talent and enables design innovation.

The *Made in Midtown* website launched in June and, to date, has been viewed by more than 10,000 visitors. The Design Trust leveraged the website's impact with a month-long calendar of activities, including a press conference and two-day pop-up exhibit in the Port Authority Bus Terminal, and a series of panel discussions with the Municipal Art Society. Bringing together diverse stakeholders, the Design Trust successfully elevated both the general public's and urban policymakers' awareness — prompting the city's decision to drop its rezoning proposal and rethink plans for the future of the Garment District as a creative industrial neighborhood.



Employing multimedia tools like videos and infographics, [madeinmidtown.org](http://madeinmidtown.org) shed new light on an often-invisible side of the fashion industry.



A two-day pop-up exhibit at the corner of 8th Ave and 41st Street generated a new appreciation for the creative industry occupying the adjacent Midtown blocks.

“Word of the city’s move [to shelve a highly controversial proposal to rezone the 13-block Garment Center] follows a study released this month by the Design Trust for Public Space. Instead of describing the Garment Center as a relic of a bygone industrial age, the new report bills it as a thriving and hugely productive research-and-development hub for high-end fashion.”

“*Made in Midtown* debunks a lot of myths about this industry. So many people I interact with say, ‘The New York fashion industry has nothing to do with Midtown any longer, it’s gone, it’s merely a shell.’ That is simply not true.”

Tim Gunn, Chief Creative Officer, Liz Claiborne, Inc.



In a panel discussion, Tim Gunn touted the value of the Garment District, admitting real-world fashion production bears little resemblance to *Project Runway*.

#### Activities

Stakeholders interviews, multimedia website [madeinmidtown.org], storefront pop-up exhibit, press conference, panel discussions, *Made in Midtown* newspaper.

#### Fellows

**Jordan Alport**, filmmaker, alport.tv  
**Tobias Armbrorst, Daniel D’Oca, and Georgeen Theodore**, urban designers, Interboro  
**Glen Cummings**, graphic designer, MTWTF  
**Tom Vanderbilt**, writer  
**Sarah Williams**, urban planner, Columbia University Spatial Information Design Lab

#### Steering Committee

**Anthony Borelli**, Office of the Manhattan Borough President Scott Stringer  
**Jonathan Bowles**, Center for an Urban Future  
**Sarah Crean**, New York Industrial Retention Network  
**Adam Friedman**, Pratt Center for Community Development  
**Eric Rothman**, HR&A Advisors, Inc.

#### Major Funders

Council of Fashion Designers of America  
The Diller-von Furstenberg Family Foundation  
Nanette Lepore and Robert Savage  
Lily Auchincloss Foundation, Inc.

#### Additional Support

The A. Woodner Fund  
Deborah Berke  
The Fashion Center BID  
Garment Center Supplier Association of New York  
Garment Industry Development Corporation  
Reed Krakoff  
Louise and Arde Bulova Fund  
Stephen Maharam  
Newmark Knight Frank  
New York City Department of Cultural Affairs  
New York State Council on the Arts, a state agency  
Tharanco Group  
Workers United

#### Equipment Support

Canon  
Tekserve

#### Select Press

*The New York Times*, 4/28/10, “Needle and Thread Still Have a Home”  
*Women’s Wear Daily*, 6/2/10, “Garment Center Study: Area’s Future Is Bright As Incubator of Ideas”  
*Fast Company*, 6/6/10, “Made in Midtown Examines the Design and Manufacturing Impact of New York’s Garment District”  
*WNYC*, 6/8/10, “The Garment District: So Last-Century, or the Perfect Fit for New York?”  
*Crain’s New York Business*, 6/14/10, “Garment Center Zoning Shelved”

“The Design Trust was able to bring everyone to the table—city officials, designers, manufacturers, property owners—and outline a vision for the future of the Garment District as a creative hub that we could all support.”

Steven Kolb, Executive Director, Council of Fashion Designers of America

# PHOTO URBANISM 5: SAME TIME EVERY DAY

FELLOW: KRAMER O'NEILL

*Photo Urbanism* is an ongoing fellowship program that supports photography's heuristic and documentary role in the examination, discussion, and re-imagining of New York City's public spaces by providing photographers the opportunity to produce a thematic body of work exploring the city's urban landscape.

Our fifth *Photo Urbanism* fellowship was awarded to Brooklyn-based photographer **Kramer O'Neill** for his project *Same Time Every Day*, in which he shot five locations throughout the city at the same time, every day. Mr. O'Neill's work fits the "street photography" genre, taking un-posed pictures in public places. By focusing on the unique lighting of these locations at certain times of day, his project illuminates the quotidian, the strange, and the beautiful in unsung corners of our city.

Through a collaboration with **MTA Arts for Transit**, select images from *Same Time Every Day* are on view through November 2011 in Brooklyn's Atlantic Avenue-Pacific Street Station. With this presentation of work in a public space — a first in *Photo Urbanism* history — Mr. O'Neill's images are accessible to the hundreds of thousands passengers who pass through the transit hub, many at the same time, every day.

## Activities

Juried review, public exhibition, launch party, *Same Time Every Day* newspaper.

## Locations

### Midtown Manhattan

January to March, 1:30 – 2:00 PM

### Rockaway Beach, Queens

June to August, 5:30 – 6:00 PM

### Metropolitan Avenue, Brooklyn

July to October, 6:30 – 7:00 PM

### Roosevelt Avenue, Queens

November to March, 8:00 – 9:00 AM

### South of Wall Street, Manhattan

April to July, 5:00 – 6:00 PM

## Photo Urbanism 5 Selection Jury

**Sean Corcoran**, Museum of the City of New York

**Jonathan Marvel**, Rogers Marvel Architects

**Raymond Merritt**, Design Trust Board member

**Yancey Richardson**, Yancey Richardson Gallery

**Paul Warchol**, Paul Warchol Photography

## Major Funders

New York City Department of Cultural Affairs

Paul Warchol Photography

Jan Staller

Public exhibition presented by MTA Arts for Transit, with Duratrans generously provided by Digital Plus.

Opening reception generously supported by the Brooklyn Academy of Music.



*Same Time Every Day* captures slivers of city life, from Rockaway Beach surf to Midtown Manhattan sidewalks.

“Shoot until you’re pretty sure you’ve shot too much, then shoot some more.”

Kramer O'Neill, *Photo Urbanism* Fellow



Standing in front of the Atlantic-Pacific Street Station exhibition, *Photo Urbanism* fellow Kramer O'Neill keeps shooting.

# HIGH PERFORMANCE LANDSCAPE GUIDELINES: 21ST CENTURY PARKS FOR NYC

PARTNER: NEW YORK CITY DEPARTMENT OF PARKS & RECREATION

With New York City's population projected to top 9.1 million in the next 20 years, the Department of Parks and Recreation is undertaking its greatest period of park building since the 1930s, equipping our green space and streetscapes to accommodate one million new residents. This wave of development will be fundamentally shaped by *High Performance Landscape Guidelines: 21st Century Parks for NYC*, a blueprint for sustainable park design, construction and maintenance produced through a four-year collaboration between the Design Trust and the NYC Parks Department.

Part how-to manual and part advocacy tool, *High Performance Landscape Guidelines* reflects a paradigm shift in thinking about the park system as vital green infrastructure. This 270-page document will govern future activity in all 29,000 acres of New York City open space, as the Parks Department has adopted the best practices in construction, maintenance, material selection and resource management as its new agency standards. From planted traffic islands to urban forests, *High Performance Landscape Guidelines* promotes cleaner air and water, increased biodiversity, lowered heat island effect, reduced energy usage and, of course, expanded opportunities for relaxation, recreation and environmental education for all New Yorkers.

The third in a trilogy of sustainable design manuals, *High Performance Landscape Guidelines* has been widely embraced by the local design community, earning accolades from the New York Chapter of American Society of Landscape Architects and drawing a record crowd of 400+ to the publication launch party hosted at the Center for Architecture in January 2011. The previous publications, *High Performance Building Guidelines* (1999) and *High Performance Infrastructure Guidelines* (2005), led directly to the enactment of local laws encouraging high performance construction and paved the way for PlaNYC, the city's long-term sustainability plan.

“This manual is truly unique for a municipality, and another step in the history of innovation that defines the parks of New York City.”

Adriane Benepe, Commissioner, New York City Department of Parks & Recreation



The nation's first primer on green municipal park design, *High Performance Landscape Guidelines* is a testament to the vision and expertise of a tireless team of fellows, peer reviewers and city officials.

## Activities

Research, symposium, peer review, publication, launch party, exhibition, workshops.

## Fellows

**Michele Adams**, principal engineer, Meliora Environmental Design

**Steven Caputo**, policy advisor, New York City Mayor's Office of Long-Term Planning and Sustainability

**Nette Compton**, senior project manager for design, New York City Department of Parks & Recreation

**Tavis Dockwiler**, principal landscape architect, Viridian Landscape Studio

**Andrew Lavallee**, associate principal landscape architect, AECOM Design + Planning

## Major Funders

The Double-R Foundation

The Arthur Ross Foundation

New York City Department of Cultural Affairs

## Select Press

*Landscape Architecture*, 7/10, "Gotham Goes Green"

*The Architect's Newspaper*, 1/13/11, "Landscape Guidelines Landslide Debut"

*Topos*, 3/11, "Understanding Connectivity: Landscape Guidelines Book Review"

# TAXI 07 / TAXI OF TOMORROW

PARTNER: NEW YORK CITY TAXI & LIMOUSINE COMMISSION (TLC)

When the Bloomberg administration looked to revamp New York City's taxi fleet, it turned to the Design Trust's pioneering publication, *Taxi 07: Roads Forward*. Developed in partnership with the New York City Taxi & Limousine Commission, *Taxi 07: Roads Forward* created the city's first long-term plan for improving the taxi vehicle and system. This plan, coupled with a forward-thinking exhibit at the New York International Auto Show, paved the way for the Taxi & Limousine Commission's *Taxi of Tomorrow* initiative, which invited automakers to submit proposals to replace the retrofitted Crown Victoria with a custom-built taxicab designed specifically for the New York City market.

Following the goals outlined by the Design Trust in *Taxi 07: Roads Forward*, the *Taxi of Tomorrow* initiative called for a purpose-built taxicab with increased safety and environmental standards, reduced vehicle and lifecycle costs, iconic design elements, and enhanced ride quality, durability and accessibility. TLC narrowed down the competition finalists to three manufacturers in November — Ford, Karsan, and Nissan — and partnered with the Design Trust to solicit public feedback on the proposed designs. The Design Trust helped TLC produce an interactive survey and, to incentivize participation, sponsored a year's worth of free taxi rides for one lucky respondent. All in, more than 22,000 New Yorkers voiced their opinions on the *Taxi of Tomorrow*, underscoring the fact that the city's new taxicab will truly be designed with its target audience in mind.

**Activities**

Data collection, citywide survey and sweepstakes, press conference, panel discussion, advisory committee.

**Major Funders**

Lily Auchincloss Foundation, Inc.  
New York State Energy Research and Development Authority

**Select Press**

*USA Today*, 7/29/10, "NYC Taxis Give up Their Crown"  
*Wall Street Journal*, 11/16/10, "Three Finalists Vie To Become New York's 'Taxi of Tomorrow'"  
*The New York Times*, 11/16/10, "If It Weren't Yellow, You'd Hardly Know it was a Taxi"



Mayor Bloomberg and TLC Commissioner Yassky announce the *Taxi of Tomorrow* finalists at a City Hall press conference.

*"Taxi of Tomorrow would not have been possible without the instigation and continued support of the Design Trust."*

Paul Herzan, Board President, Cooper-Hewitt National Design Museum

*"Roads Forward is the gold standard for informing policymakers. I reference it all the time."*

David Yassky, Commissioner, New York City Taxi & Limousine Commission



From sunroofs to sliding doors, *Taxi of Tomorrow* finalists showcase vehicle design innovation.



Bronx resident Abdul Mohammed won a year of free cab rides, sponsored by the Design Trust, for participating in the *Taxi of Tomorrow* survey.

# FIVE BOROUGH FARM

## PARTNER: ADDED VALUE

New Yorkers are filling waitlists at community gardens, shopping at a record number of farmer's markets, and reclaiming rooftops and vacant lots to grow food. Despite this tremendous interest in local produce, urban agricultural activity in New York City remains fragmented, lacking both on-the-ground coordination and city-scale municipal support.

Recognizing this gap, the Design Trust launched *Five Borough Farm*, a project to create New York's first citywide plan for urban agriculture in partnership with Added Value, a Brooklyn-based nonprofit headed by **Ian Marvy**, that operates Red Hook Community Farm. *Five Borough Farm* is bringing together experts in sustainability, food policy, urban planning and public health to survey the city's existing urban agriculture activity, establish tools to evaluate the various community benefits of local food production, and encourage public sector endorsement of an urban agriculture agenda.

*Five Borough Farm* debuted in October at Living Concrete-Carrot City, an urban agriculture exhibition at the New School co-curated by fellow **Nevin Cohen**. The project officially launched in December with a hands-on workshop attended by community gardeners and farmers as well as advocates and funders. More than 90 participants swapped ideas and shared their personal experiences on goals, opportunities and challenges surrounding the future of farming in New York City, establishing a strong base of knowledge that will steer *Five Borough Farm* over the course of the project.

### Activities

Exhibition, workshop, stakeholder interviews.

### Fellows

**Nevin Cohen**, food policy expert, Parsons the New School for Design  
**Agnieszka Gasparska**, graphic designer, Kiss Me I'm Polish  
**Elliot Maltby** and **Gita Nandan**, sustainable design experts, thread collective  
**Rupal Sanghvi**, public health evaluation expert, HealthxDesign

### Advisory Committee

**John Amoroso**, Cornell University  
**Jacqui Berger**, Just Food  
**Jeni Clapp**, New York City Department of Health  
**Michael Conard**, Urban Design Lab, Columbia University  
**Annie Novak**, Eagle Street Rooftop Farm

### Major Funders

Doris Duke Charitable Foundation  
The David Rockefeller Foundation



Urban agriculture graphic designed by Manuel Miranda for the New School's Living Concrete-Carrot City exhibition.

“Urban agriculture engages people in initiatives to strengthen and improve the social, ecological, and economic well-being of their communities and, by extension, the city as a whole.”

Nevin Cohen, *Urban Omnibus*, 1/19/11



A December workshop brought together New York's diverse urban agriculture community to discuss challenges and opportunities in the field.

“*Five Borough Farm* has the potential to literally reshape the city through food.”

Nicola Twilley, *GOOD*, 1/22/11

# 2010 BENEFIT + ART AUCTION

CENTER548

OCTOBER 21, 2010

Fresh on the heels of *Made in Midtown*, fashion guru **Tim Gunn** joined the perennially stylish interior design luminaries **Kitty Hawks** and **Cindy Allen** to host this year's Benefit + Art Auction in Chelsea's newly-revamped Center548. More than 500 guests — civic leaders and urban innovators of all stripes — mingled over cocktails and hors d'oeuvres, while bidding on 80+ works donated by an impressive roster of artists and designers. Thanks to the generosity of our financial supporters, contributing artists and enthusiastic bidders, the Benefit + Art Auction raised nearly a quarter of our annual operating budget — funds that directly support our efforts to make New York City more livable, sustainable, functional and beautiful for all.



Yeohlee Teng, Tim Gunn, Kitty Hawks and Cindy Allen raise a glass in support of New York City's dynamic public realm.

## Honorary Chair

Tim Gunn

## Event Chairs

Cindy Allen  
Kitty Hawks

## Sponsors

A.E. Greyson + Company Inc.  
Kitty Hawks  
*Interior Design Magazine*  
Maharam  
Tsao & McKown, Architects

## Benefactors

Hugo Barreca  
Deborah Berke and Partners Architects  
Simona and Peter Stevens  
Andrea Woodner

## Patrons

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Larry Lederman  
Nanette Lepore and Robert Savage  
Annabelle Selldorf  
Turner Construction Company  
Bunny Williams

## Benefit Committee

David Baron, Metro Management Development Inc.  
Alison and Doug Bauer  
Anne and Jim Bodnar  
Larry Condon  
Elizabeth Crain and Jon Breckenridge  
FXFOWLE Architects  
Gensler  
Agnes Gund  
H3 Hardy Collaboration Architecture  
Highland Associates  
Stephan Jaklitsch and Mark Gardner,  
Stephan Jaklitsch Architects  
John Keenen

Sherri Marton and Robert Anderson  
Raymond W. Merritt, Esq.  
MR Architecture + Décor  
Paula Mueller  
Catherine Orentreich, MD  
Nancy Owens Studio LLC  
Ellyn and James Polshek  
Rockwell Group  
Rogers Marvel Architects  
Sylvia Smith  
Starr Whitehouse Landscape Architects and Planners, PLLC  
Susan Grant Lewin Associates  
Beth D. Tractenberg, Katten Muchin Rosenman  
Elizabeth Whelan  
WXY Architecture + Urban Design

## Artists & Donors

Abramson Teiger Design  
Harry Allen  
Artek  
Ball-Nogues Studio  
Amy Barkow  
Sheila Bernard  
Martin Bland  
Stephen Burks  
Megan Canning  
Benny Chan  
Jimmy Cohnsen  
Nancy Crampton  
Cristina Grajales Gallery  
Cui Fei  
David Stark Design  
Carlton DeWoody  
Domus Design Collection  
Stephen Doyle  
Edelman Leather  
Louis Faurer  
Reza Feiz  
Elizabeth Felicella

Gitterman Gallery  
Paul Godwin  
Ben Grasso  
Stanley Greenberg  
Robert Greene  
Kara Hamilton  
Hariri & Hariri Architecture  
Kim Hart  
Haworth  
Herman Miller  
Malcolm Hill with Shamir Shah  
Howard Greenberg Gallery  
Chad Jacobs  
Matthew Jensen  
Josée Bienvenu Gallery  
David Joseph  
Maira Kalman  
Chris Kannen  
Knoll  
Eric Laignel  
Peter Lane with Blanche Field  
Merete Larson  
Larry Lederman  
Lepere  
Lewis. Tsurumaki. Lewis  
Michelle Litvin  
John Maggiotto  
Emanuela Frattini Magnusson  
Maharam  
Manù  
Justin McAllister  
Stefana McClure  
Isaac Mizrahi  
Michael Moran  
Jill Moser  
Ivan Navarro and Courtney Smith  
Michelle Oka Doner  
Kramer O'Neill  
Piet Oudolf  
Frances Palmer

Anne Peabody  
Jorge Pensi  
R 20th Century  
Karim Rashid  
Rockwell Group  
Travis Roozée  
The Rug Company  
Suzanne Shaker  
Slade Architecture  
Jonathan Smith  
Snøhetta  
Jan Staller  
Joel Sternfeld  
Elizabeth Streb  
STUDIOS Architecture  
Lindsey Taylor  
Yeohlee Teng  
Suzanne Tick  
Tighe Architecture  
Marcus Tremonto  
Frank Veteran  
Vitra  
Kevin Walz  
Ulla Warchol  
Vivienne Westwood  
Aaron Wexler  
Andrea Woodner  
XTEN Architecture  
Amy Yoes  
Zia Priven  
Jeff Zimmerman

**Special Thanks**  
Annie Block, *Interior Design Magazine*  
Michele Fox, Center548  
Dan Kobin, Center548  
Helene Oberman, *Interior Design Magazine*  
Platypus Fine Art  
Sean Wachsman, Brown-Forman



# DESIGN TRUST COUNCIL

The Design Trust Council is an exclusive circle of intellectual and financial leaders that offers its members intimate access to the ideas and influencers shaping New York City's public space through curated events, networking opportunities and a direct link to Design Trust projects.

## ANNUAL EVENT

*Urban Fabric: Creation in the City*

YEOHLEE

March 18, 2010

Our fourth annual Design Trust Council event illuminated the themes of *Made in Midtown*, offering a behind-the-scenes glimpse of fashion innovation at the West 35th Street studio of **Yeohlee Teng**, whose eponymous line YEOHLEE has earned her the Smithsonian's Cooper Hewitt National Design Award for Fashion Design and a permanent place in the Metropolitan Museum Costume Collection. A private studio tour and cocktail reception preceded a provocative discussion, in which panelists *Vogue* contributing editor and landscape designer **Miranda Brooks**, local real estate developer **Eric Gural** of Newmark Knight Frank, architect and urban designer **Ken Greenberg**, Parsons The New School's Dean of Fashion **Simon Collins** and, of course, Yeohlee, exchanged ideas on the fashion industry ecosystem and its physical roots in the Garment District.



At *Urban Fabric: Creation in the City*, Council members toured designer Yeohlee Teng's Garment District workspace and engaged panelists in a lively discussion on the neighborhood's future.

## PRIVATE TOUR

*Small Scale, Big Change*

Museum of Modern Art

November 11, 2010

MoMA Curator of Architecture & Design **Andres Lepik** led a private tour of *Small Scale, Big Change: New Architectures of Social Engagement*, an exhibit showcasing innovative models of participatory, "acupunctural" design projects spanning the globe.

## BREAKFAST AT TABLESPOON

*Inside Made in Midtown*

Tablespoon

April 27, 2010



Council members explored the emerging themes of our Garment District research over a farm-fresh, family-style meal, part of our ongoing series of intimate gatherings at Tablespoon.

## 2010 Design Trust Council Membership

### Co-Chairs

Annabelle Selldorf,  
Selldorf Architects  
Claire Weisz, WXY  
Architecture + Urban  
Design

### Corporate

A. E. Greyson +  
Company  
A G Foundation  
The Fashion Center BID  
HR&A Advisors, Inc  
SPaN Architects

### Individual

Cindy Allen  
Ann and Steven Ames  
Thomas Bishop  
Anne and James Bodnar  
Gina Lin and David Chu  
Candace Damon  
Joshua David  
Anne Edgar  
John Fontillas  
Valerie and Michael  
Greenberg  
Agnes Gund

Keith Jacobson  
Stephan Jaklitsch  
John Keenen  
Joan Krevlin  
Joseph Kusnick  
Ken Levien  
Michael McTwigan  
Blake Middleton  
Jean-Gabriel Neukomm  
Nancy Owens  
Cynthia and Leon  
Polsky  
Barbara Randall  
David Rockwell  
Eric Rothman  
Claudia Slacik  
Ken Smith  
Laura Starr  
Karen Stonely  
Suzanne Tick  
Gordon Veneklasen  
Renee Viola  
Diane Wesson  
Paul Whalen  
Elizabeth Whelan  
Jay Wolowitz  
Jon Zack

### Honorary

Paola Antonelli  
Simon Bertrang  
Susan Chin and Charles  
McKinney  
Melissa Chmelar  
Alexandra and Paul  
Herzan  
Andres Lepik  
Joerg Schwartz  
Yeohlee Teng

# PUBLIC SPACE POTLUCKS

Free and open to the public, our popular Public Space Potluck series unite urban adventurers — primarily young design professionals — to nosh, network, and transform New York City’s public space into a communal dining room, if only for a few hours.

- March 22: **Atlantic-Pacific Subway Terminal**
- April 28: **Greeley Square**
- June 24: **Hudson River Park**
- July 29: **Brooklyn Bridge Park**
- August 14: **Governors Island**
- September 17: **Park(ing) Day After-Party Under the BQE**



More than 100 intrepid urbanists gathered under the BQE to dine on tables made from reclaimed Brooklyn Navy Yard pallets.

# PUBLIC APPEARANCES

Signaling the growing influence of our work, Design Trust staff was invited to share their expertise at events across the city — and across the country. Participation in lectures, panels, conferences and workshops promoted idea exchange and strengthened organizational relationships, amplifying the Design Trust’s position as a public space thought-leader.



Selected by *Next American City* as one of the nation’s top urban young leaders, deputy director Megan Canning presents at the Vanguard Conference in Philadelphia.

## Deborah Marton

### National expert

CEOs for Cities Indianapolis Livability Challenge (Indianapolis, IN)

### Moderator

“Minds in the Gutter: Stormwater Management in New York,” Museum of the City of New York (New York, NY)

### Lecturer

“Design Trust: Building Partnerships to Improve Public Space,” School of Visual Arts (New York, NY)

### Panelist

“Not For Profits — Helping to Set the Sustainability Agenda in New York,” New York Metropolitan Transportation Council (New York, NY)

### Moderator

“Spotlight on Design: Taxi of Tomorrow,” Museum of the City of New York (New York, NY)

### Lecturer

“The Transformation of New York: The Next Decade of NYC’s Public Realm,” Harvard Club (New York, NY)

## Megan Canning

### Urban Leader

Next American Vanguard Conference (Philadelphia, PA)

### Keynote speaker

Urban Design Forum, Nashville Civic Design Center (Nashville, TN)

## Jerome Chou

### Participant

Design for Social Change workshops, Eyebeam Art + Technology Center (New York, NY)

### Moderator

“Food, Design, and Social Change,” Living Concrete/Carrot City exhibition, Parsons, the New School for Design (New York, NY)

### Panelist

“Garment District: Fashioning a Future,” Municipal Art Society Livability Summit (New York, NY)

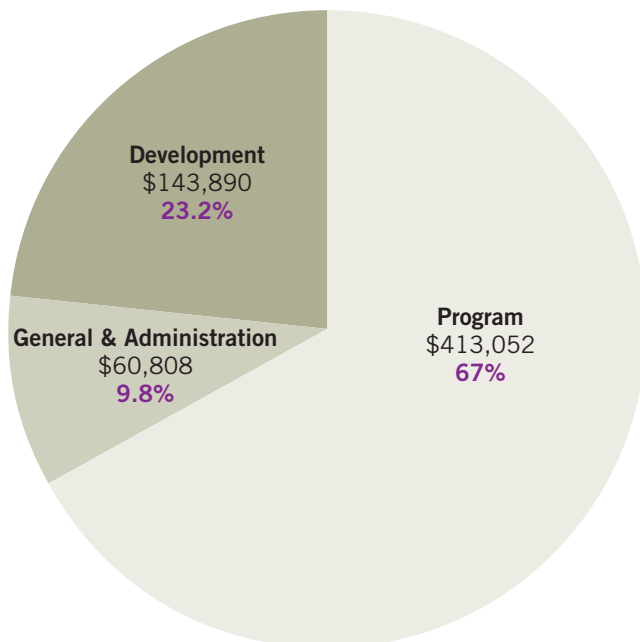
### Lecturer

“The Transformation of New York: The Next Decade of NYC’s Public Realm,” Harvard Club (New York, NY)

# 2010 ANNUAL OPERATING BUDGET

<b>Income</b>	<b>\$</b>	<b>807,802</b>
<b>Project Funding (Restricted)</b>	<b>\$</b>	<b>261,850</b>
Contributions and Grants		237,250
Government		24,600
<b>Unrestricted</b>	<b>\$</b>	<b>545,952</b>
Contributions and Grants		310,868
Government		62,769
Special Events		152,999
Other (Earned Income)		19,316
<b>Expense</b>	<b>\$</b>	<b>617,750</b>
Program		413,052
Five Borough Farm		46,292
General Program		53,480
Made in Midtown		243,808
Park Design for the 21st Century		36,848
Photo Urbanism 5		18,735
Taxi 07		13,889
General & Administration		60,808
Development		143,890
<b>Net Surplus</b>	<b>\$</b>	<b>190,052</b>
<b>Net Assets — Beginning of Year</b>	<b>\$</b>	<b>232,004</b>
<b>Net Assets — End of Year</b>	<b>\$</b>	<b>422,056</b>

Note: Approximately \$150,000 is restricted project funding for 2011.



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Charlie Cannon, Associate Professor and Founder of Innovation Studio, Rhode Island School of Design