

DESIGN TRUST
FOR PUBLIC SPACE
40 WORTH STREET
SUITE 603
NEW YORK, NY 10013
212.695.2432
DESIGNTRUST.ORG

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Media contact: Susan Chin
212-695-2432
schin@designtrust.org

DESIGN TRUST FOR PUBLIC SPACE ANNOUNCES NEW PARTNERSHIP WITH NISSAN AMERICAS FOR TAXI OF TOMORROW PROJECT

New York (Oct. 25, 2011) – Design Trust for Public Space is pleased to announce a new partnership with Nissan Americas for the *Taxi of Tomorrow* project. Recognizing the Design Trust’s pioneering role to bring innovation to the New York City taxi vehicle and system, Nissan Americas has engaged the Design Trust as an advisor to the development of the Nissan NV200 as the exclusive *Taxi of Tomorrow*. Joining the Design Trust in this partnership is the Smithsonian’s Cooper-Hewitt, National Design Museum.

“The Design Trust for Public Space has been at the forefront of *Taxi of Tomorrow* from the beginning and Nissan sees its ongoing involvement as an important element of the project’s success,” said Joe Castelli, Nissan’s vice president, Fleet & Commercial Vehicles. “We share the Design Trust’s commitment to improving life for all New Yorkers.”

“We are thrilled that Nissan shares the Design Trust’s commitment to quality design and innovation, and we see our role as an advisor to this historic collaboration between Nissan Americas and the City of New York as a unique partnership,” says Susan Chin, executive director of the Design Trust. Creating a purpose-built taxicab for all New Yorkers that focuses on the user experience was our key goal, and now to see this become a reality is just incredible.”

In 2005, the Design Trust for Public Space embarked on an unconventional public space project to explore the role of the taxi as an icon and a ubiquitous presence in the public realm. Recognizing that New York’s taxi services form a system—an interdependent network of people, vehicles and the city itself—the Design Trust undertook a series of strategic, design-driven initiatives to re-imagine both the taxi vehicle and system [*Designing the Taxi, Taxi 07, Roads Forward*].

Of the many recommendations made by the Design Trust for improving the taxi vehicle, a number of these physical improvements are now becoming a reality in Nissan’s *Taxi of Tomorrow*, and the Design Trust also remains optimistic that our accessibility goal will be reached. These improvements include:

Accessibility and Efficiency

- a legible roof light
- flat floor for ease of entry and exit
- sliding doors for ease of entry and exit
- greater vehicle interior height
- one integrated partition for passenger services

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Safety

- passenger air bags
- lights that will indicate passenger exiting for oncoming cyclists
- rear safety indicator light

Comfort and Well-Being

- customized, comfortable driver area
- increased passenger comfort
- increased legroom for driver and passenger
- separate climate control for passengers
- skylight
- and greener interior-compartment materials

Beginning Tuesday, November 1, New Yorkers will get their first peek inside Nissan's *Taxi of Tomorrow* at a pop-up exhibit on the pedestrian plaza at Broadway and Fifth Avenue, directly across from Madison Square Park. This interactive display will showcase the latest development for the vehicle's interior, giving New Yorkers their first opportunity to experience some of the new design features and provide valuable user feedback to Nissan's design team. The exhibit will be open to the public on Nov. 1, noon - 9:00pm, Nov. 2-4, 8am-9:00pm, and Nov. 5, 8am-6:00pm.

About Taxi of Tomorrow

Taxi of Tomorrow was the result of a groundbreaking effort led by the Design Trust for Public Space to re-imagine the entire taxi system and vehicle for the 21st century. This unprecedented initiative was launched in 2008 by the NYC Taxi & Limousine Commission (TLC) and invited auto manufacturers and designers to submit their best ideas for a purpose-built vehicle to serve as the next New York City taxicab. In May 2011, following a rigorous selection process, Nissan's NV200 Taxi was selected by the TLC as New York City's exclusive *Taxi of Tomorrow*.

About the Design Trust for Public Space

The Design Trust for Public Space is an independent nonprofit organization that advances the quality of life in New York City by bringing visionary thinking to how cities work. Since 1995, the Design Trust has improved public space in New York City by forging critical alliances between city agencies, community groups and architecture, design, and planning experts. Learn more at <http://designtrust.org>.