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FOR IMMEDIATE RELEASE

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Broadway Lights to Shine on Lower Manhattan

- *New York City Economic Development Corporation Seeks Creative Proposals for an Iconic Lighting Installation in Lower Manhattan* -

New York City (December 12, 2011) –The Alliance for Downtown New York joined the New York City Economic Development Corporation (NYCEDC) today to announce a multi-year initiative to build upon Lower Manhattan’s reputation as a global hub of commerce and transform the experience of New York’s oldest and most transformative neighborhood.

Specifically, NYCEDC announced a Request for Proposals for the development and implementation of an innovative and engaging lighting and placemaking initiative aimed at increasing Lower Manhattan’s exposure, expanding its appeal in the evening hours, and spurring more diverse business activity by using the area’s buildings and public spaces to create a strong neighborhood identifier visible to viewers from both near and far.

“Lower Manhattan has long been a global hub of commerce and, in the past ten years, thanks to key investments by the City and others, it has at last become a true 24/7 neighborhood. The RFP issued today seeks to tap some of the world’s most creative minds to help us highlight the evolution of this great New York neighborhood, both literally and figuratively,” said NYCEDC President Seth W. Pinsky.

“Keeping New York competitive with the iconic, glittering skylines of major international cities, this lighting and placemaking initiative will bring a bright, new sense of destination and place to Lower Manhattan,” said Elizabeth H. Berger, President of the Alliance for Downtown New York. “The Downtown Alliance applauds EDC President Seth Pinsky for this visionary plan and I am excited to collaborate with EDC to continue Lower Manhattan’s tradition of 400 years of innovation and history.”

The proposed project is an opportunity for design and architecture professionals to showcase their creativity and shine a light on the area’s evening attractions in order to draw more visitors and solidify Lower Manhattan’s place as a business, residential, and commercial district. In the past decade, in an effort to create a modern, mixed-use neighborhood that is inviting 24 hours a day for seven days a week, many investments have been made in Lower Manhattan to create and redevelop public spaces, enliven active corridors, and further connect the area to the rest of the city.

The initiative is scheduled to be implemented by the end of 2012 and programmed for at least three years. The development and execution of the overall will be facilitated by the selected team. NYCEDC will provide the selected multi-disciplinary team up to \$1 million for the length of the project to leverage other funding sources.

To obtain a copy of RFP, please visit: www.nycedc.com/rfp. Responses are due no later than February 12, 2012. Property owners interested in including their building(s) in the initiative should send an email to LM-Lighting-RFP@nycedc.com.

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