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For Immediate Release

Media Contacts:

Flatiron Partnership: Jeff Simmons, jeff@anatgerstein.com, 917-673-0024

Van Alen Institute: Steven Thomson, sthomson@vanalen.org, 212-924-7000 x 12

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**Flatiron Partnership and Van Alen Institute Unveil Winner of
Flatiron Public Plaza Holiday Design Competition:
Flatiron Sky-Line by LOT**



NEW YORK, November 23, 2016 – On Monday, November 21st, the Flatiron/23rd Street Partnership Business Improvement District (BID) and Van Alen Institute unveiled LOT's *Flatiron Sky-Line*, the winner of the Flatiron Public Plaza Holiday Design Competition, the third annual competition of its kind, which called for proposals from New York City designers for a temporary installation in the heart of the Flatiron District. *Flatiron Sky-Line* will be the centerpiece of the Partnership's annual holiday programming and a highly visible landmark in this thriving New York City neighborhood.

Flatiron Sky-Line is a series of ten large contiguous arches constructed of white powder-coated steel tubes with LED lights. Hammocks suspended from the arches allow visitors to relax and gaze upon the district's architectural sights. LOT, an architectural and design firm based in New York City and Greece and directed by principals Eleni Petaloti and Leonidas

Trampoukis, has developed an array of projects across the world, ranging from objects and installations to interior spaces and buildings, including showrooms, lofts, and sculptural displays. **Flatiron Sky-Line** will be the firm's first large-scale public installation in New York City.

"Flatiron Sky-Line creates a dynamic new social space underneath its illuminated arches. The structure invites visitors to walk within and around it, gaze through it toward the skyline, and experience the Flatiron District's surroundings through a unique lens," said **Leonidas Trampoukis**. "The simplicity of the design draws in passersby and inspires them to savor this iconic intersection."

The installation will remain on view to the public on the North Flatiron Public Plaza at Broadway, Fifth Avenue, and 23rd Street through the holidays as part of the Partnership's "23 Days of Flatiron Cheer" programming. The installation is permitted through NYC DOT Art and is open from 9:00 a.m. to 9:00 p.m., daily, weather permitting.

The closed-call competition began in June 2016, when the Flatiron/23rd Street Partnership and Van Alen Institute—a non-profit organizer of design competitions, public programs, and research—invited five design and architecture firms to submit proposals. Invited firms were: Architensions; Büro Koray Duman Architects; Freeland Buck; LOT; and Young & Ayata. A jury with expertise across the worlds of design and public art, including representatives from the Flatiron Partnership and Van Alen Institute's board of trustees reviewed the proposals.

"The holiday installation is now a tradition in the district that is enjoyed by locals and visitors alike. It provides a festive experience on the public plaza during the holiday season," said **Jennifer Brown, Executive Director of the Flatiron/23rd Street Partnership**. "**Flatiron Sky-Line** most certainly will become a destination for people who already are in love with Flatiron—or are visiting our neighborhood for the first time."

"This installation is the culmination of three rewarding years of collaboration between Van Alen Institute and the Flatiron/23rd Street Partnership on the Flatiron Public Plaza Holiday Design Competition," said **David van der Leer, Executive Director of Van Alen Institute**. "The initiative has become a valuable platform for launching new practices, and a visible celebration of inventive, temporary designs in public space as a way to bring people together, even during colder months."

"DOT Art is committed to supporting interactive public art installations that temporarily change the city's public spaces in both safe and surprising ways," said **DOT Assistant Commissioner of Design + Art + Wayfinding Wendy Feuer**. "We are excited to be partnering with the Flatiron/23rd Street Partnership for the third year and value the organization's dedication to commissioning interesting and sometimes playful installations during the busy holiday season."

Throughout the holidays, the Partnership is encouraging visitors to use the hashtag **#FlatironSkyLine** on Twitter and Instagram to share images of the installation and be

entered into a contest to win prizes from local businesses.

Sponsored by the Flatiron/23rd Street Partnership, **Flatiron Sky-Line** and the accompanying programming “23 Days of Flatiron Cheer” are also made possible with generous support from Presenting Sponsor Meringoff Properties and Contributing Sponsors Grey Group and Macmillan. Several partners provided in-kind donations of products and services to LOT for the installation. They are: Daniel Urrutia for Armour Unsderfer Engineering (AUE); Bliss Hammocks, Inc.; Creston Electronics, Inc.; Fabric Images; Map Design Studio; Green LED Lighting Solutions; 4th State Metals; and Walsh Electrical Contracting.

Competition Jury Members

Nicholas Athanail, The Corcoran Group and Flatiron Partnership board member; **Natasha Jen**, Partner, Pentagram; **Wendy Feuer**, Assistant Commissioner, New York City Department of Transportation Design + Art + Wayfinding; **Jessica Healy**, Van Alen board member; **Michael Szivos**, SoftLAB; **Jennifer Brown**, Executive Director, Flatiron Partnership; **Aleksey Lukyanov-Cherny**, Partner, SITU Studio; **David van der Leer**, Executive Director, Van Alen Institute; and, **Sherry Dobbin**, Director, Times Square Arts.

About the Flatiron/23rd Street Partnership

The Flatiron/23rd Street Partnership Business Improvement District, formed in 2006, is a nonprofit organization whose mission is to enhance the area's reputation as one of New York's most vital and exciting neighborhoods. This is accomplished by maintaining a clean and safe environment for the district's businesses, residents and visitors; by spearheading area improvement projects; and by marketing the diverse business and retail options in this vibrant and historic neighborhood.

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About Van Alen Institute

At Van Alen Institute, we believe design can transform cities, landscapes, and regions to improve people's lives. We collaborate with communities, scholars, policymakers, and professionals on local and global initiatives that rigorously investigate the most pressing social, cultural, and ecological challenges of tomorrow. Building on more than a century of experience, we develop cross-disciplinary research, provocative public programs, and inventive design competitions.

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About LOT

LOT is an award winning architectural and design firm with offices in New York and in Greece focusing on applying strong design concepts with consciousness and pragmatism around the world. LOT works on an array of projects ranging in scale and complexity from objects and installations to interior spaces and buildings. LOT was founded in 2012 by Leonidas Trampoukis and Eleni Petaloti and in 2014 the office was selected for the *Wallpaper** *Architects Directory*, the iconic magazine's list of the best architectural talent from around the globe.

www.lot-arch.com

About NYCDOT ART

Launched in October 2008, the New York City Department of Transportation's Art Program invigorates the city's streetscapes with engaging temporary art installations. The Program partners with community-based organizations and artists to present murals, sculptures, projections and performances on plazas, fences, barriers, bridges, and sidewalks for up to 11 months. Projects are presented within four program tracks: Arterventions, Barrier Beautification, Community Commissions, and Art Display Case. For more information, visit www.nyc.gov/dotart.