

NYC Office for Public Imagination

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Team Green



# Problem

Gentrification is the action causing displacement of citizens within a community resulting in loss of dignity.

A photograph of a city street corner illustrating the concept of gentrification. On the left is a multi-story brick building with a fire escape. On the right is a modern, multi-story apartment building with balconies. The sky is blue with some clouds. The text is overlaid on the image.

## Goal

To create a resilient community connecting the residents with fellow citizens, government policy and the private sector.

## Proposal

A neutral platform where the citizens of a divided community are encouraged to engage in dialogue, leveraging their knowledge of the past and experience in the present to imagine the future in a new way.

NYC Office for Public Imagination

# TownHall●

New York City Office for Public Imagination presents a **design model** to be implemented into a divided community. The model provides the citizens with a set of adaptable tools to **manage the imbalance** created through gentrification.

Town Hall

CITIZENS

Town Hall



CITIZENS

GOVERNMENT

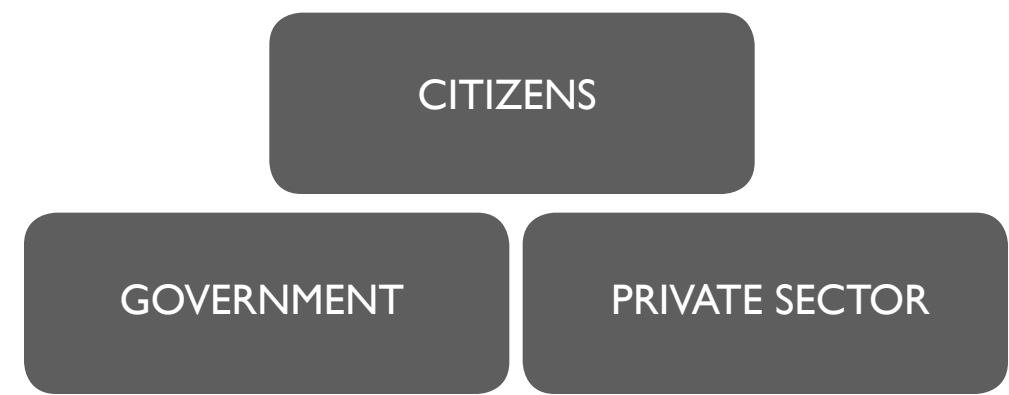
Town Hall

CITIZENS

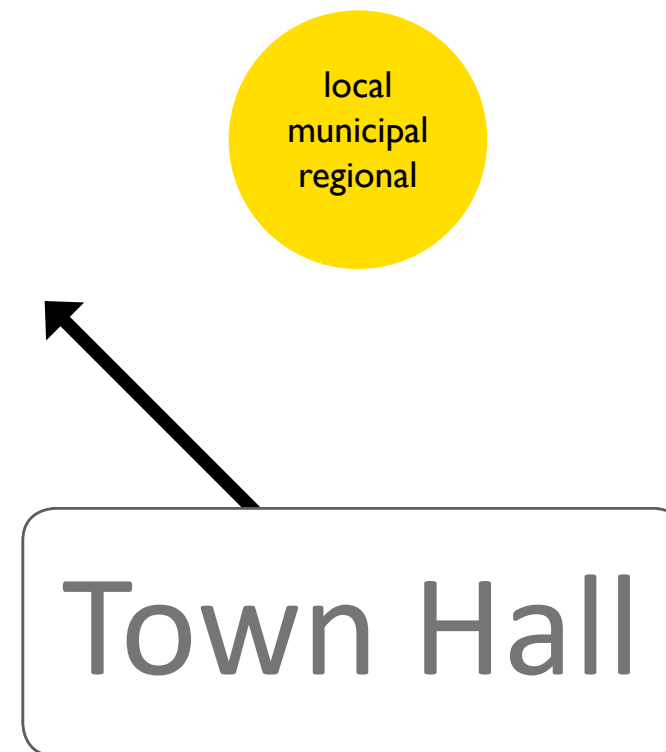
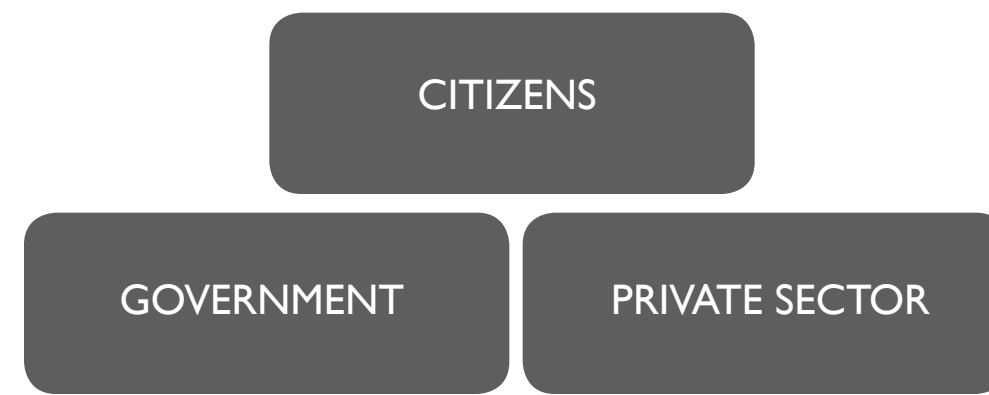
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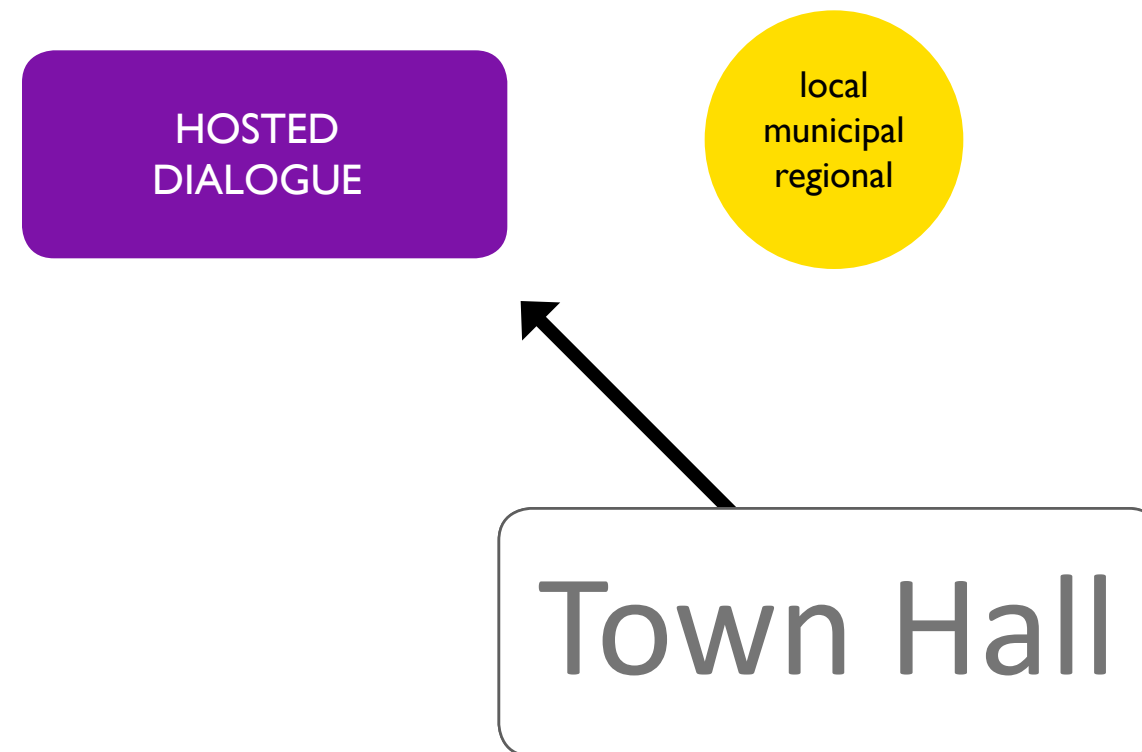
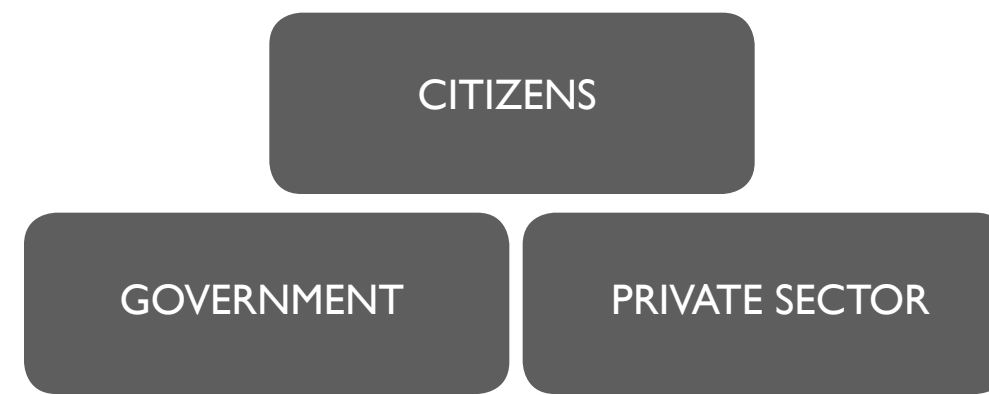
PRIVATE SECTOR

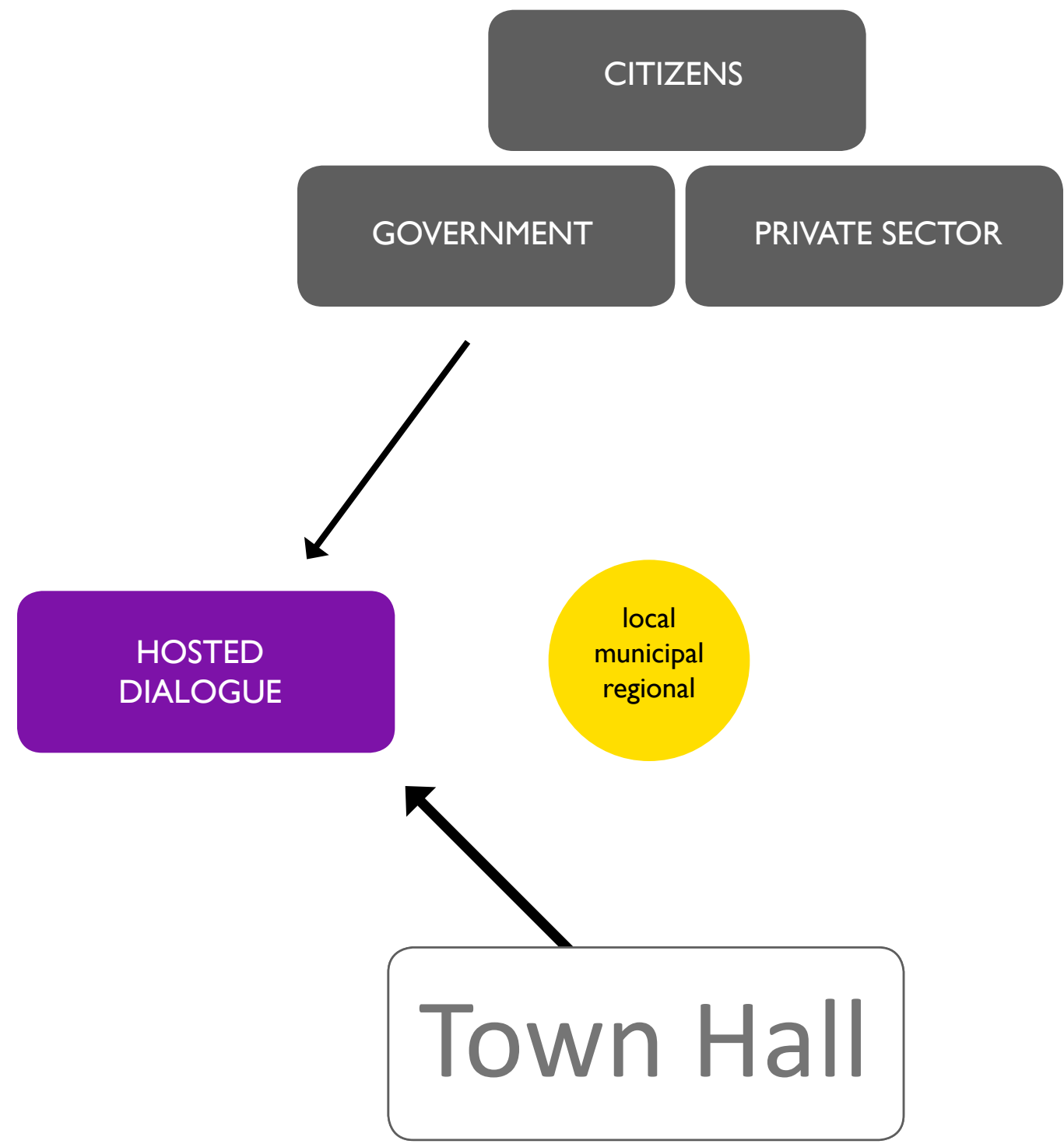
Town Hall

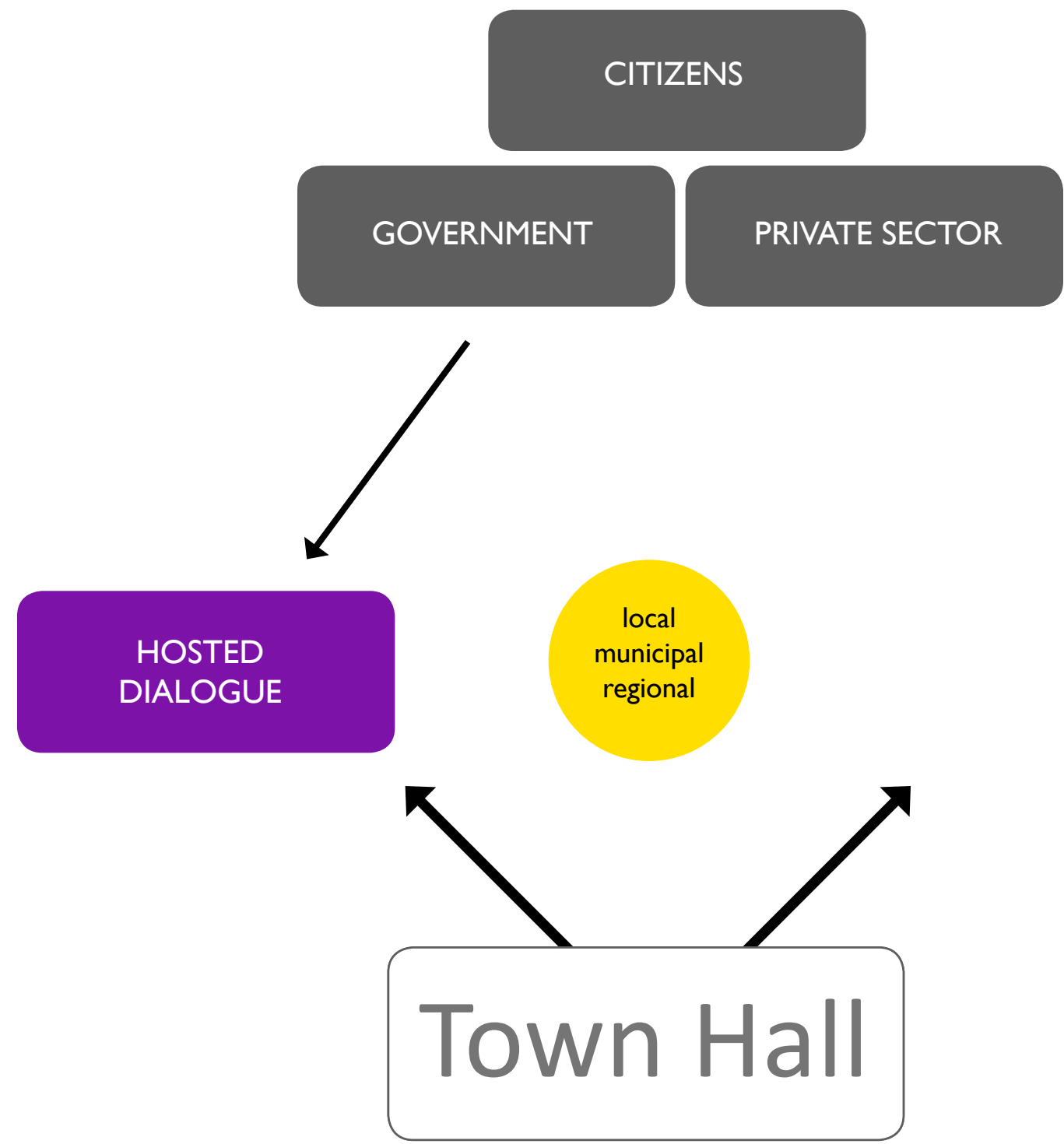


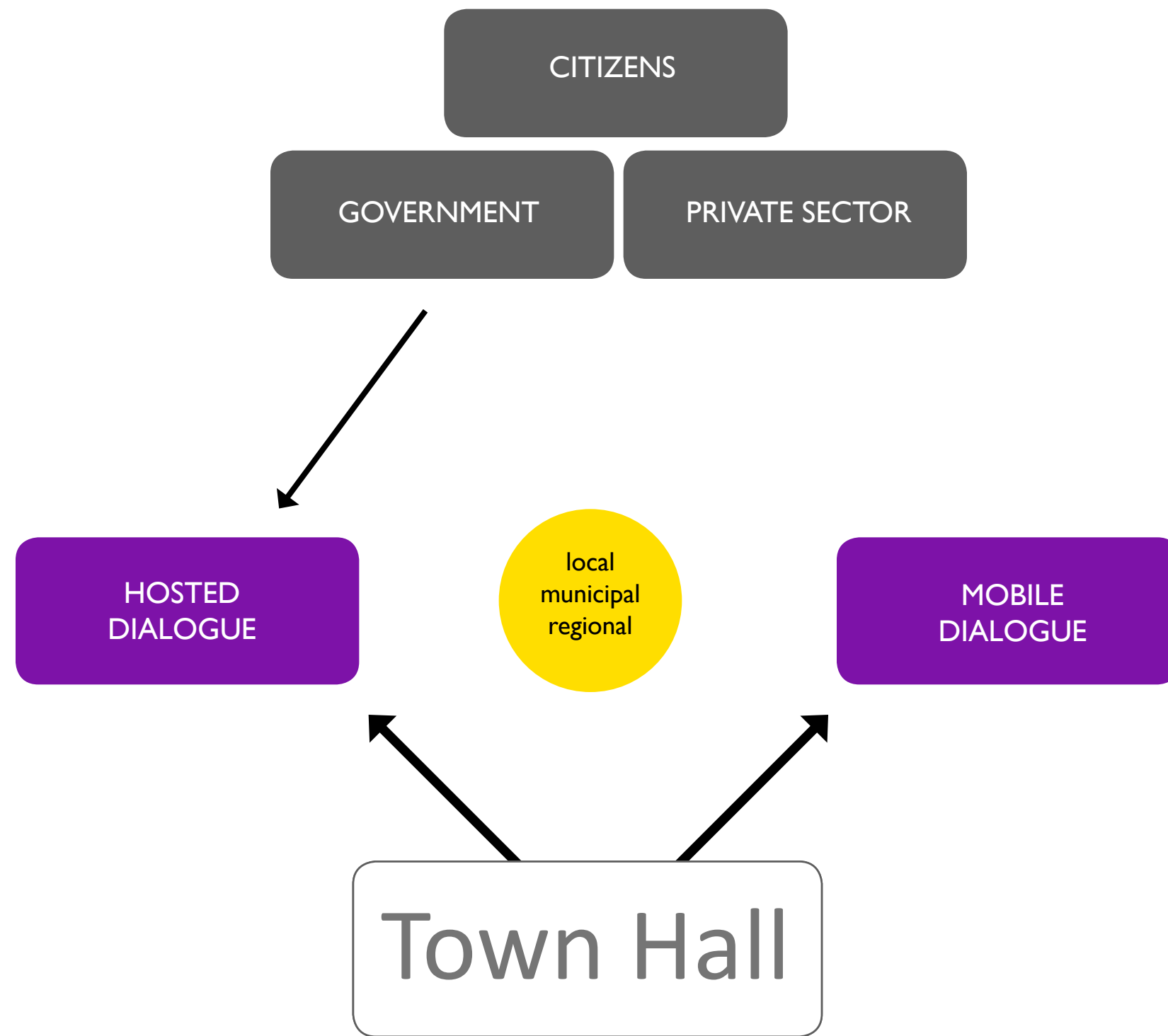
Town Hall



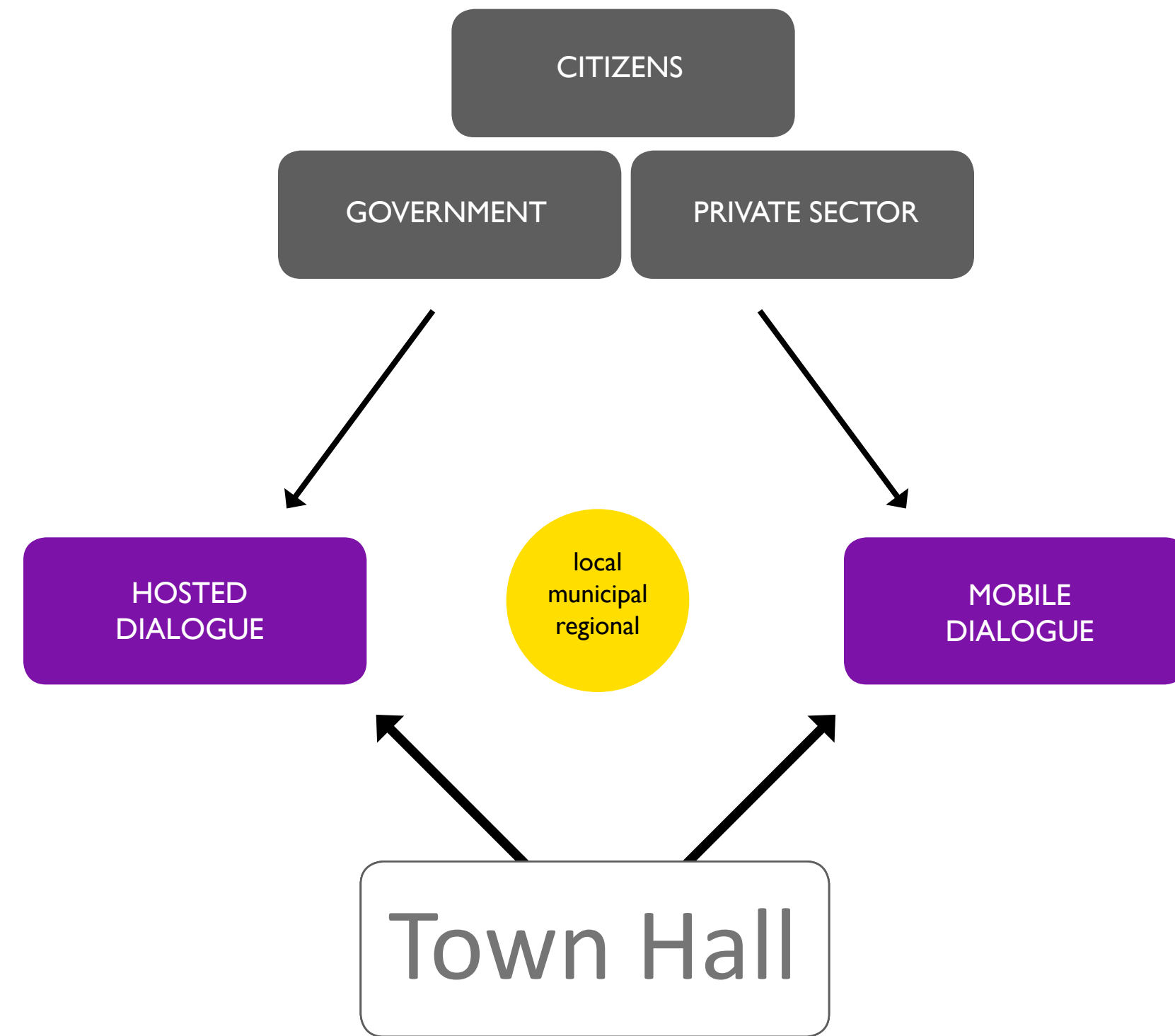


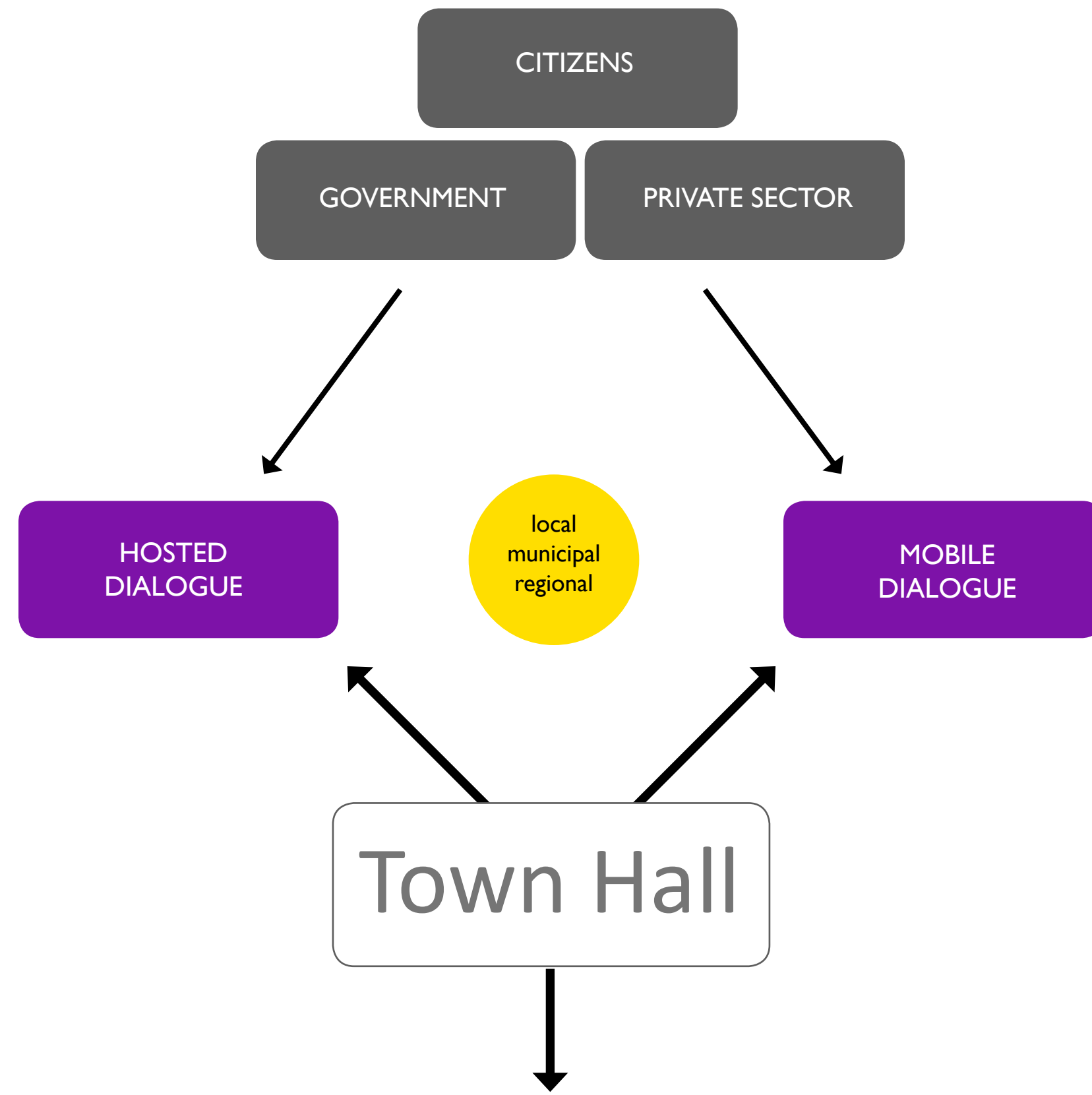


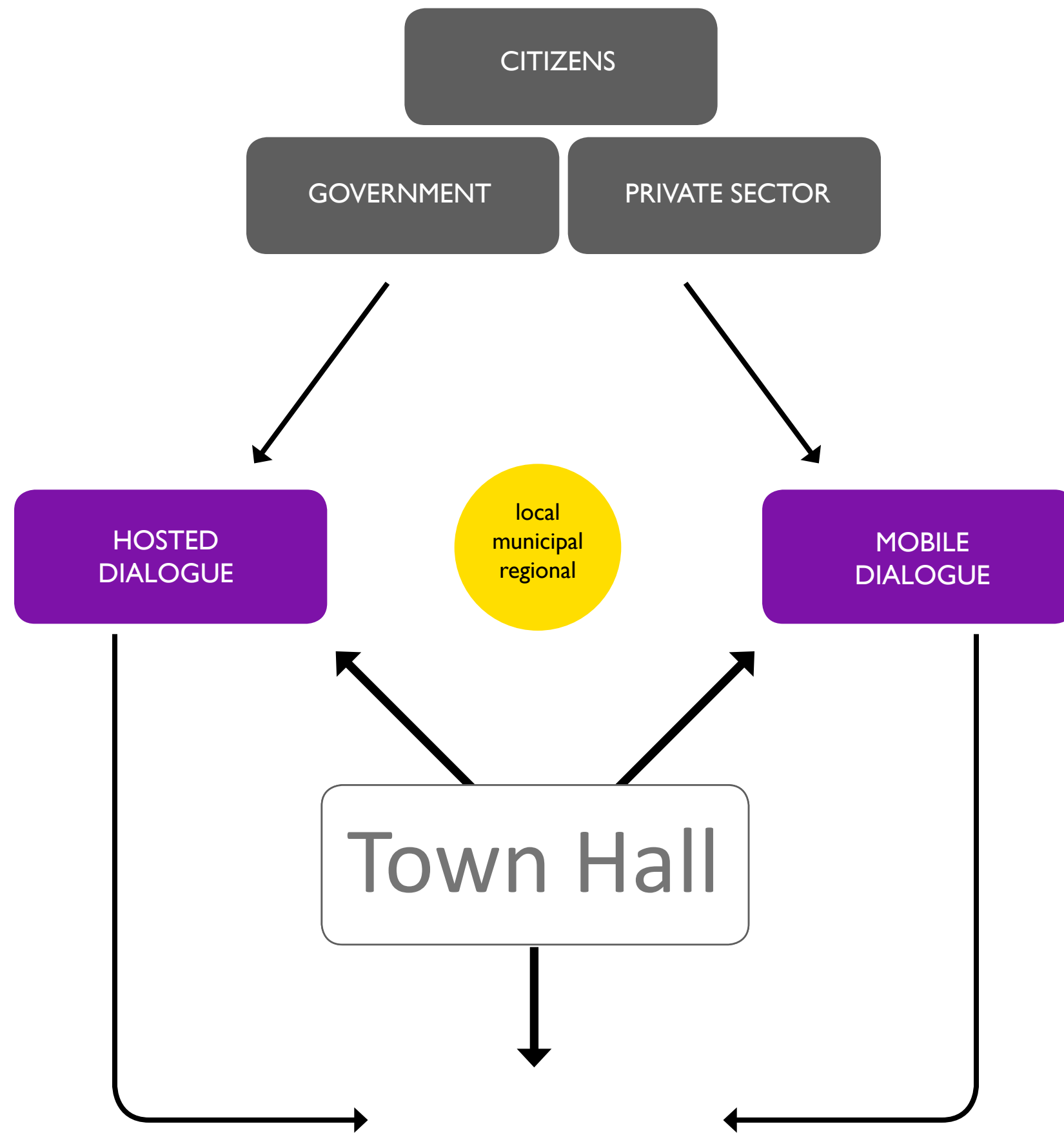


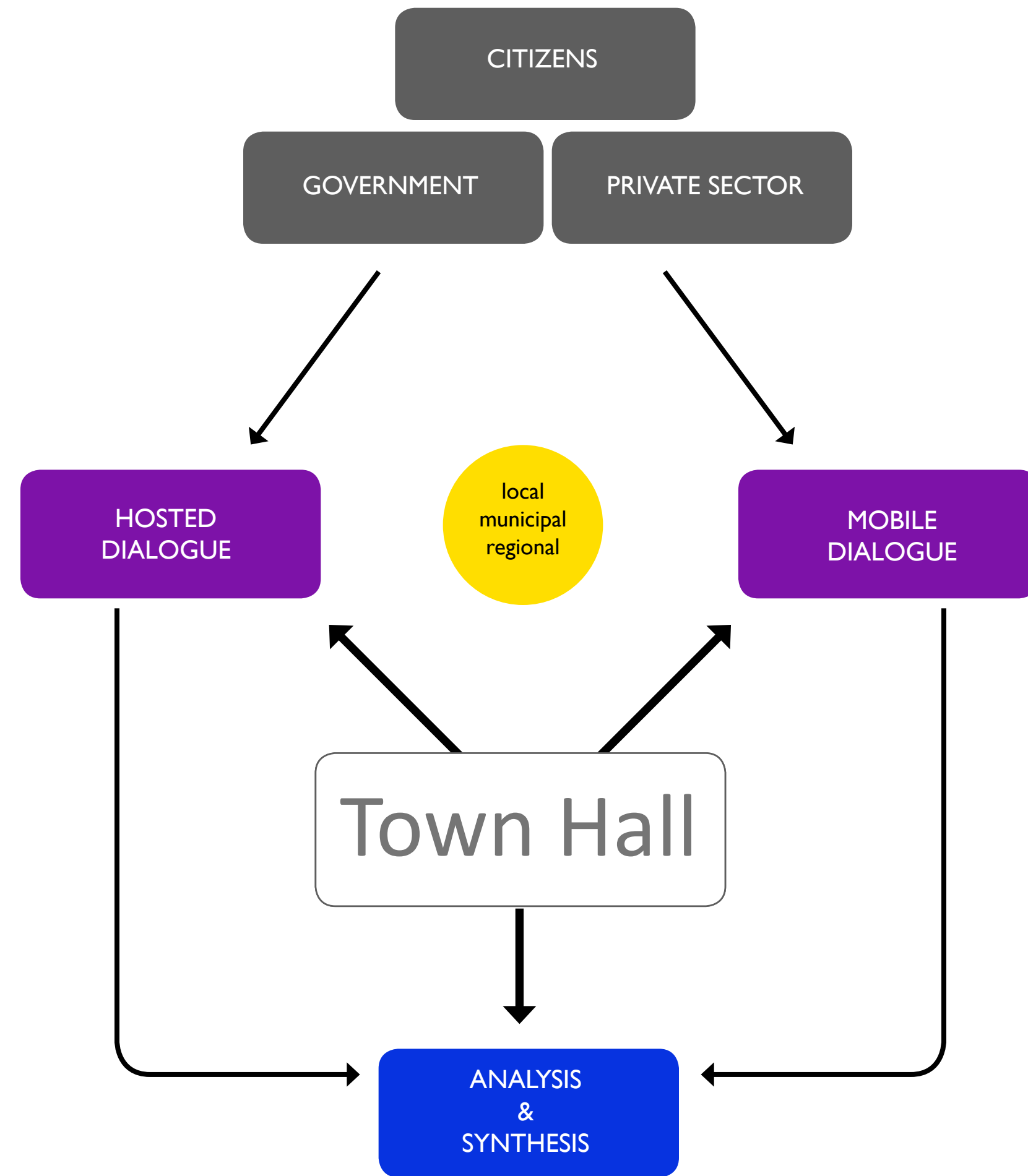


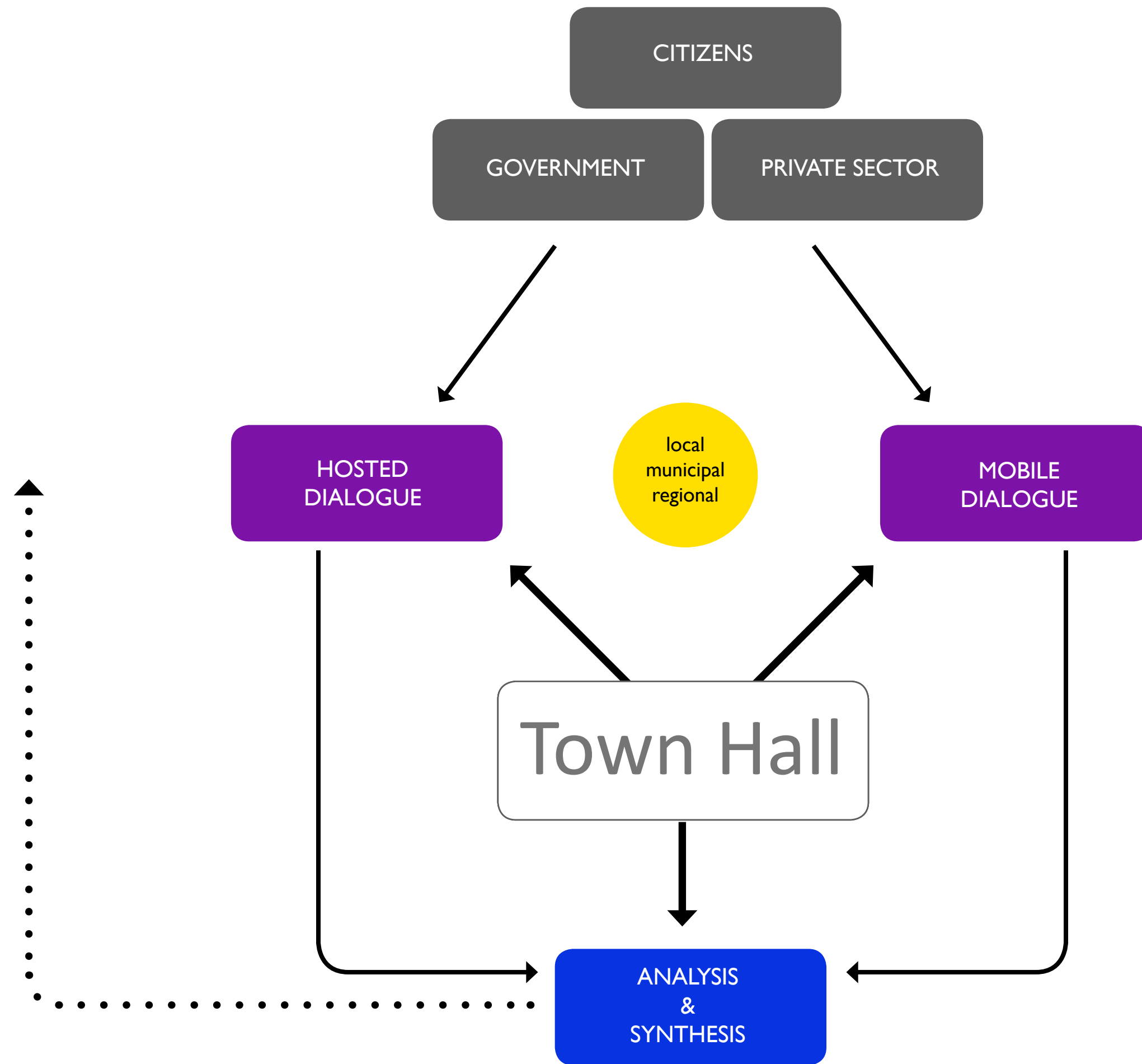


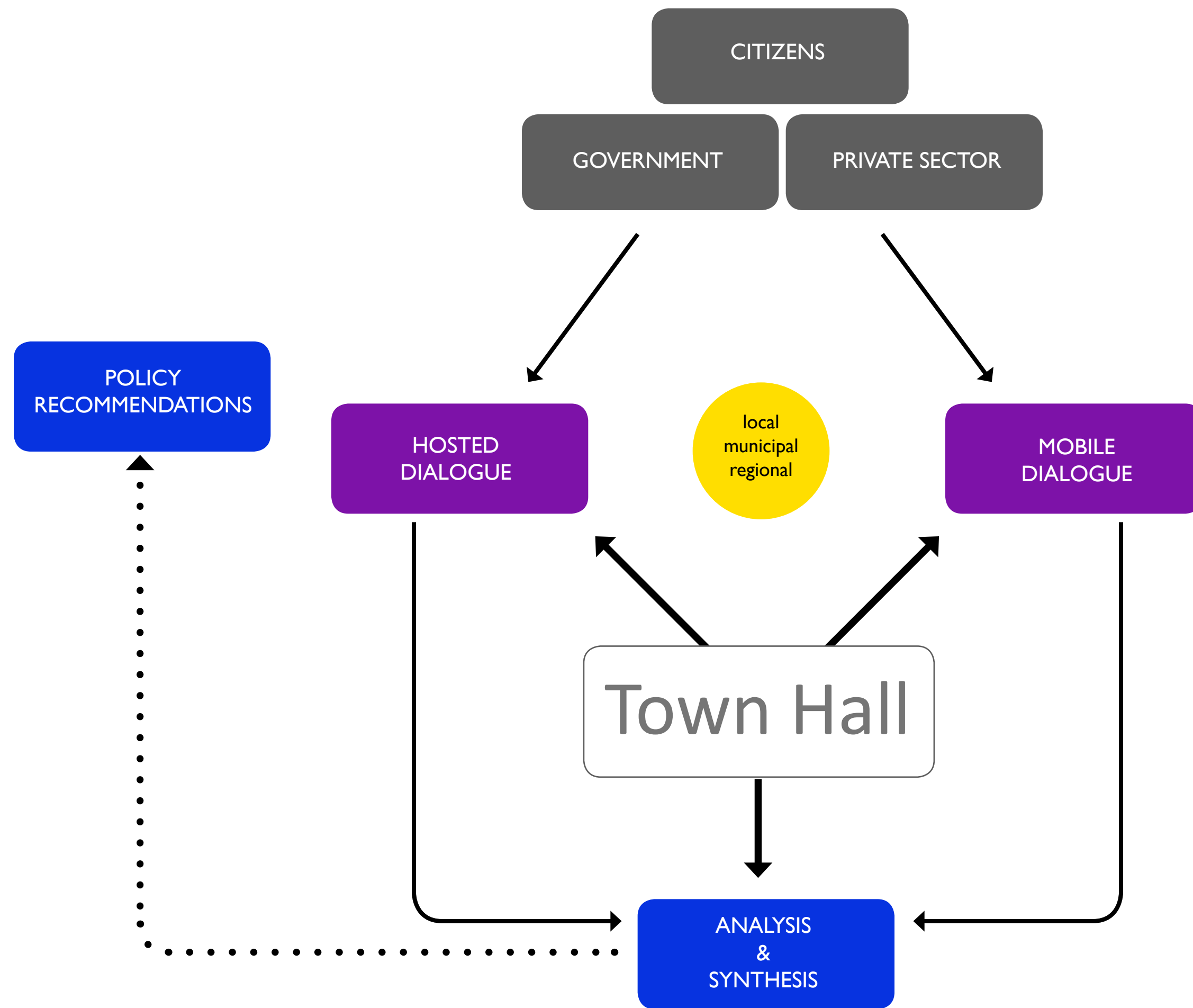


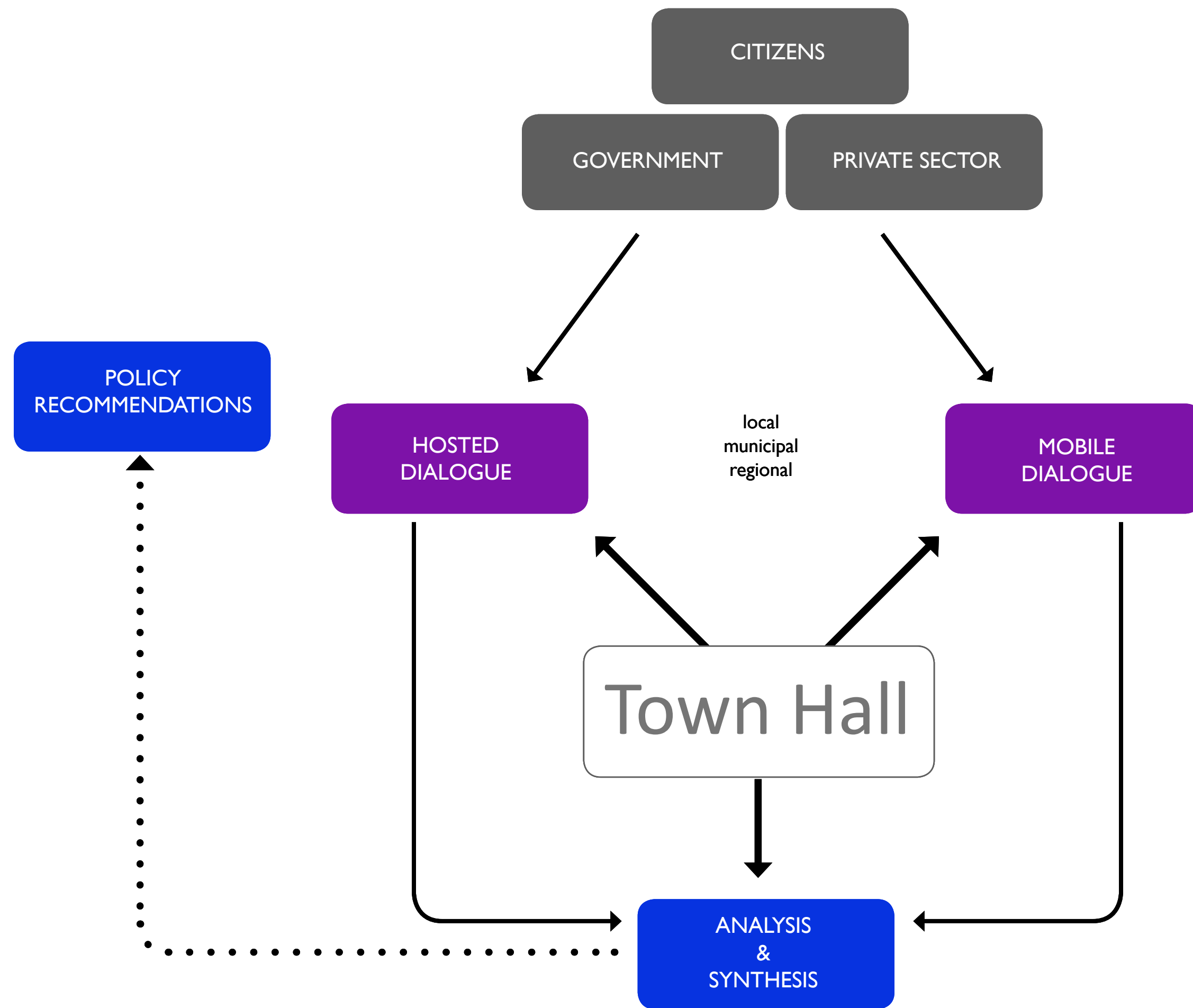


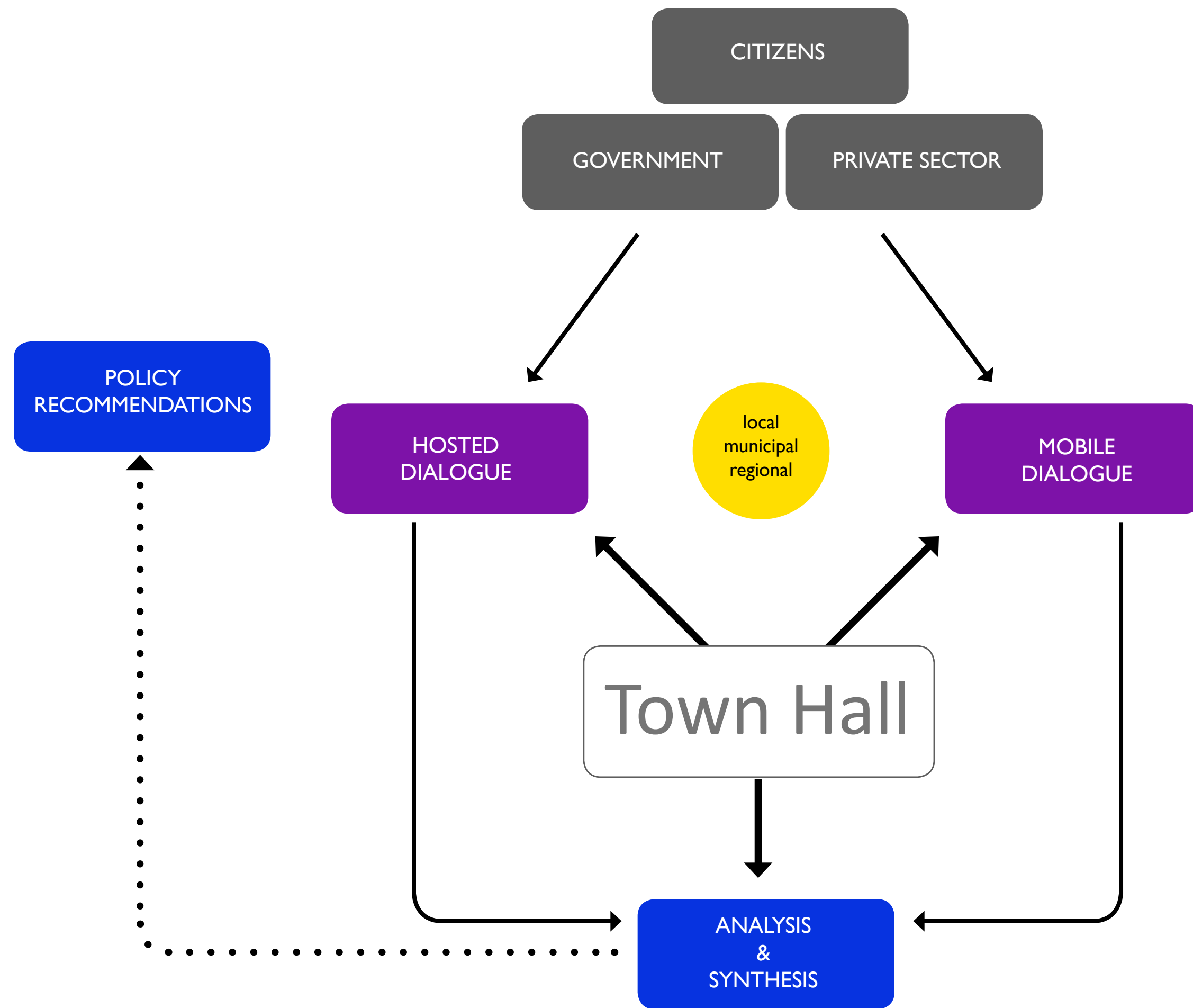




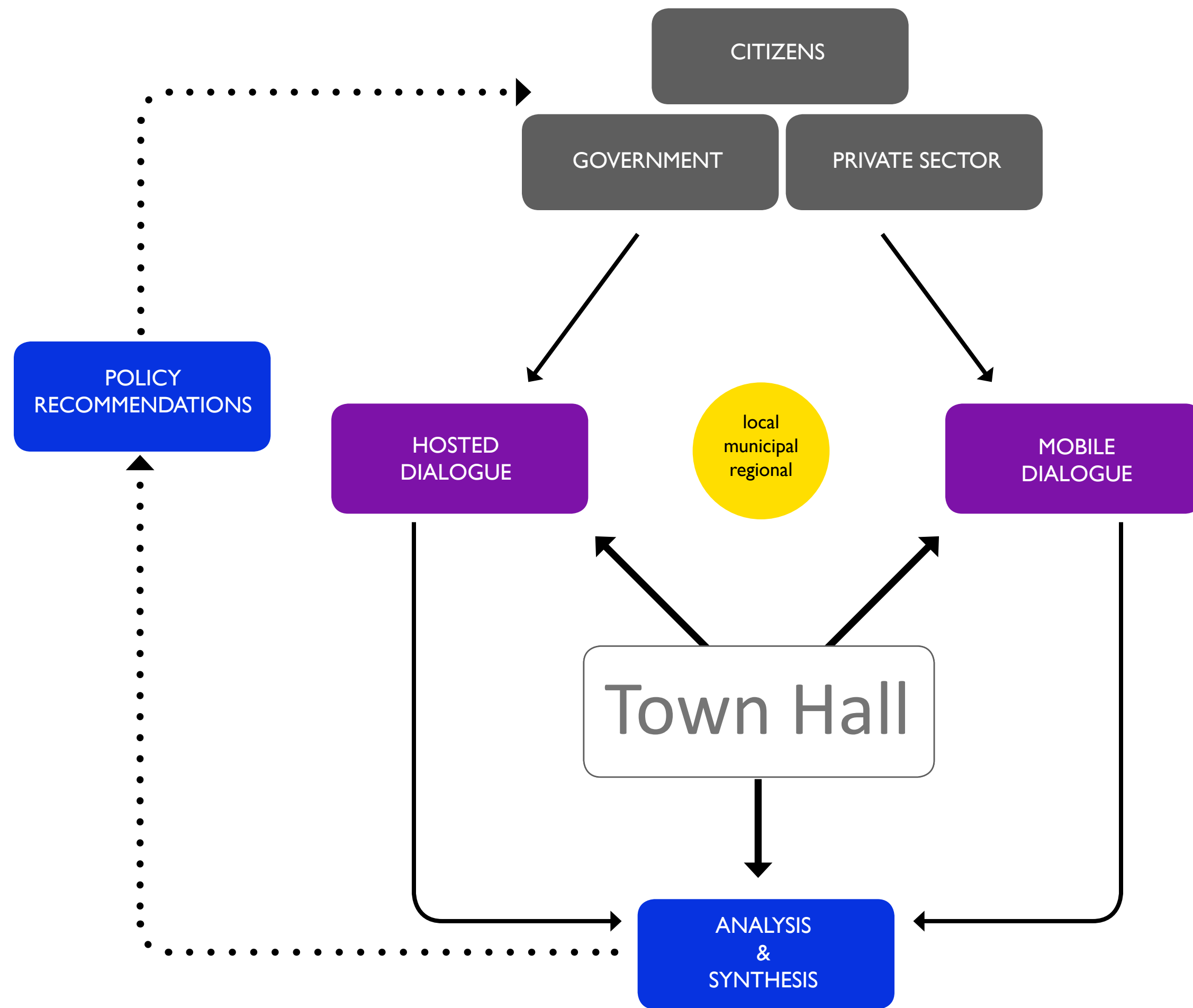


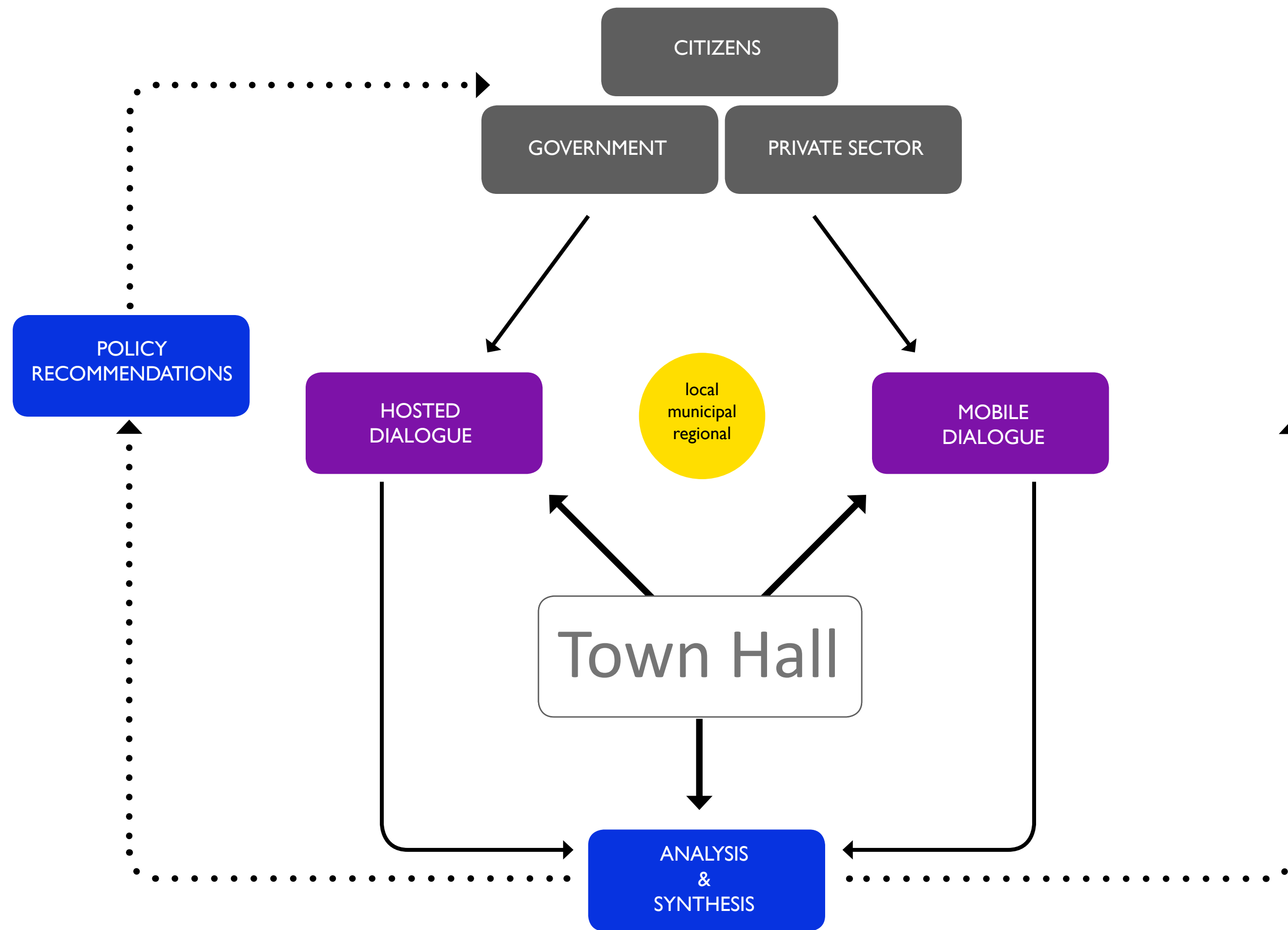


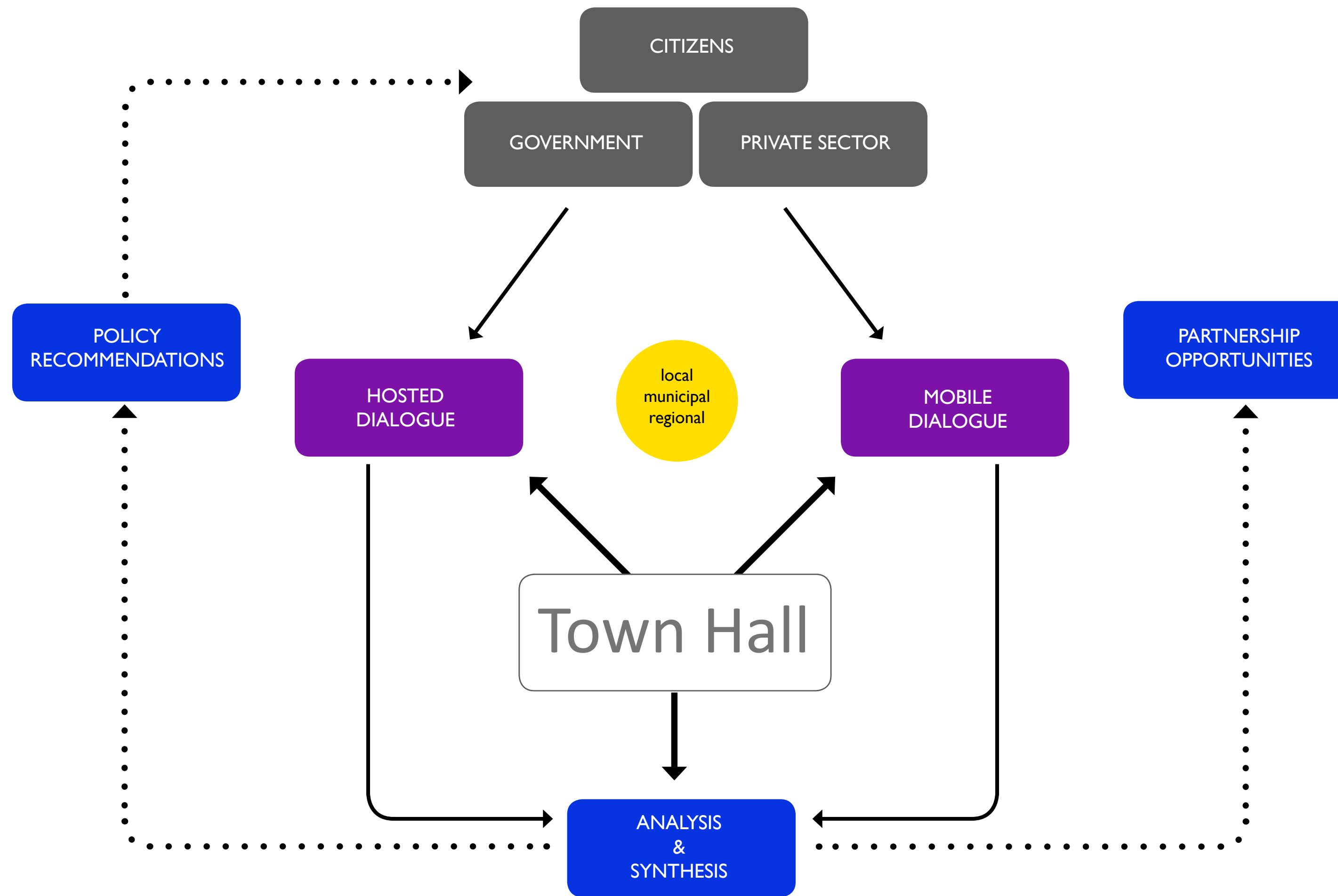


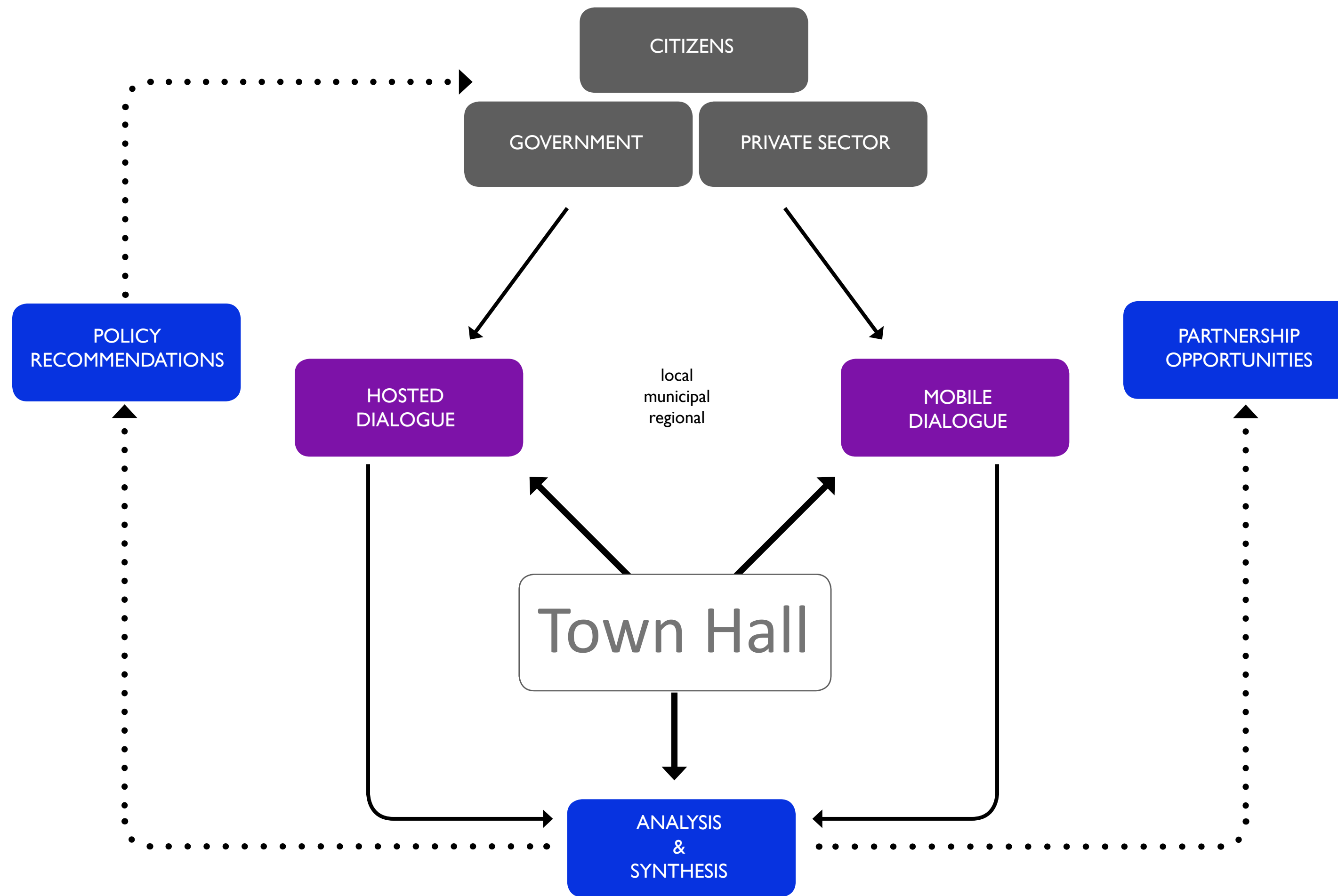


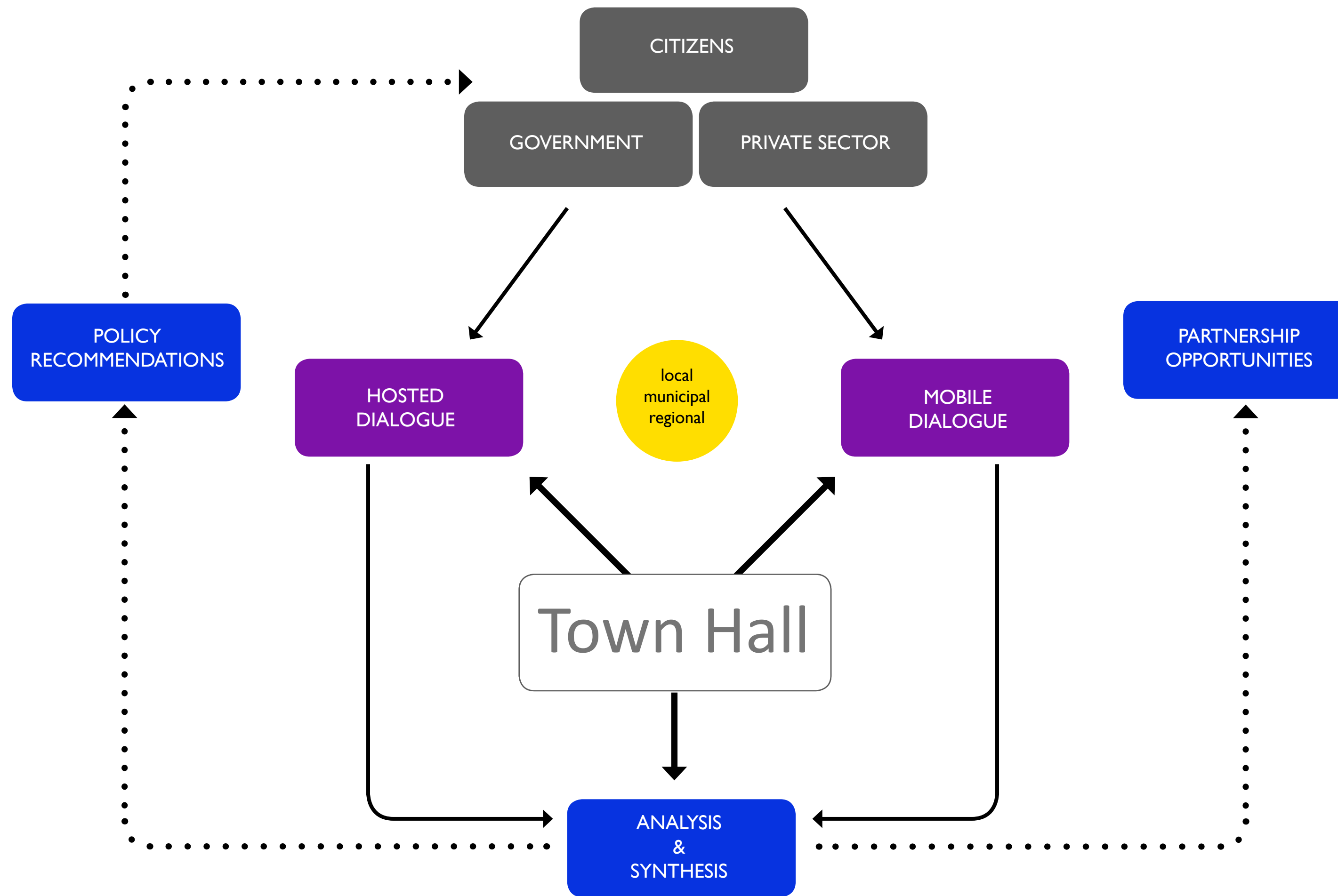


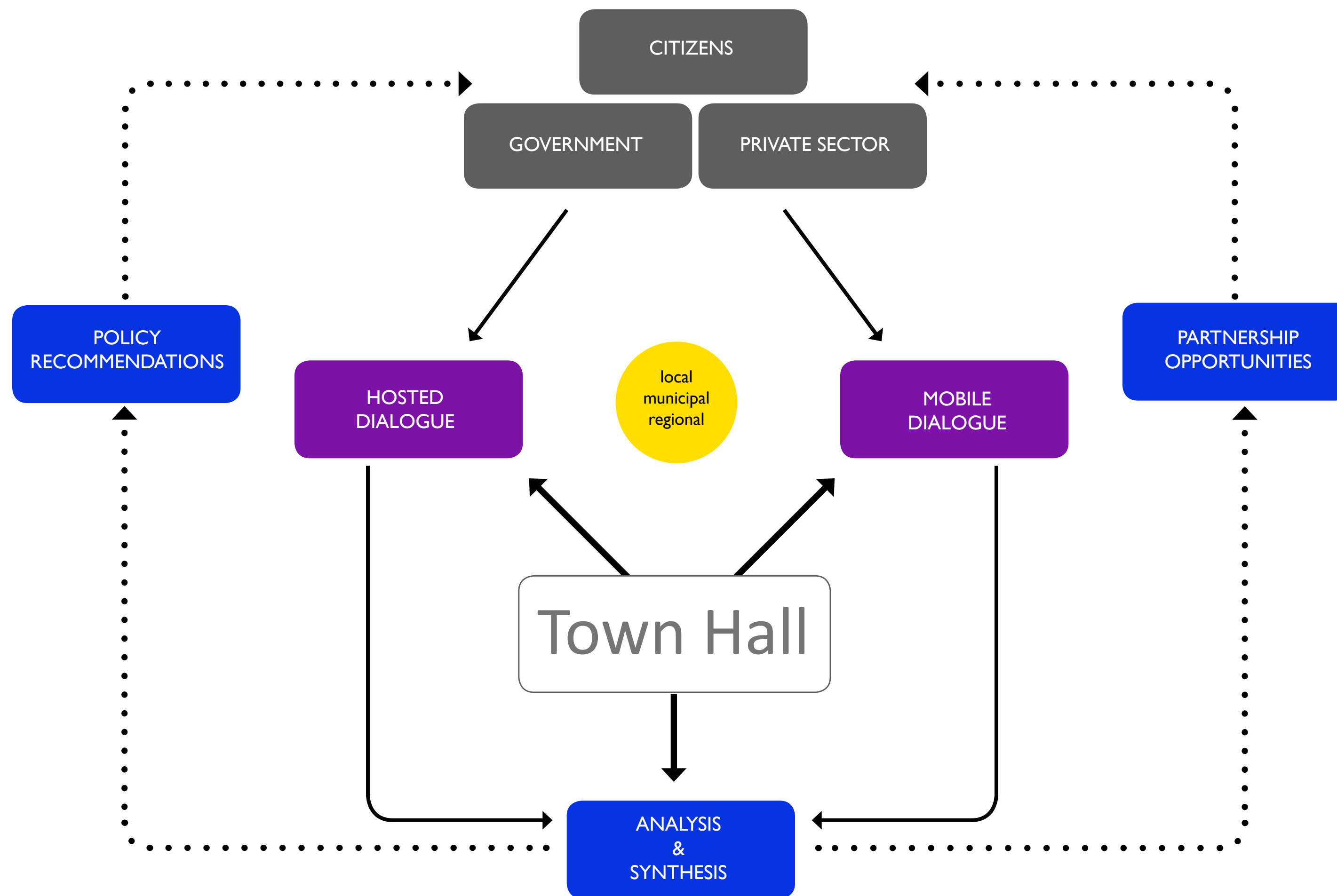


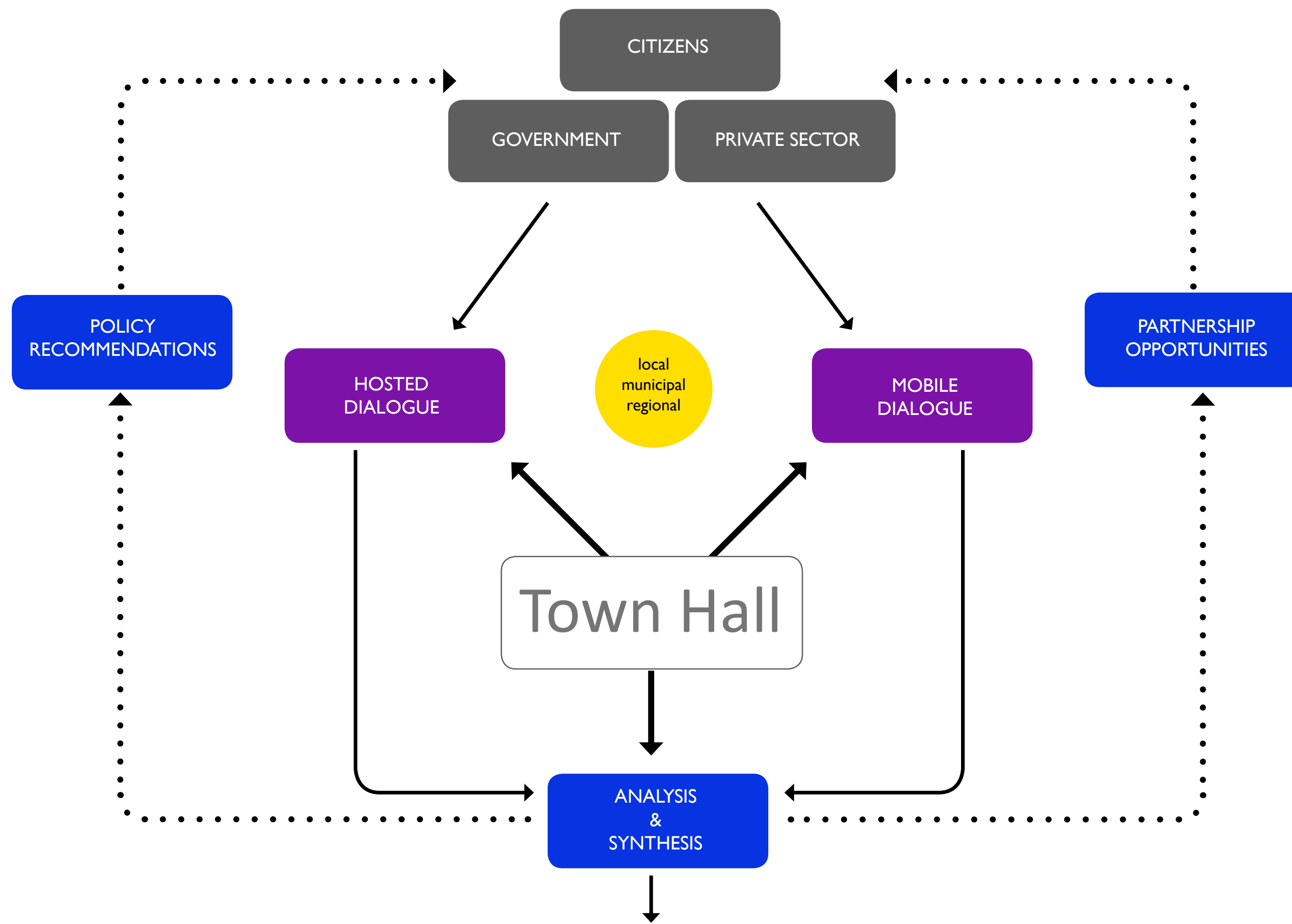


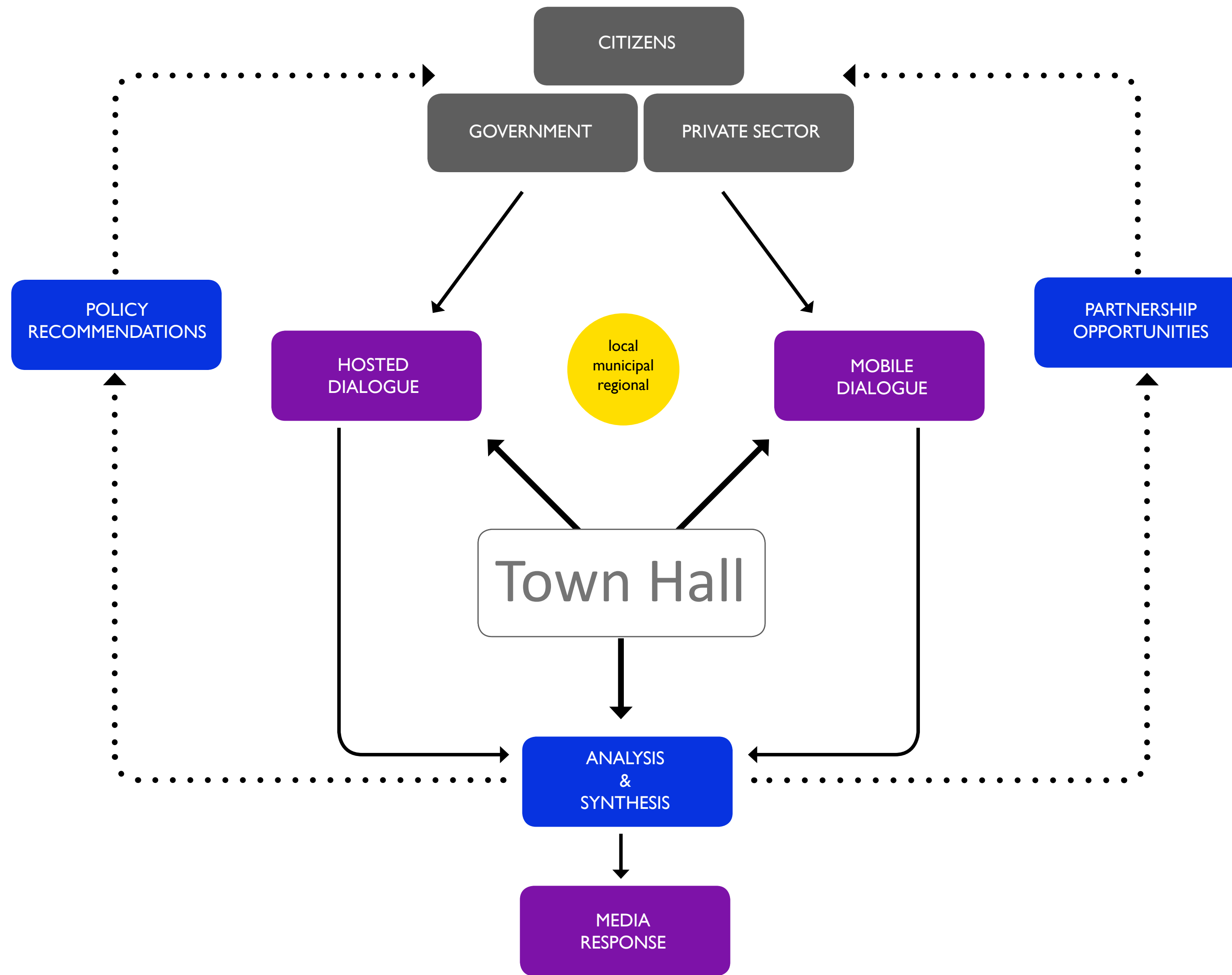




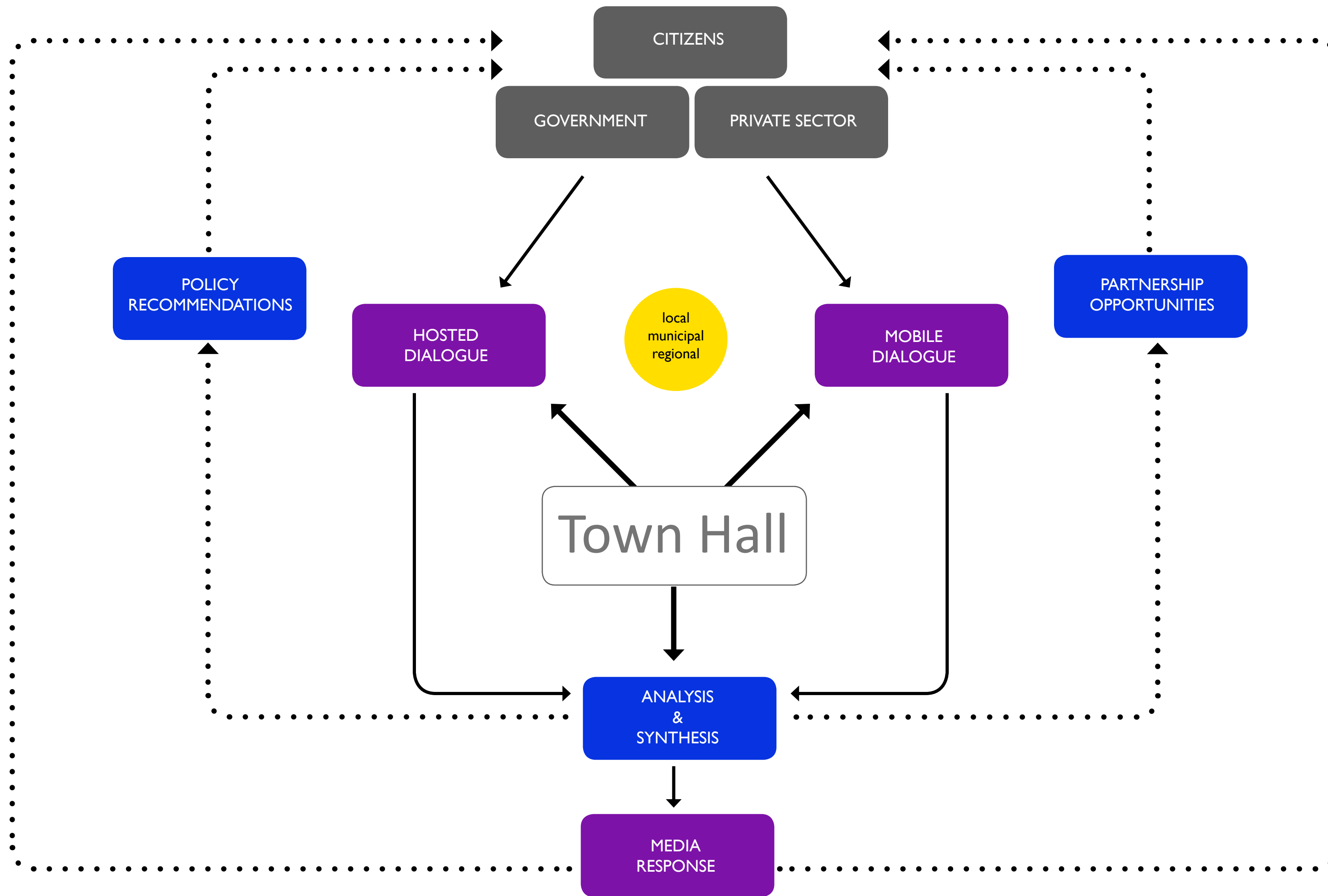


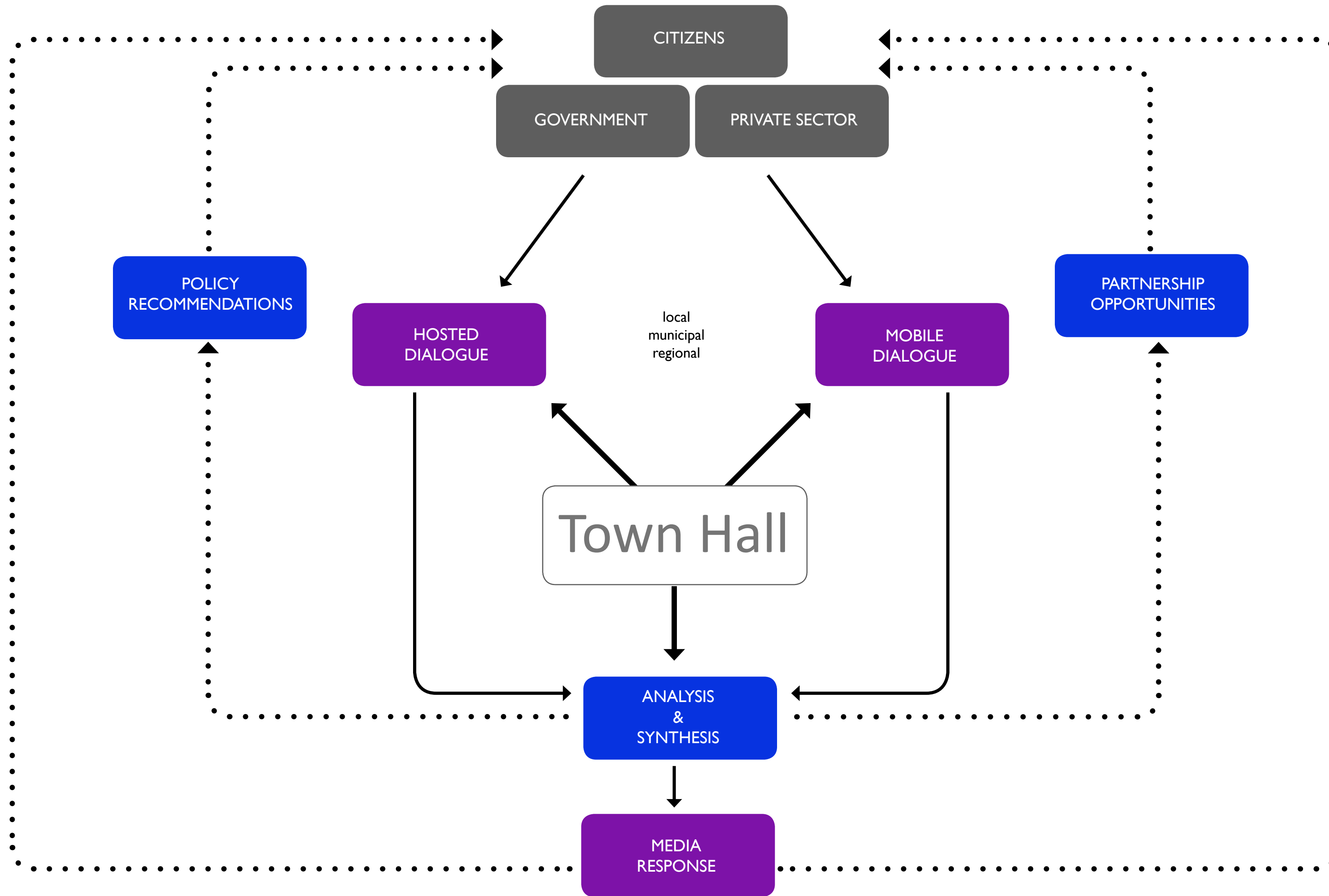


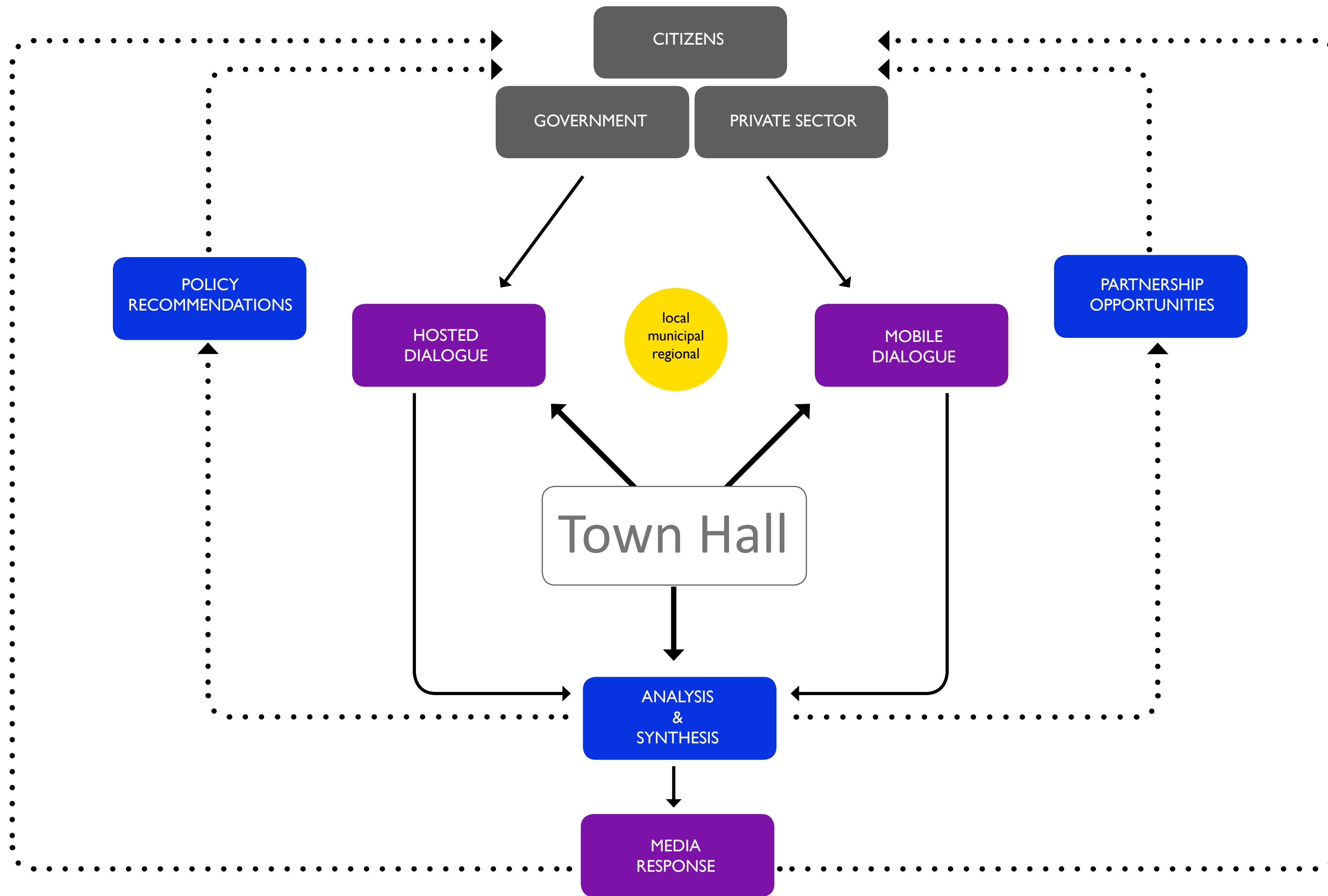












A close-up photograph of a blue pushpin stuck into a map of Oxford, England. The map shows the city of Oxford, the River Thames, and surrounding areas like Abingdon and Aylesbury. The text 'Criteria for Variables Influence by Location' is overlaid in white on the map.

**Criteria for Variables**  
Influence by Location

Sciences Pottery Gestures  
Food Art Performance  
Dance Improv Crafts Fine Arts  
Sports Music Currency  
Design Architecture  
History Research Fashion  
Religion Language

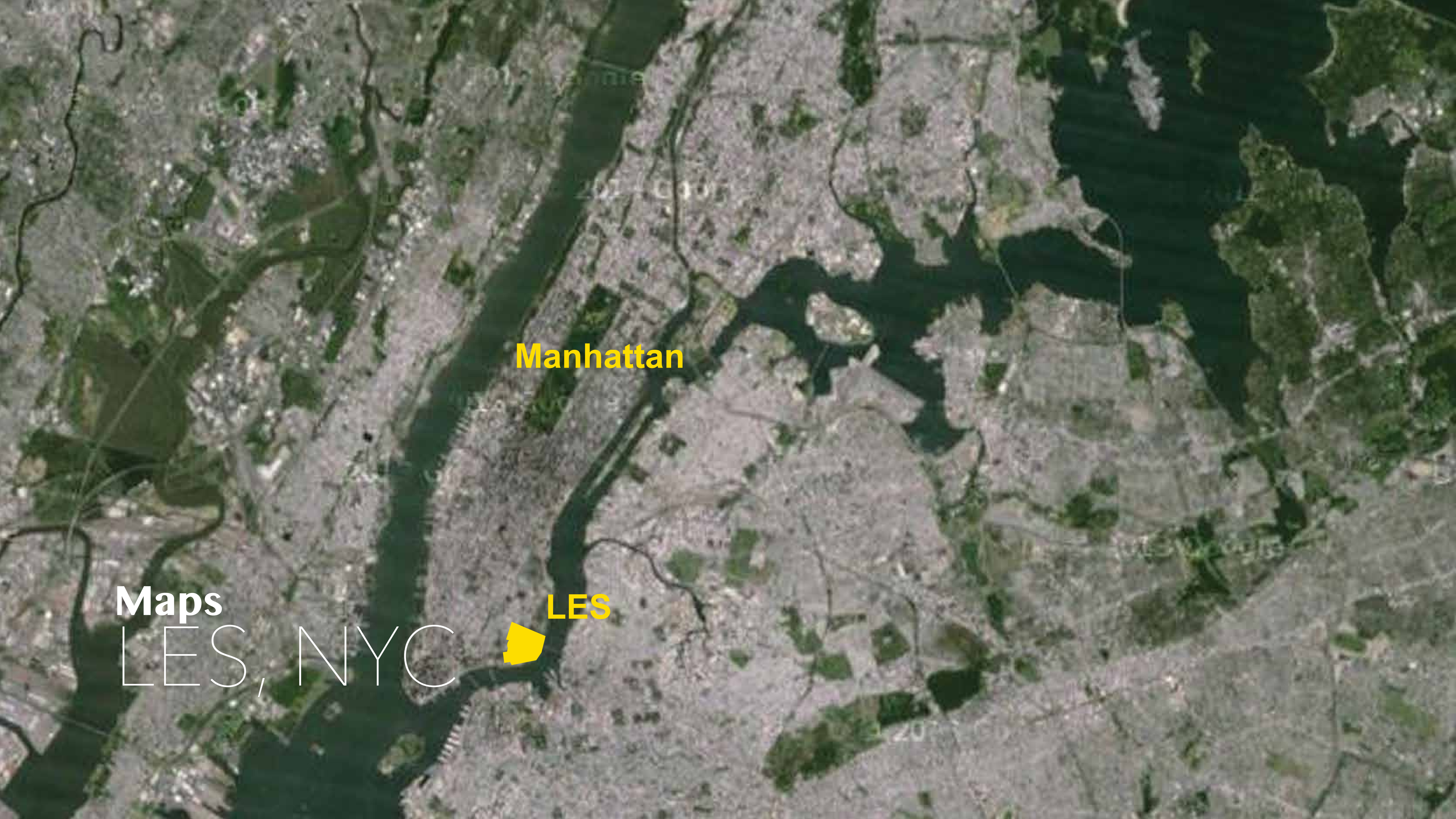
Sciences Pottery Gestures  
**Food** Art Performance  
Dance Improv Crafts Fine Arts  
Sports Music Currency  
Design Architecture  
History Research Fashion  
Religion Language

**TownHall**  **LES**  
kitchen



+ Food as an Equalizer  
+ Food rooted in Urban Agriculture  
+ Food as a conversation starter





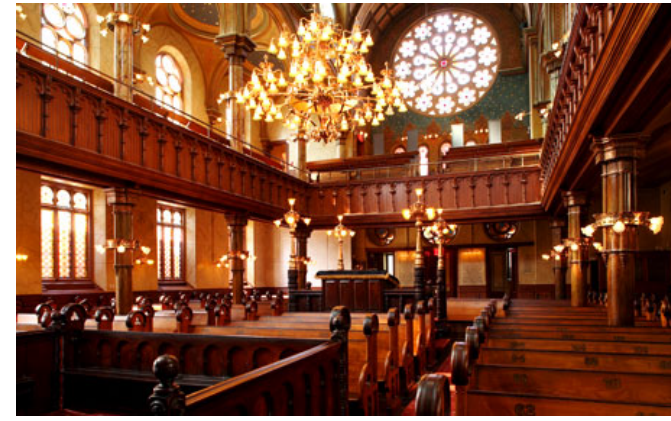
Manhattan

LES

Maps  
LES, NYC



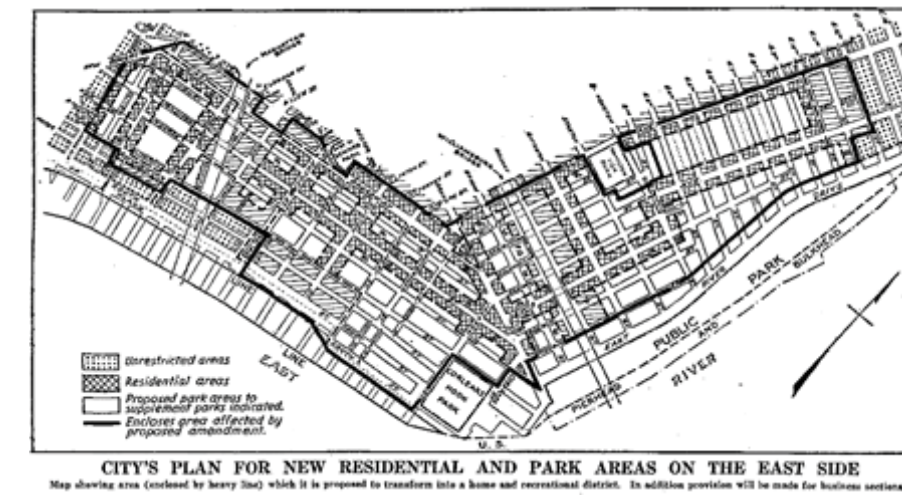
Delancey Farm



The Eldridge Street Synagogue



Italian American Wave



Public Housing



Museum of Reclaimed Urban Space



Beth Hamedrash Hagadol



Henry Street Settlement 1893



The Food Riots of February 1917



124 Ridge Street

1760

1826

1852

1884

1888

1890

1893

1900

1910

1917

1933

1937

1980

1981

2012

The Bialystoker Synagogue



Toynbee Hall settlement house



Katz's Delicatessen



Yonah Shimmel Knish Bakery



Guss' Pickles 1910

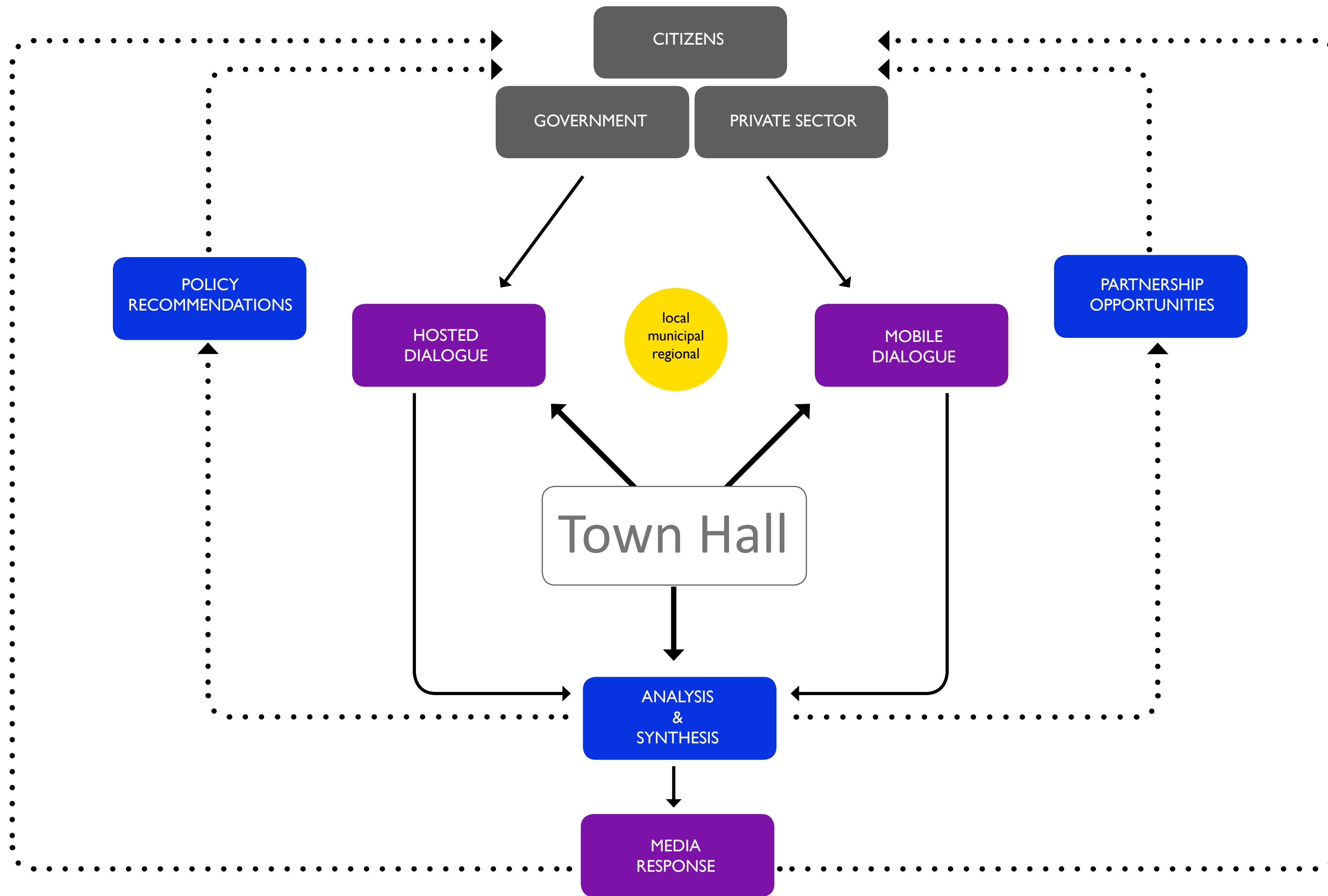


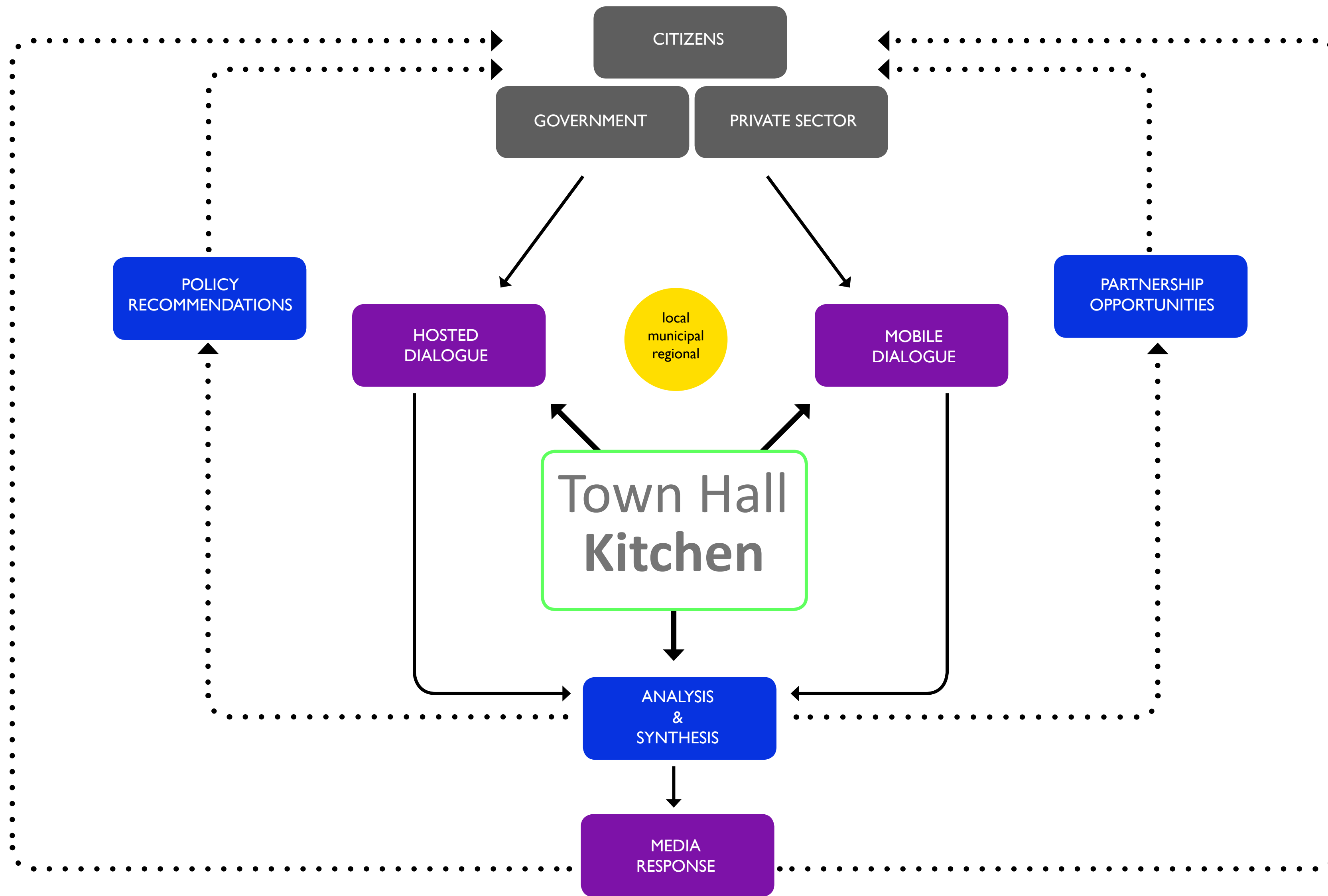
Knickerbocker Village 1933



ABC No Rio







Town Hall  
Kitchen

CITIZENS

Town Hall  
Kitchen

CITIZENS

GOVERNMENT

Town Hall  
Kitchen

CITIZENS

GOVERNMENT

PRIVATE SECTOR

Town Hall  
Kitchen



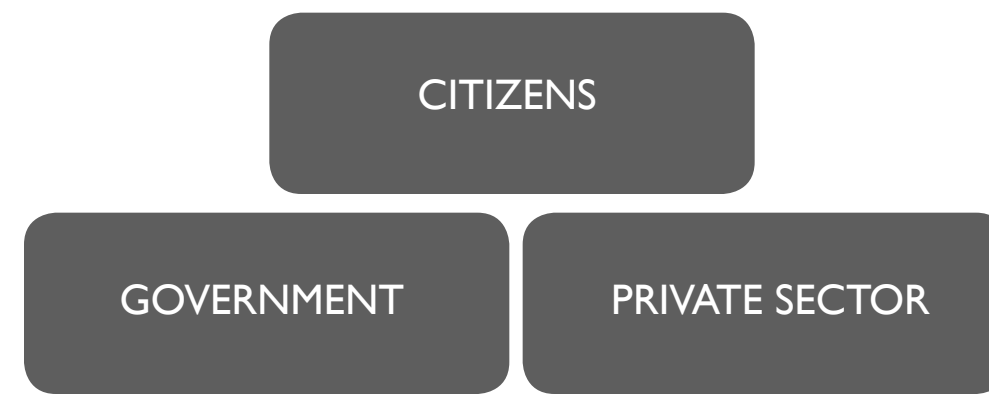
CITIZENS

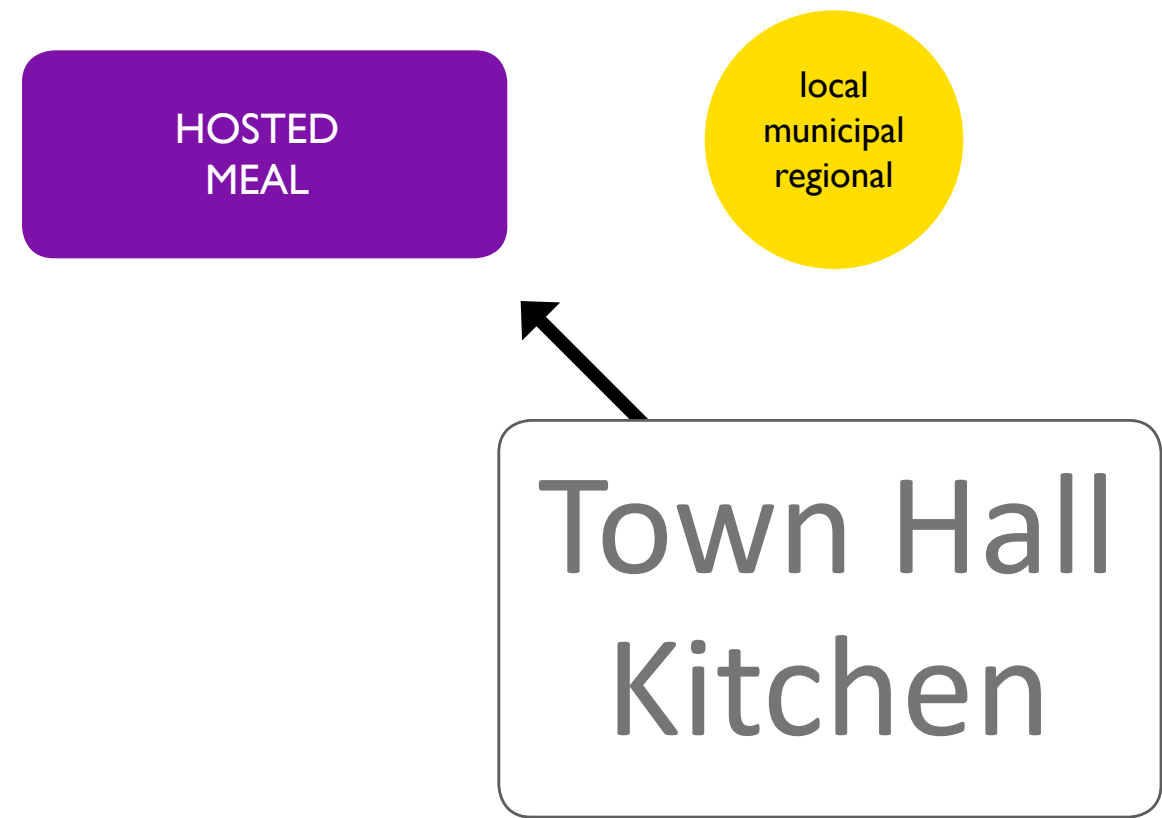
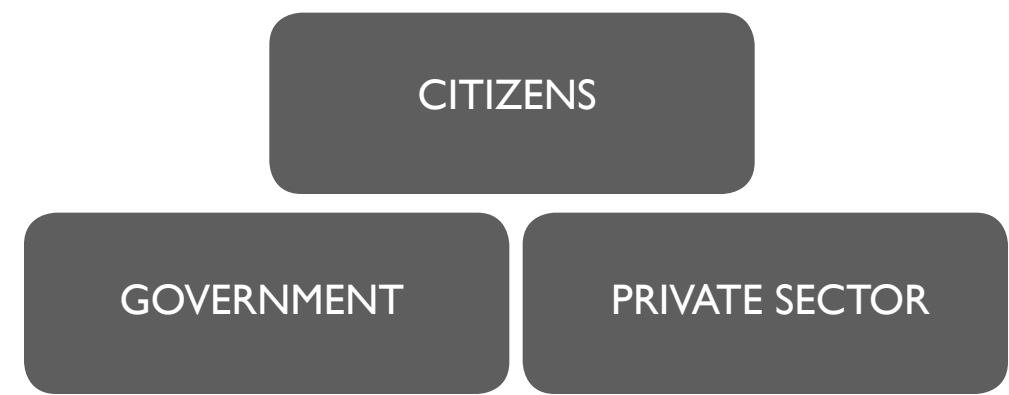
GOVERNMENT

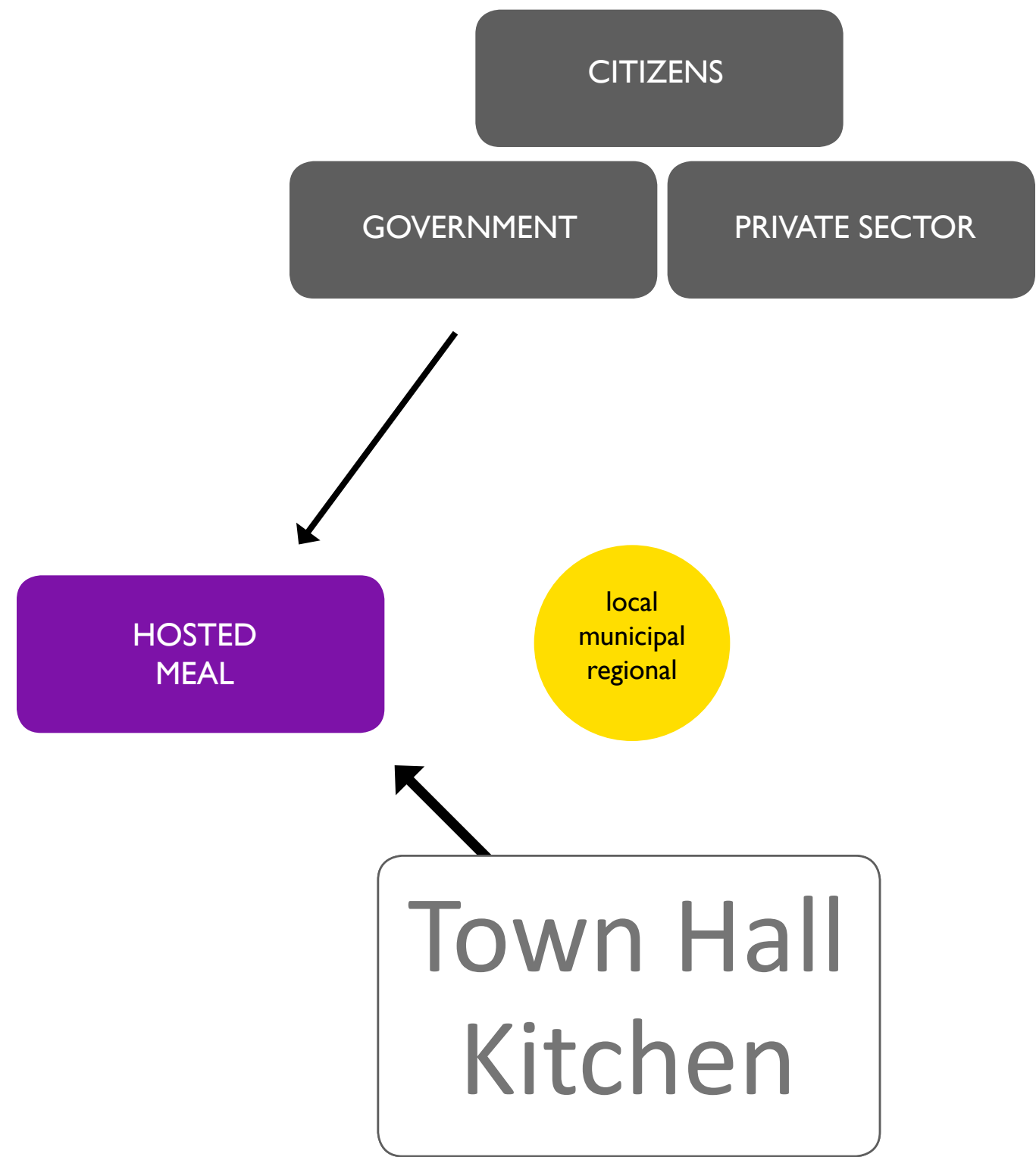
PRIVATE SECTOR

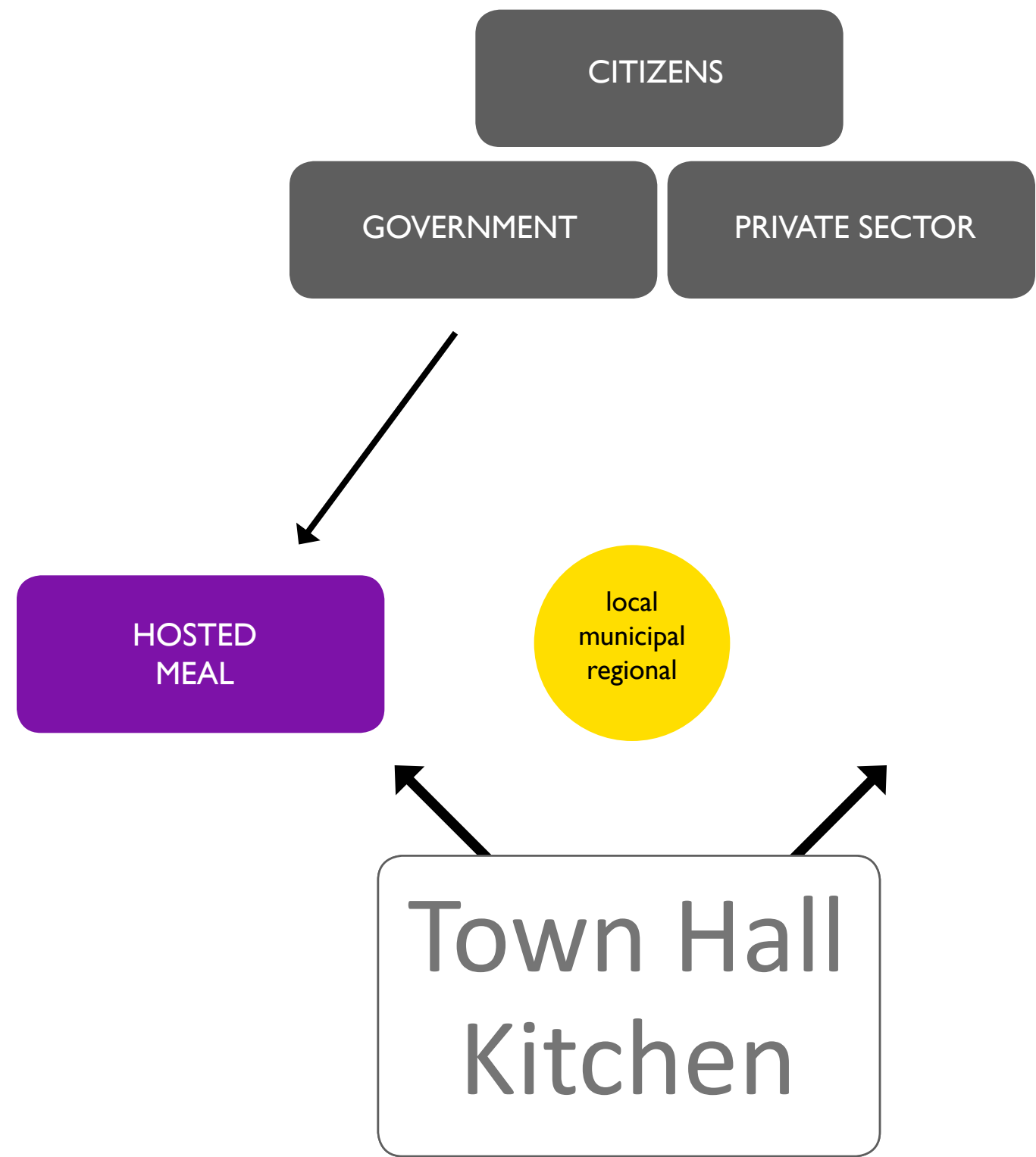
local  
municipal  
regional

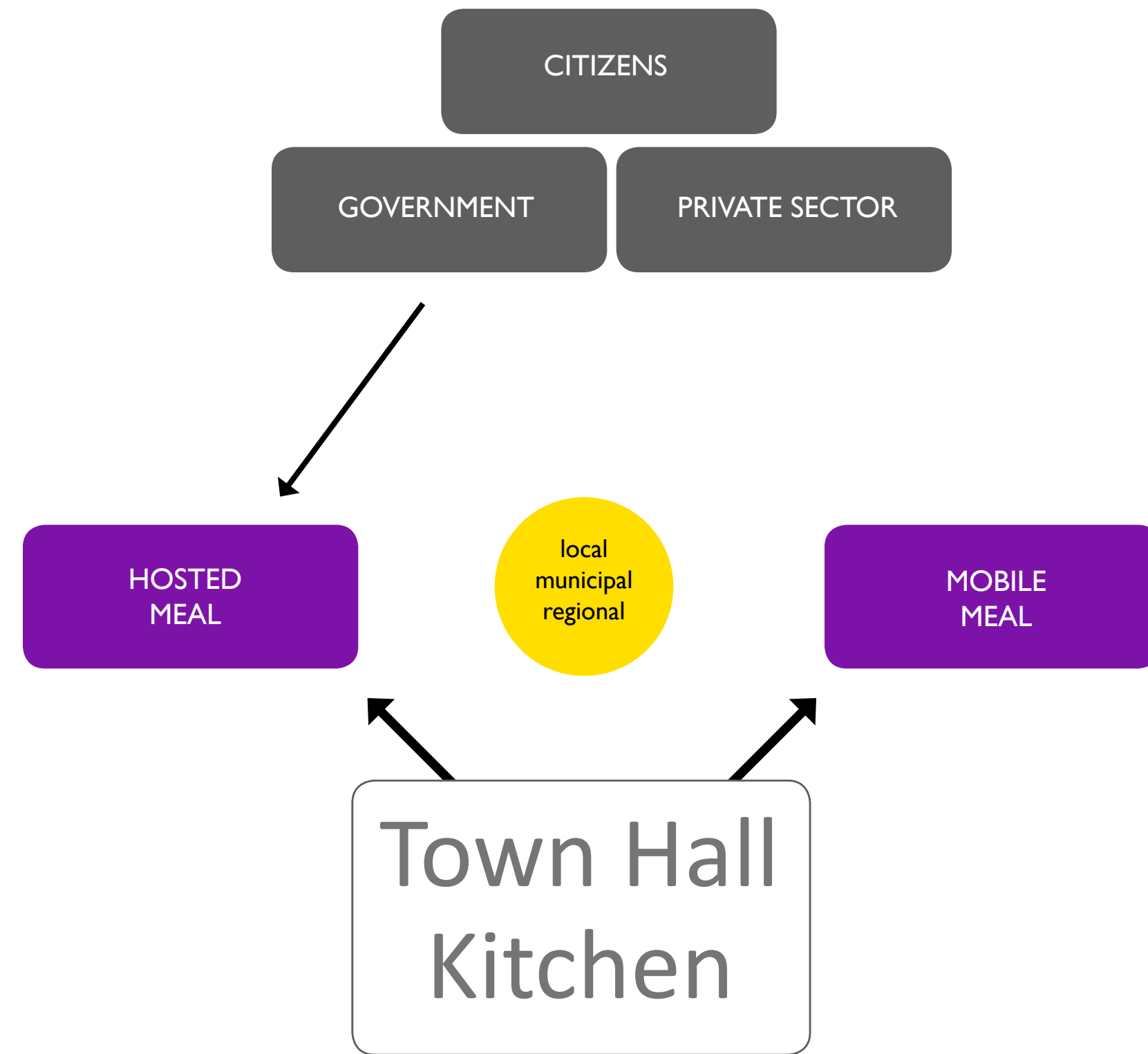
Town Hall  
Kitchen

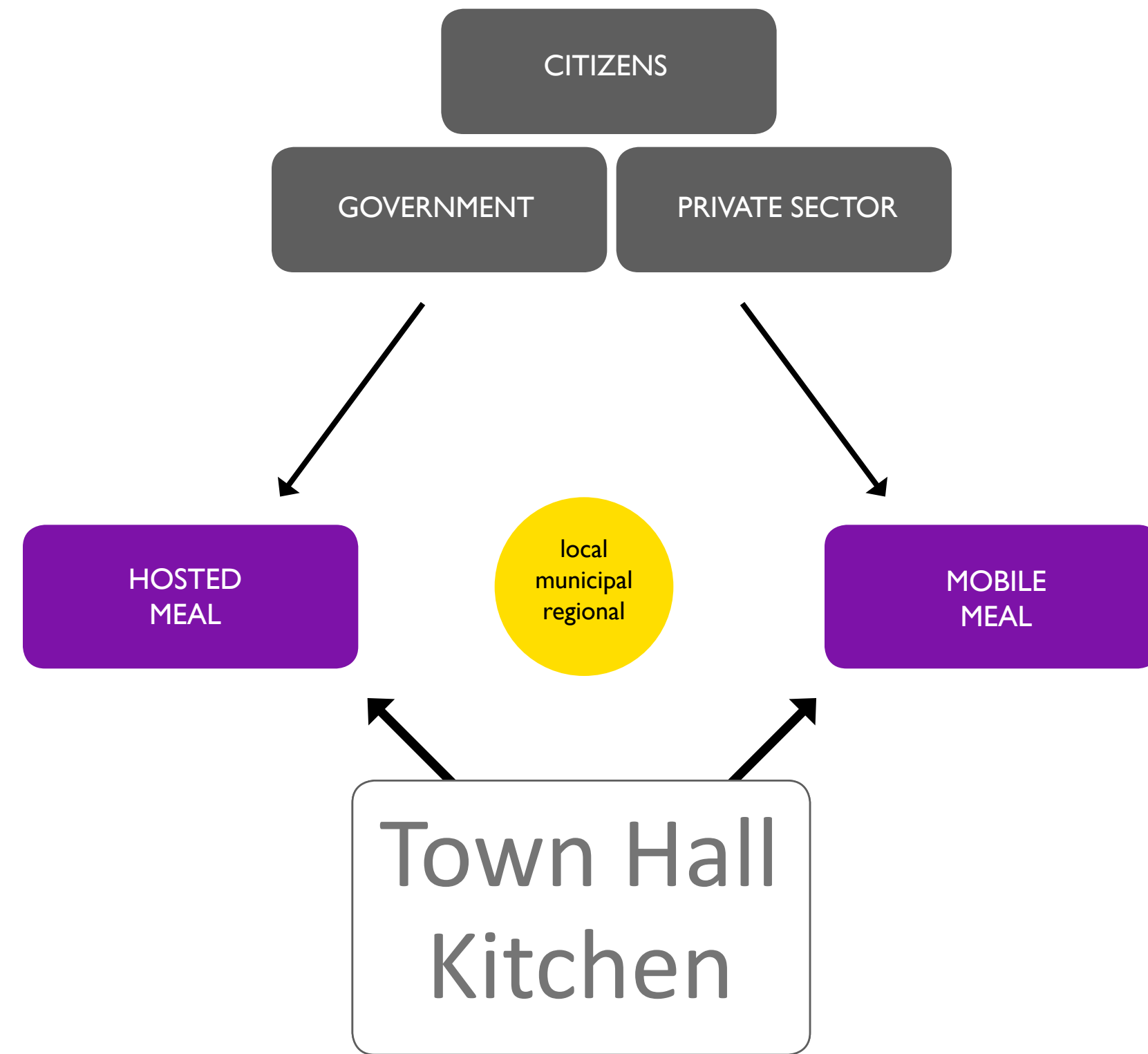


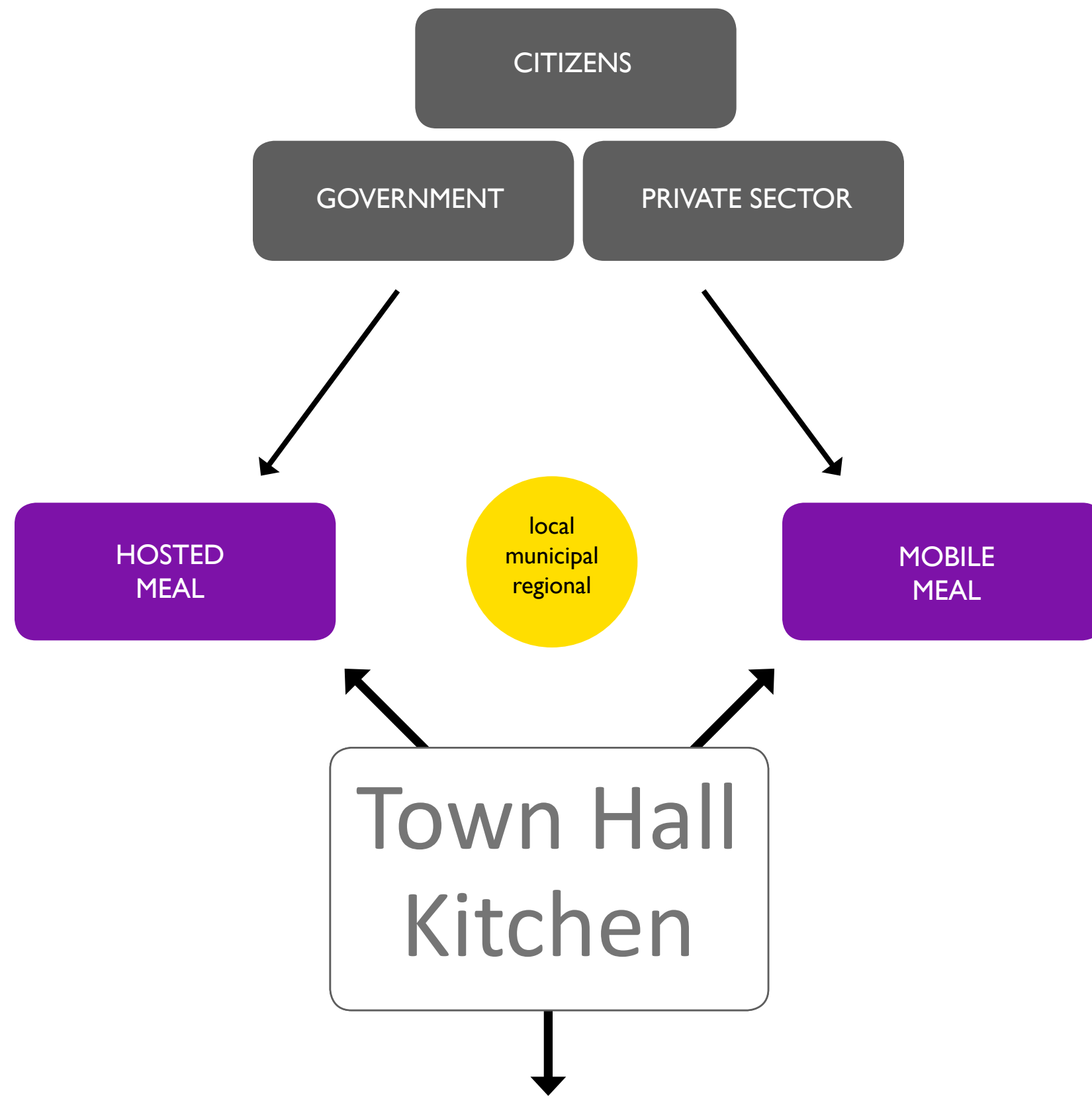




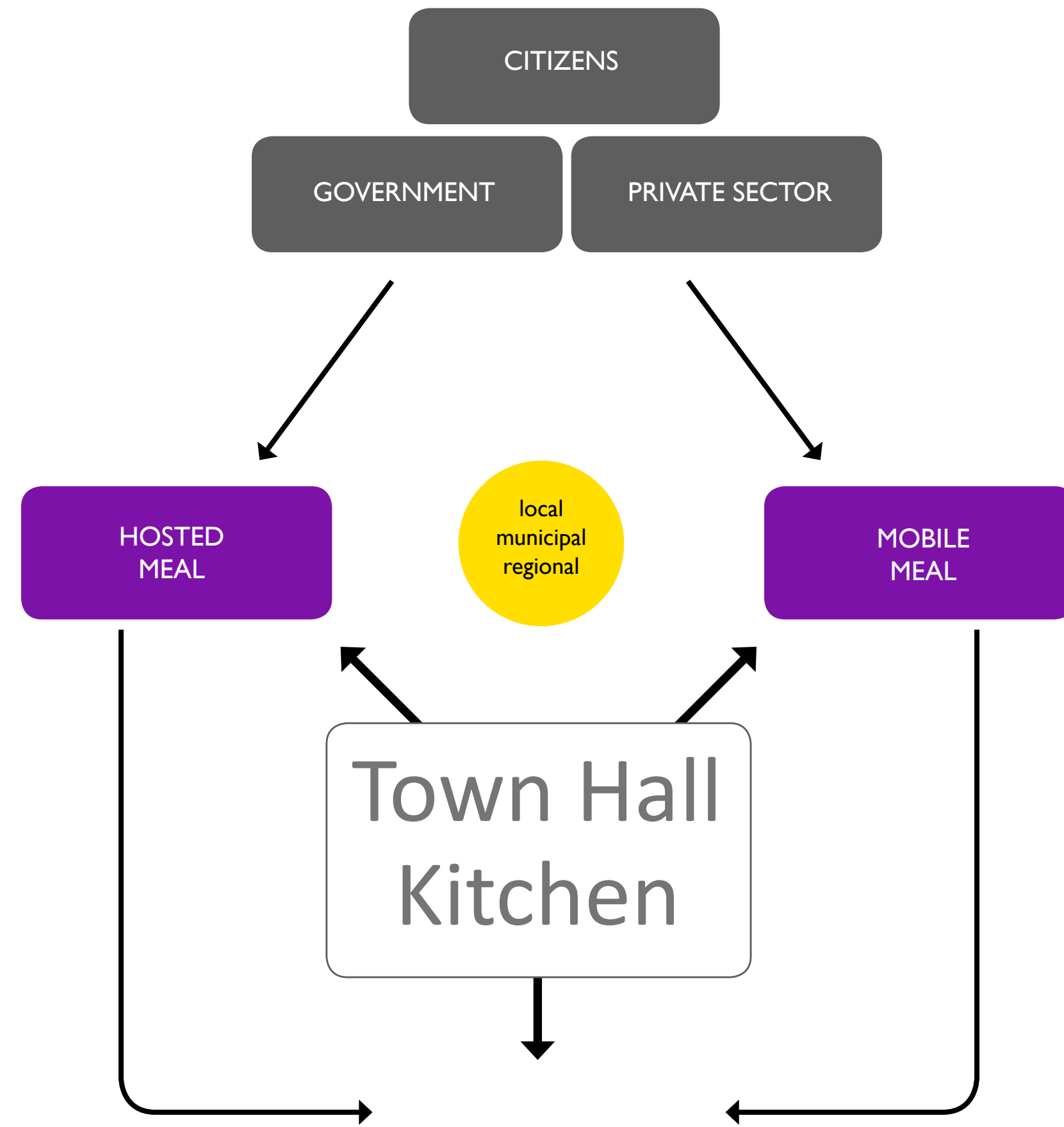


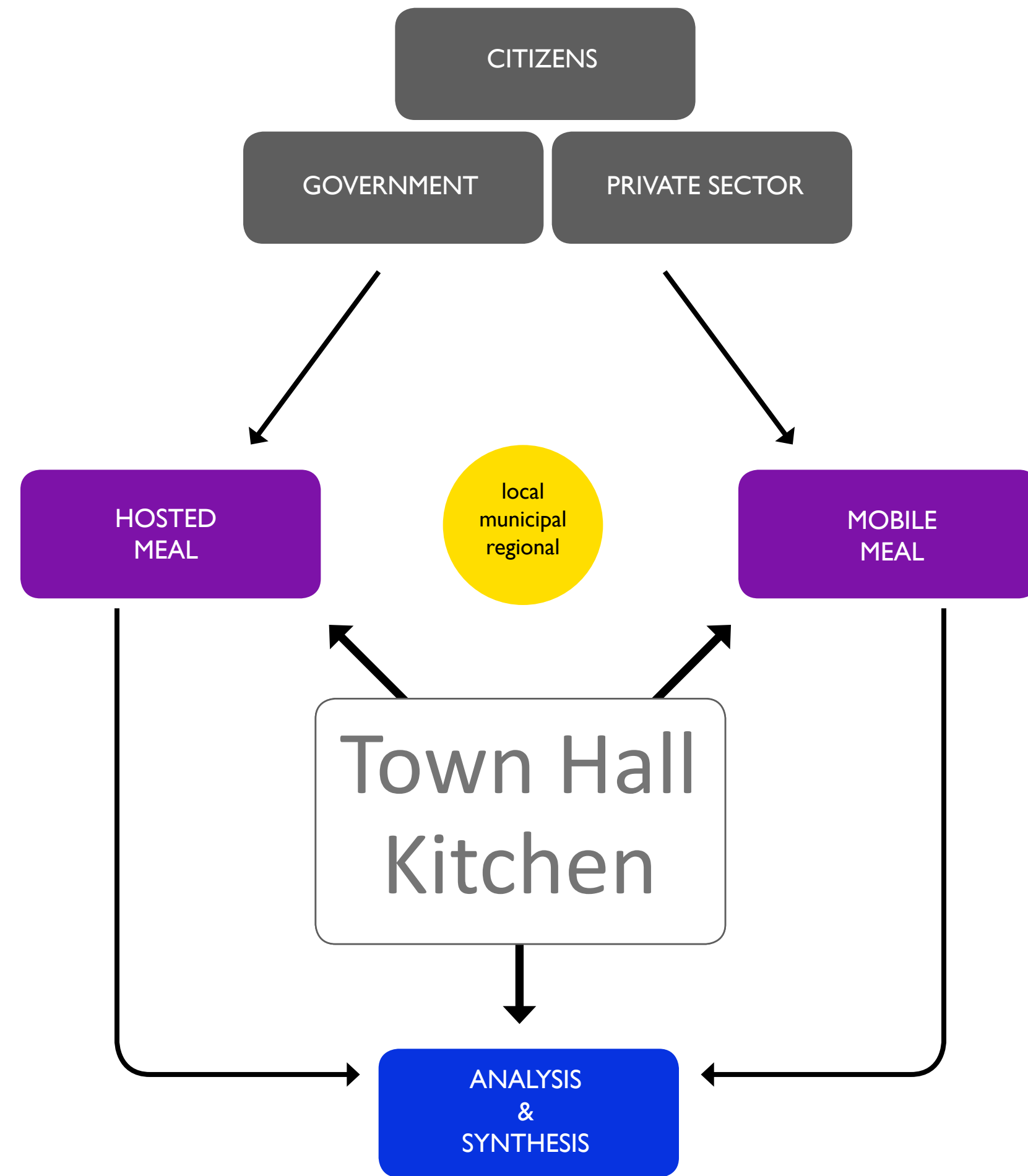


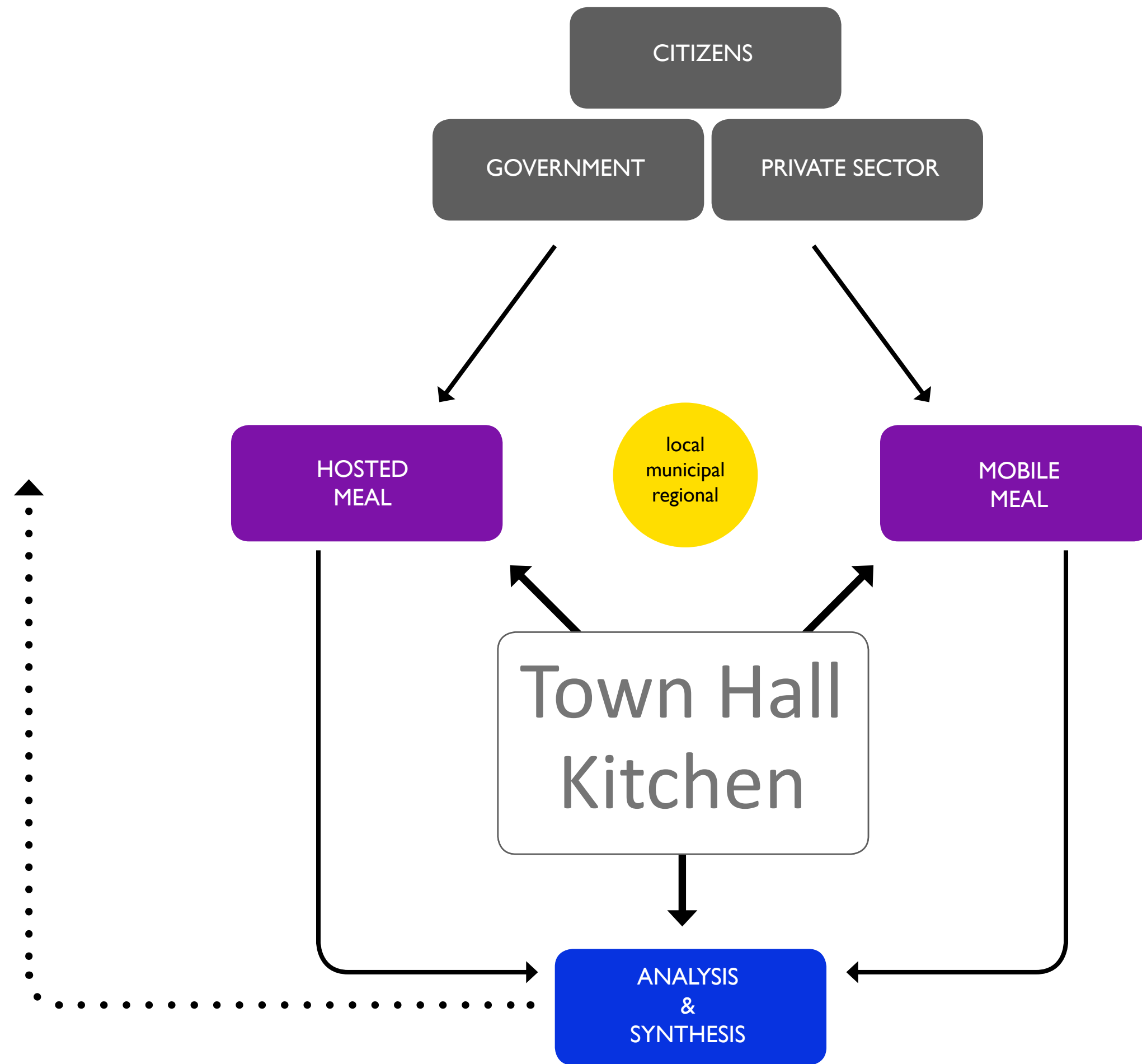


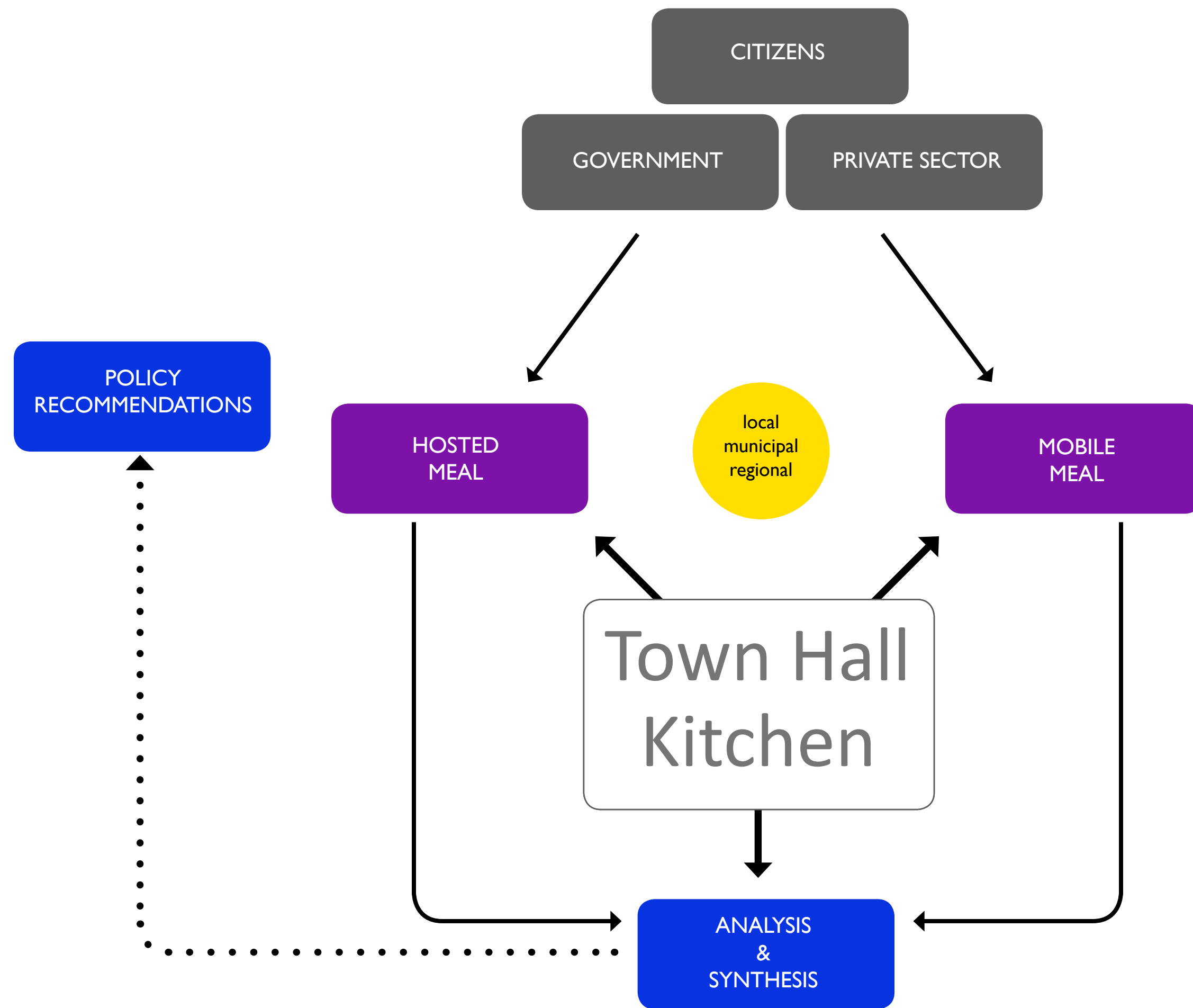


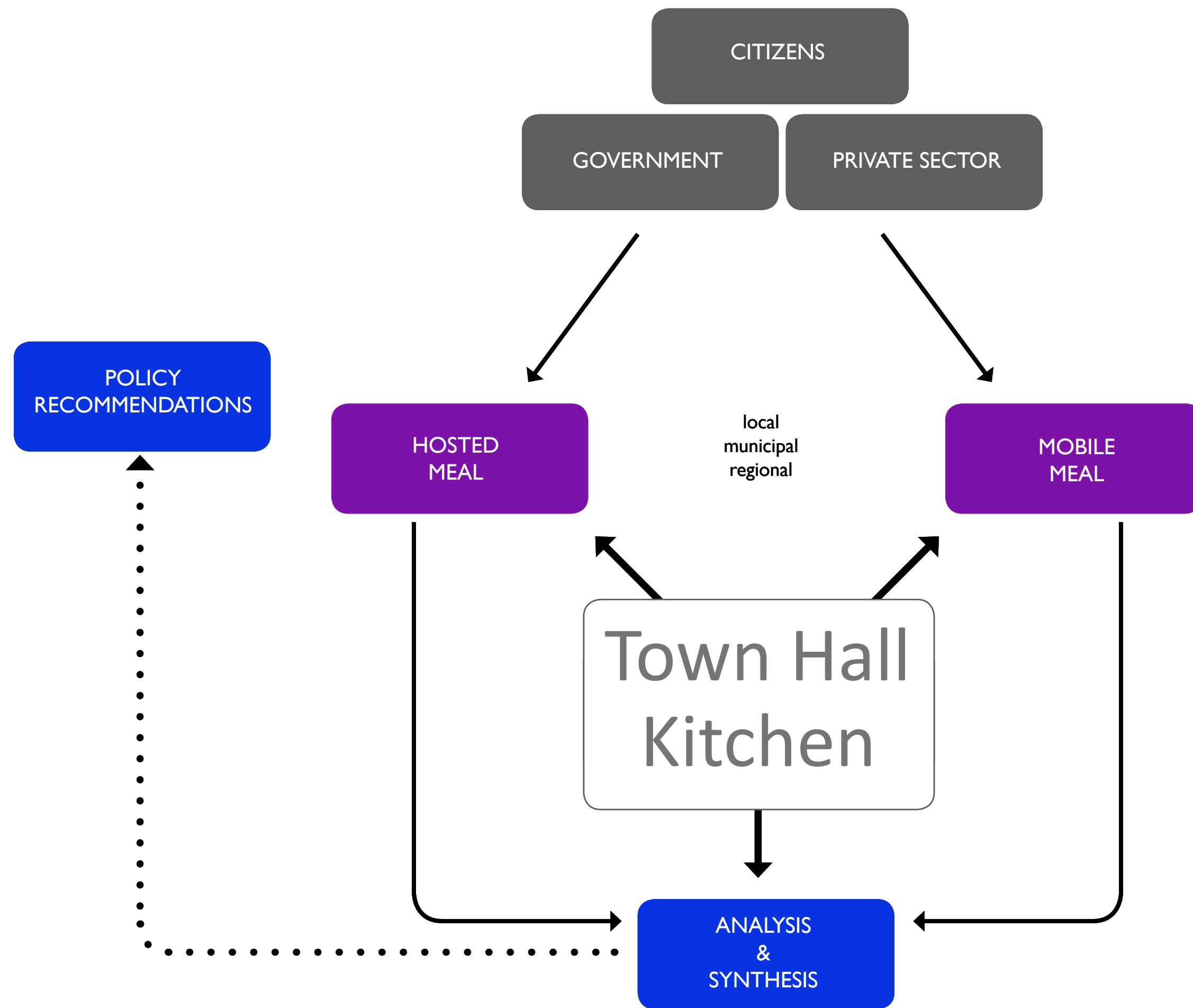


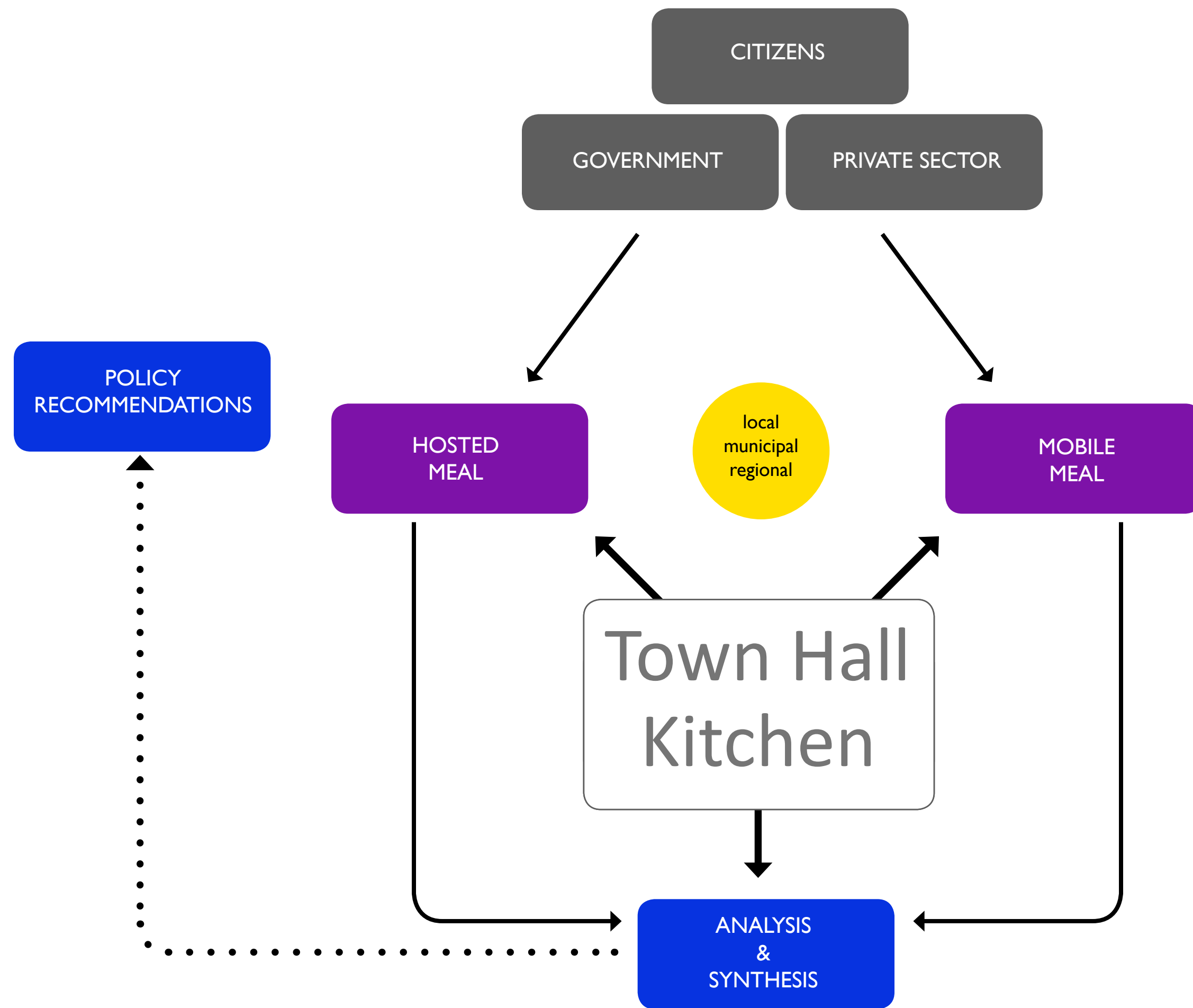


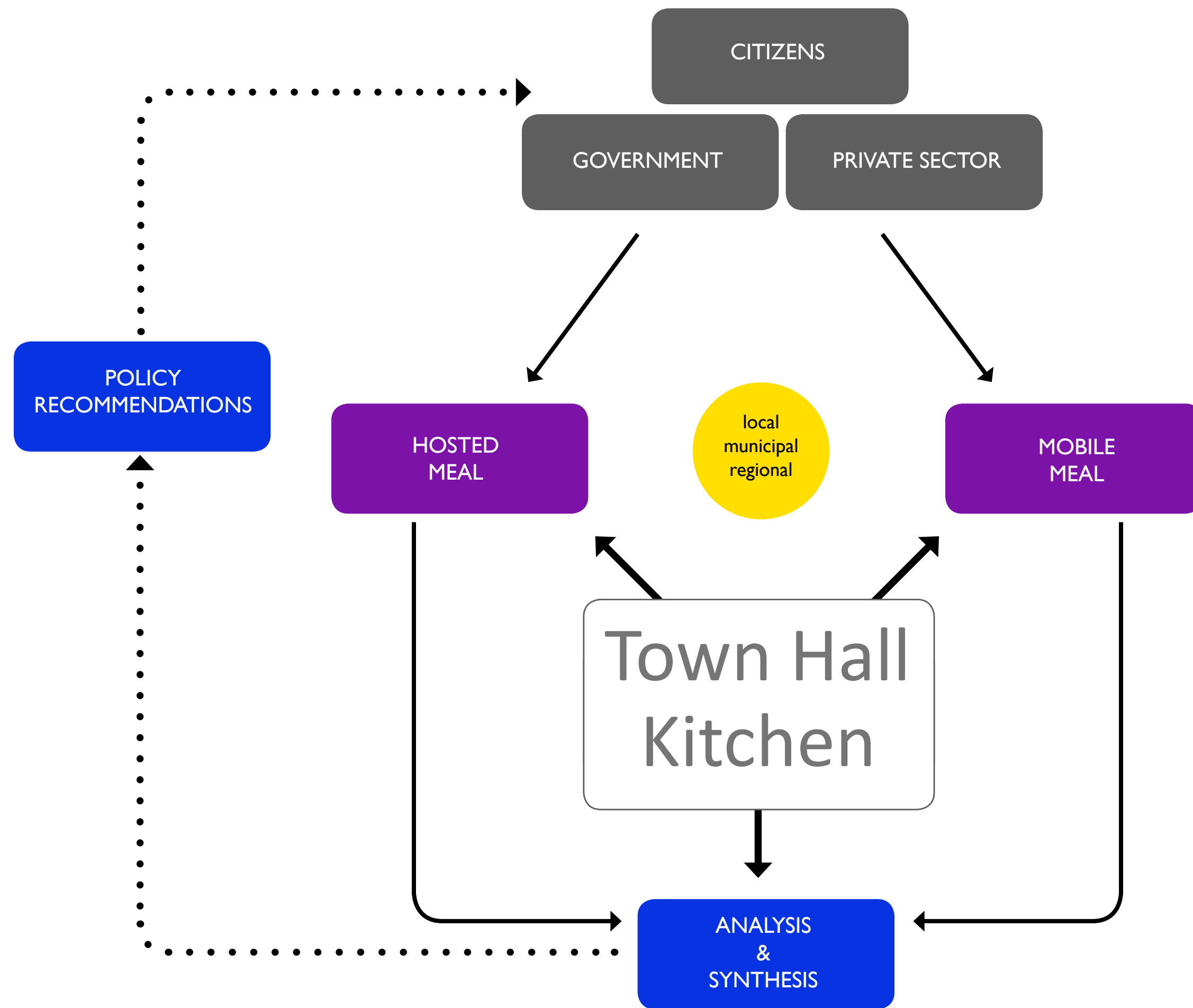


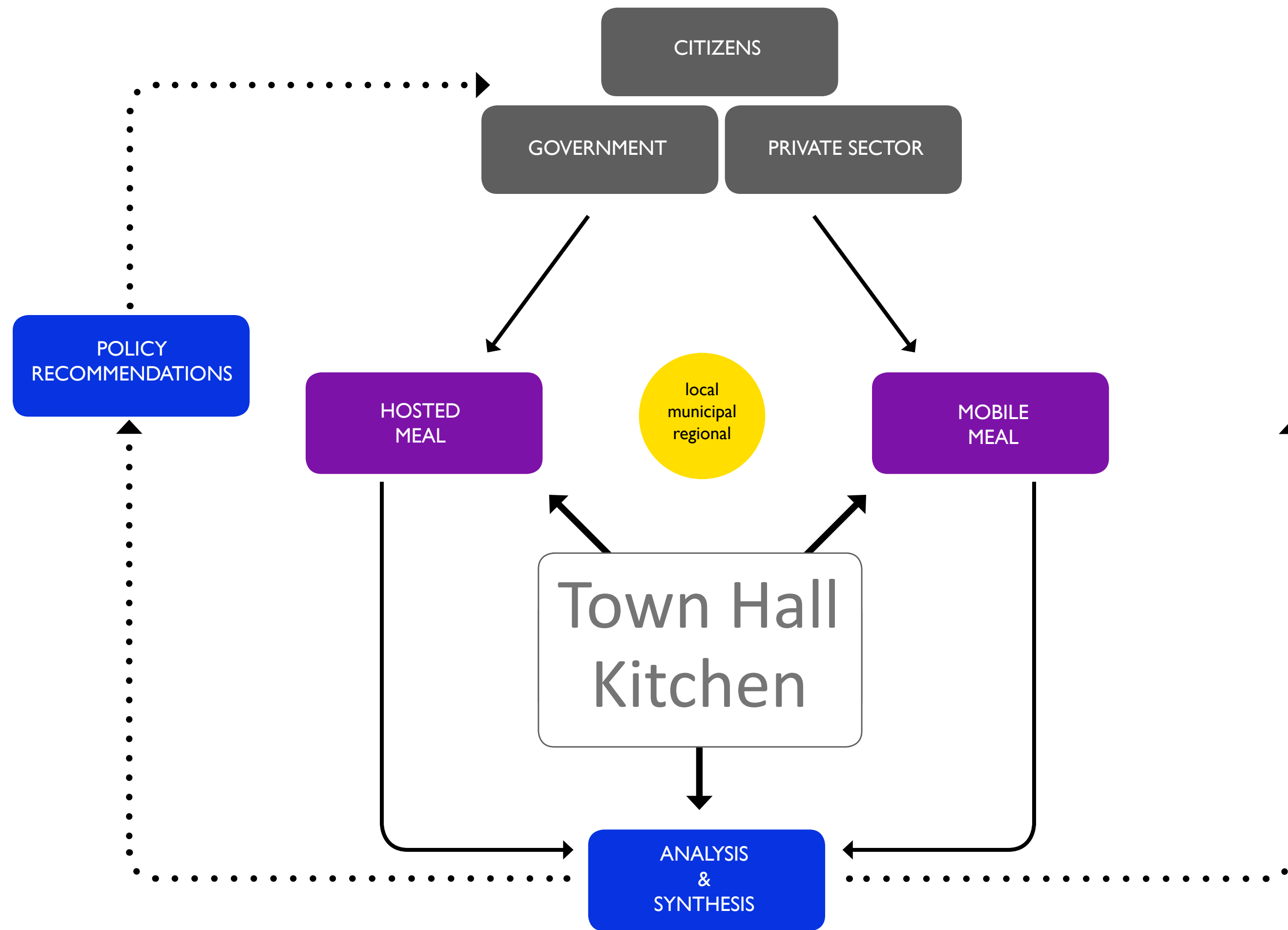




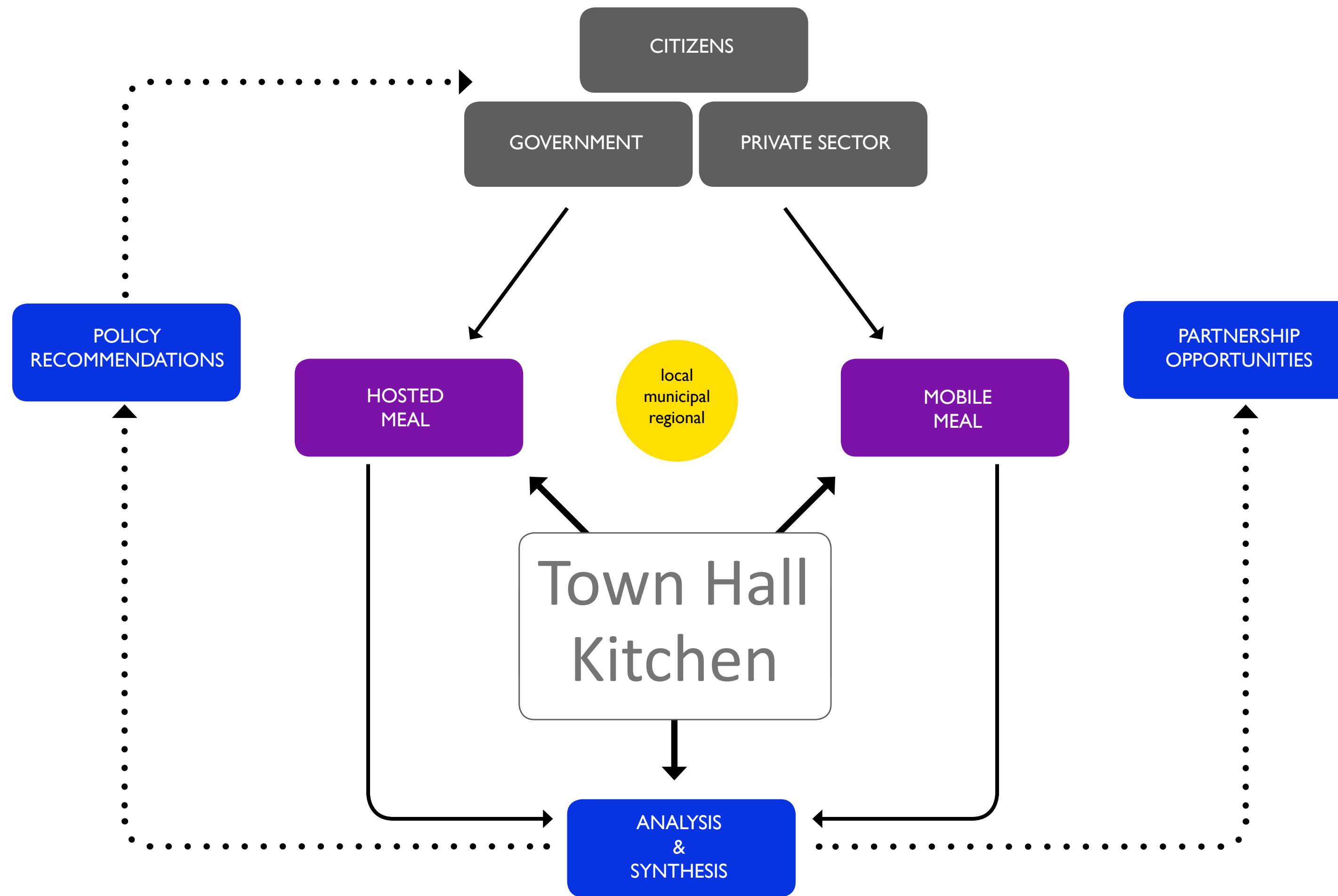


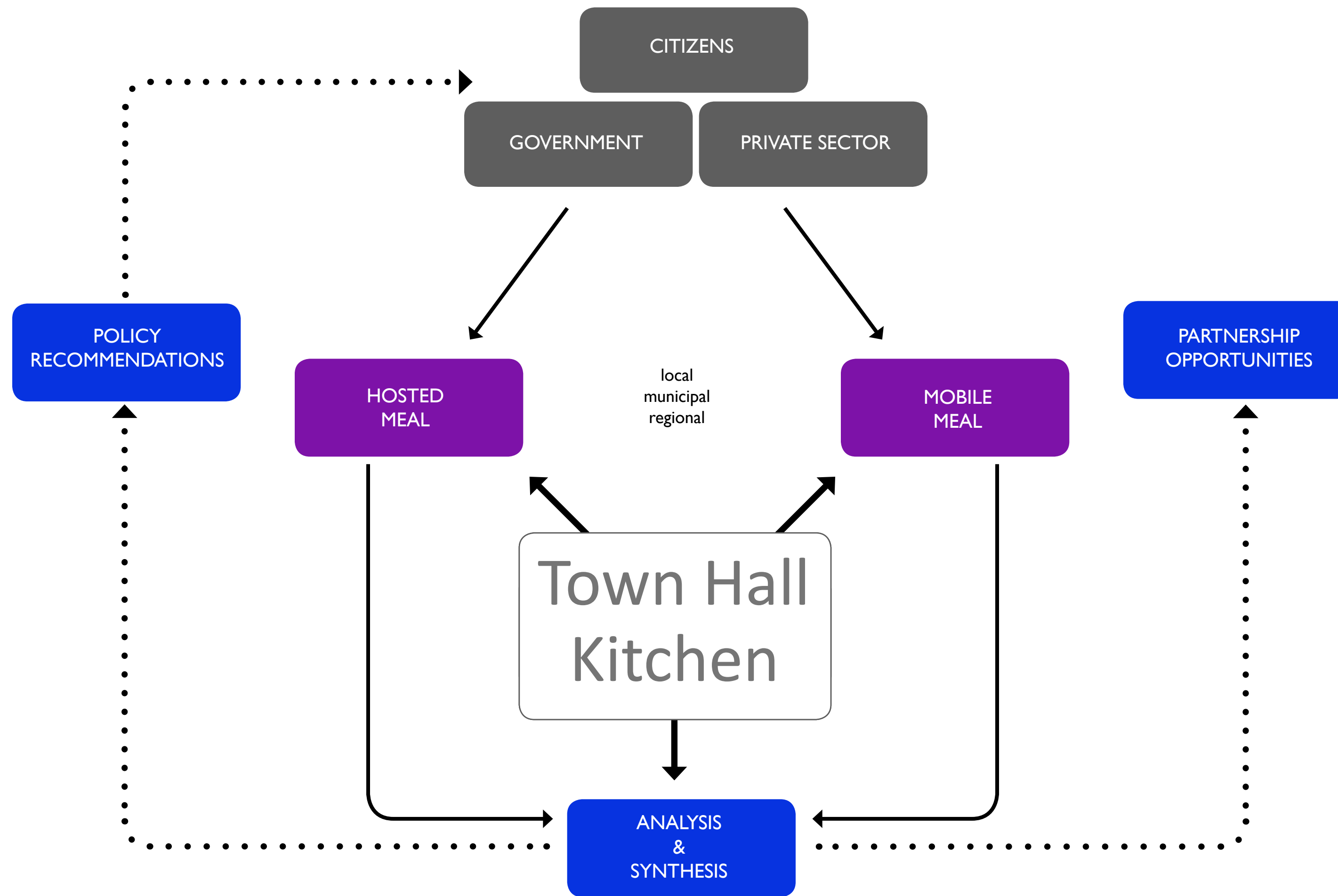


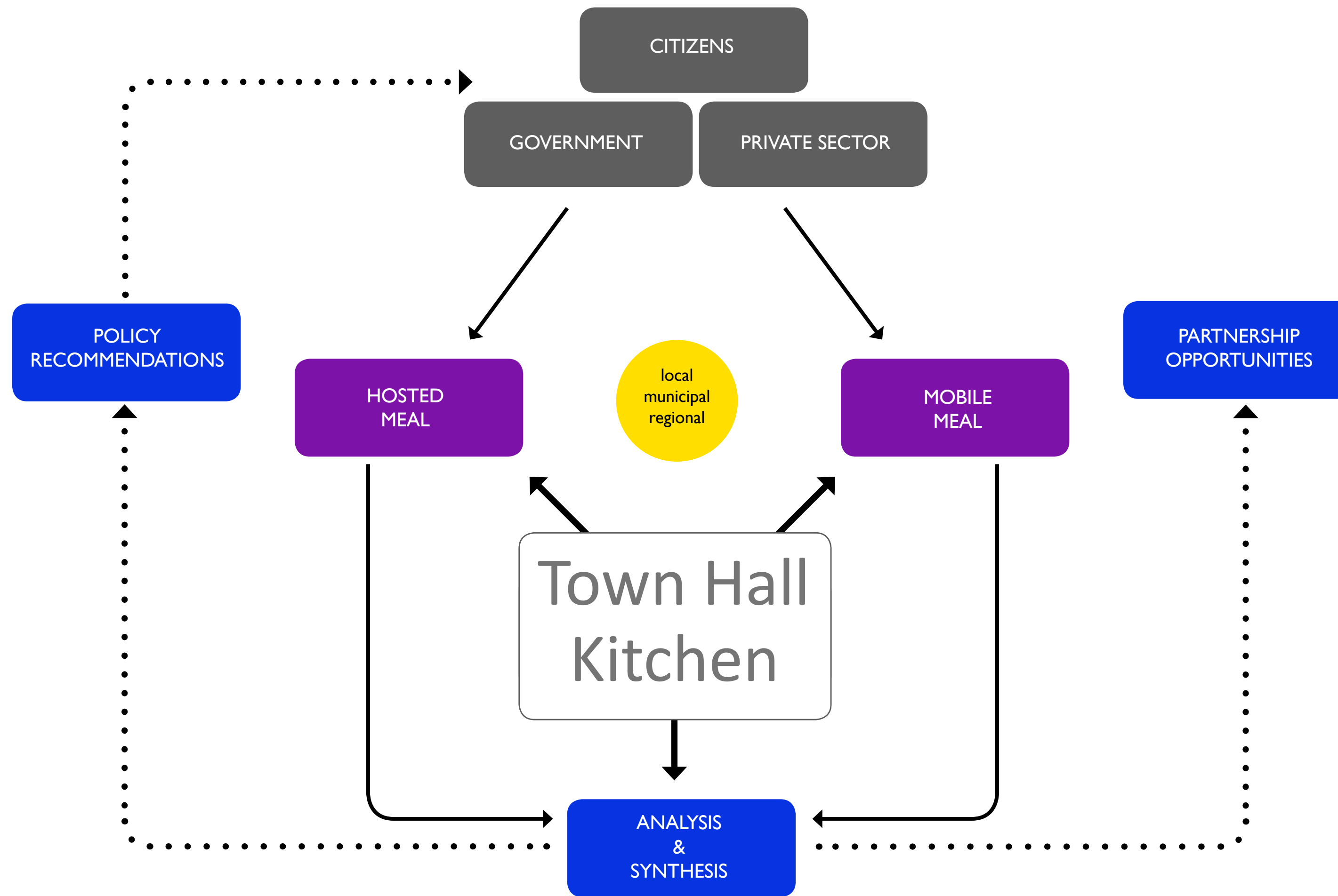


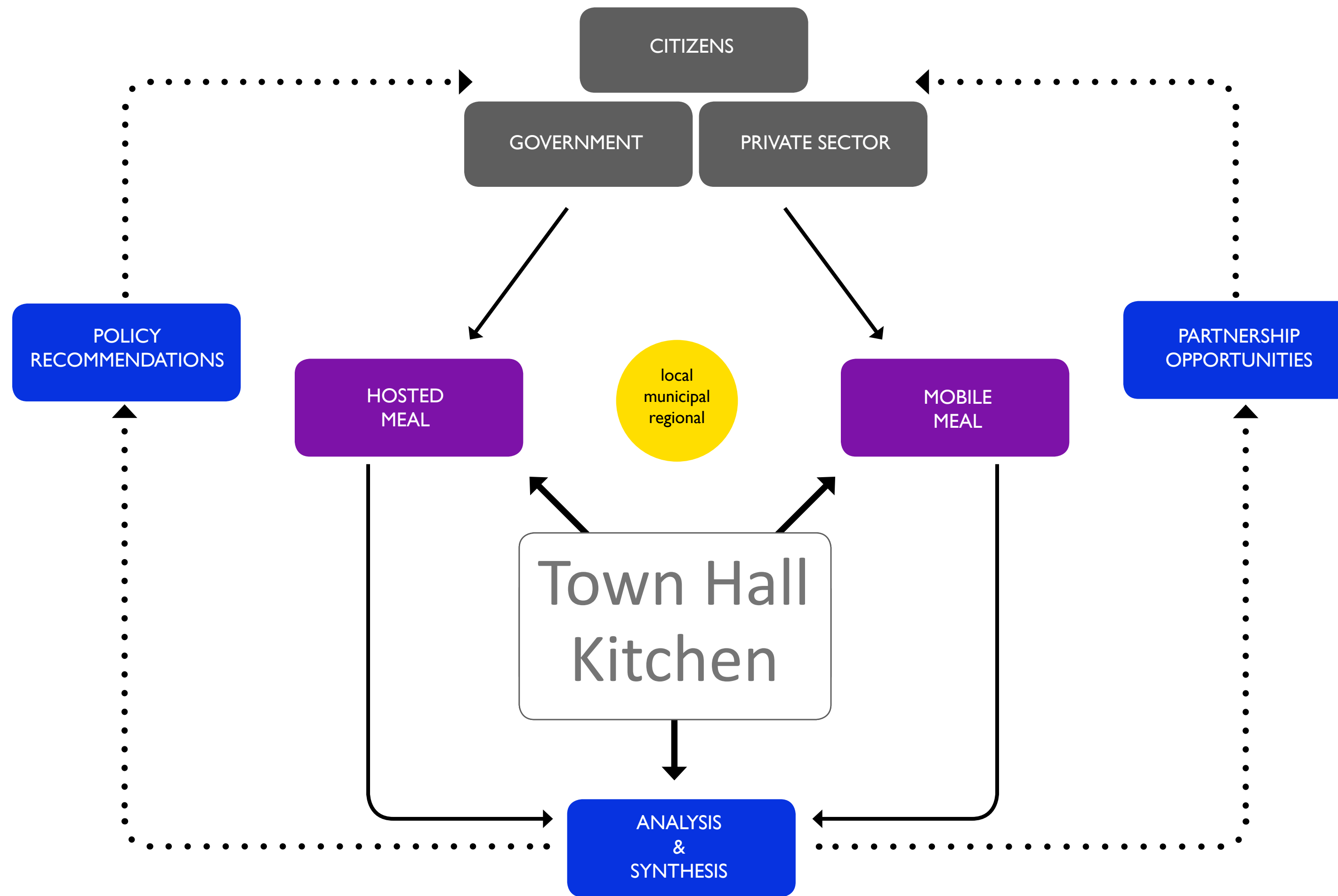


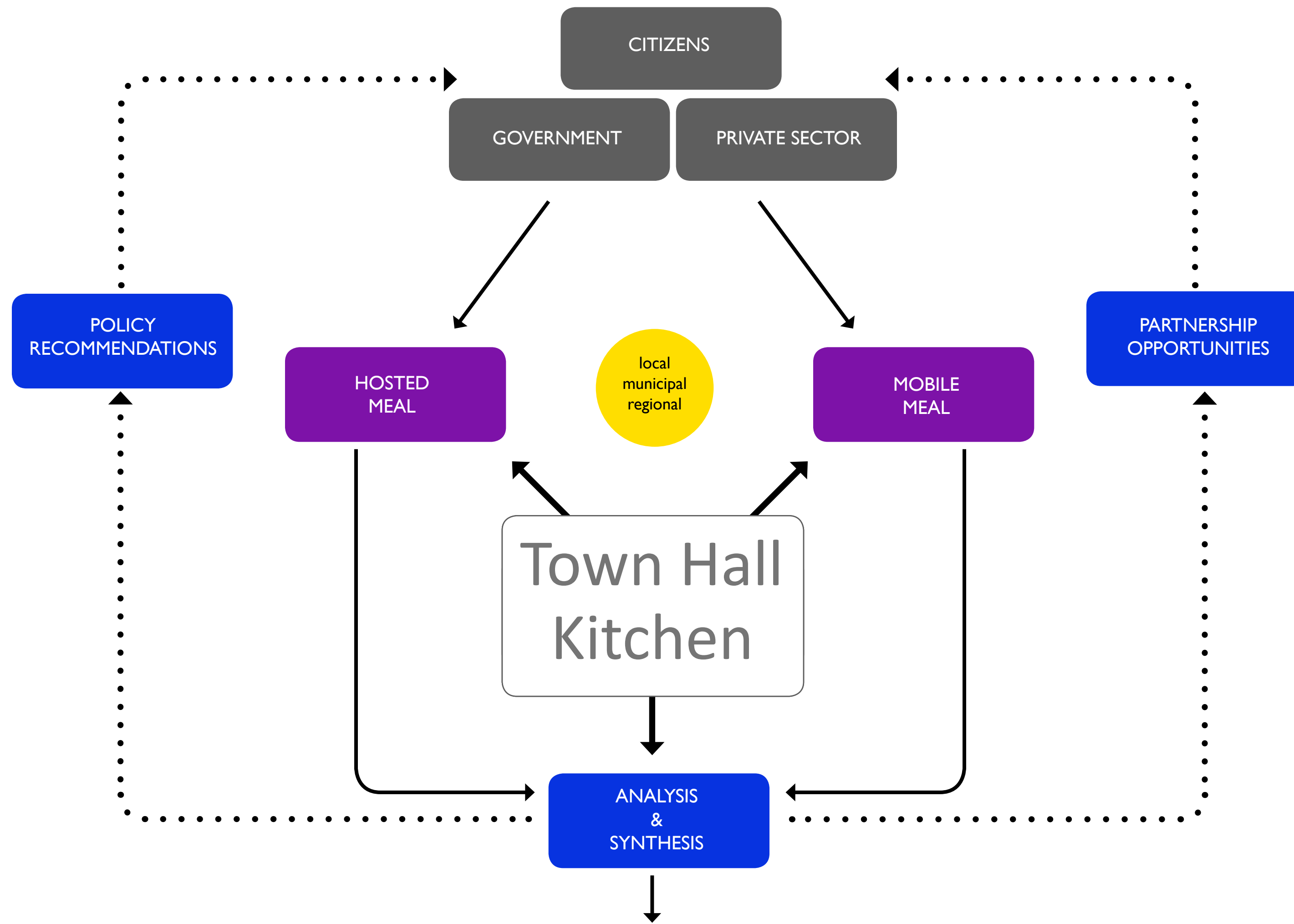


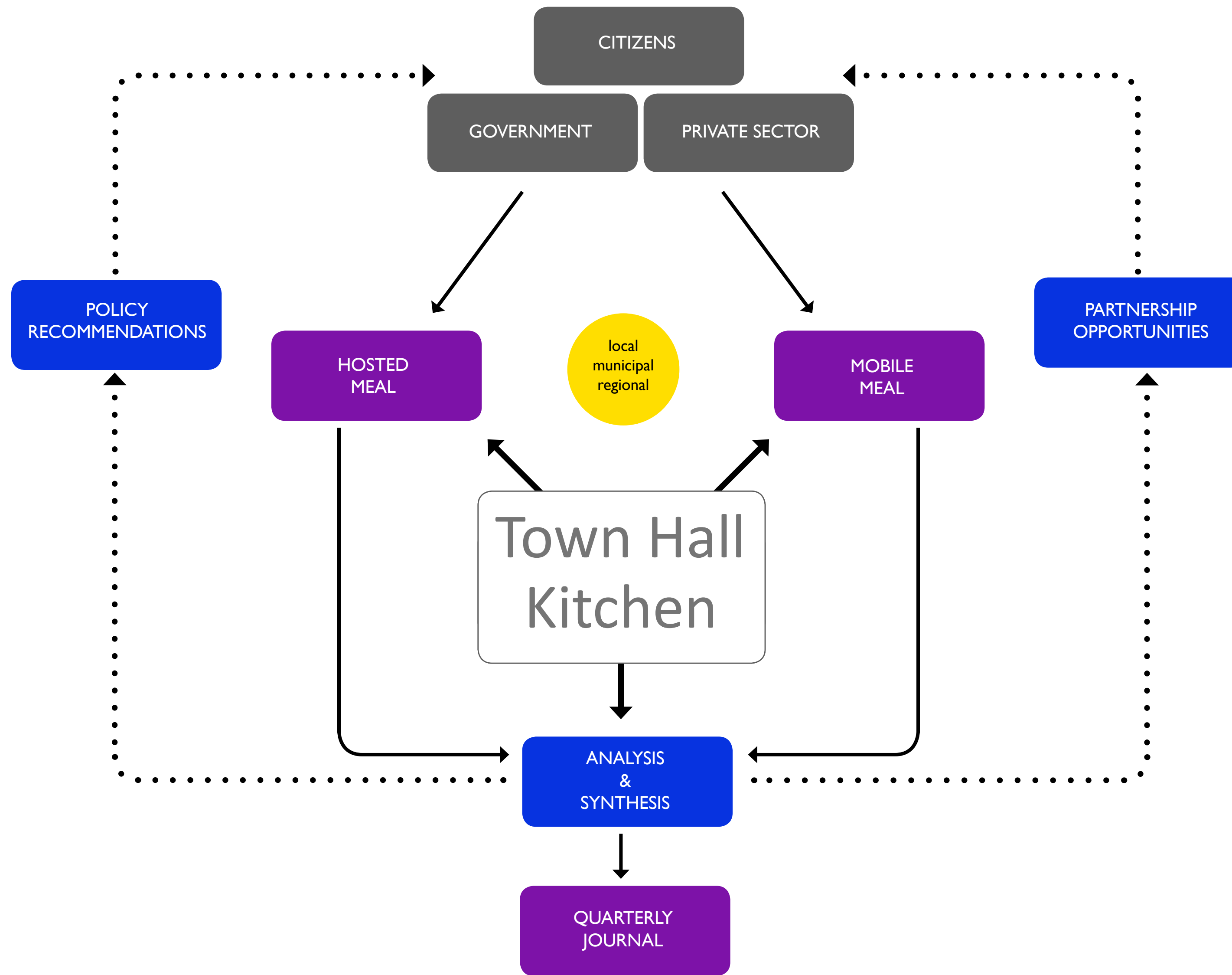


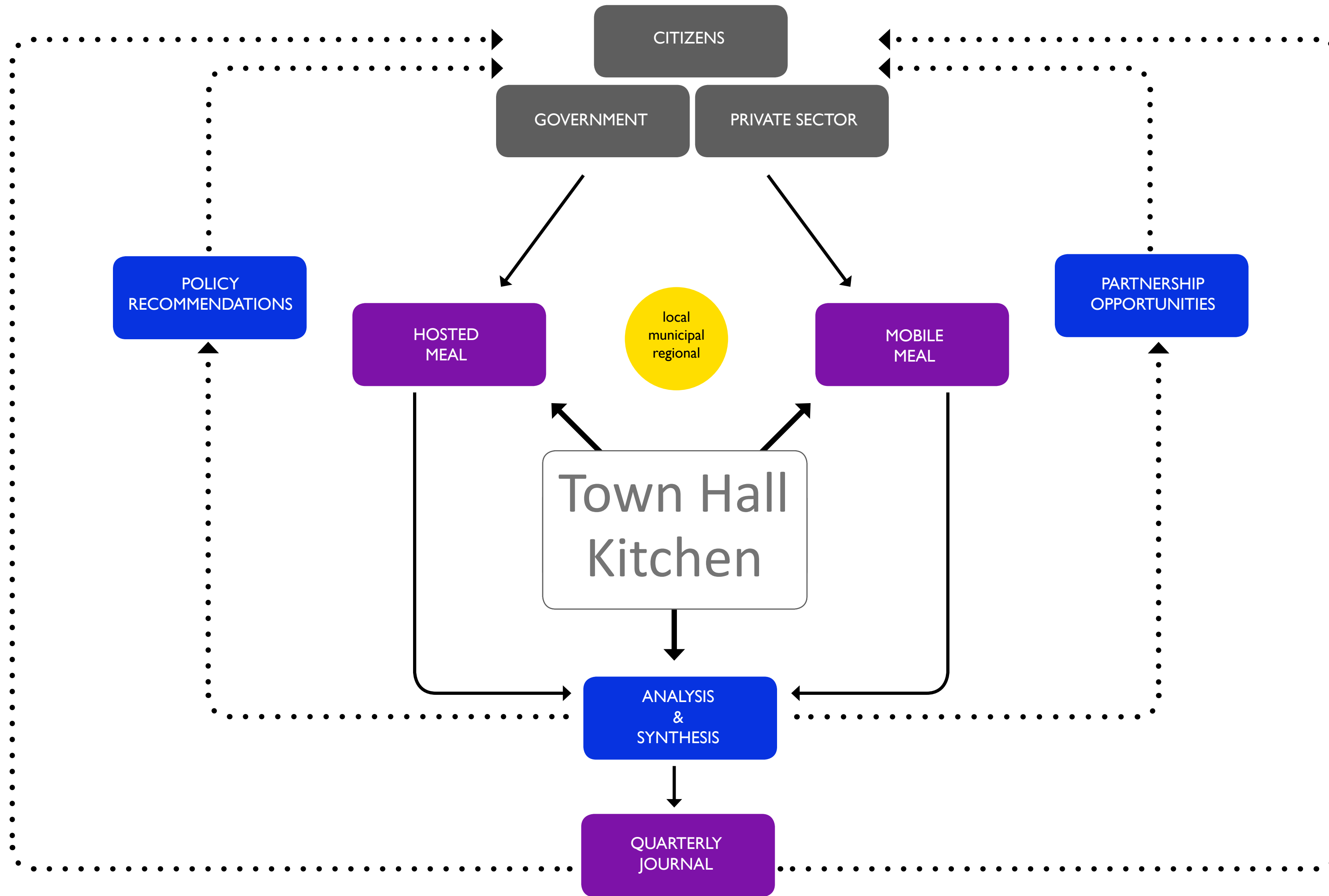


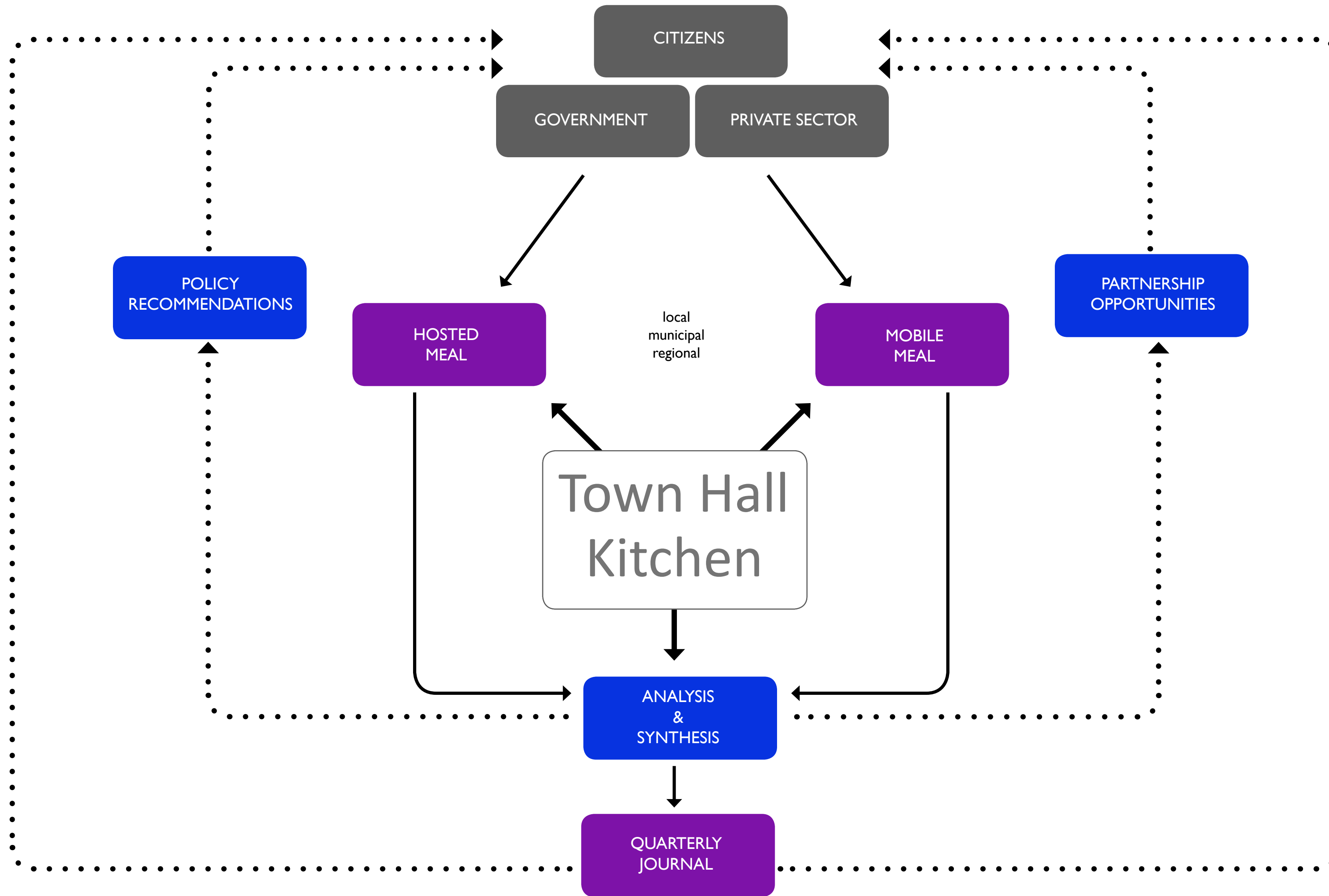




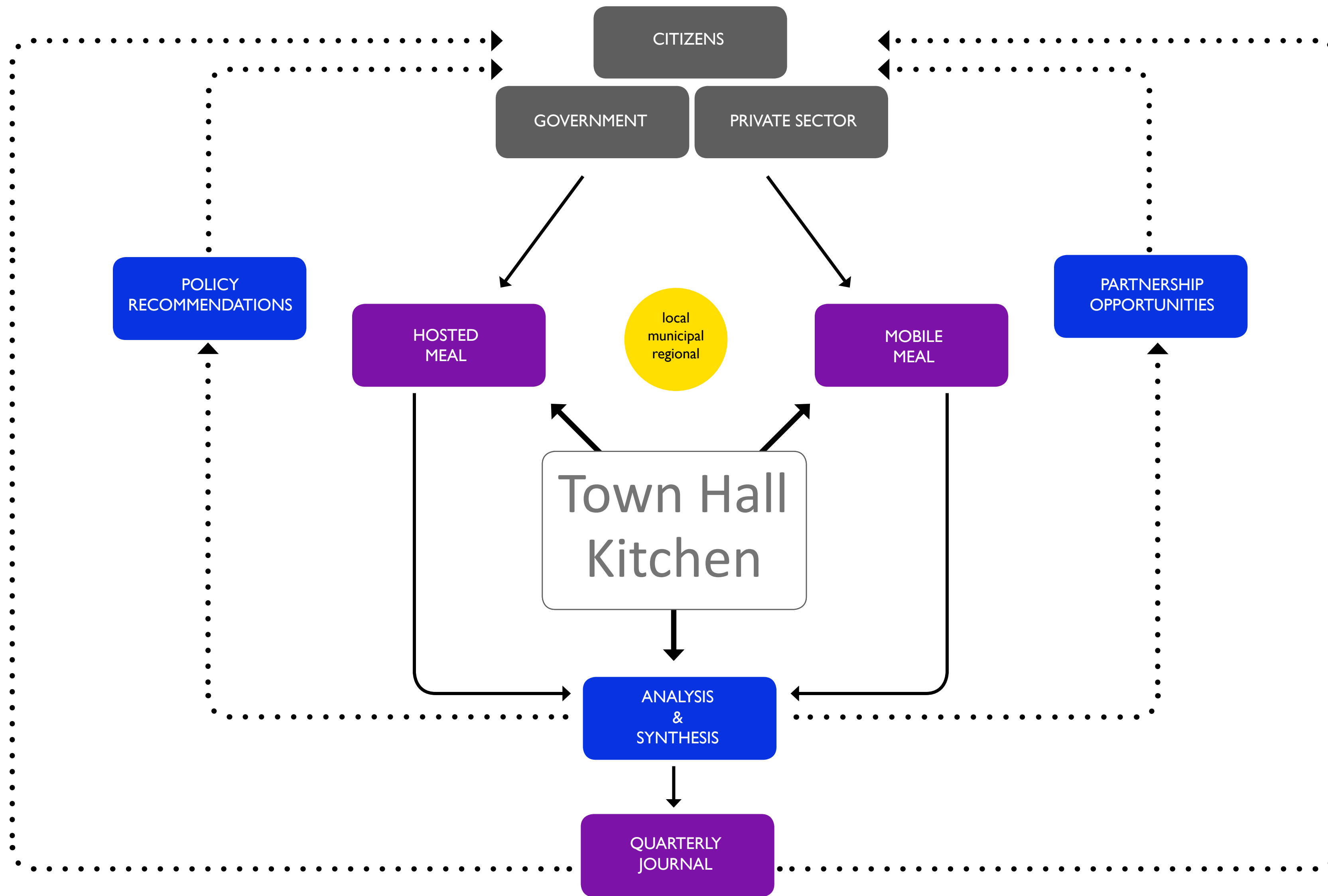












HOSTED  
MEAL

HOSTED  
MEAL

- + Provides space for community members to come together
- + Initiates conversation about civic and urban issues
- + Acts as mediator between government and community residents



Sanctuary Stanton



MASTER

WELCOME IN A  
COURTLY GOLD-PLATE

MOBILE  
MEAL

A purple rounded rectangle containing the text "MOBILE MEAL" in white, uppercase letters.

MOBILE  
MEAL

- + Reaches different demographic
- + Acts as marketing agent to raise awareness about issues and Town Hall Kitchen
- + Strategically facilitates community members engaging in historic places



QUARTERLY  
JOURNAL



- + Disseminates information to large audience
- + Captures and documents dialogue from Hosted Meals
- + Generates revenue to support agency services

QUARTERLY  
JOURNAL

WINTER 2013, \$12  
ISSUE 6: THE APOCALYPSE

# LUCKY PEACH

A QUARTERLY JOURNAL  
OF FOOD AND WRITING

## BEFORE AND AFTER THE APOCALYPSE



MICHAEL POLLAN LIGHTS THE WAY FORWARD

SEAFOOD: GET IT WHILE YOU STILL CAN

EAT YOUR PETS BEFORE TED NUGENT DOES

BURGLE A BEEHIVE

CELLAR YOUR SPAM LIKE FINE WINE

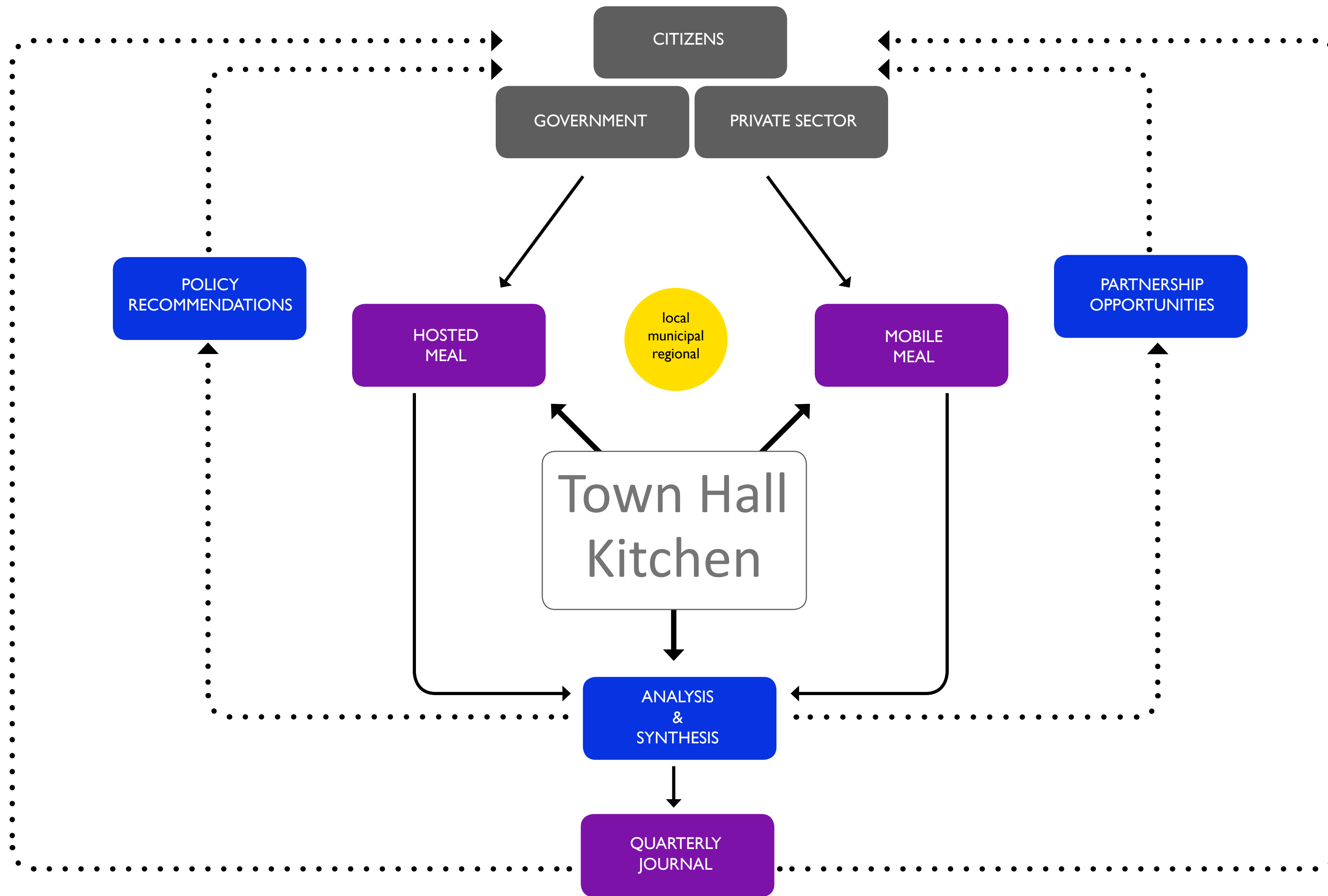
GET FERMENTIN' WITH SANDOR KATZ

DR. WOLFE'S LABORATORY OF ROT

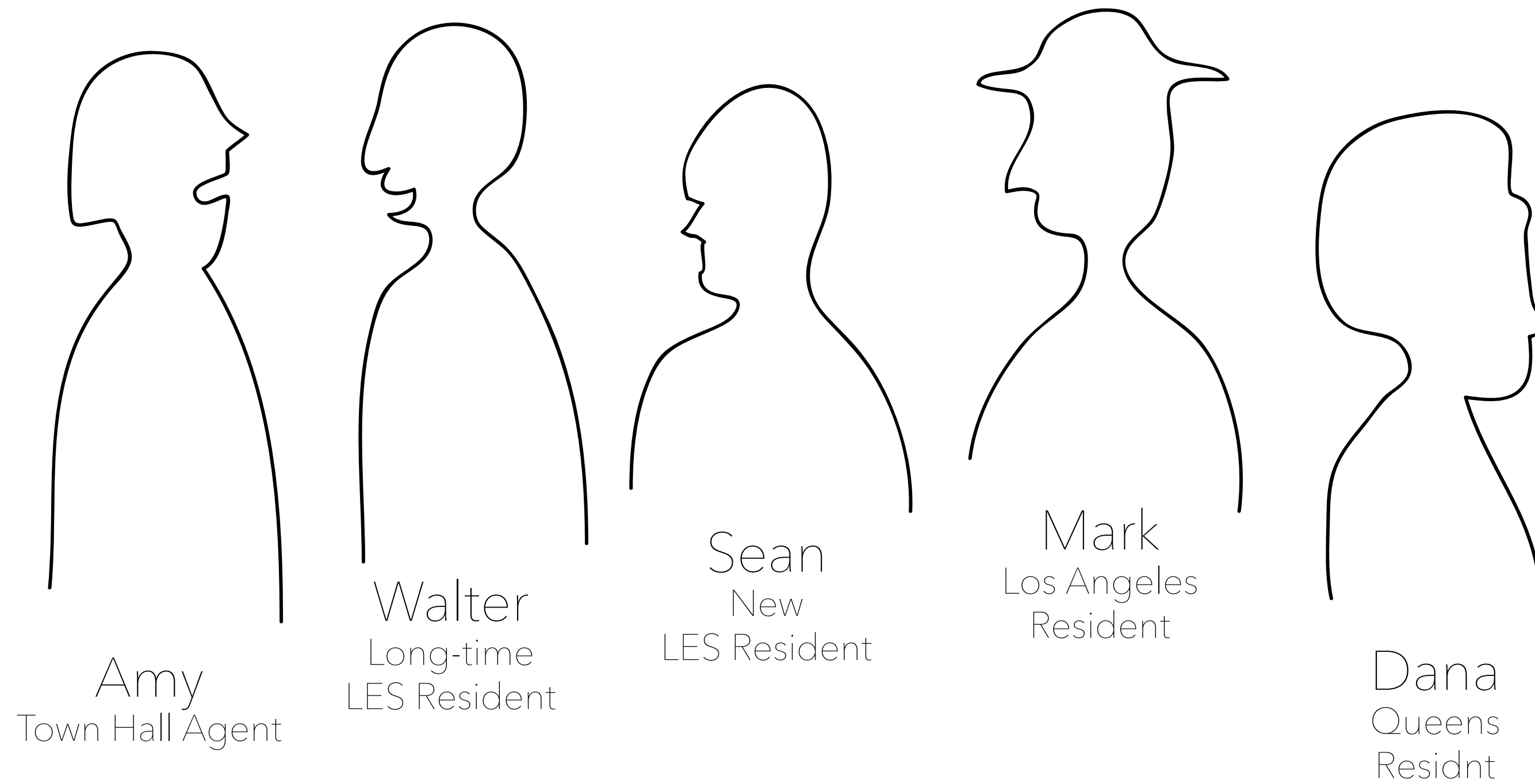
NUCLEAR BREWS

MAGNUS NILSSON ROASTS CHICKEN IN

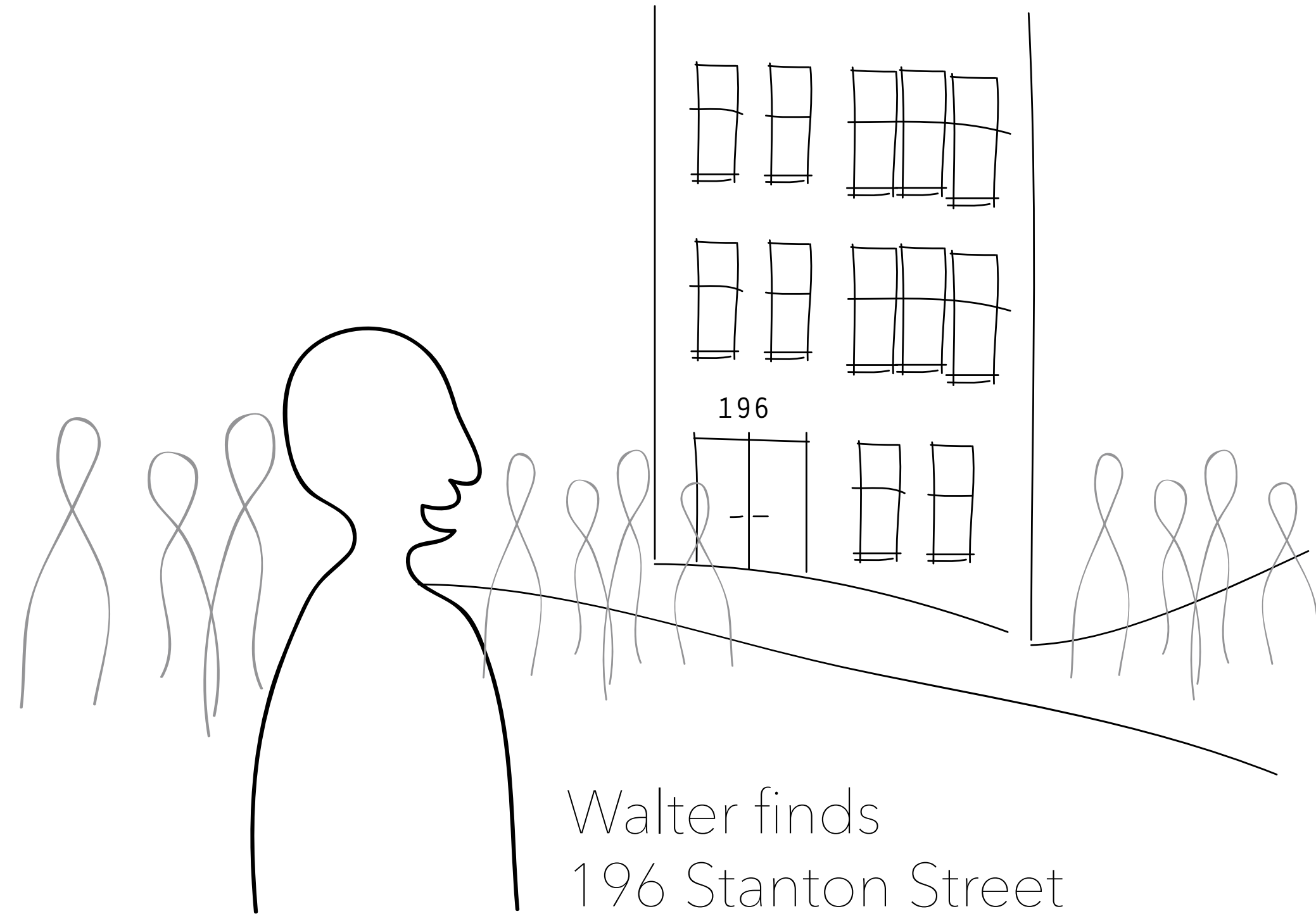
THE DIRT'S HURT



# Personas



**Experience**  
Curiosity



Walter finds  
196 Stanton Street

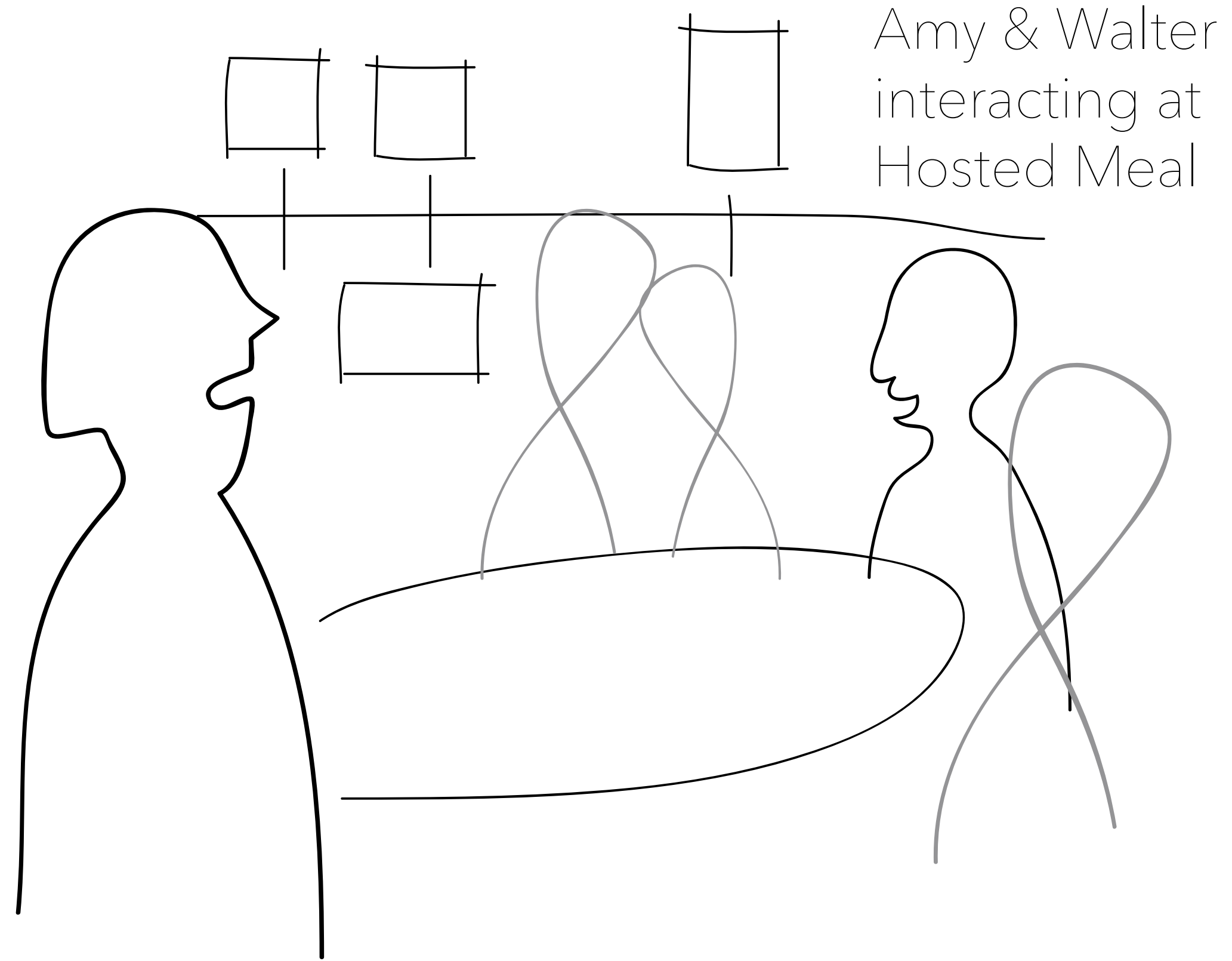


Sean reads Townhall  
Kitchen flyer

**Experience**  
Curiosity

**Experience**

Sharing & Bonding

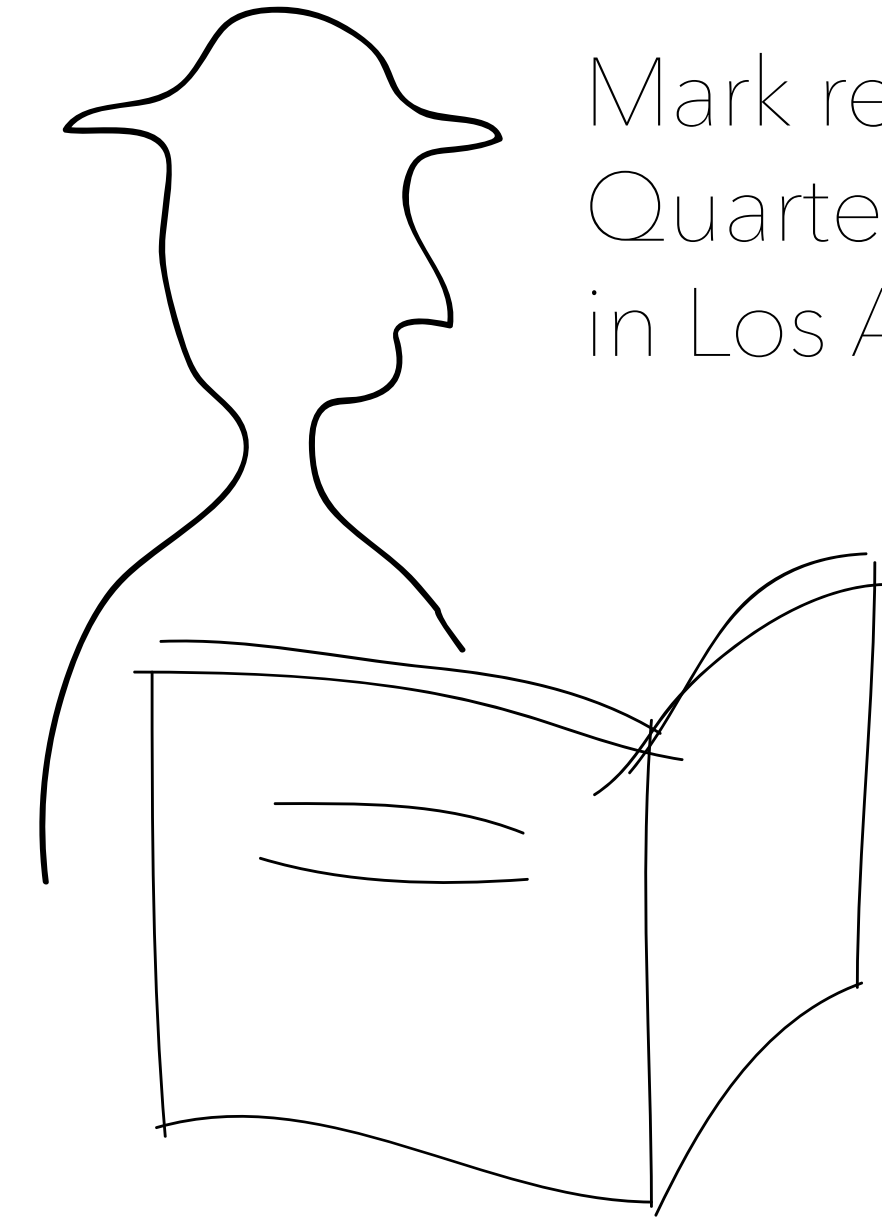


Amy & Walter  
interacting at  
Hosted Meal

Amy synthesizing  
and sharing report



Mark reads  
Quarterly Journal  
in Los Angeles



**Experience**

Disseminating





Dana and Walter meet at  
Mobile Meal

# **Experience** Disseminating



**Experience**  
Learning

# TownHall

LES

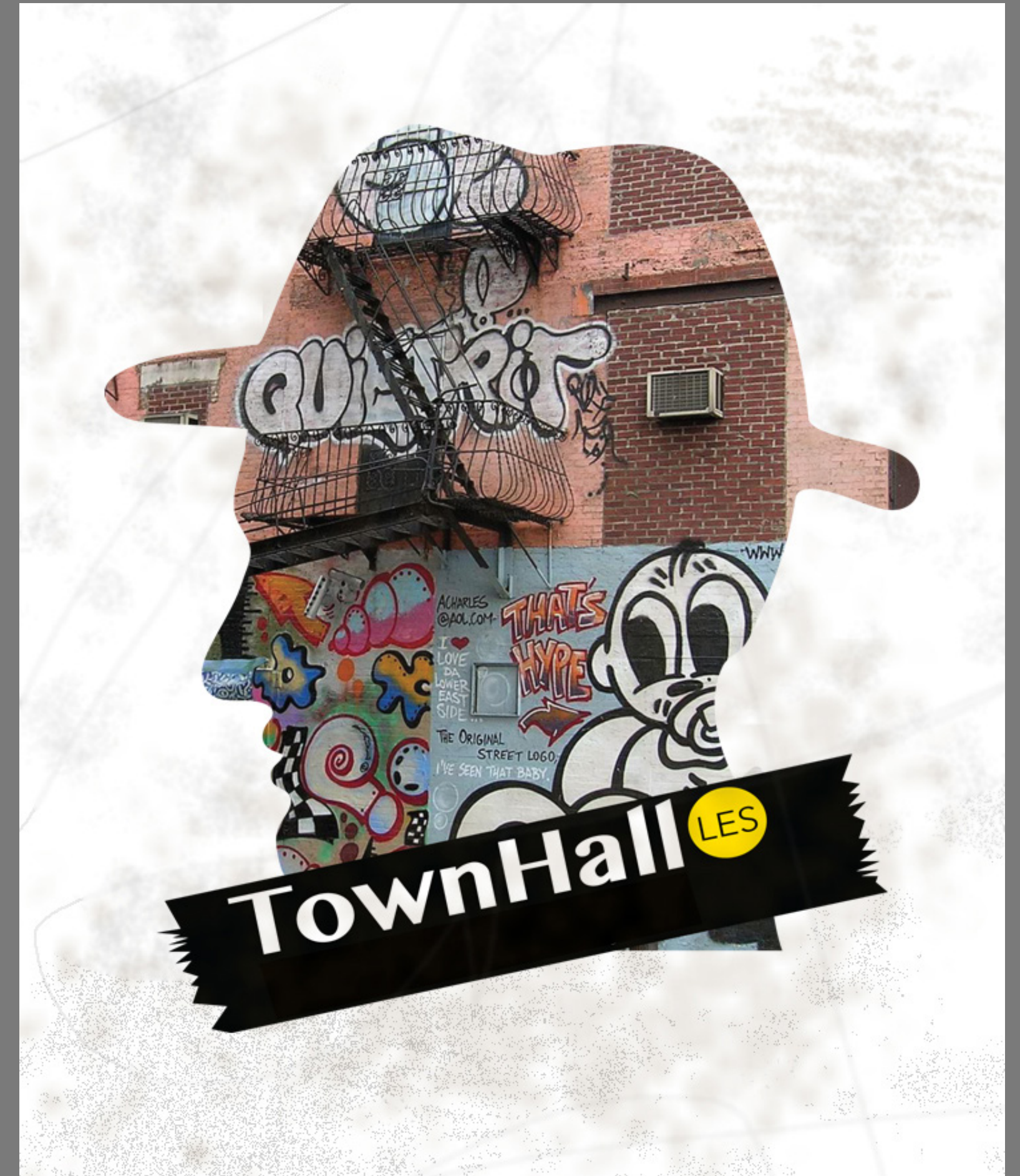
## kitchen

**Logo**

Multiple Applications

**TownHall**  **LES**  
studio

**TownHall**  **LES**  
stage



# Poster Hoarding Creating a Buzz

CULTURE OF OPPOSITION SINCE 1980

ABC NORIO

156 RIVINGTON STREET NYC 10002  
WWW.ABCNORIO.ORG 212.254.3897




A HUNDRED YEARS AGO THE LOWER EAST SIDE WAS THE FIRST STOP FOR WAVES OF NEWCOMERS TO AMERICA. TODAY THIS IS THE HATCH



# Poster Hoarding Inform

Will this church theater survive gentrification?

 Its gone soon  
#townhallkitchen  
#les

 we will fight for it  
#townhallkitchen  
#les



TownHall   
kitchen

Projections

Starting the Conversation



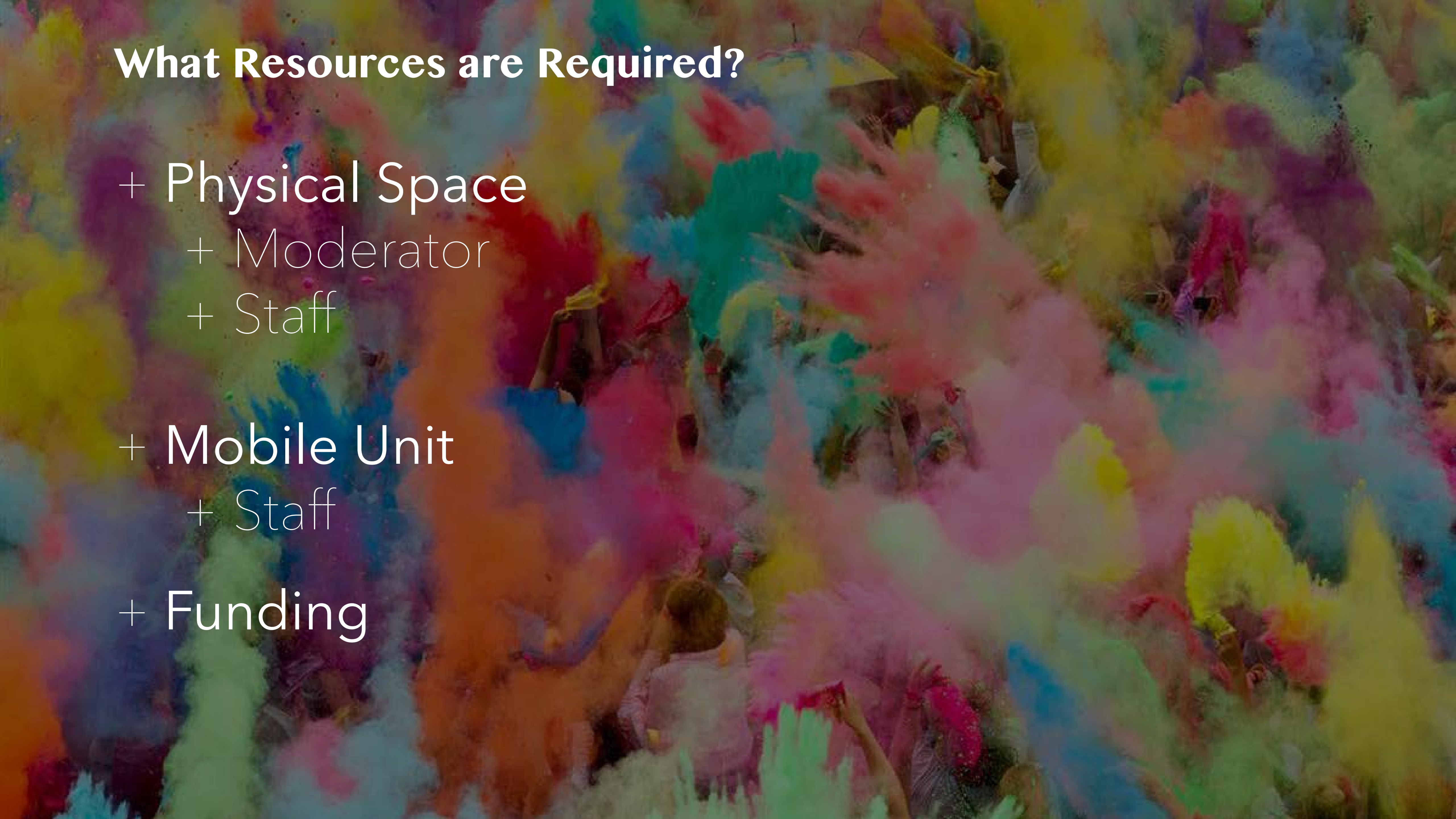
**Launch Party**  
Engaging the Venue

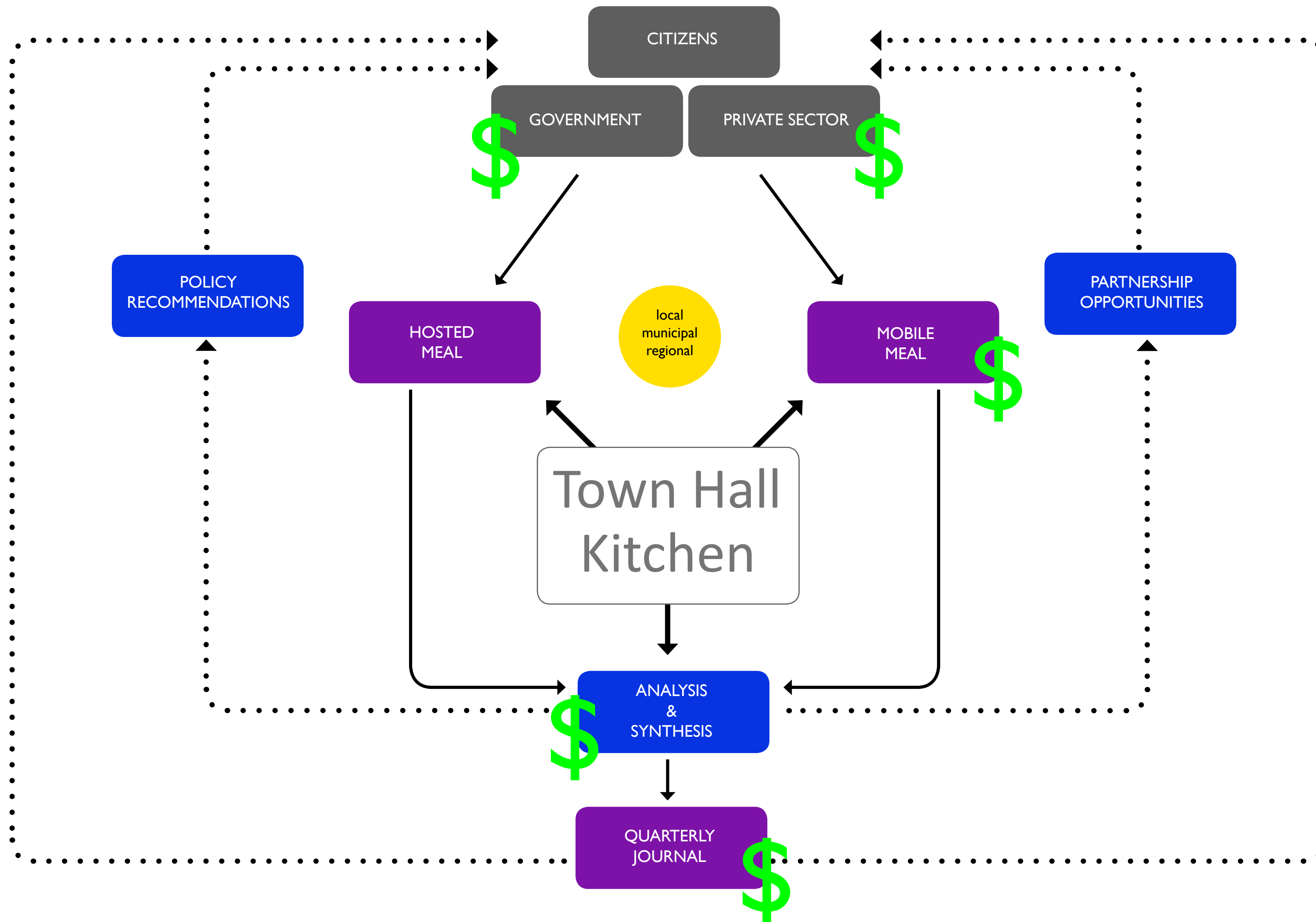




# What Resources are Required?

- + Physical Space
  - + Moderator
  - + Staff
- + Mobile Unit
  - + Staff
- + Funding





## Measures of Success Charrette:

**Need:** Design a public innovation agency that can work at multiple governmental levels (locally, municipally & regionally).

### Locally

+ Created individual intervention.

### Municipally

+ Created replicable design model that can be implemented in any neighbourhood to foster residents' resiliency. Our model is not site specific and can be adapted to unique neighbourhood conditions.

### Regionally

+ Created media response that acts as a tool to generate dialogue and strengthen identity through sharing history.

The background image shows a detailed view of a building's facade. On the left, a dark metal fire escape is attached to the side of a light-colored stone building. The central part of the image features a large, ornate stone archway with intricate carvings, including a central medallion and decorative columns. To the right, a red brick building with several windows is visible. The overall scene is captured in a slightly desaturated, historical style.

## Measures of Success Agency:

**Need:** Solve current needs in a community to enhance resilience.

+ New York City Office for Public Imagination Town Hall brings people together, utilizing common ground to entice, engage and educate the citizens through conversation and knowledge exchange.



