

**NEW
235 BOWERY
NEW YORK NY
10002 USA
MUSEUM**

**Storefront for Art
and Architecture**

FOR IMMEDIATE RELEASE

December 6, 2010

MEDIA CONTACT:

Gabriel Einsohn, Communications Director
press@newmuseum.org

**STOREFRONT FOR ART AND ARCHITECTURE AND THE NEW MUSEUM
LAUNCH COMPETITION FOR TEMPORARY OUTDOOR STRUCTURES FOR
THE FESTIVAL OF IDEAS FOR A NEW CITY**

New York, NY... **The Festival of Ideas for a New City** is a major new collaborative initiative between scores of downtown organizations, from large universities to arts groups and community organizations, working together to affect change. The Festival is a first for New York and will demonstrate the power of the creative community to imagine the city of the future. The Festival will serve as a platform for artists, architects, designers, and other thought leaders to exchange ideas, propose solutions, and invite the public to participate in improving urban life.

For the occasion of the inaugural Festival of Ideas for a New City in New York City, **Storefront for Art and Architecture** jointly with the **New Museum** and **New York City's Department of Transportation** (NYCDOT) are launching a competition for the **design, management and construction** of temporary outdoor street tents that produce new ways for collective gathering and city engagement. These structures will be part of an innovative outdoor "Streetfest" and accommodate a variety of activities including vendors, workshop areas, outdoor classrooms, demonstrations, installations, music, and other performances and exhibitions. For more information on the competition, visit storefrontnews.org/exhibitions_events/.

The Festival of Ideas for a New City will take place the weekend of **May 7 and 8, 2011**, and in addition to the Streetfest, the festival will include panels, roundtables, symposia, workshops and dozens of projects, performances and events opening simultaneously at multiple downtown venues.

The Bowery will serve as the spine of the Festival, with Cooper Union and the New Museum acting as anchors and hubs for conversation, discussion, learning and action. The New Museum conceived the Festival over a year ago, and quickly involved a core group of organizing partners (listed below). Together, they have been developing the Festival and have expanded it to include a wide range of participants. **The Festival is partially funded through generous grants from the Rockefeller Foundation and Brookfield.**

Organizing Partners (alphabetical order)

The Architectural League
Bowery Poetry Club
C-Lab, Columbia University
Center for Architecture

The Cooper Union
The Drawing Center
New Museum, Founding Partner
New York University/Wagner School

Public Policy
PARC Foundation
Storefront for Art and Architecture
Swiss Institute