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April 12, 2011

FOR IMMEDIATE RELEASE
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INSTITUTE FOR URBAN DESIGN COUNTS DOWN TO URBAN DESIGN WEEK WITH CROWDSOURCED IDEAS COMPETITION ABOUT THE FUTURE OF THE PUBLIC REALM

New York, NY – From now through April 30, the [Institute for Urban Design](#) (IfUD) will turn to the New Yorkers to reframe the debate about the future of the city’s public spaces. ***By the City / For the City*** is an innovative two-part open call for ideas that begins by asking New Yorkers where they see potential for improvement in the city’s physical fabric, and then asks the international design community to respond to the challenges set forth by the public. Together, ideas from citizens and designers alike will represent an atlas of possibility for the city’s future, which will provide the foundation for the first-ever Urban Design Week from September 15–20, 2011.

The IfUD will host **Urban Design Week**, a public festival created to engage New Yorkers in the collaborative process of city-making, including the complex issues of the public realm, and to celebrate the streetscapes, sidewalks and public spaces at the heart of city life. It will include a rich roster of discussions, tours, screenings, workshops and events across the five boroughs, and highlight the collective nature of city-building.

“Urban Design Week is aimed at connecting the personal scale at which many of us think about the physical spaces of the city—the experience of about one’s own corner or block—to larger civic issues such as access to the waterfront or congestion pricing,” says Anne Guiney, Executive Director at IfUD.

About the Competition

By the City / For the City is an opportunity for New Yorkers to tell designers what sites and characteristics of their neighborhood, borough—or even the entire city—have unrealized potential or need a thorough re-imagining. From April 11–30, New Yorkers can visit the [Urban Design Week website](#) to fill out a simple questionnaire to nominate an untapped opportunity somewhere in the five boroughs. The IfUD will then compile and analyze the public submissions and present them to the design community. From May 16 through June 17, architects, planners, and designers will be enlisted to develop proposals that address these myriad sites and situations. A jury of distinguished architects and urbanists, including IfUD board members Michael Sorkin and Winka Dubbeldam, will review designers’ proposals and highlight exemplary ideas for the future of the city. The results will be compiled to create a publication and exhibition, *By the City / For the City: An Atlas of Possibility for the Future of New York*.

“*By the City / For the City* offers a unique opportunity for designers to respond directly to community needs and sentiments and for members of New York’s communities to see their visions and desires quickly find form. We hope the process can become a vital part of an ongoing effort to raise expectations and enrich the conversation about our city’s form,” says Michael Sorkin, Chair of IfUD’s Board.

About the Institute for Urban Design

The Institute for Urban Design is dedicated to expanding the public dialogue about urban planning, development, and design. Since its founding in 1979, the Institute has served as an important platform for debate among architects, planners, policy-makers, developers, academics, journalists, and urbanists. We operate as a think tank and advocacy group, drawing on the collected experience and knowledge of our international membership to bring pressing urban design issues into wider public debate.

In addition to organizing public lectures and symposia, we produce publications that offer analysis and criticism by some of the most influential voices of our time. Past contributors have included Senator Daniel Patrick Moynihan, Richard Sennett, Robert Venturi, Denise Scott Brown, Jane Jacobs, Simon Schama, Adolfo Carrión, Michael Sorkin, and Thom Mayne. Through our activities, we strive to promote thinking and actions that work towards making cities more inclusive, culturally and economically vibrant, sustainable, and livable.

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