A PLACE OF MAKING

You will read in these pages about Making Midtown and Five Borough Farm. These projects reveal New York as a place of making — of creativity and production. When we look at Midtown as a zone of innovation, a place where manufacture and design weave together to make New York the fashion capital of the world; when we demonstrate that farms thrive beautifully in urban centers — on rooftops, pocket parks, and parcels of unclaimed land, we lay claim to the contemporary city as a place where real things made by hand and machine are every bit as relevant as the consumption of virtual commodities.

We value a culture that encourages vision, but visions must survive the tests and challenges of both market forces and status quo. The Design Trust for Public Space exists to help that process: we aid and abet the aspirations of individuals in both the private and the public sectors who want to make New York a better place, and to use the power of design thinking towards that end. Our project teams engage in dialogue, take a really close look at conditions, question business as usual. As a result, our studies are pertinent eye-openers and problem solvers, this year strengthening the likelihood that New York’s working environment will include affordable manufacturing space and creative ecosystems of production, full of diversity, dispersal, clustering, and connectivity. This is what has always given New York its remarkable identity, and our dialogue will shape what happens next.

In 2012, we took steps to make ourselves a stronger organization moving forward. Under the able leadership of Executive Director Susan Chin, we developed a new strategic plan with an eye towards continuing our commitment to New York City’s urban environment. We also said farewell to several remarkable board and staff members, to whom we owe a monumental debt of gratitude.

The Design Trust thinks and acts through partnership, and the people with whom we interact are our source of strength and inspiration. None of our achievements would be possible without our dedicated and talented Board of Directors and staff, our Design Trust Council members, our generous project supporters, individual and institutional funders, and our expert Fellows and project partners, all of whom are listed in these pages. My sincere and heartfelt thanks to you all.

Dear Design Trust Friends and Supporters,

Thank you for making 2012 one of our most successful years at the Design Trust for Public Space! As we re-envision and invigorate public spaces, your contribution supported nine Design Trust Fellows (Nevin, Rupal, Agnieszka, Gita & Elliott, Colin, Kei, Rob, & Rob) to conduct in-depth research, craft recommendations and build awareness for over 700 urban farms and gardens with Five Borough Farm Phase I and the resurgence of the Garment District through Making Midtown. Highlights of the Design Trust’s noteworthy year include:

- Developing our first strategic plan for the organization; key areas are: Mission Focus, Financial Stability, Measurable Impact, Thought Leadership and Organizational Effectiveness
- Serving as design advisors to Nissan and TLC on Taxi of Tomorrow
- Issuing three publications: Five Borough Farm: Seeding the Future of Urban Agriculture, From Roof to Table, and Making Midtown: Creating a New Vision for a 21st Century Garment District
- Holding four DT Council events and one of DT’s most successful benefits
- Nomination by Public Interest Design as one of the top 100 movers and shakers in this field

I am most grateful to Design Trust President Andrea Woodner, Board and staff, who put hearts, souls and minds into our mission. We bid farewell to dedicated DT staffers: Chris Kannen, Jerome Chou and Kristin LaBuz; give a hearty welcome to Caroline Bauer, Rosamond Fletcher, and Ruth Cole; and specially thank Deputy Director Megan Canning for her contribution to an ambitious year.

I invite you to join us for a vibrant 2013, as we increase our capacity to catalyze and transform ever more public space in the city; expand the impact of urban agriculture; begin re-imagining spaces Under the Elevated; and prepare for a new Mayoral Administration. Most importantly, I ask you to contribute your time and resources to our efforts to create great public spaces citywide that enhance our daily lives and raise our spirits as New Yorkers.

Andrea Woodner
Founder and Board President

Susan Chin, FAIA
Executive Director
The Design Trust for Public Space is a nonprofit organization dedicated to bringing design innovation to New York City’s public spaces to make a more dynamic, livable and sustainable city. We create collaborations between city agencies, community groups and private sector experts to work on emerging design and policy projects that result in effective urban strategies.
2012: AT A GLANCE

Active Projects

**FIVE BOROUGH FARM — PHASE I  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:
- Surveyed and documented New York City’s existing urban agricultural activity using photographs, maps, and infographics
- Established a shared framework and tools to enable farmers and gardeners to track urban agricultural activity and evaluated their social, health, economic, and ecological benefits
- Developed policy recommendations that helping urban agriculture become a more permanent part of the city’s landscape and governance
- The three years of research culminated in the publication of *Five Borough Farm: Seeding the Future of Urban Agriculture in NYC* and companion website www.fiveboroughfarm.org in July 2012

**FIVE BOROUGH FARM PHASE II**

PARTNER: NYC Department of Parks & Recreation
FELLOWS: Lee Altman + Kaja Kühl, Liz Barry + Philip Silva, Martin Barry + Barbara Wilks, Christopher Englese + Ryan Kerrison
TIMEFRAME: 2012–2014
KEY ACTIVITIES:
- Implement key policy and metrics recommendations developed in Phase I
- Build the capacity, capital and political will required to strengthen and expand urban agriculture in New York City
- Work with a group of farmers and gardeners to develop and test methods for measuring the impact of their work

**MAKING MIDTOWN  A New Vision for a 21st Century Garment District in New York City**

PARTNER: Council of Fashion Designers of America, represented by Chief Executive Officer Steven Kolb, fashion designer Yeohlee Teng, and architect Joerg Schwartz
FELLOWS: Andrew Bernheimer, Colin Cathcart, Kei Hayashi, Rob Lane
TIMEFRAME: 2010–2012
KEY ACTIVITIES:
- Analyzed the Garment District’s real estate dynamics, zoning, and finances
- Documented the Garment District’s built environment, including its building stock, streetscape, traffic patterns, public realm and neighborhood identity
- Convened more than 60 City officials, property owners, factory owners, and fashion designers to generate and test strategies to guide future development in the District
- Developed and published innovative, realistic and actionable recommendations to steer planning, development and creative placemaking activities in the Garment District
- Published findings in the October 2012 publication *Making Midtown: A New Vision for a 21st Century Garment District in New York City*. This comprehensive research received press coverage from the *New York Times* and NPR

**PHOTO URBANISM 2012  From Roof to Table**

FELLOW: Rob Stephenson
TIMEFRAME: 2011–2012
KEY ACTIVITIES:
- From June 2011 to July 2012, Rob Stephenson visited more than 100 community farms and gardens throughout NYC
- Stephenson’s resulting photographs informed and supported *Five Borough Farm*, and were featured prominently in the final project publication and website
- In November 2012, we published *From Roof to Table*, a 48-page book featuring 35 full color photographs that illuminate the urban agricultural activity at farms and gardens citywide
Outreach & Impact

GROWING SOCIAL MEDIA PRESENCE
A growing social media influence connects our work to an increasingly diverse and global audience. In addition to tweeting, the Design Trust is active on Facebook, Flickr and Vimeo.

8,000 FOLLOWERS ON TWITTER (46% INCREASE SINCE 2011)
4,071 LIKES ON FACEBOOK (60% INCREASE SINCE 2011)
42 MEDIA MENTIONS

26 PUBLIC APPEARANCES
STAFF REPRESENTED THE DESIGN TRUST TO DIVERSE AUDIENCES, INCLUDING:
Freedom of Assembly: Public Space Today Redux; Center for Architecture; February 2012
Small, Local, Infinitely Variable; Urban Reset in Chapel Hill, North Carolina; March 2012
Designing for Social Change Book Event; Parsons; April 2012
CEO’s for Cities National Conference; Cincinnati; May 2012
Making Midtown Workshop; CUNY Graduate Center; June 2012
MAS Revitalizing Grand Central; Grand Central Station; July 2012
Think Tank for Philip Johnson Glass House; Venice Biennale; August 2012
FutureNOW Summit; Center for Architecture; September 2012
NYCxDesign; Steering Committee Member; October 2012
Connecting People to Places; Association of Architectural Organizations Conference in Dallas, Texas; November 2012
Times Square Annual Valentine’s Day Competition; Jury Member; December 2012

Financial Health

$741,279 FY12 AGENCY OPERATING BUDGET
291 DONORS
68% BUDGET ALLOCATED TO PROGRAMS

Strategic Plan

In January 2012, the Design Trust’s Board of Directors and executive staff began a year-long strategic planning process with The Whelan Group. The first formal strategic plan in our history will guide long-term organizational development, growth and adaptability over the next three years and ensure we are positioned to remain relevant, nimble, and accessible to those who seek our approach to real world public space solutions.
After multiple interviews and charrettes with a broad range of stakeholders, the Board approved the Plan in October 2012. We hit the ground running to implement the Plan, designed to ensure that we have the methods and resources to respond nimbly to the changing needs of the city.
Five Borough Farm provides a roadmap to farmers and gardeners, City officials, and other stakeholders to understand and weigh the benefits of urban agriculture. Phase I (2009–12) was conducted in partnership with Added Value and culminated with the publication of a Five Borough Farm: Seeding the Future of Urban Agriculture book, website and video in July 2012. The publication is the most comprehensive overview of New York City’s urban agriculture activity to date.

Key findings include:
- More than 700 farms and gardens citywide grow food
- Farmers and gardeners face challenges obtaining critical resources
- Race and class based disparities hinder access to information, services, and funding among farmers and gardeners
- There are few coordinated efforts in NYC to track urban agricultural activities and their benefits
- City agencies generally lack the authority and resources to address urban agriculture since there is no single agency under which this activity falls

Above: Urban agriculture involves many different types of food-producing spaces, stakeholders, resources, and policies, and it contributes to many benefits, illustrated in the above infographic by Graphic Design Fellow Agnieszka Gasparska.

Major project support provided by Doris Duke Charitable Foundation and the David Rockefeller Fund.
Five Borough Farm shows us that the real value of urban agriculture is found when you ‘connect the dots’ and realize the benefits that occur across many impact categories, like youth development, food security, health, etc., as well as economic development and wealth generation.

Ruth Goldman, Merck Family Fund
MAKING MIDTOWN
A New Vision for a 21st Century Garment District in New York City
PARTNER: COUNCIL OF FASHION DESIGNERS OF AMERICA

Combining hard economic, real estate, and labor market data with urban design and policy interventions and a participatory, stakeholder-driven planning process, Making Midtown presents the first unified vision for the future of the Garment District. Published in October 2012, Making Midtown: A New Vision for a 21st Century Garment District in New York City recommends repositioning the District in three ways: as an economic engine, as an industrial hub, and as an urban destination. The top priority is retention of the 270 factories now located in the Garment District—up to 40 firms per block—while helping property owners free up an additional four million square feet of available space for mixed use. Key findings include:

- NYC is home to 173,000 jobs in fashion, which contribute $10 billion to the economy
- The Garment District is home to 7,100 jobs and contributes over $2 billion to NYC economy
- The Garment District is an economic hub for all ranges of skilled labor—from the factory worker to a high-profile designer
- By implementing the recommendations in Making Midtown, the neighborhood could generate an additional $340 million in revenue annually

Below: In June 2012, the Design Trust convened a core group of Garment District stakeholders to identify the goals for the Making Midtown project. The discussion centered around three key areas: Creating an inviting public realm and unique identity in the District, Supporting NYC-made fashion and updating the district’s zoning to retain apparel manufacturing.

“Thanks to the Design Trust, we now have new ideas and strategies to strengthen the resources in the Garment District.”

Nanette Lepore, Nanette Lepore

Major project support provided by the 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.

Additional support provided by Bergen Logistics, Garment Center Supplier Association of New York, Hildun Corporation, and Theory.
Almost 50% of square footage in the Garment District, or more than 3.8 million square feet, is currently vacant or illegally converted. This amounts to more area than the Chrysler and Empire State buildings combined (HR&A, 2011). Design by Penny Hardy.
PHOTO URBANISIM

From Roof to Table: Photographs by Rob Stephenson

In June 2011, the Design Trust for Public Space awarded the 2011 Photo Urbanism fellowship to Rob Stephenson for his project *From Roof to Table: New York City’s Growing Movement.*

A fine art photographer based in Brooklyn, Rob’s interest in the presence of wilderness in cities, and the tension between natural and built environments, is what guides much of his work. For his Photo Urbanism fellowship, he spent a year visiting over one hundred urban farms and gardens throughout the five boroughs of New York City. His resulting photographs informed and supported the Design Trust’s *Five Borough Farm* project and were prominently featured in the project publication and website.

In November 2012, the Design Trust published *From Roof to Table: Photographs by Rob Stephenson* as the final presentation of his project. Featuring 35 full-color photographs, along with short essays from the Design Trust and Rob, this print publication—the first book to be dedicated to a Photo Urbanism project—serves as a beautiful representation of urban agriculture in New York City and underscores the power of photography to illuminate New York City’s diverse public realm.

Project support provided by the New York City Department of Cultural Affairs

Selection Jury:

**LARRY LEDERMAN**, photographer  
**GITA NANDAN**, Five Borough Farm fellow  
**ANNABELLE SELDORF**, architect and Design Trust Board member  
**VARICK SHUTE**, managing editor, Urban Omnibus  
**JONATHAN SMITH**, former Photo Urbanism fellow

Above: Rob Stephenson, 2011 – 2012 Photo Urbanism Fellow  
Below, left: The Heritage Farm at Snug Harbor Cultural Center, Staten Island  
Below, right: The Sun Works Center at PS 333, Manhattan  
Facing page, top: Kissena Corridor Community Garden, Queens  
Facing page, bottom: Seeds to Feed Rooftop Farm, Brooklyn

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Our 2012 Art + Design Benefit Auction held many firsts for the Design Trust for Public Space. Despite this being the first year that a hurricane pushed our festivities back a week, it was our highest grossing Annual Benefit ever. Thanks to the over 600 stalwart supporters who turned out on November 12, the Design Trust raised $312,634 at our 11th Art+Design Benefit Auction. This was also the first year the event was hosted by Ralph Pucci at his beautiful Ralph Pucci International Showroom in the Flatiron District. Furthermore, this year’s silent auction was our largest-ever with 129 fine art and design pieces in all, and the first to boast an impressive line up of guest curators: Paola Antonelli, Maira Kalman, Murray Moss and Ken Smart. Last but not least of the firsts—this year’s auction was the first to offer an online preview of the silent auction and advance bidding through Paddle8.com.

Many thanks go to Cindy Allen and Kitty Hawks, our event co-chairs, who honored our special guests David Rockwell and Danny Meyer for their contributions to NYC’s burgeoning urban agriculture scene.
The Design Trust Council is a leadership circle of business executives, urbanists, civic leaders, designers and philanthropists dedicated to improving public space in New York City: that is the DT Council. Members get exclusive access to informative breakfast talks, tours, and panels headlined by newsmakers in the field. Council members gain an insider’s perspective on the topical issues facing New York—and also the chance to add their own voice to the dialogue.

2012 DESIGN TRUST COUNCIL ANNUAL EVENT
Glass, Concrete & Soil: Making Space for Urban Agriculture in a Crowded City
GD Cucine | May 22, 2012

Across rooftops and vacant lots, schoolyards and public housing projects, urban agriculture is transforming New York City. This movement creates new opportunities for community development, local food production, environmental stewardship, and public health. At the same time, it poses complex land use and policy challenges.

In advance of the launch of Five Borough Farm in July 2012, Battery Park City Parks Conservancy executive director Tessa Huxley moderated a conversation with three pioneering practitioners about the future of urban agriculture in New York City: Ben Flanner, Ian Marvy & Karen Washington.
## ANNUAL OPERATING BUDGET FY2012

### Total Income

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<th>Category</th>
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### Total Expense

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### Net

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<td><strong>Net</strong></td>
<td><strong>$70,147</strong></td>
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### 2012 DONORS

#### $100,000 - $200,000
- The A. Woodner Fund
- Doris Duke Charitable Foundation

#### $15,000 - $24,999
- Kitty Hawks and Larry Lederman
- Sophia Healy
- Lily Auchincloss Foundation
- Maharam
- Merck Family Fund
- New York City Department of Cultural Affairs
- New York State Council on the Arts
- The Double-R Foundation

#### $10,000 - $14,999
- A.E. Greyson & Company
- Newmark Knight Frank
- Richter+Ratner
- Calvin Tsao

#### $5,000 - $9,999
- Bergen Shippers Corp
- Deborah Berke & Partners Architects LLP
- Dovetail Design Strategists
- Fashion Center DMA, Inc
- FxOWLE
- Steven Harris and Lucien Rees Roberts
- Larry Lederman
- Hilldun Corporation
- Interior Design Media Group
- John Keenen
- Knafel Family Foundation
- Kohn Pedersen Fox Associates P.C.
- Charles McKinney and Susan Chin
- Zach McKown
- Middlebury National Corporation
- Morgan Stanley
- Paula Mueller
- Peter Marino Architect, PLLC
- Craig Robbins
- Selldorf Architects, LLC
- S. Peter Stevens
- The Bulova Stetson Fund
- Andrea Woodner

#### $2,500 - $4,999
- A.G Foundation
- Abigail Scheuer Philanthropic Fund
- Alison and Doug Bauer
- BKSK Architects
- DOM Interiors / Valcucine
- Ennead Architects
- Edmund Hollander
- HR&A Advisors, Inc.
- Walter Hunt
- Jaklitsch/Gardner Architects
- Nanette Lepore and Bob Savage
- Rockefeller
- New York Building Congress
- Simone Rothman
- Joerg Schwartz
- Annabelle Selldorf
- Alan Tanksley
- The Burnham Family Charitable Fund

### 2012 Expense Breakdown

- **Program Services**: $505,268 (68%)
- **Fundraising**: $175,388 (23%)
- **General & Admin**: $60,623 (8%)

**Total Donors in 2012**: 291
The Design Trust’s work is made possible by the generous foundations, corporations, and individuals who share our passion for public space.

The Cygnet Foundation, Inc.
Craig Tooman
Turner Construction Company
Claire Weisz

$1,000 - $2,499
Cindy Allen
Steven Ames
Architectural Systems, Inc.
Dana Barnes
Laurie Beckelman
Bernsohn & Feltner, LLC
Thomas H. Bishop
Gary Boston
Louise Braverman
Mary and Brad Burnham
Pamella Capitanini
Carlos Brillembourg Architect
Betty Chen and Peter Coombe
Anne Coates
Henry and Joan Cobb
Larry Condon
Sharon Davis
Joseph Donovan
Kelly Dries Adams and Michael Adams
The Durst Organization
Anne Edgar
Elizabeth Whelan Design, Inc.
Fifth Floor Foundation
Jeanne Donovan Fisher
Ira Z. Fishman
Paul Gangsei
GD Cucine
Elizabeth Gilmore
Darby Curtis and Mark Ginsberg
The Goodman Family Foundation
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Tami Hausman
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HOK, Inc.
Steven Holl
Christopher Hooper
Mishi Hosono and Adam Weintraub
Incorporated
International Contemporary Furniture Fair
Jeffrey Beers International
Katten Muchin Rosenman LLP
Michael Kostow
Marc Lazar
Leroy Street Studio
Philip Li
Linnaea Tillett Lighting Design, Inc.
The Luminescence Foundation
Messana O’Rorke
Metro Management Development, Inc.
Blake Middlefield and Martha Eddy
Murphy Burnham & Buttrick Architects
Nancy Owens Studio LLC
Scott Newman
Hunter Palmer
The Peter T. Joseph Foundation
Linda Pollak

Robert A.M. Stern Architects, LLP
Robert and Joyce Menschel Family Foundation
Roberts & Holland LLP
Sage and Coome Architects
Philippe Salomon
Joe Serrins
Lana Sexton
Sylvia Smith
SPaN
STV
Margaret Sullivan
Sung & Co., P.C.
Suzanne Shaker Inc.
Lindsey Taylor
Trent J. Tesch
Thomas Phifer and Partners LLP
Joseph Tuana
Gordon VeneKlasen
Jaime Vinas
Renee Viola
Anthony Vitullo
Madeline Weinrib
Lori Weitzner
Stephen Whitehouse
Bunny Williams
Alan Zuck
Zetlin & De Chiara LLP

$500 - $999
Harry Allen
Theodore and Asya Berger
Steve Blatz
Ashley Boyle
DL Design Associates, LLC
James Druckman
Nancy Erardi
Ariel Fausto
Harvey Feuerstein
Michael Gabellini
Asya Geisberg
Ferris Foundation
Jonathan Rose Companies, Inc.
Richard Kahan
Susan Lyons
Grant Marani
Joan Michaels
Helene Oberman
Tom Outerbridge
Barbara Koz Paley
Barry Richards
Anne Rieselbach
Lucien Roberts
Susan Blim
Davin Stowell
Suzanne Tick
Marjorie Welsh

Under $500
Debbie Ahn
Leslie Armstrong
Adam Banks
Gisela Bauman

Frances Beatty
Mitchell Beckloff
Andrew and Nicole Bernheimer
Biber Architects
Annie Block
Adam Blumenkrantz
Karen Bookatz
David Bradson and Andrea Vannelli
Simone Brashinsky
Afton Branche
Jess Brega
Tina Brennan
Lance Jay Brown
John Cary and Courtney Martin
Mary Geruli
West Chin
Gina Christensen
Connie Chung
Charlotte Cohen
Melanie Courbet
Elizabeth Crain
Dale Cohen Design Studio
James Dart
Theoharis David
Judith Di Maio
Matt Donham
Gregory Dufner
Dorothy Dunn
Gary S. Eisenkraft, CPA
Andrew Floyd
Aaron Follett
Belmont Freeman
David Freudenthal
Danielle Galland
Glenn and Alexandra Garrison
Eric Gartner
Rosalie Genevra
Kate Gilmore
Mark Ginsberg
Rebecca Goldberg
The Gramercy Park Foundation
Hage Engineering PC
Laurent Hainault
Penny Hardy
Louise Harpmann
Jody Heilbronner
Naomi Hersson-Ringskog
Andrea Kahn
Susan Hilty
Steve Hodgden
Ryan Associates
Sam Holleran
James and D. Joy Howell
Grinshaw
Concetta Jackitsch
Dakota Jackson
Nancy Jackson
Pia Jaggi
Laura Jay
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Roy Kim
Evan Kingsley
Annelie Koller
Jessica Lantos
Don Lebowitz
Ken Levien
Brenda Levin
Julia Levy
James Lima
Kate Lindquist
Sheena Livingston
Susan Lobel
Andrew Manshel
Jonathan Marvel
Devin Mathis
David M. McAlpin
Leslie McBeth and Odin Cappello
Robert McGrath
Reed McMillen
Alexander McQuilkin
Gwyn Metz
Josephine Minutillo
Heidi Mitchell
Elizabeth Munson
Laurie Mutchnik Maurer
Jessica Olslen
L.C. Pei
Susan Peters
Sheila Phariss
Platt Byard Dowell White Architects
Gina Pollara
Jennifer Renzi
Rob Rogers
Rothstein Kaizerman Thomson & Bee, P.C.
Joel Sanders
Antonio Saracino
Jeffrey Scherer
Thomas Schutte
Fred Sham
Neil Silverstein
Stacey Sinclair
Anthony Smith
Jimmie Smith
Susan Sonneborn and Thomas Blim
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Lawrence Stern, MD
Elizabeth Streb
Lauren Suarino
Erica Templeton
Jon Thorson
Tim Tompkins
Susan Towers
Bethany Wall
Londa Weisman
Lori-Ann Wynter
Stephan Yablof
Robert Young
"We are in a golden moment of design collaboration between the city and its design community, and this is due in no small part to the efforts of the Design Trust for Public Space and its unique method of funding, brilliant eye for projects, and belief in the value of a vibrant civic realm."

William Menking, Editor-in-Chief, The Architect's Newspaper