

MEDIA ALERT

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For immediate release

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**Design Trust for Public Space and Council of Fashion Designers of America Launch
*Making Midtown: Sustaining Design and Production in an Evolving Garment District***

NEW YORK, NY - The Design Trust for Public Space and the Council of Fashion Designers of America (CFDA) have launched *Making Midtown*, a joint project that will generate a roadmap to support fashion design and manufacturing in New York City, and guide future development in Manhattan's Garment District.

As real estate pressures return to Midtown, the Garment District's future as the center of New York's fashion industry is uncertain. *Making Midtown* will deliver actionable recommendations to the Bloomberg administration to sustain the creative production made possible by garment factories and suppliers, while addressing the Garment District's economic realities, physical environment, and quality of life. Key project activities will include:

- Commission a team of leading real estate consultants and architects to analyze the Garment District's real estate dynamics, zoning, building stock and public realm [Summer 2011]
- Facilitate participatory workshops convening neighborhood stakeholders and invited experts to assess and generate key strategies—including zoning, economic incentives, programming, and other initiatives—tailored to the Garment District's opportunities and constraints [Winter 2011-2012]
- Publish innovative, realistic recommendations to steer planning, development and placemaking activities in the Garment District [Spring 2012]

The Design Trust for Public Space and the CFDA are uniquely positioned to lead an inclusive planning process in order to create a shared vision for a 21st Century Garment District that all stakeholders—industry, neighborhood and city representatives—can support. Last year, their project *Made in Midtown* (madeinmidtown.org) illustrated how the proximity of factories, suppliers and skilled artisans in the Garment District enables innovation, incubates new businesses, and provides thousands of working and middle-class jobs. *Made in Midtown* shifted debates about the District to focus on its competitive advantages: its central location, transportation access, unique architecture, and hub for fashion research-and-development. Building on this work, *Making Midtown* will pioneer a new model for integrating light industry in a mixed-use district.

Making Midtown is a Design Trust for Public Space project in partnership with the Council of Fashion Designers of America, which is represented by Steven Kolb, Joerg Schwartz and Yeohlee Teng.

Design Trust for Public Space (designtrust.org) is an independent nonprofit organization dedicated to improving public space in New York City. By building public/private partnerships among city agencies, community groups and leaders in the private sector, the Design Trust has been shaping the urban landscape since 1995.

Council of Fashion Designers of America (cfda.org) is a nonprofit trade association whose membership consists of over 370 of America's leading apparel and accessories designers.