

# 2024 Jane's Walk Information Session

**FRIDAY, MAY 3 -  
SUNDAY, MAY 5**



**CELEBRATE THE CITY  
WE CALL HOME**

Since 1893, MAS has lifted up the voices of the people in the debates that shape New York's built environment, leading the way toward a more livable city from sidewalk to skyline.





# What is Jane's Walk NYC?

Established in 2006 in Toronto, MAS began participating in the festival in 2011



The Municipal Art Society of New York

**MASNYC**

# Who Was Jane Jacobs?

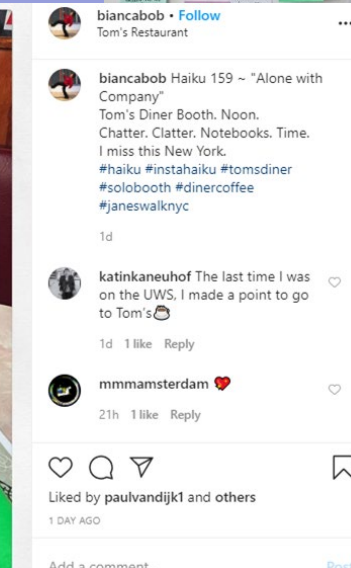
1916-2006



Journalist, activist, urbanist,  
author, and advocate for the  
“mindful development of cities”



## Jane's Walk NYC from Home 2020





## The Three Lambs of New York City

Thomas Lamb (extravagant theatres)  
 Hugh Lamb (quirky apartments), and  
 William Lamb (Empire State Building)

### Virtual Walking Tour

May 6<sup>th</sup>, 2021  
 6 PM EST



*We're hosting a virtual stroll on Roosevelt Island*

## JANE'S WALK 2021

### Street Furniture: Where Policy Meets our Bodies



JOIN VIA ZOOM ON MAY 5 @ 11:00 AM EDT

## Jane's Walk NYC 2021

Celebrating Jane Jacobs and New York City, May 3-9!

### PRESENTS

## The NYC Triangle Shirtwaist Factory Fire Zoom

LED BY ANDI SOSIN AND JOEL SOSINSKY, REMEMBER THE TRIANGLE FIRE COALITION

Zoom in to focus on the site of the New York City Triangle Shirtwaist Factory Fire of March 25, 1911. Panelists involved in memorializing the Triangle Fire will discuss the building's design, the fire, its aftermath and outcomes, its influence on the labor movement, the Landmarks Commission, the Triangle Memorial, contemporary artists' efforts to memorialize the Triangle Fire and its resonance to working people today.

Jane's Walks - a free project of the Municipal Arts Society, presents a panel discussion on the history of the Triangle Factory fire, the Triangle Memorial, and much more. Led by the Remember the Triangle Fire Coalition's Andi Sosin and Joel Sosinsky.

Monday, May 3 at 6 PM

Tuesday, May 4 at 4 PM

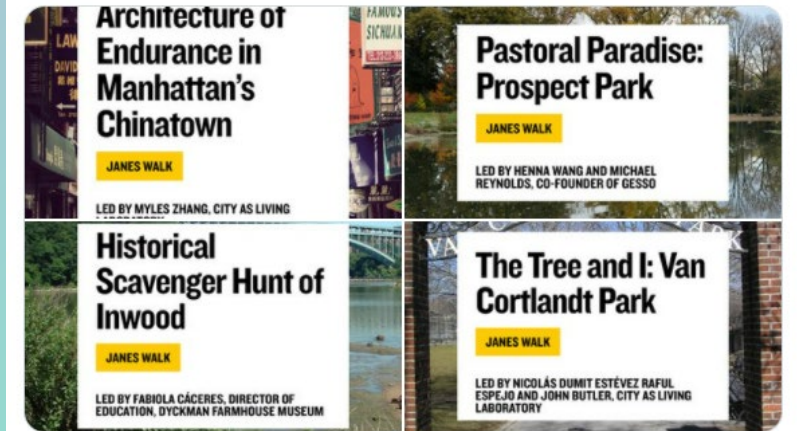
Wednesday, May 5 at 6 PM

Thursday May 6 at 6 PM

# Jane's Walk NYC 2021



Take an outdoor stroll this weekend for Jane's Walk! In the spirit of exploring our city and getting off the beaten path, visit the Jane's Walk page to find a self-guided, in-person stroll. [mas.org/janes-walk-nyc](https://mas.org/janes-walk-nyc)





## Jane's Walk NYC 2022

### A hybrid festival!

- In-person, guided group walks
- In-person, self-guided walks
- Virtual walks on Zoom, social media, and beyond!



## Jane's Walk NYC 2023





## Jane's Walk NYC 2024

A continuation of the hybrid festival

- In-person, guided group walks
- In-person, self-guided walks
- Virtual walks on Zoom, social media, and beyond!



SAVE THE DATE: MAY 3-5 2024



## COVID Safety Information

- ☐ For outdoor walks, masks will not be required, if you prefer to wear a mask, though, we want you to feel comfortable doing so.
- ☐ For walks that take participants inside, leaders and attendees will be asked to comply with this venue or facility's mask requirements although most venues are not requiring masks right now
- ☐ This year, we will also be requiring registration.



The Municipal Art Society of New York

**MAS**NYC

Now, let's  
explore the  
different types  
of walks!





# Example: In-Person (Guided Group Walk)

**Lead a walk in your neighborhood,  
or on a topic you are passionate about!**

**GUIDED**

**Living Legacies of Collective  
Self-Determination in Los  
Sures, Williamsburg**

Friday, May 5 at 11:00 AM

Brooklyn  
Advocacy, Art & Architecture, Environment, History & Culture

[LEARN MORE →](#)



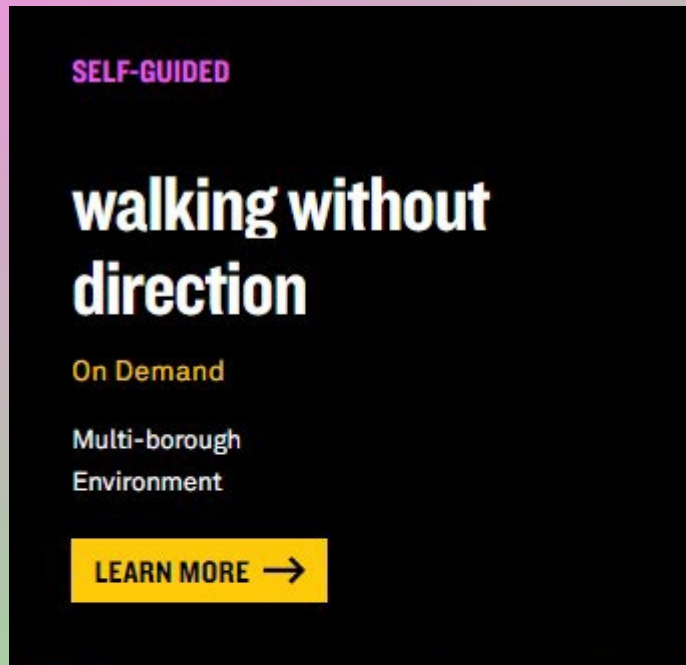
This walk from last year was hosted by El Puente, a Brooklyn & Puerto Rico based non-profit that focuses on Youth Organizing, Artivism, & Community Led Action

The walk leaders took us on an informative and reflective stroll through Los Sures/the Southside, Williamsburg. We learned about the history of the neighborhood & discussed how the BQE has changed the neighborhood

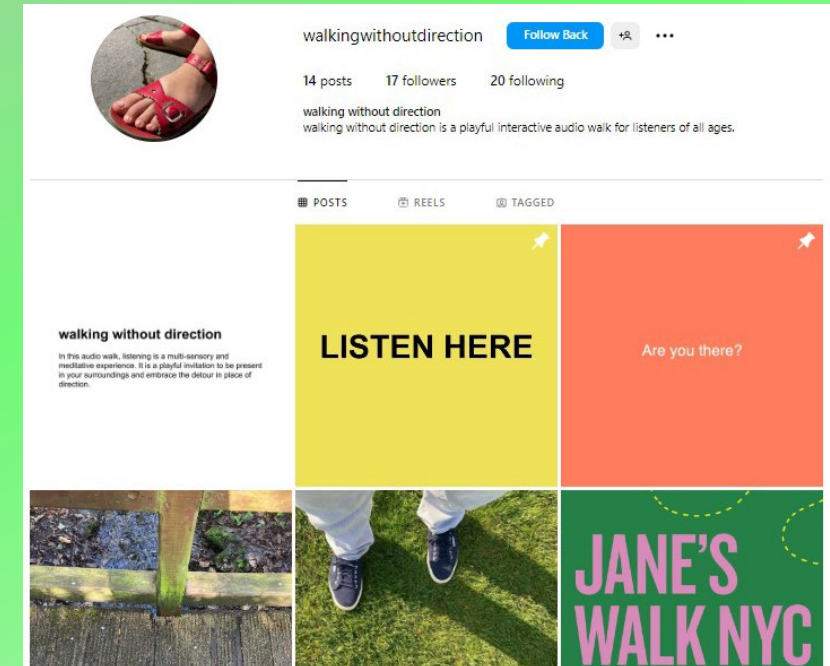




# Example: In-Person (Self-Guided Walk)



Create a PDF  
or document outlining a  
walking tour that a  
Jane's Walk goer can  
experience on their own!



This walk, only 9 and a half minutes in length, it celebrates listening as a multi-sensory and meditative experience and asks the listener to – just for once – embrace detour instead of destination.

Participants are invited to photograph their feet at the destination they arrive at and upload it to Instagram #walkingwithoutdirection. This collection of photos is a real-time record of the people and places explored during this individually, shared experience.

## Example: On Zoom

On your own or in collaboration with colleagues or friends, lead a lecture on a New York City-based topic that you're knowledgeable about!

Last year, historian and MAS guide Eric K. Washington provided a virtual overview of the historic Former "Colored" School No. 4 schoolhouse, which has stood on West 17th Street since 1850. He introduced many of the notable teachers, students and visitors associated with this remarkably surviving Black heritage site.

The former "Colored" School No. 4, a forgotten city-owned building in Manhattan's Chelsea neighborhood, sheds unexpected light on Gotham's forgotten past. Spearheaded Eric, new interest in this old building has been captivating public and media attention, not to mention that of the city's Landmarks Preservation Commission (LPC).





NYC LGBT Historic Sites Project has led this virtual walk for the past few years, exploring important historic sites around Greenwich Village

You can have a friend or volunteer hold your phone while you “go-live” and lead your walk

NOTE: Your social media profile must be public to lead a Jane’s Walk activity on Instagram or TikTok



# Example: On Social Media

You can go “live” and lead a walk!



NYC LGBT Site’s Instagram Live Walk  
from Jane’s Walk 2023

# Now...How to Submit Your Walk!

- We are now accepting walk submissions through **Sunday, March 31<sup>st</sup>**
- Using the submission form, you can submit your walk idea. All walks submitted are accepted, so we ask that you only submit walks you're prepared to lead
- In the submission form you'll ask to input a bunch of info including:
  - Walk title
  - Walk description
  - Walk theme
  - Your name and co-leader name (if you have one!)
  - Starting and ending locations
  - Some personal info so we can get to know you!

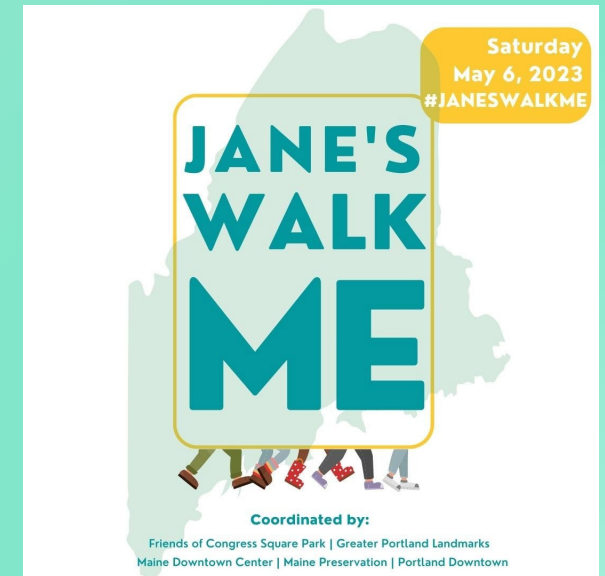
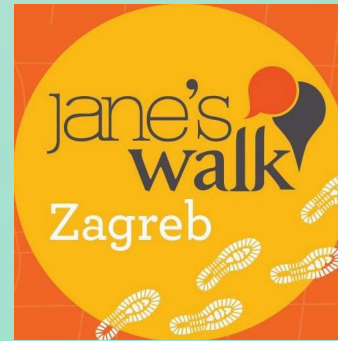


## Now...How to Submit Your Walk!

- After you submit your walk, you will receive a confirmation email with a copy of your answers.
- Following March 31<sup>st</sup>, the Jane's Walk NYC Team will be busy preparing all of the event pages and registration pages for the festival
- Then in early-mid April, the 2024 roster will go live on our website. This means that members of the public can begin RSVPing for free for walks
- Then from May 3-5, we will hit the streets and embark on a festival of celebrating all things New York City!



Every May, Jane's Walk occurs in 200+ Cities Around the World, with NYC as the largest!



#JANESWALKNYC

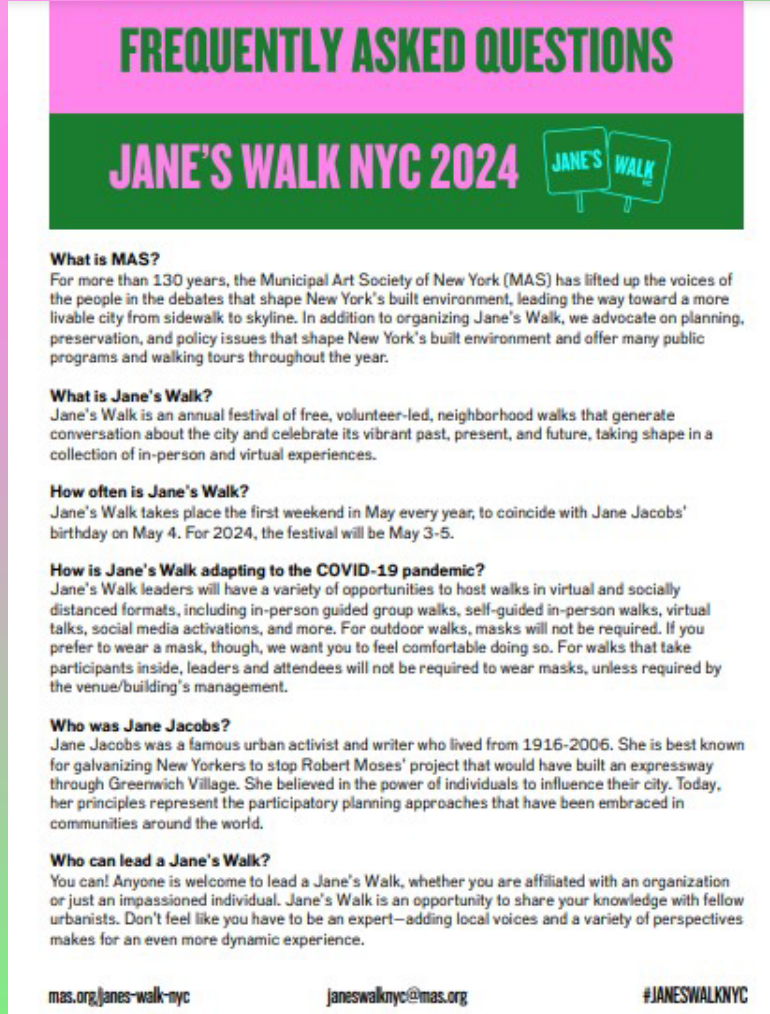


Whatever the format, the Jane's Walk festival allows YOU to celebrate your love & passion for this incredible city we call home!

Between now and the festival, the Jane's Walk NYC Team is here to answer any questions and help you feel prepared to lead a walk! Email us at [janeswalknyc@mas.org](mailto:janeswalknyc@mas.org)



# Resources: Jane's Walk FAQ and Leader Guide



**FREQUENTLY ASKED QUESTIONS**

**JANE'S WALK NYC 2024**

**What is MAS?**  
For more than 130 years, the Municipal Art Society of New York (MAS) has lifted up the voices of the people in the debates that shape New York's built environment, leading the way toward a more livable city from sidewalk to skyline. In addition to organizing Jane's Walk, we advocate on planning, preservation, and policy issues that shape New York's built environment and offer many public programs and walking tours throughout the year.

**What is Jane's Walk?**  
Jane's Walk is an annual festival of free, volunteer-led, neighborhood walks that generate conversation about the city and celebrate its vibrant past, present, and future, taking shape in a collection of in-person and virtual experiences.

**How often is Jane's Walk?**  
Jane's Walk takes place the first weekend in May every year, to coincide with Jane Jacobs' birthday on May 4. For 2024, the festival will be May 3-5.

**How is Jane's Walk adapting to the COVID-19 pandemic?**  
Jane's Walk leaders will have a variety of opportunities to host walks in virtual and socially distanced formats, including in-person guided group walks, self-guided in-person walks, virtual talks, social media activations, and more. For outdoor walks, masks will not be required. If you prefer to wear a mask, though, we want you to feel comfortable doing so. For walks that take participants inside, leaders and attendees will not be required to wear masks, unless required by the venue/building's management.

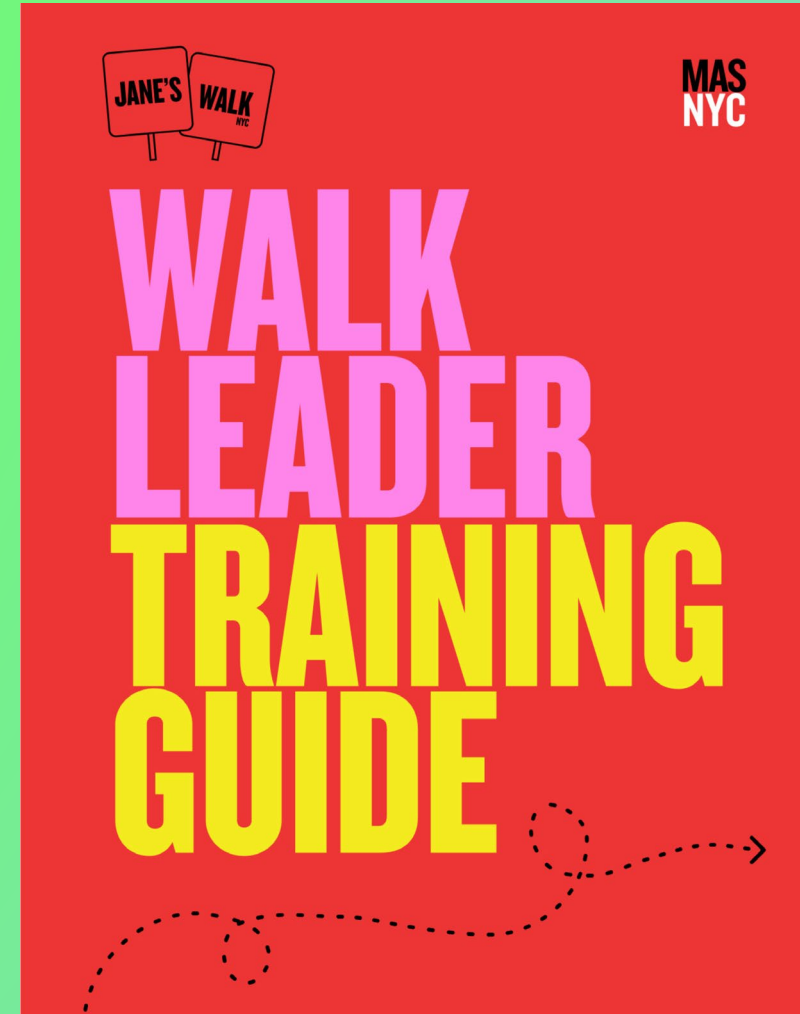
**Who was Jane Jacobs?**  
Jane Jacobs was a famous urban activist and writer who lived from 1916-2006. She is best known for galvanizing New Yorkers to stop Robert Moses' project that would have built an expressway through Greenwich Village. She believed in the power of individuals to influence their city. Today, her principles represent the participatory planning approaches that have been embraced in communities around the world.

**Who can lead a Jane's Walk?**  
You can! Anyone is welcome to lead a Jane's Walk, whether you are affiliated with an organization or just an impassioned individual. Jane's Walk is an opportunity to share your knowledge with fellow urbanists. Don't feel like you have to be an expert—adding local voices and a variety of perspectives makes for an even more dynamic experience.

[mas.org/janes-walk-nyc](https://mas.org/janes-walk-nyc)      [janeswalknyc@mas.org](mailto:janeswalknyc@mas.org)      [#JANESWALKNYC](https://twitter.com/JANESWALKNYC)

## Jane's Walk FAQ

Available on the Jane's Walk submission form page



**JANE'S WALK NYC**

**WALK LEADER TRAINING GUIDE**

[mas.org/janes-walk-nyc](https://mas.org/janes-walk-nyc)

## Jane's Walk Leader Guide

Available on our website!



# Resources: Jane's Walk Slack

The screenshot displays the Slack interface for the Jane's Walk NYC community. On the left is a dark sidebar with navigation options: Threads, All DMs, Mentions & reactions, Saved items, More, Channels, and Direct messages. The Channels section lists several channels, with #janes-walk-nyc-welcome highlighted. The main area shows the channel header for #janes-walk-nyc-welcome, including a description and a date separator for December 16th, 2020. A pinned message from MASNYC at 10:50 AM welcomes members and provides the email janeswalknyc@mas.org. Below this, a message from Jacqueline Muallem at 10:53 AM indicates she joined the channel along with Sarina Meones. A second date separator for December 17th, 2020, follows. Subsequent messages include a welcome from MASNYC at 4:36 PM, a join announcement from John Semlak at 4:45 PM, a message from alan traeger at 7:21 PM, and a join announcement from Anna ArtMuze at 7:23 PM. The bottom of the interface shows a message input field and a rich text editor toolbar.

Email [janeswalkNYC@mas.org](mailto:janeswalkNYC@mas.org) to join the Slack!



# LEARN TO LEAD A JANE'S WALK

*for virtual and in-person walks*

**TUESDAY, MARCH 26**  
**5:30-6:30 PM ET**



**FREE / ON ZOOM WEBINAR**





# **SUBMIT A JANE'S WALK**

**SUBMISSIONS OPEN NOW  
THROUGH MARCH 31**

# QUESTIONS?

