

## In the LOOP

**On February 16,** the Garment District Alliance unveiled LOOP, a six-week interactive art installation on Broadway that invites the public to create electrifying light shows and bring animated flipbook-style musical movies to life by activating large, retro-futuristic cylinders.



# ART ON THE PLAZAS

**Inspired by the zoetrope**, an optical toy invented in the 19th century, LOOP creates animated fairy-tale loops when visitors sit inside the cylinders and work together to pump activation levers. Once the cylinders begin to spin, they light up and play musical movies inspired by fairytales and accompanied by a flickering strobe effect.



LOOP made its U.S. debut on the Garment District Alliance pedestrian plaza on Broadway from 37th to 38th Streets, and was an immediate hit. Locals and visitors shared their LOOP experiences on social media by using the hashtags #InTheLoop and #Garment District. More than 1 million people viewed, commented, posted or reposted LOOP images during its first week alone, while coverage of the fun included features by Fox5, ABC, CBS and TimeOutNY.

“LOOP is a spectacular installation that captivates the public through a



fascinating immersive experience, and truly enriches our Broadway pedestrian plazas this winter,” said President of the Garment District Alliance, Barbara A. Blair. “As a neighborhood that is an epicenter for creativity in New York City, we are so proud that the Garment District was selected as LOOP’s first-ever activation in the United States.”

Created by Olivier Girouard and Jonathan Villeneuve (concept and execution), and Ottoblix (animations), LOOP was first produced by Ekumen and the Quartier des Spectacles Partnership for the 7th edition of Luminotherapie in Montreal in 2016.



LOOP is part of Garment District Art on the Plazas, a year-round public art program made possible through the New York City Department of Transportation’s Art Program. The Garment District Alliance and DOT Art work closely to coordinate and install exhibits and individual pieces, which enhance the public plazas and make them even more welcoming to New Yorkers and visitors. “Creating spaces for pedestrians is only the first step in the transformation of the public realm. Critical to their long term viability is activating those spaces with innovative art installations and events,” said DOT Assistant Commissioner of Urban Design + Art + Wayfinding, Wendy Feuer.

## Car Free Earth Day

NYCDOT will host its third annual Car Free Earth Day on Saturday, April 21, the day before Earth Day. Thirty blocks of Broadway in Midtown will be closed to cars but open for pedestrian exploration during the event hours of 9:00 AM to 3:00 PM.

Along the route, environmental programming will be offered by City agencies and nonprofit organizations to promote activism and education surrounding climate change, sustainability and other relevant topics. Programming will be presented at five rest stops, including 39th Street and Broadway in the Garment District.



NYCDOT

## Recyclart

**With New York City aiming for “zero waste to landfills by 2030,”** artist Isabelle Garbani will be promoting the cause with *Les Fleurs du Mal*, an interactive installation presented by the Garment District Art on the Plazas program, in partnership with NYCDOT Art. Through hands-on art-making, the work will demonstrate why the zero waste challenge is critical and how it can be achieved. From April

14 to 28, Garbani will cover the GDA plaza planters on Broadway between 39th and 40th Streets with flowers crocheted out of reused plastic bags. A large sculptural installation of “plants” made from a variety of waste materials will form the main focus of the artwork. During the Car Free Earth Day celebration, Garbani and her students will embellish and grow the debris plant with trash collected during the event as a way to draw attention to the issue of over-consumption.



Isabelle Garbani

# NEW



## **Dos Toros** **555 Eighth Avenue**

Dos Toros, the San Francisco mission-style taqueria, has opened its second Garment District restaurant. The new location, at 555 Eighth Avenue, features decor with light wood finishes, cacti, and black and white photos of California mission taquerias. Serving burritos, tacos and quesadillas, with fresh, sustainably-sourced ingredients, Dos Toros offers fast casual and eat-in dining, where every recipe is cooked from scratch. [www.dosstoros.com](http://www.dosstoros.com)

## **Nap York** **480 Seventh Avenue**

If you ever find yourself feeling like you need a little nap, the Garment District has a new and unique wellness club that is tailor-made for you. The mission at Nap York is “to provide an oasis for New Yorkers to focus on cultivating wellness in



Alexandre Ayer

body and mind; a quiet place to concentrate deliberately on yourself.” Inside the dark facade you’ll find a calming cafe, a co-working space with standing desks and reclining chairs, yoga and meditation classes, and, best of all, their “Nap York pods,” where you can rest, meditate or nap at any time, day or night. Stop in to explore the concept and see how Nap York is “recharging the people who power the world.” [www.napnyork.com](http://www.napnyork.com)

# ABOUT US

## GDA Annual Meeting

On Wednesday, May 16, at 5:30 p.m., the Alliance will host our 2018 Annual Meeting and Cocktail Party (location to be announced). Mark your calendar and be sure to join us as we recap our activities from the past year, and outline our plans for the next. The event is free and open to the public. Cocktails and hors d'oeuvres will be served. **Please RSVP by May 9 to [lurciuoli@garmentdistrictnyc.com](mailto:lurciuoli@garmentdistrictnyc.com).**

## Call for Board Nominations

On the Annual Meeting agenda will be the biennial election of our Board of Directors. The GDA Nominating Committee is currently accepting board nominations from property owners, business tenants and residents of the Garment District. If you are interested in joining our board, **please send a letter with your qualifications and background by April 1 to [info@garmentdistrictnyc.com](mailto:info@garmentdistrictnyc.com).**

Visit [garmentdistrict.nyc](http://garmentdistrict.nyc) for the GDA Annual Meeting location & other information.

## George Kaufman – In Memoriam



Kaufman Organization

The Garment District Alliance notes with great sadness the passing of our founding Chairman, George S. Kaufman, a prominent real estate developer, civic leader and philanthropist, whose impact on this neighborhood cannot be understated.

In the early 1990s, George led a group of Garment District property owners in the movement to revitalize this neighborhood. He challenged all of us to look to the future and envision the Garment District we see today. By forming the BID, and serving as its chairman and champion, George set this neighborhood on a path to become the vibrant Midtown community it is today.

George was a kind, thoughtful, supportive and dedicated leader, who will be deeply missed by the Garment District Alliance staff and Board of Directors.

# STREETSCAPE

## Avenue Lighting Program

The Garment District Alliance is offering avenue property owners an opportunity to participate in a subsidized lighting program.

Working with the design firm Kugler Ning, the Alliance has developed a Garment District Avenue Lighting Program to improve pedestrian security lighting on avenue sidewalks, and illuminate avenue building facades. This is an extension of our highly successful side street security lighting program, which has transformed the pedestrian experience on our side streets. Participation in the new Garment District Avenue Lighting Program is open to all owners of avenue properties (Sixth, Broadway, Seventh, Eighth Avenues) within the Garment District Alliance boundaries.

For more information about the program, visit [www.garmentdistrict.nyc](http://www.garmentdistrict.nyc)

### Decorative Façade Lighting

To enhance your façade with decorative up-lighting, the GDA recommends the Ecosense Rise fixture, prototypes of which have been installed across the façade of 519 Eighth Avenue. This small, simple fixture casts a distinct beam of light up the façade of the building. Owners are encouraged to install the Ecosense Rise decorative lighting on their façades, but must do so fully at their own expense.



### Sidewalk Security Lighting

To illuminate avenue sidewalks for pedestrian safety, the GDA has selected the new ERCO Kona fixture. The fixture may be viewed at 520 Eighth Avenue, where prototypes have been installed. The GDA will supply up to four (4) ERCO Kona fixtures, as determined appropriate for each individual façade. The GDA will also contribute toward installation costs, however installation is the responsibility of the participating property.



## Summer Fun

Warm weather is just around the corner, and our summer plans are well underway. In addition to colorful plantings on Broadway and throughout the neighborhood, look for parklets with seating and greenery on our side streets, a public art installation by the Taiwanese sculptor Kang Mu-Xiang on the Garment District Plazas between 36th and 39th Streets, a road mural installation by artists Patricia Cazorla and Nancy Saleme on the plazas between 39th and 41st Streets, a six-week Urban Space Garment District food market, Wellness Wednesdays free outdoor fitness classes, and the return of our popular faux grass turf to transform Broadway into an Urban Garden.



Kang Mu-Xiang

Summer plans include an installation of Kang Mu-Xiang steel cable sculptures, free outdoor fitness classes, and expanded options for outdoor seating.

NYCDOT

## UPDATE - Seventh Avenue Sidewalk Expansion

To alleviate pedestrian congestion and increase safety on Seventh Avenue, NYCDOT will be closing the western lane of traffic and converting it into a dedicated pedestrian lane with bus boarding islands. The lane closing is scheduled to start August 1. For more information, visit [nyc.gov/dot](https://www.nyc.gov/dot)



# WELCOME

## COMING

The Garment District continues to make headlines as the go-to neighborhood for retailers and office tenants looking for modern space, convenient location, abundant transit options and Midtown amenities.



**WeWork**, the giant of the co-working market, is increasing its footprint in the Garment District with a new lease for 250,000 SF in 500-512 Seventh Avenue.

**Uber**, the ride-sharing industry leader, has inked a deal for 35,000 SF in ESRT's 1400 Broadway, where it will house its engineering team on a full floor of the building.

**Champs Sports**, a division of Footlocker, is moving its flagship store to 1441 Broadway, where it will occupy a 2 level retail space of more than 12,000 SF in size.

## Kite and Rocket Research

At Kite & Rocket Research, engineers and artists, designers and scientists work together in their Garment District “laboratory of ideas” to create fun and useful products, including toys and accessibility devices. By constructing physical prototypes or performing isolated experiments, the Kite and Rocket inventors investigate things like whether it's possible to launch a dozen darts at once using a single spring, or how to propel a loop of string into a continuous arc. Their unconventional website doesn't list clients and products; instead, it shows the invention process. To see what they do – and the “blast” they have doing it – visit [www.kiteandrocket.com](http://www.kiteandrocket.com).



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THE GARMENT DISTRICT ALLIANCE

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## NUMBERS

Powering Garment District businesses by the numbers:

**327,791** square feet of co-working space

**25,000** square feet of public space for outdoor meetings

**17** coffee shops

**16** subway lines

**15** sports clubs and fitness studios

**9** rooftop bars

**1** napping lounge

## BE IN THE KNOW!

Follow us on social media, visit our website, and sign up for our regular email news, so you can keep up to date on what's happening in the Garment District.

#GarmentDistrict

We are your source for information on new businesses, restaurants, special offers and events.



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TheGarmentDistrictNYC



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### We are the Garment District Alliance

We serve New York's storied Garment District, in the heart of Midtown Manhattan. Working in partnership with local building owners and businesses, we improve the quality of life and economic vitality in this authentic New York neighborhood. The Garment District Alliance is a not-for-profit corporation, established in 1993.

**For More Information** on all that's happening in the Garment District, visit [garmentdistrict.nyc](http://garmentdistrict.nyc)