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**‘JANE JACOBS AND THE FUTURE OF NEW YORK’
FEATURES EXHIBIT, PANEL DISCUSSIONS
AND COMMUNITY INTERACTION**

New York, Sept. 7, 2007 — The Municipal Art Society of New York, through sponsorship from the Rockefeller Foundation, has launched a multi-faceted project to highlight the relevance of activist and author Jane Jacobs and the urban design principles presented in her classic text, *The Death and Life of Great American Cities*.

The project, titled “Jane Jacobs and the Future of New York,” applies Jane Jacobs’ principles to contemporary New York while seeking to initiate a dialogue concerning the future of the city. “Jane Jacobs and the Future of New York” features an exhibit, on display at the Municipal Art Society from Sept. 25, 2007, through Jan. 5, 2008, along with a series of public programs and events throughout the fall.

As part of the project, the Rockefeller Foundation created the Rockefeller Foundation Jane Jacobs Medal to be awarded annually to two individuals whose actions and accomplishments exemplify “Jacobsonian” principles in New York. Barry Benepe, co-founder of Greenmarket, and Omar Freilla, founder of Green Worker Cooperatives, will receive the medal at a dinner ceremony on Sept. 24. Benepe and Freilla also will receive \$100,000 each.

The Jane Jacobs project will also feature an effort by MAS to work with the residents, business owners and civic leaders of Flatbush, Brooklyn, to assist them in creating a neighborhood sustainability and livability agenda, and develop tools to measure progress toward consensus-based goals. Flatbush is one of the most culturally and ethnically diverse neighborhoods in the city, demonstrating the needs and attributes of a growing population within a district that is both architecturally and historically distinct. Yet the lack of affordable housing undermines the ability of the neighborhood to stay diverse, the resident-to-open-space ratio is among the highest in the city, and heavy vehicular traffic compromises the quality of life. The goal of the MAS project is to empower people with planning tools that will allow them to respond as an organized neighborhood to New York’s PlaNYC 2030, Mayor Bloomberg’s plan to help New York create a more sustainable future.

The Municipal Art Society will publish "*Block by Block: Jane Jacobs and the Future of New York*," a collection of essays that elaborate on Jacobs' relevance today. The publication will include an essay by co-curator Christopher Klemek and original work by such critics, artists and journalists as Quincy Troupe, Tama Janowitz, Phillip Lopate, Saskia Sassen and Tom Wolfe. In addition, it will include previously published material by Malcolm Gladwell, Adam Gopnik and Colson Whitehead, among others. The book is being co-published with Princeton Architectural Press for release on Sept. 25 — ISBN 978-1-56898-771-2 — retailing at \$17.95.

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In an attempt to reach the next generation of activists, the Jane Jacobs project included a summer internship program for New York high school students. Each participating student attended workshops designed to enhance awareness of Jane Jacobs, her legacy as an urban planning activist and the influence of her activism. The workshops culminated in video-taped walking tours of two of the students' neighborhoods. The student videos will be featured as part of Jane Jacobs and the Future of New York exhibit.

A series of panel discussions were designed to inspire dialogue on current topics as they relate to perspectives and views associated with Jane Jacobs. Panel discussions include:

IS NEW YORK LOSING ITS SOUL?

Date: Wednesday, Oct. 3

Time: 6:30 p.m.

Location: Donnell Library Center, 20 West 53rd Street (East Entrance)

Cost: \$12 nonmembers, \$8 members & students

Where does the life of the city come from? Is New York on the verge of losing its creative edge? What can be done to ensure the city's ongoing vitality? Join a celebrated panel for a provocative discussion on whether the texture of the city—the tangible and intangible components that create its soul—is eroding or evolving.

Clyde Haberman, *The New York Times* — moderator

Rocco Landesman, Jujamcyn Theaters

Alison Tocci, *Time Out New York*

Darren Walker, Rockefeller Foundation

NEW MEDIA, NEW POLITICS?: JANE JACOBS AND AN ACTIVIST PRESS

Date: Tuesday, Oct. 9

Time: 7:00 p.m.

Location: Housing Works Used Books Café, 126 Crosby at Houston

Cost: \$12 nonmembers, \$8 members & students

This panel will consider the lineage of activist journalism, from pamphletting and the early *Village Voice* to today's online investigative journalism and community organizing.

Sewell Chan, *The New York Times* — moderator

Gay Talese, author

Norman Oder, Atlantic Yards Report

Alberto Vourvoulias-Bush, *El Diario*

Jane Hamsher, Firedoglake.com

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A CIVIC ACTIVIST BOOT CAMP: WORKING WITHIN AND WITHOUT THE SYSTEM

Date: Tuesday, Oct. 16
Time: 7:00 p.m.
Location: Municipal Art Society, 457 Madison Ave. at 51st Street
Cost: \$12 nonmembers, \$8 members & students

In the spirit of Jane Jacobs, this panel not only will explore ways to open up urban planning processes, it will detail concrete ways that individuals can acquire the tools necessary to make their voices heard. Participants will outline ways to make stands, including basic organization, media relations, community relations, government relations, and the use of legal action.

Richard Kahan, Urban Assembly — moderator
**Alexie Torres-Fleming, Southern Bronx Watershed River Alliance/
Youth Ministries for Peace and Justice**
Reverend Billy, Church of Stop Shopping
Joshua David, Friends of the High Line
Marshall Brown, Atlantic Yards Development Workshop

CAN ONE WOMAN (STILL) MAKE A DIFFERENCE?: JANE JACOBS AND NEW YORK

Date: Wednesday, Oct. 31
Time: 7 p.m.
Location: St. Mark's Church in-the-Bowery, 131 E. 10 St.
Cost: \$12 nonmembers, \$8 members & students

This panel will explore the social and historical context in which Jane Jacobs emerged, while examining the ways in which she has influenced urban design and planning today. What factors contributed to the paradigm shift she abetted? Are her principles still applicable and efficacious? To what extent has the world changed to match her vision, and to what extent are today's challenges of a different caliber?

Joe Giovannini, architect and critic — moderator
Roberta Brandes Gratz, urbanist
Chris Klemek, co-curator, *Jane Jacobs and the Future of New York*
Julia Vitullo-Martin, Manhattan Institute
Samuel Zipp, Brown University

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WHEN THE BIG GET BIGGER: NEW YORK UNIVERSITIES AND THEIR NEIGHBORHOODS

Date: Tuesday, Nov. 6
Time: 6:30 p.m.
Location: Benjamin and Irma G. Weiss Research Building at Rockefeller University,
1230 York Ave. (at 66th Street)
Cost: \$12 nonmembers, \$8 members & students

Forty years ago, Jane Jacobs opposed the construction of New York University's monolithic Bobst Library on Washington Square South. The world has changed since then, but institutional expansion remains a major force in cities. Plans by Columbia University, New York University, Cooper Union and the United Nations have all met with considerable controversy. This panel will address the specific cases but also the larger issues of urban investment, preservation and regeneration.

James Traub — moderator
Hilary Ballon, New York University
Kent Barwick, Municipal Art Society
Lee Bollinger, Columbia University
Judith Rodin, Rockefeller Foundation

THE OVERSUCCESSFUL CITY, Part 1: DEVELOPERS' REALITIES

Date: Tuesday, Nov. 27
Time: 6:30 p.m.
Location: *The New York Times* Stage Auditorium, 620 Eighth Ave.
Cost: \$12 nonmembers, \$8 members & students

The economic logic of development today — and the regulatory climate in which it occurs — seems to favor high-density, high-revenue developments. How has this reality affected the fabric of the city as a whole? What motivates developers and what constrains them?

Charles V. Bagli, *The New York Times* — moderator
Douglas Durst, developer
Eugenie L. Birch, University of Pennsylvania
Greg O'Connell, developer
Carlton Brown, Full Spectrum NY

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THE OVERSUCCESSIONAL CITY, Part 2: NEIGHBORHOOD CHARACTER IN THE FACE OF CHANGE

Date: Tuesday, Dec. 4th
Time: 7 p.m.
Location: Municipal Art Society, 457 Madison Ave. at 51st Street
Cost: \$12 nonmembers, \$8 members & students

How can neighborhoods guard against the pitfalls of oversuccess, not least of which are gentrification and displacement? Who gets to say “Enough!” and when? This panel will look at recent controversies over specific large developments and tangle with the complexities of development’s benefits and its considerable perils and inequities.

Matt Schuerman, *New York Observer* — moderator
Rev. Calvin Butts, Abyssinian Development Corporation
Errol Louis, *New York Daily News*
Ron Shiffman, Pratt Center
Michelle de le Uz, Fifth Avenue Committee

In addition, a series of walking tours led by architectural historians and a special interactive tour for youth, called Urban Detectives, will be offered. The walking tours will view certain neighborhoods — including Greenwich Village, Midtown, Forest Hills, Greenpoint and Brooklyn Heights — through the eyes of Jane Jacobs.

The following is a full list of the Walking Tours:

HER VILLAGE

No place is more closely associated with Jane Jacobs and her perceptive writings than Greenwich Village. Visit the sites and streets that inspired her ideas, with stops in Washington Square, at the West Village Houses and at her Hudson Street home.

Date: Saturday, Sept. 22
Time: 11 a.m.
Leader: Matt Postal, architectural historian.
Location: Outside the Center for Architecture, 536 LaGuardia near Bleeker Street
Cost: \$15 nonmembers, \$12 MAS Members
Reservation required. Call 212-935-2075.

CITIES ARE FOR PEOPLE

Jane Jacobs rode a bicycle to her job in Midtown at *Architectural Forum* during the 1950s. See the area as she did, considering her views of 20th Century urban planning, from the creation of Rockefeller Center to the Seagram Building, and Paley Park, an urban oasis that both challenged and validated her philosophy.

Date: Saturday, Sept. 30
Time: 11 a.m.
Leader: Matt Postal, architectural historian.
Location: Meet by statue of Atlas on Fifth Avenue between 50th and 51st streets.
Cost: \$15 nonmembers, \$12 MAS Members
Reservation required. Call 212-935-2075.

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BROOKLYN HEIGHTS: America's First Suburb

Jane Jacobs and Lewis Mumford both lived in Brooklyn Heights, New York City's first historic district, at one time, and both found virtues in "New York's first suburb."

Date: Sunday, Oct. 14

Time: 2 p.m.

Leader: Francis Morrone, architectural historian.

Location: Meet on steps of Brooklyn Borough Hall, Court at Remsen streets.

Cost: \$15 nonmembers, \$12 MAS Members

Reservation required. Call 212-935-2075.

FOREST HILLS: Garden City in the City

Recently ranked the no. 1 "cottage community" in the U.S. by *Cottage Living* magazine, Forest Hills Gardens exemplifies the "garden city" planning that Jane Jacobs criticized.

But are there also Jacobsean virtues to greater Forest Hills?

Date: Saturday, Oct. 20

Time: 2 p.m.

Leader: Francis Morrone, architectural historian

Location: Meet at Austin and Continental, near 71st St./Continental subway station

Cost: \$15 nonmembers, \$12 MAS Members

Reservation required. Call 212-935-2075.

GREENPOINT: Transforming a Working Class Haven

Near the end of her life Jane Jacobs was outspoken against the rezoning of Greenpoint's waterfront. Is this working-class neighborhood a victim of its own success?

Date: Saturday, Oct. 27

Time: 2 p.m.

Leader: Francis Morrone, architectural historian

Location: Meet at Manhattan and Greenpoint avenues, upstairs from G train station

Cost: \$15 nonmembers, \$12 MAS Members

Reservation required. Call 212-935-2075.

GRAMERCY PARK: Retaining Identity Amid Constant Change

A classic Manhattan neighborhood, Gramercy Park embodies many of the values Jane Jacobs espoused. It also exemplifies the early 20th-century roots of "gentrification" in New York.

Date: Saturday, Nov. 3

Time: 2 p.m.

Leader: Francis Morrone, architectural historian

Location: Meet at southwest corner of Third Avenue and 17th Street

Cost: \$15 nonmembers, \$12 MAS Members

Reservation required. Call 212-935-2075.

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BATTERY PARK CITY: A New Neighborhood Rises

The planners of Battery Park City knew all about Jane Jacobs. But can a successful New York neighborhood be created from scratch?

Date: Saturday, Nov. 17

Time: 2 p.m.

Leader: Francis Morrone, architectural historian

Location: Meet at southwest corner of West and Vesey streets

Cost: \$15 nonmembers, \$12 MAS Members

Reservation required. Call 212-935-2075.

LOMEX REMEMBERED

Imagine it, an elevated eight-lane highway slicing through the heart of SoHo, Little Italy, and the Lower East Side. Walk the proposed route, visiting sites and structures associated with Jane Jacobs, Robert Moses and the events that led to its demise.

Date: Sunday, Nov. 25

Time: 11 a.m.

Leader: Matt Postal, architectural historian

Location: Meet at the northeast corner of Grand and Chrystie streets

Cost: \$15 nonmembers, \$12 MAS Members

Reservation required. Call 212-935-2075.

Youth-Oriented

VILLAGE DETECTIVES

In the spirit of Jane Jacobs, children ages 8 to 12 can go and explore Greenwich Village — the neighborhood she called her home and fought to save. Equipped with detectives' notebooks, junior detectives will investigate the city fabric, secretly observe people moving through town, discover the history of older buildings, learn to read building facades and ghost walls, search for an underground brook, and maybe even make sense of Village street patterns! During this fun and interactive tour, children will gain some understanding of the huge impact that urban planning has on our lives and the importance of being involved.

Date: Saturday, Nov. 10

Time: 10 a.m.

Leader: Sylvia Laudien-Meo, art historian

Location: Washington Square Arch in Washington Square Park,
Fifth Avenue at Waverly Place

Cost: \$15 nonmembers, \$12 MAS members (one fee covers *both* adult and child).

Children must be accompanied by an adult.

Reservation required. Call 212-935-2075.

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The Rockefeller Foundation was established in 1913 by John D. Rockefeller, Sr., to "promote the well-being" of humanity by addressing the root causes of serious problems. The Foundation works around the world to expand opportunities for poor or vulnerable people and to help ensure that globalization's benefits are more widely shared. With assets of more than \$3.5 billion, it is one of the few institutions to conduct such work both within the United States and internationally. The Foundation made a series of grants to Jane Jacobs in the 1950s that resulted in the publication of The Death and Life of Great American Cities. In 2007, the Foundation created the annual Jane Jacobs Medal. The inaugural winners, Barry Benepe and Omar Freilla, will be awarded their medals and a prize of \$100,000 each on September 24, 2007. Visit www.rockfound.org for more information.

The Municipal Art Society of New York is a private, non-profit membership organization whose mission is to promote a more livable city. Since 1893, the organization has worked to enrich the culture, neighborhoods and physical design of New York City. It advocates for excellence in urban design and planning, contemporary architecture, historic preservation and public art. For more information, please visit www.mas.org.

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