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Downtown Alliance Welcomes Imagination Playground to Lower Manhattan

New York, NY, (July 27, 2010) — Mayor Bloomberg and architect David Rockwell joined local officials and a crowd of more than 50 summer campers from around New York City to open Imagination Park at Burling Slip in Lower Manhattan today. The park is less structured than traditional playgrounds and gives children the opportunity to decide how they want to use the playground. There are large foam “loose parts” building blocks, water spouts that can be channeled and dammed in myriad ways and a set of lifts and pulleys.

“For the 55,000 people who live in Lower Manhattan, it doesn’t get better than this: a new kind of playground in a new kind of residential district,” said 28-year Lower Manhattan resident Elizabeth H. Berger, President of the Alliance for Downtown New York. “Our research shows more families are moving Downtown—and staying. So thanks to Mayor Bloomberg, Parks Commissioner Adrian Benepe, DEP Commissioner Cas Holloway, LMDC Chairman Avi Schick and President David Emil and, of course, David Rockwell for this much-needed, kid-friendly amenity.”

The playground is also uniquely located in the shadow of historic South Street Seaport, and features a wooden bow-like east end, sloped boardwalks, and ship masts. An iron sea serpent guards the entrance.

Imagination playground was made possible by a \$4.5 million grant from the Lower Manhattan Development Corporation, along with \$3 million from the City’s Department of Environmental Protection. You can view the city’s full release on the project [here](#).

The mission of the Alliance for Downtown New York is to be the principal organization that provides Lower Manhattan’s historic financial district with a premier physical and economic environment, advocates for businesses and property owners and promotes the area as a world-class destination for companies, workers, residents and visitors. The Downtown Alliance manages the Downtown-Lower Manhattan Business Improvement District (BID), serving an area roughly from City Hall to the Battery, from the East River to West Street.

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