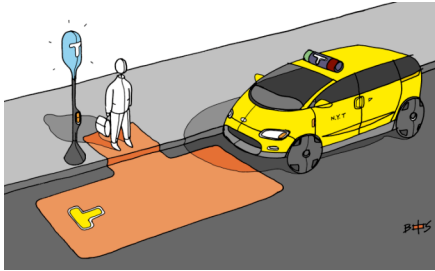


TAXI 07

A PROJECT OF THE
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Transforming the street: Image by Birsell + Seck for Designing the Taxi



Transforming the vehicle: Image by Antenna Design New York for Designing the Taxi

TAXI 07 CONSORTIUM

College for Creative Studies
Cooper-Hewitt, National Design Museum, Smithsonian Institution
Hamilton Rabinovitz & Alschuler
Museum of the City of New York
Natural Resources Defense Council
New York City Taxi & Limousine Commission
New York International Auto Show
NYC & Company
Pentagram
Pratt Institute
Rudin Center for Transportation Policy and Management,
NYU Wagner
Smart Design

TAXI 07 LEAD: Design Trust for Public Space

TAXI 07 CHAIR: Paul Herzan, Chairman, Cooper-Hewitt,
National Design Museum, Smithsonian Institution

DESIGN TRUST FOR PUBLIC SPACE TO REINVENT NYC TAXI

TAXI 07: Transforming the Ride for the Taxi's Centennial in 2007

NEW YORK, NEW YORK (April 12, 2006) – The Design Trust for Public Space, a not-for-profit organization dedicated to improving New York City's parks, plazas, streets, and public buildings, is collaborating with the City of New York, vehicle manufacturers, world-class cultural institutions, and top industrial designers to redesign the iconic New York City taxicab for its next hundred years.

An exhibit planned for the 2007 New York International Auto Show will showcase greener, more user-friendly, and more accessible vehicles that could become the taxi of the future.

"The yellow cab is an icon, but anyone who has been in one recently knows that there is room for improvement," said Deborah Marton, executive director of the Design Trust for Public Space. "Taxi 07 is an opportunity for auto makers to showcase their design, technology, and engineering talents by developing ideas that improve a vital form of public transportation – and one of the most recognizable symbols of New York City and this country."

Taxi 07 builds on the momentum of the Design Trust's two-part workshop, Designing the Taxi. Designing the Taxi launched a productive and ongoing dialogue with the New York City design community, the taxi industry, and the NYC Taxi & Limousine Commission about possible short- and long-term improvements to the yellow cab. Implementation of these improvements will be pursued through Taxi 07.

Taxi 07's objectives are to:

- invite auto manufacturers and designers to create new taxi components and prototypes for display at the 2007 New York International Auto Show
- publish a Taxi Master Plan, describing systemic improvements, in partnership with the NYC Taxi & Limousine Commission
- bring public attention to the taxi's role as cultural avatar and crucial transport link.

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 and provide fellowships to support their work with public agencies and community groups. These powerful collaborations solve complicated public space issues and overcome formidable political and logistical hurdles. For more information, visit www.designtrust.org

For more information, please contact:

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