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DESIGN TRUST FOR PUBLIC SPACE AND STATEN ISLAND ARTS WILL CREATE A CULTURAL PLAN TO ENRICH THE PUBLIC SPACE OF STATEN ISLAND’S NORTH SHORE

NEW YORK, NY (Tuesday, May 24, 2016) – The Design Trust for Public Space and Staten Island Arts have today started Future Culture: Connecting Staten Island’s Waterfront, a multi-year project to engage local artists and community members, area developers, and New York City agencies in planning Staten Island’s expanding downtown in the North Shore waterfront together. This community-led collaboration will develop a cultural plan and test the plan’s design and programming recommendations through public art pilots. The project has the participation and support of NYC Economic Development Corporation and developers including BFC Partners, Ironstate, New York Wheel, and Triangle Equities.

Staten Island’s waterfront including St. George, Tompkinsville, and Stapleton neighborhoods – a Naturally Occurring Cultural District (nocdny.org) – is home to hundreds of artists and arts organizations. The area hosts multiple private development projects and related NYC government initiatives, such as the Bay Street Corridor Plan. This diverse community faces challenges in planning for cohesive, quality public space during a rapid transformation.

Future Culture will develop a vision for how art and cultural practices can enrich the public- and privately-controlled ‘public realm’ of Staten Island’s North Shore, and express the unique conditions of its waterfront. Seeking to ensure the social, ethnic, and economic diversity of the community for years to come, the project will produce design and planning ideas, and create policy recommendations to share with key public officials and private stakeholders. These ideas and recommendations will inform long-term strategies for neighborhood revitalization, sustainability, and equitable economic development.

The resulting Future Culture cultural plan and public art pilots will produce a common understanding and shared purpose among the arts community, private developers and business owners, and public agencies about the character of the public realm on the waterfront. Artists will be able to access and use new spaces, including key public- and privately-owned sites and storefronts, for the production and presentation of their work. Developers will have the tools to help them plan, operate, and sustain cultural activities to enliven and connect their properties to the area’s neighborhoods. NYC agencies will have a cultural plan to complement the Bay Street Corridor rezoning in 2017-18, the citywide cultural plan, and other agency initiatives.

As the immediate next step, the Design Trust for Public Space and Staten Island Arts will award four fellowships in participatory art, urban design, policy, and graphic design, to lead the research, design, and community engagement efforts for the Future Culture project. For more information on the fellowships application process, please visit http://designtrust.org/news/call-fellows-future-culture/.

“With Future Culture, we’re excited to forge new ground to connect the Staten Island arts community, North Shore waterfront developers, and key policy makers to envision new opportunities for public space. Capitalizing on the power of the arts to bring people together and drawing on local knowledge, we’ll get them actively involved in the development of their neighborhood together. We also hope our project will complement this rapid change
and will spark new vitality and investment to benefit the entire community,” said Susan Chin, FAIA, Hon. ASLA, Executive Director of the Design Trust for Public Space.

“As Richmond County’s local arts agency, we responded to the Design Trust’s The Energetic City RFP seeking to advance opportunities for the arts and cultural activities to act as dynamic connectors within the public realm of St. George and Stapleton. We are excited to partner with the Design Trust and the Fellows team to bring artists and neighborhood residents into conversations that address broader planning and policy questions of neighborhood stabilization,” said Diane Kramer, President of Staten Island Arts Board of Directors.

“We’ve long believed in the potential of Staten Island’s North Shore and have proudly supported large development projects like the New York Wheel and Empire Outlets as well as arts and maker initiatives like SI Makerspace, Illuminate Stapleton, Lighthouse Museum and Flagship Brewery. By elevating the role that culture and community play in the North Shore’s revitalization, we can leverage the area’s unique qualities and unlock new opportunities for it to thrive,” said Maria Torres-Springer, President of New York City Economic Development Corporation.

“I remain committed to bringing variety, energy and life to our public spaces as we continue to transform the North Shore into a destination New Yorkers and visitors will want to repeat time and time again. Participation in the Future Culture project validates our commitment to being a part of New York City’s ever changing cultural landscape and together we can envision a sense of place that will make this destination unique,” said Joseph Ferrara, Principal BFC Partner / Empire Outlets NYC.

“The North Shore is literally the city’s next big masterpiece, ripe with waterfront recreation, economic development and ample public space to showcase the borough’s rich cultural heritage. We are thrilled to support such a passionate, community-driven initiative to promote Staten Island’s revitalized and reimaged waterfront as the city’s newest destination for both locals and visitors,” said Rich Marin, President and CEO of the New York Wheel.

“The Future Culture project, in addition to the myriad of amenities provided by the core new developments and the more than $1 billion investment into the transformation of the St. George waterfront, completes the realized vision of Destination St. George, which will attract millions of people to live, work, and visit. Being that our development, Lighthouse Point, sits directly on the St. George waterfront and Pier 1, we are 100% in support of any initiative that will further enhance this area as a destination for both residents and visitors alike,” said Elysa Goldman, Director of Development at Triangle Equities / Lighthouse Point.

“We are thrilled to be part of this broader effort to show how exciting the North Shore is to visit and live. We are invested in the evolution of the North Shore as well with our recent opening of Urby Staten Island, so our mission to reconnect the community to the waterfront is perfectly aligned,” said David Barry, CEO of Urby.

**Staten Island Arts**

Staten Island Arts cultivates a sustainable and diverse cultural community for the people of Staten Island by: making the arts accessible to every member of the community; supporting and building recognition for artistic achievement; and providing artists, organizations, and arts educators the technical, financial and social resources to encourage cultural production. [http://statenislandarts.org/](http://statenislandarts.org/)
**Design Trust for Public Space**

The Design Trust for Public Space is a nonprofit organization dedicated to the future of public space in New York City. Our projects bring together city agencies, community groups and private sector experts to make a lasting impact—through design—on how New Yorkers live, work and play. Our work can be seen, felt and experienced throughout all five boroughs—from parks and plazas to streets and public buildings. The Design Trust saved the High Line structure, jumpstarted NYC’s first custom-built Taxi of Tomorrow, developed the Community Design School for Flushing Meadows Corona Park, and created the city’s first comprehensive sustainability guidelines that became the precursor to Local Law 86 and PlaNYC, now OneNYC. [http://designtrust.org/](http://designtrust.org/)

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