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Alliance for Downtown New York Announces New Holiday Lights Designed by Lower Manhattan Architecture and Urban Design Firm Cooper Robertson

Winning design selected by Downtown Alliance captures Lower Manhattan's vibrancy and excitement

(April 28, 2015) – The Alliance for Downtown New York today announced the selection of Cooper Robertson's proposal to redesign Lower Manhattan's holiday lights. The lights, a total of 225, will be installed throughout the district and will be on display beginning this holiday season.

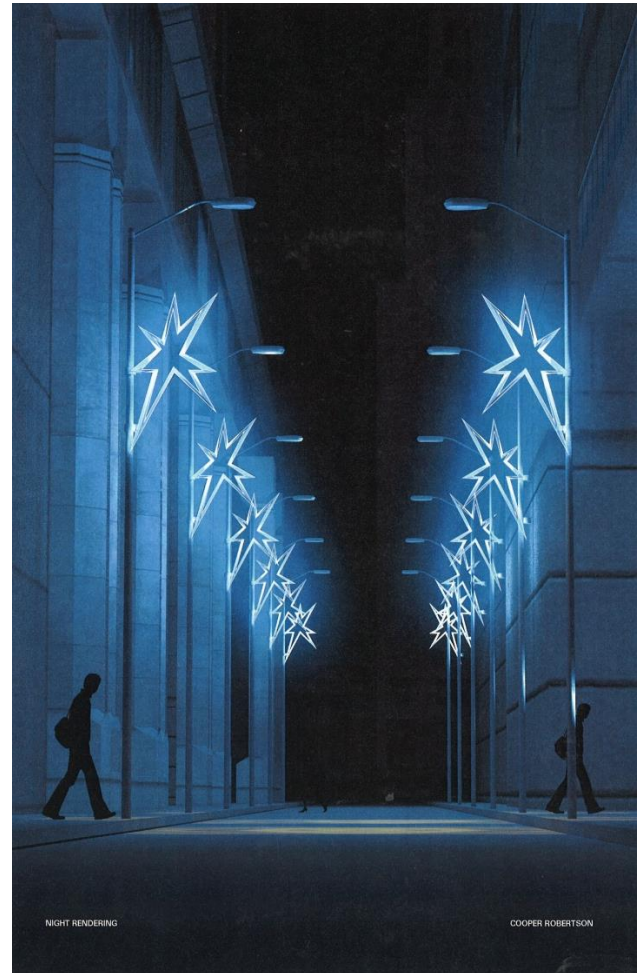
The Downtown Alliance first installed the lights in the mid-1990's as a way to help brighten downtown during the holiday season. They were created to look like shooting stars, and the same design has been in use for more than ten years. Earlier this year, the Alliance launched a competition for new ideas to reimagine the lights. A total of seven architecture firms submitted proposals, from which Cooper Robertson's was ultimately selected.

"Recently, we decided it was time for a change for our holiday lights," said Downtown Alliance President Jessica Lappin. "All of the submissions we received were unique, inspired and of course, illuminating. Choosing among these seven was extremely difficult but I'm very pleased to announce that Lower Manhattan's own Cooper Robertson is the winner. We're thrilled their design will be on proud and prominent display for years to come."

Cooper Robertson's design embraced the concept of the star as a symbol of hope, and brings together traditional values with new design. The design captures and reflects light as well as emits it, a reference to good fortune and the spirit of sharing with the neighborhood. It is also self-reflective, symbolizing a time to review and celebrate the past year. The lights feature an inner light to self-illuminate the structure and an outer light to illuminate the street.

"Designing the new holiday lights is an incredible way to commemorate our new location in Lower Manhattan and our long history of work in the neighborhood," said Cooper Robertson partner and design director Earl Jackson, AIA.

Renderings of the winning design:



About The Alliance for Downtown New York

The mission of the Alliance for Downtown New York is to provide service, advocacy, research and information to advance Lower Manhattan as a global model of a 21st century Central Business District for businesses, 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. For more information visit www.downtownny.com

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