

# IDEAS CITY

FOR IMMEDIATE RELEASE  
May 12, 2015

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

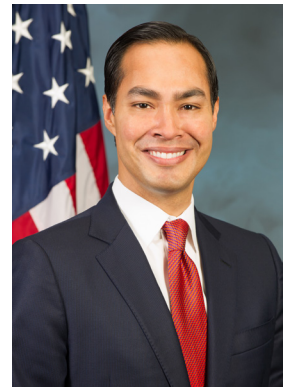
PRESS CONTACTS:  
Gabriel Einsohn, Senior Communications Director  
Hyatt Mannix, Press & Social Media Manager  
press@newmuseum.org  
212.219.1222 x209

## **BREAKING NEWS: The Hon. Julián Castro, Secretary, United States Department of Housing and Urban Development, to Keynote New Museum's IDEAS CITY Festival**

**Friday May 29, 2015, at 10 AM at the historic Great Hall of the Cooper Union**

New York, NY...Lisa Phillips, *Toby Devan Lewis Director*, New Museum, and Cofounder of IDEAS CITY, today announced that the **Hon. Julián Castro, Secretary, United States Department of Housing and Urban Development**, and former Mayor of the City of San Antonio, Texas, will give the keynote address at the third edition of the **New Museum's IDEAS CITY Festival**. The Festival's mission is to explore the future of cities around the globe with culture as a driving force.

The keynote address will take place on **Friday May 29, 2015 at 10 a.m.** at the **Great Hall of the Cooper Union** and will conclude the conference portion of the Festival. Secretary Castro will be introduced by **Melissa Mark-Viverito, Speaker of the New York City Council**. He will address the Festival's 2015 theme: **The Invisible City. Admission is free with RSVP.**



"Secretary Castro brings a deep understanding of both hyperlocal issues through his mayoral work and the national challenges our country faces with housing and urban development," said Lisa Phillips. "We are honored that Secretary Castro, a voice for those who are overlooked in our cities, will share his experience and expertise on the same stage where so many significant historic causes have been championed, including the NAACP and the women's suffrage movement, and where Presidents Lincoln, Grant, Cleveland, Taft, Theodore Roosevelt, and Obama all spoke before they were elected."

"Fifty years after President Johnson created HUD to respond to the needs of urban America, we are living in a century of cities. The challenge today remains the same: to find new ways for urban centers to break down silos and work collectively with government at every level, as well as with the private, community, faith-based and cultural sectors. Working together, we can be partners for progress and shape a future that empowers every American with opportunity," said Julián Castro, Secretary, U.S. Department of Housing and Urban Development.

IDEAS CITY is a major collaborative initiative between hundreds of arts, education, and civic organizations centered on the belief that culture is fundamentally vital to urban growth and innovation. This keynote address will anchor three days of conferences, debates, performances, activities on the street, and artistic interventions that will transform the Bowery neighborhood in downtown Manhattan into a multi-platform incubator that will examine urban issues, propose solutions, and seed concrete actions. The Festival will take place **May 28–30, 2015**, and this year's theme—The Invisible City—will explore questions of transparency and surveillance, citizenship and representation, expression and suppression,

and the enduring quest for visibility.

### **IDEAS CITY Conference—featuring a Mayoral Panel**

The keynote address by Secretary Castro on the morning of Friday, May 29, will culminate the daylong conference on Thursday, May 28, which will feature a **Mayoral Panel with Mayor Carmen Yulín Cruz (San Juan, Puerto Rico), Mayor Annise Parker (Houston, Texas), and Mayor Svante Myrick (Ithaca, New York)**, one of the youngest mayors in the U.S. The panel will be moderated by Studio 360 host **Kurt Andersen**.

In addition to Secretary Castro and the Mayoral participants featured, panelists and speakers at the conference include: Keynote speaker **Lawrence Lessig**, Director of the Edmond J. Safra Center for Ethics, Harvard University; **Kim Stanley Robinson**, science-fiction novelist; **Bjarke Ingels**, architect; **Trevor Paglen**, artist; **Micah White**, Co-creator of Occupy Wall Street; **Jillian C. York**, Director for International Freedom of Expression at the Electronic Frontier Foundation; **Christopher Soghoian**, Principal Technologist at the American Civil Liberties Union; **Connie Hedegaard**, Former EU Commissioner for Environmental Action; **Rosanne Haggerty**, MacArthur Fellow, and President of Community Solutions; and **Steve Coast**, Founder of OpenStreetMap; among others.

Visit [ideas-city.org](http://ideas-city.org) for a full schedule of programming and to purchase tickets to select events.

### **About Secretary Julián Castro**

Julián Castro was sworn in as the sixteenth Secretary of the U.S. Department of Housing and Urban Development on July 28, 2014. As Secretary, Castro's focus is ensuring that HUD is a transparent, efficient, and effective champion for the people it serves. Utilizing an evidence-based management style, he has charged the Department with one goal: giving every person, regardless of his or her station in life, new opportunities to thrive. Before HUD, Castro served as Mayor of the City of San Antonio. During his tenure, he became known as a national leader in urban development. In March 2010, Castro was named to the World Economic Forum's list of Young Global Leaders. Previously, Castro served as a member of the San Antonio City Council. He received a BA from Stanford University in 1996 and a JD from Harvard Law School in 2000.

### **IDEAS CITY Executive Committee & Core Team**

Cofounders Lisa Phillips, *Toby Devan Lewis* Director, New Museum and Karen Wong, Deputy Director, New Museum; and Joseph Grima, Director of IDEAS CITY; with Rosalie Genevro, Director, the Architectural League of New York; Bob Holman, Founder and Proprietor, Bowery Poetry Club; Brett Littman, Director, the Drawing Center; Eva Franch i Gilabert, Director and Chief Curator, Storefront for Art and Architecture; and Elizabeth O'Donnell, Acting Dean, School of Architecture, the Cooper Union. The New Museum's IDEAS CITY team includes Corinne Erni, Senior Producer; Richard Flood, Director of Special Projects and Curator at Large; and Annie Sultan, Director of Marketing and Community Networks.

### **SUPPORT**

Founding support for IDEAS CITY: NY is provided by a generous grant from Goldman Sachs Gives made at the recommendation of David B. Heller & Hermine Riegerl Heller.

Lead supporters: Rockefeller Foundation and the National Endowment for the Arts.

Supporting partner: ETH Zürich.

Additional support provided by Manhattan Borough President Gale A. Brewer, New York City Department of Parks & Recreation, and TD Charitable Foundation. Volunteer support is made possible through Goldman Sachs Community TeamWorks. Media partner: New York magazine. Hotel partners: The James Hotel and The Bowery Hotel. Special thanks to Anomaly, BFA.com, Clemente Soto Vélaz Cultural & Educational Center, David Diamond, Empire Entertainment, FAB Café, First Street Green, Neo Neo, St. Patrick's Old Cathedral, The They Co., Tiger Beer, and Whole Foods Market.

###