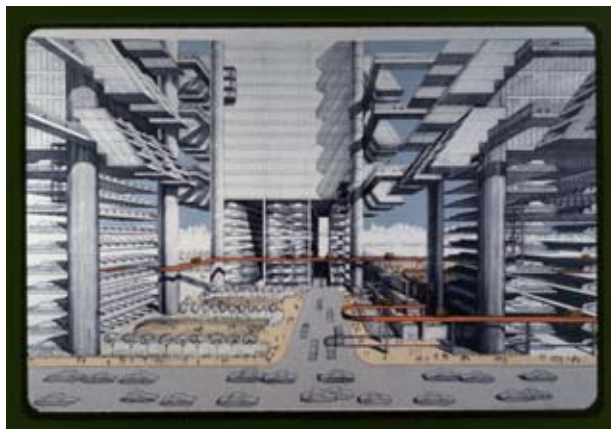


NEW
235 BOWERY
NEW YORK NY
10002 USA
MUSEUM
FOR IMMEDIATE RELEASE

OCTOBER 7, 2010

MEDIA CONTACTS:

Gabriel Einsohn, Communications Director
press@newmuseum.org



Paul Rudolph, Final presentation rendering of multi-use office and residential towers at the HUB, c. 1967-1972. Color slide. Courtesy of the Paul Rudolph Archive, Library of Congress Prints and Photographs Division.

Major Downtown Collaboration
Festival of Ideas for a New City
to launch May 7–8, 2011

New York, NY...The New Museum announced today the **Festival of Ideas for a New City**—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.

The Festival of Ideas for a New City will take place during the weekend of **May 7 and 8, 2011**, and will include panels, roundtables, symposia, and workshops; an innovative outdoor “street fair”; 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

The first project of the Festival opened last week as a part of and prelude to the May 2011 weekend. “Paul Rudolph: Lower Manhattan Expressway” is a historic, unrealized project that presented an ambitious urbanistic vision for the future of New York City, organized by The Drawing Center in collaboration with The Irwin S. Chanin School of Architecture of The Cooper Union.

About the New Museum

The New Museum is the only museum in New York City exclusively devoted to contemporary art. Founded in 1977, the New Museum was conceived as a center for exhibitions, information, and documentation about living artists from around the world. From its beginnings as a one-room office on Hudson Street to the inauguration of its first freestanding, dedicated building on the Bowery designed by SANAA in 2007, the New Museum continues to be a hub of new art and new ideas and is a place of ongoing experimentation about what art and arts institutions can be in the twenty-first century.

#