

DESIGN TRUST FOR PUBLIC SPACE ANNUAL REPORT 2011



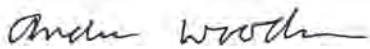
A YEAR OF TRANSITION

New leadership, new office, and a renewed commitment to New York City's public space

We look back on a pivotal year for the Design Trust. In March we said goodbye to the indomitable Deborah Marton, who served as executive director for seven years. While the board undertook a six-month search for a new leader, Megan Canning stepped into the role of Acting Director with aplomb, spearheading the move to our Tribeca office space in September. A month later, we were thrilled to welcome Susan Chin as our new executive director.

In 2011, the Design Trust made significant advances on our two projects: *Five Borough Farm*, about urban agriculture, and *Making Midtown*, about the changing role of fashion design and manufacturing in the Garment District. Both projects seek to sustain and strengthen authentic physical production in the modern city. They are about blue-collar jobs and fashion R&D redefining a neighborhood; about communities strengthened by hands in the dirt and bringing local products to market. Through this work, the Design Trust fosters a belief in a healthy city, an interactive city, and a city that is an engine of production.

The Design Trust thinks boldly about urban possibilities. But the real visionaries are the supporters who make our work possible, including our venerable Board of Directors, generous donors, and talented project partners and Fellows. My sincere thanks go out to all listed in these pages for your steadfast generosity and commitment during this transitional year.



Andrea Woodner
Founder and Board President



Since I joined the Design Trust team after 23 years in New York City government as Assistant Commissioner for Capital Projects at the Department of Cultural Affairs, every day has been a remarkable journey alongside an entrepreneurial staff and engaged Board. The Design Trust's leadership and catalyzing role with community advocates, civic leaders, and policy makers to re-imagine and shape public space in our city is what drew me to the organization. This collaborative model has been the hallmark of the organization's successful approach.

A broad spectrum of new challenges—reviewing land use policies, evaluating industry demand, and connecting with funders and Fellows—has provided me with a fresh perspective on what it takes to make our city a great place to live, work and play.

In 2012, in addition to completing our *Five Borough Farm* and *Making Midtown* projects, we will launch a strategic planning process to explore capacity building, trends in the field, and opportunities for collaboration, which will strengthen our mission and vision in our vibrant city.

I am extremely grateful for the generosity of so many in the Design Trust “family” who support our work—the Board, Council, donors, friends, Fellows, staff, and especially to our founder and Board President Andrea Woodner for the exceptional opportunity to lead this remarkable organization.



Susan Chin, FAIA
Executive Director



THE DESIGN TRUST IS A PROJECT-DRIVEN NONPROFIT DEDICATED TO IMPROVING PUBLIC SPACE IN NEW YORK CITY.

We believe:

- The cultural and democratic life of the city depends on viable public space
- Design excellence is the minimum requirement for all public space
- Social justice and environmental sustainability must guide public space design
- Process plays a determining role in the quality of public space
- Public/private partnerships are the only way to achieve these goals

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FOUNDER AND BOARD PRESIDENT

*as of May 2012

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Chris Kannen
PRODUCTION ASSOCIATE
Kristin LaBuz
DEVELOPMENT & COMMUNICATIONS ASSOCIATE

*as of May 2012

2011: AT A GLANCE

Active Projects

FIVE BOROUGH FARM

Seeding the Future of Urban Agriculture

PARTNER: Added Value, represented by co-founder and executive director Ian Marvy

FELLOWS: Nevin Cohen, Agnieszka Gasparska, Rupal Sanghvi, thread collective

TIMEFRAME: 2009-2012

KEY ACTIVITIES: Conducted a national survey of municipal governments to identify urban agriculture best practices / Interviewed 60+ urban agriculture stakeholders, including city and state officials, nonprofit advocates, funders, and farmers / Produced city's first maps illustrating hundreds of school and public housing gardens / Developed an 'indicator guide' enabling farmers and gardeners to track the impact of their activities / Crafted policy recommendations to strengthen and expand urban agriculture citywide

PHOTO URBANISM

From Roof to Table

FELLOW: Rob Stephenson

TIMEFRAME: 2011-2012

KEY ACTIVITIES: Photographed urban agriculture activity in all five boroughs

MAKING MIDTOWN

Generating New Visions for the Garment District

PARTNER: Council of Fashion Designers of America, represented by executive director Steven Kolb, fashion designer Yeohlee Teng, architect Joerg Schwartz

FELLOWS: Andrew Bernheimer, Colin Cathcart, Kei Hayashi, Rob Lane

TIMEFRAME: 2011-2012

KEY ACTIVITIES: Performed detailed real estate and financial analysis of the Garment District / Documented building stock and public realm / Planned and executed participatory workshop for 50+ Garment District stakeholders

Outreach

23 PUBLIC APPEARANCES

Staff presented the Design Trust's work to diverse audiences, including: Community Board 5, Phi Beta Kappa, Parsons The New School for Design, Fashion's Night Out, American Planning Association, Mayor's Office of Long-Term Planning and Sustainability, OpenHouse New York, Columbia University Spatial Information Design Lab, eyebeam, American Community Gardening Association, Center for Architecture, and New York University Tisch School of the Arts.

42 MEDIA MENTIONS

Our work was featured in *The Architect's Newspaper*, *Architizer*, *Crain's New York Business*, *GOOD*, *Interior Design*, *Metropolis*, *New York Observer*, *The New York Times*, THIRTEEN/WNET, *Urban Omnibus*, *WNYC*, and *Women's Wear Daily*, among other outlets.

6 PUBLIC SPACE POTLUCKS

We temporarily transformed sites across the city into communal dining rooms, inviting the public for a shared meal and conversation. Sites and partners:

- IBM Building Atrium with Urban Omnibus, April 7
- Luther Gulick Park with Friends of Luther Gulick Park and Hester Street Collaborative, June 2
- West Harlem Piers Park, July 20
- Governors Island with Figment and AIA's Emerging New York Architects, August 13
- Water Street POPS with Street Vendor Project, September 20
- David Rubenstein Atrium at Lincoln Center with Center for Architecture and Todd Williams Billie Tsien Architects, October 27

4700 TWITTER FOLLOWERS

A growing social media influence connects our work to an increasingly diverse and global audience. The Design Trust is also active on Facebook, Flickr, Vimeo, and our staff blog (designtrust.org/blog).

Financial Health

\$730,784 FY11 OPERATING BUDGET

277 DONORS

68% BUDGET ALLOCATED TO PROGRAMS

FIVE BOROUGH FARM

Seeding the Future of Urban Agriculture

PARTNER: ADDED VALUE

Ecological stewardship. Community building. Youth education. Public health. Economic development. Food access.

There's no shortage of benefits connected to urban agriculture in New York City. But how do we measure them? And how do we encourage city agencies and urban farmers and gardeners to share resources, identify new opportunities, and cultivate this growing movement?

Five Borough Farm tackles these challenges head on. Over the last year we engaged over 100 individuals from City Hall to the South Bronx, to develop a series of policy recommendations, metrics tools, and constituency-building strategies.

Stay tuned: Our *Five Borough Farm* publication and website launches in summer 2012.

Major project support provided by Doris Duke Charitable Foundation and the David Rockefeller Fund.

Five Borough Farm Team



Nevin Cohen, Policy Fellow
Assistant Professor of
Environmental Studies,
The New School



Rupal Sanghvi, Metrics Fellow
Founding Principal,
HealthxDesign



**Agnieszka Gasparska,
Graphic Design Fellow**
Founder and Creative Director,
Kiss Me I'm Polish LLC



thread collective, Design Fellow
Founding Principals
Gita Nandan, Elliott Maltby,
and Mark Mancuso



Ian Marvy, Project Partner
Co-Founder and Executive
Director, Added Value

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

Nicola Twilley, *GOOD*, January 22, 2011



PHOTO URBANISM: FROM ROOF TO TABLE

The Design Trust awarded a Photo Urbanism fellowship to Brooklyn-based photographer Rob Stephenson to document urban agriculture in New York City. His project, *From Roof to Table*, illustrates diverse participants, activities, and sites, and reveals how urban agriculture shapes the social, economic, and environmental health of communities.



Kissena Park in Flushing, Queens



Seeds to Feed Rooftop Farm in Crown Heights, Brooklyn



MAKING MIDTOWN

Generating New Visions for the Garment District

PARTNER: COUNCIL OF FASHION DESIGNERS OF AMERICA

Making Midtown repositions the Garment District as a vital center of Midtown Manhattan and a 21st-century creative district with fashion design and production at its core.

Phase one of our Garment District project demonstrated that the neighborhood's manufacturing cluster supports thousands of working-class jobs and helps maintain New York City as a global fashion leader. *Making Midtown*, the project's second phase, provides a roadmap to revitalize the Garment District's public realm, update its zoning regulations, sustain apparel manufacturing, and promote New York City-made fashion.

Stay tuned: In fall 2012, the Design Trust will release a publication featuring our findings and strategic recommendations for the Bloomberg administration.

Major project support provided by Council of Fashion Designers of America Foundation, New York City Department of Cultural Affairs, Lily Auchincloss Foundation, Inc., National Endowment for the Arts, Nanette Lepore and Robert Savage, Bergen Logistics, Hilldun Coporation, Newmark Knight Frank, and Theory.

Making Midtown Team



Andrew Bernheimer,
Urban Design Fellow
Principal, Bernheimer
Architecture



Rob Lane, Urban Design Fellow
Senior Fellow for Urban Design,
Regional Plan Association



Colin Cathcart,
Urban Design Fellow
Principal, Kiss +
Cathcart Architects



Joerg Schwartz, Project Partner
Principal, Joerg Schwartz
Architect



Kei Hayashi, Policy Fellow
Principal, BJH Advisors LLC



Yeohlee Teng, Project Partner
Designer, YEOHLEE



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

STAKEHOLDER WORKSHOP

Parsons The New School for Design, December 2011

The Design Trust convened 50+ Garment District stakeholders — building owners, manufacturers, fashion designers, and city officials — for a *Making Midtown* workshop in December. This inclusive, participatory planning process enabled stakeholders to review different development scenarios, assess policy and financing tools, and exchange ideas on the neighborhood's future.



“The Garment District has, as demonstrated by the Design Trust’s study, evolved from a manufacturing zone to an innovation and incubation hub.”

Yeohlee Teng, YEOHLEE, *Women’s Wear Daily*, September 8, 2011

HIGH PERFORMANCE LANDSCAPE GUIDELINES: 21ST CENTURY PARKS FOR NYC

Adding Value to the Field

PARTNER: NEW YORK CITY DEPARTMENT OF PARKS & RECREATION



With the publication of *High Performance Landscape Guidelines* in January 2011, the Design Trust equipped the New York City Department of Parks & Recreation (Parks) with a blueprint for making all 29,000 acres of parkland—14% of the cityscape—cleaner, greener, and more functional for all New Yorkers.

Part reference guide, part advocacy tool, and part operating manual, *High Performance Landscape Guidelines* packs 270 pages with illustrated case studies and detailed best practices for open space planning, design, construction and maintenance.

Locally, the project reinforces Mayor Bloomberg's PlaNYC initiative and has become a go-to resource for city employees: Parks' staff use *High Performance Landscape Guidelines* to guide work in sites from Van Cortlandt Park in the Bronx to Freshkills Park in Staten Island.

The state-of-the-art practices detailed in *High Performance Landscape Guidelines* create a base of common knowledge for consultants, contractors and community groups operating outside of New York City. In 2011, the Design Trust shipped more than 1,000 copies of the publication across the nation.

Major project support provided by the Double-R Foundation.

HIGH PERFORMANCE LANDSCAPE GUIDELINES EARNS ACCOLADES

- **President's Award, New York Chapter of the American Society of Landscape Architects**
- **MAStErworks Award: Best Green Design Initiative, Municipal Art Society**



Members of the award-winning High Performance Landscape Guidelines fellow team are: Michele Adams, Meliora Environmental Design; Steven Caputo, New York City Mayor's Office of Long-Term Planning and Sustainability; Jeannette Compton, New York City Department of Parks & Recreation; Tavis Dockwiler, Viridian Landscape Studio; and Andrew Lavallee, AECOM Design + Planning.

“The livability of our city depends on the extent and vitality of our park system.”

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

TAXI OF TOMORROW

Pioneering a Purpose-Built Vehicle

New Yorkers will soon be hailing a new taxi when the Nissan NV200—a brand-new, purpose-built vehicle—officially becomes the New York City Taxi & Limousine Commission's (TLC) *Taxi of Tomorrow*. The NV200 is the result of an unprecedented collaboration between the City and Nissan, made possible by the Design Trust's groundbreaking work to improve New York City's "moveable public space."

Starting in 2005, the Design Trust convened stakeholders to re-imagine the taxi vehicle and system for the 21st century. Our workshops, exhibitions, research, and publications pioneered bold visions for a new taxicab, prompting TLC to launch *Taxi of Tomorrow*, an international competition inviting automakers to create a purpose-built taxi designed and engineered for New York City. In May 2011, the Bloomberg administration selected the Nissan NV200 as the *Taxi of Tomorrow* winner, awarding an exclusive ten-year contract that will begin in 2013.

Nissan engaged the Design Trust as an advisor to the development of the NV200, starting in October 2011. Then Acting Director **Megan Canning** joined representatives from TLC, Cooper-Hewitt, National Design Museum, and Smart Design on two occasions at Nissan's La Jolla, California design headquarters to review the vehicle prototype.

New Yorkers caught their first glimpse of the NV200's interior during a *Taxi of Tomorrow* pop-up exhibit near Madison Square Park in October 2011. Nissan officially unveiled the NV200 at the New York International Auto Show in April 2012, revealing a vehicle with superior safety, comfort, sustainability and durability features—many of which are rooted in the Design Trust's early recommendations.



Flanked by taxi stakeholders, including former executive director Deborah Marton and Cooper-Hewitt, National Design Museum board chairman Paul Herzan, Mayor Bloomberg announces Nissan NV200 as New York City's Taxi of Tomorrow winner.

A pop-up exhibit highlights the vehicle interior.

The Nissan NV200 features a panoramic roof, increased passenger legroom, legible roof light, low-annoyance horn, and mobile charging station.

“The Design Trust has been at the forefront of Taxi of Tomorrow from the beginning.”

Joe Castelli, Vice President, Commercial Vehicles & Fleets, Nissan North America

ART+DESIGN BENEFIT AUCTION

Celebrating the Tenth Anniversary of the Design Trust's Visionary Study Reclaiming the High Line



Co-chairs **Kitty Hawks** and **Cindy Allen** feted the Design Trust in style at the Art+Design Benefit Auction on November 2, raising \$237,000 and drawing a record crowd of 600 guests to Chelsea's Center548. Special guests **Joshua David** and **Robert Hammond**, Friends of the High Line co-founders, were on hand to celebrate the tenth anniversary of the Design Trust's visionary feasibility study, *Reclaiming the High Line*, which created the planning framework for transforming the abandoned railway into one of New York City's most celebrated public spaces. An array of art and design objects sparked fierce bidding in our silent auction, while temporary tattoos, a pop-up photo-booth, and a tape installation by Brooklyn-based artist **Rebecca Ward** added a playful element to the evening.



Co-chairs Kitty Hawks and Cindy Allen; Friends of the High Line co-founders Joshua David and Robert Hammond with Claire Weisz, Andrea Woodner and Susan Chin.



“It’s a privilege to be honored by the Design Trust, because really it’s us who should be honoring them.”

Robert Hammond, Friends of the High Line co-founder, *New York Observer*, November 9, 2011

DESIGN TRUST COUNCIL

Delivering Intellectual and Financial Leadership

The Design Trust Council is a donor circle of civically-engaged New Yorkers interested in the built environment and invested in the Design Trust's mission. Council members gain access to curated programming, exclusive networking opportunities, and an inside look at our projects.

SIGNATURE EVENT

Bjarke Ingels & Julie V. Iovine in Conversation **Core Club | March 9, 2011**

Trailblazing Danish architect **Bjarke Ingels** sat down with *The Architect's Newspaper* executive editor and noted critic **Julie V. Iovine** to take a critical look at sustainability, civic participation, and designing for an increasingly diverse population. Following the talk, Council members and guests mingled at a cocktail reception in the Core Club's media room, designed by Council member SPaN Architects.



Bjarke Ingels explains his "Yes is more" philosophy at the Core Club.

2011 COUNCIL MEMBERSHIP

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Jean-Gabriel Neukomm, SPaN Architects
Linda Pollak, Marpillero Pollak Architects

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AG Foundation
The Fashion Center BID
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Joshua David
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Kenneth Drucker
Douglas Durst
Anne Edgar
John Fontillas
Mark Gardner
Elizabeth Gilmore
Malcolm Gladwell
Paul Goldberger
Adam Gopnik

Agnes Gund
Tim Gunn
Alexander & Paul Herzan
Bjarke Ingels
Julie V. Iovine
Stephan Jaklitsch
John Keenen
Jill & Peter Kraus
Joan Krevlin
Joseph Kusnick
Charles McKinney
Michael McTwigan
Jonathan Marvel
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Richard Olcott
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David Rockwell
Jonathan & Diana Rose
Eric Rothman
Joerg Schwartz
Ken Smith
Laura Starr
Margaret Sullivan
Yeohlee Teng
Suzanne Tick
Craig Tooman
Gordon Veneklasen
Renee Viola
Paul Whalen
Elizabeth Whelan
Jay Wolowitz
Jonathan Zack

COUNCIL BREAKFASTS

Special guests shared their latest work and an early morning meal with Council members in this exclusive series.



Rupal Sanghvi
Founder, HealthxDesign and
Five Borough Farm Fellow
Jan. 17: Using metrics
tools to evaluate design



David van der Leer
Assistant Curator,
Architecture and Urban Studies,
Guggenheim Museum
Aug. 10: Launching
the BMW Lab



David Yassky
Commissioner, NYC Taxi
& Limousine Commission
Apr. 20: Developing
Taxi of Tomorrow

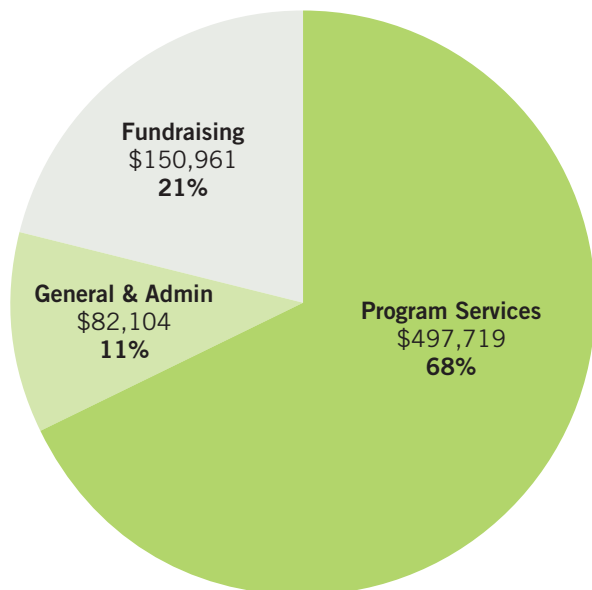


Anne Pasternak
President and Artistic Director,
Creative Time
Nov. 29: Pushing the
boundaries of public art

ANNUAL OPERATING BUDGET FY11

Income	\$	\$720,761
Restricted project funding	\$	216,000
Contributions & Grants		91,500
Government		124,500
Unrestricted income	\$	504,761
Contributions & Grants		314,685
Special Events (Net)		167,214
Earned Income		22,862
Expense	\$	730,784
Program Services		497,719
Five Borough Farm		150,889
Making Midtown		160,402
2011-12 Photo Urbanism		15,043
Taxi of Tomorrow		15,407
Public Space Potlucks		5,707
Park Design for the 21st Century		11,891
Taxi 07 / NYSERDA		89,798
Made in Midtown		795
Photo Urbanism 5		1,039
General Program		46,748
General & Administration		82,104
Fundraising		150,961
Net	\$	(10,023)
Net assets beginning of year*	\$	422,056
Net assets end of year	\$	412,033

*NOTE: Approximately \$140,000 is restricted project funding carried over from 2010.



THANK YOU!

\$100,000 – \$200,000

The A. Woodner Fund

\$25,000 – \$49,999

Nissan North America

\$15,000 – \$24,999

Council of Fashion Designers of America Foundation

The Double-R Foundation

Kitty Hawks

Sophia Healy

Lily Auchincloss Foundation, Inc.

Maharam

National Endowment for the Arts

New York City Department of Cultural Affairs

New York State Council on the Arts

Richter + Ratner

Tsao & McKown

\$10,000 – \$14,999

A. E. Greyson + Company

Deborah Berke

Interior Design

Nanette Lepore and Robert Savage

Simona and Peter Stevens

Andrea Woodner

\$5,000 – \$9,999

Cindy Allen

The David Rockefeller Fund

Ferrara Manufacturing

John Keenen

Larry Lederman

Susan Grant Lewin

Raymond W. Merritt

Paula Mueller

Newmark Knight Frank

Pershing Square Foundation

Andrew Rosen

Annabelle Selldorf

Susanna Sirefman

Sylvia Smith

Londa Weisman and Sidney Knafel

\$2,500 – \$4,999

Alison and Doug Bauer

Anne and Jim Bodnar

Susan Chin and Charles McKinney

Sharon Davis

Edelman Leather

Anne Edgar

Danielle and Jeremy Galland

Agnes Gund

Steven Harris and Lucien Reese Roberts

Edmund Hollander

HR&A Advisors, Inc.

Jaklitsch/Gardner Architects

Joan Krevlin

Slade Architecture

SPaN Architects

Craig Tooman

Claire Weisz

THE DESIGN TRUST'S WORK IS MADE POSSIBLE BY THE GENEROUS FOUNDATIONS, CORPORATIONS,
AND INDIVIDUALS WHO SHARE OUR PASSION FOR PUBLIC SPACE.

\$1,000 – \$2,499

Karen and Bill Ackman
Ann and Steven Ames
David Baron
Anne and Jim Bodnar
Victor Body-Lawson
Carlos Brillembourg
Carol Coletta
Larry Condon
Rafael de Cardenas
Aashish and Dinyar Devitre
Jamie Drake
Kenneth Drucker
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John Fontillas
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Asaf Yogev
Martin Zubatkin

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“By gathering together agencies, design professionals, community groups and private sector professionals to brainstorm and problem-solve, the Design Trust creates the synergy needed to elevate the level of public space in the urban environment.”

Denisha Williams, President, American Society of Landscape Architects, New York Chapter (2010-2011)