



ART IS ALL AROUND

**ACTIVATING PUBLIC SPACE
AND CELEBRATING THE ARTS
IN LOWER MANHATTAN**

JOIN US IN MAKING LOWER MANHATTAN SHINE

The Downtown Alliance’s public space activation program, Art is All Around, offers an exciting opportunity to bring new attractions and amenities to our community and enliven Lower Manhattan. Thanks to the partnership of property owners in the district, we have brought installations from local and international artists as well as free performances to more than a dozen of the neighborhood’s public spaces since 2019. The program, fully funded by the Downtown Alliance, provides property owners with a simple way to activate and enrich public spaces and supports Lower Manhattan’s evolution into a mixed-use neighborhood. Art is All Around projects generate positive publicity, help local small businesses, and contribute to the neighborhood’s vibrancy and attractiveness to workers, visitors and residents.



Talking Heads



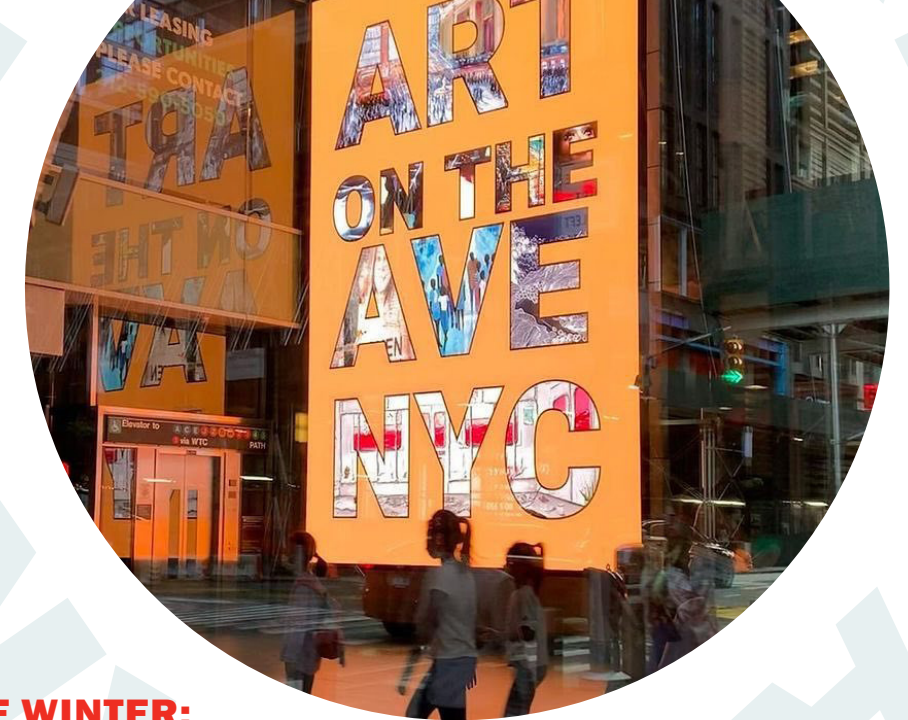
Geo



Downtown Stories



Art On The Ave



LIGHTING UP THE WINTER:

The Alliance hosts wintertime light experiences that invite the public to interact with fun and whimsical artwork that brightens and activates otherwise underused public plazas in the darker and colder months.

PERFORMANCE SERIES:

The Alliance partners with local artists to produce concert series, pop-up performances, theatrical walking tours and more. Previous activations have included dance, comedy, theater, live music and more.

ART IN THE STORES AND IN THE STREETS:

The Downtown Alliance’s commitment to beautifying the district extends to streetscape initiatives, including a collaboration with Art on the Ave to host local artists’ work in vacant storefronts.

A FULL SERVICE PARTNERSHIP

Art is All Around is fully funded by the Downtown Alliance. Our goal is to make activating your space as simple and stress free as possible. We provide a multitude of support services including:

- Selection and curation of art and performance
- Installation/Deinstallation
- Security
- Maintenance
- Marketing
- Insurance

**Interested in partnering with the
Downtown Alliance?**

Email narmstrong@downtownny.com
for more information.

DOWN TOWN ALLIANCE

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PREVIOUS ACTIVATIONS

- | | | | |
|------------------------|------------------|---------------------|------------------------------|
| 1 140 Broadway | 5 200 Water | 9 32 Old Slip | 13 Fulton Center |
| 2 1 Battery Park Plaza | 6 85 Broad | 10 4 New York Plaza | 14 120 Broadway |
| 3 Zuccotti Park | 7 77 Water | 11 195 Broadway | 15 175 Broadway |
| 4 28 Liberty | 8 75 Wall Street | 12 25 Park Row | 16 John St. Methodist Church |

MARKETING & PROMOTION:

The Downtown Alliance promotes activations on our website, social media platforms, weekly newsletter and select print materials.

- We are active on 6 social media channels including Meta, LinkedIn and TikTok. Our audience reach is over 142,000.
- Website (downtownny.com) receives over 100,000 visitor sessions each quarter
- Dedicated weekly e-newsletter reaches over 31,000 subscribers

Native Web/Social Paid advertising efforts on platforms including: Google, Meta, Snap and Nextdoor

- Third party paid advertising includes campaign with Vox Media for Spring 2023, delivering 250,000 impressions across suite of culture sites including NY Mag, Vulture, Thrillist and more

Neighborhood Visibility

- The Alliance runs advertising campaigns across the district's 178 Big Belly receptacles

The Alliance's previous projects have been featured across media outlets including the New York Times, Time Out, FOX 5, and hyper local outlets such as The Villager, Tribeca Citizen and the Downtown Magazine.

The New York Times featured an Alliance performance arts series. "In 'Downtown Stories,' Theater That Uses New York as Its Stage. Three productions — two fictional walking tours and one "docu-theater" play — weave New York City's landmarks into interactive theatrical storytelling."

<https://www.nytimes.com/2022/06/15/theater/downtown-stories-new-york-city-walking-tour.html>

Vogue named Downtown Live one of 14 events not to miss in spring 2021. "Running over two consecutive May weekends, Downtown Live—a new, free arts festival in New York—will mount performances from notable actors, writers, and musicians at venues across Lower Manhattan (including, intriguingly, a covered loading dock at 4 New York Plaza)."

<https://www.vogue.com/article/spring-theater-events-new-york>

Time Out featured three of the Alliance's previous light art installations including Talking Heads, C/C and Geo. Geo was highlighted at 140 Broadway as a site specific public art piece to go visit. "... New Yorkers will get to walk inside a pretty awesome-looking colorful corridor made of ropes, intended to echo the towering urban landscape surrounding it, in downtown Manhattan."

<https://www.timeout.com/newyork/news/you-can-walk-through-this-colorful-corridor-of-light-in-downtown-manhattan-right-now-020723>

SUPPORT FROM LOCAL BUSINESSES

“ We found the Downtown Stories voucher program to be very beneficial.

In a general sense, as our neighborhood continues evolving from a business district to a vibrant mixed-use neighborhood, a program like this that embraces the history of the area, through thoughtful and interesting cultural programs, is a win for the community and how it's perceived.

It would be nice to see the Downtown Alliance continue to produce similar programs.”

- Frank, Owner, *White Horse Tavern*
25 Bridge St

“ We felt that Downtown Stories brought more people to our location and to the Downtown area. We really liked the program! Many people who have not visited our restaurant before are now able to know about our business and the voucher even brought us some recurring customers.”

- JC, Manager, *Nara Sushi*
76 Pearl St

“ Geo was a sign of how far we've come from Spring 2020 and how rich in culture our neighborhood, one that has historically revolved around business, has become.”

- Corey, Owner, *Simply Wine*
55 Liberty St

ROCKROSE Rudin Hines Brookfield JLL

