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DESIGN TRUST FOR PUBLIC SPACE PRESENTS

**“DESIGNING THE TAXI”: HOW DO WE GET THERE?
A public workshop on the future of the taxi organized
in cooperation with Parsons School of Design**

Moderated by Kurt Andersen, Host of the groundbreaking radio show *Studio 360*

NEW YORK – The Design Trust for Public Space presents *Designing the Taxi: “How Do We Get There?”*, a public workshop investigating how to improve the New York City taxicab, the city’s iconic mode of transportation. *Designing the Taxi* is a project of the Design Trust in cooperation with Parsons School of Design, a division of New School University. The workshop will take place on Thursday, June 16th, 2005 from 2-5 PM at the Tishman Auditorium, New School University, 66 West 12th Street.

“Taxis are crucial to the city’s transportation network and self-image,” notes Deborah Marton, Executive Director, Design Trust for Public Space. “But they can’t be improved unless designers work together with the people who own cabs and the industry regulators from the very beginning. That’s why the Design Trust has gotten involved – we connect the best design talent with the public sector to make New York City a better place to live and work.”

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The year 2007 will mark the hundredth anniversary of the New York City taxi and offers a significant opportunity to rethink what New Yorkers need from the cab. “Parsons is committed to advancing design in the public realm, particularly here in New York, and we are delighted to partner with the Design Trust for Public Space on this important project,” said Parsons Dean Paul Goldberger. “By bringing together some of the leading voices in the field, we look forward to generating innovative new concepts for this quintessential form of New York City transportation as it approaches its centennial.”

(more)

The Design Trust's *Designing the Taxi* includes participation from the taxi industry and representatives of city agencies, New York City's taxi regulators, as well as some of the nation's finest designers. Together, these varied parties have begun rethinking the taxi system and the vehicle itself.

Designing the Taxi will feature a presentation of innovative taxi-improvement ideas, including: sketches, proposed regulatory reforms, public space plans and other presentations, discussion by workshop participants, and a Q&A with the public.

Selected contributors will speak briefly regarding their ideas, followed by a discussion among the contributing panel and the audience, moderated by **Kurt Andersen**.

Confirmed presenters and some of their proposed ideas include:

- **Pentagram**, Michael Bierut
 - Pentagram proposes reinvigorating the taxicab as a New York City icon. Pentagram hopes to re-brand the New York City taxicab and re-tool its profile. Their strategies include creating a silhouette for that New York City cab that is as distinctive and recognizable as the London taxi. The company will also present ideas on how to “brand” the NYC taxi experience, including celebrating the diversity of cultures represented by drivers.
- **Antenna Design**, Sigi Moeslinger
 - The focus of Antenna Design's proposal lies in the legibility of the “off-duty” light, which, if re-designed, will clarify precisely when a cab is available, occupied, or off duty. Antenna Design is examining the various “interface points” that a passenger goes through when using a cab, and these include: finding a cab, hailing, opening a door, getting in, giving directions, in-between, payment, and getting out of the cab. The roof sign is the first element in this sequence, and thus serves as the focal point of Antenna Design's proposal.
- **Birsel + Seck**, Ayse Birsel
 - Birsel + Seck will examine practical ideas to improve the taxi experience, including incorporating a baby seat into the cab seat.
- **CityStreets**, Harris Silver
- **Committee for Taxi Safety**, David Pollack
- **Fox & Fowle Architects**, Jason Abbey
- **Hybrid Product Design**, Russell Robertson
(more)
- **IDEO**, Fred Dust
- **Imagination (USA) Inc.**, York Bleyer
- **Ken Smith Landscape Architect**, Ken Smith
- **Natural Resources Defense Council**, Yerina Mugica
- **Partnership for New York City**, Ernest Tollerson
- **Ronart Leasing Corporation**, Michael Levine
- **Schaller Consulting**, Bruce Schaller
- **Taxi Driver**, Erhan Tuncel
- **TRUCK Product Architecture**, Jennifer Carpenter
- **Weisz + Yoes**, Claire Weisz

DESIGN TRUST FOR PUBLIC SPACE

ABOUT THE DESIGN TRUST FOR PUBLIC SPACE

The Design Trust for Public Space creates public/private partnerships to improve civic space in New York City. We organize teams of experts -- urban planners, graphic designers, landscape architects, ecologists, economists, or whoever may be required -- and provide fellowships to support their work with public agencies and community groups. These powerful and unexpected collaborations generate solutions to complicated public space issues and overcome formidable political and logistical hurdles. We enrich the urban experience for all New Yorkers by turning good design intentions into reality. For more information, visit www.designtrust.org

ABOUT PARSONS SCHOOL OF DESIGN

Located in the heart of New York City, Parsons School of Design, a division of New School University, is one of the largest degree-granting colleges of art and design in the nation. The School's dean is Paul Goldberger, the Pulitzer-prize winning architecture and design critic and writer. Parsons' rigorous programs and distinguished faculty embrace curricular innovation, pioneer new uses of technology, and instill in students a global perspective in design. For more information, visit: www.parsons.edu

Designing the Taxi is a Design Trust for Public Space Program, in cooperation with Parsons School of Design, New School University, and made possible through the generous support of the Lily Auchincloss Foundation and Deborah Berke & Partners Architects LLP.

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