

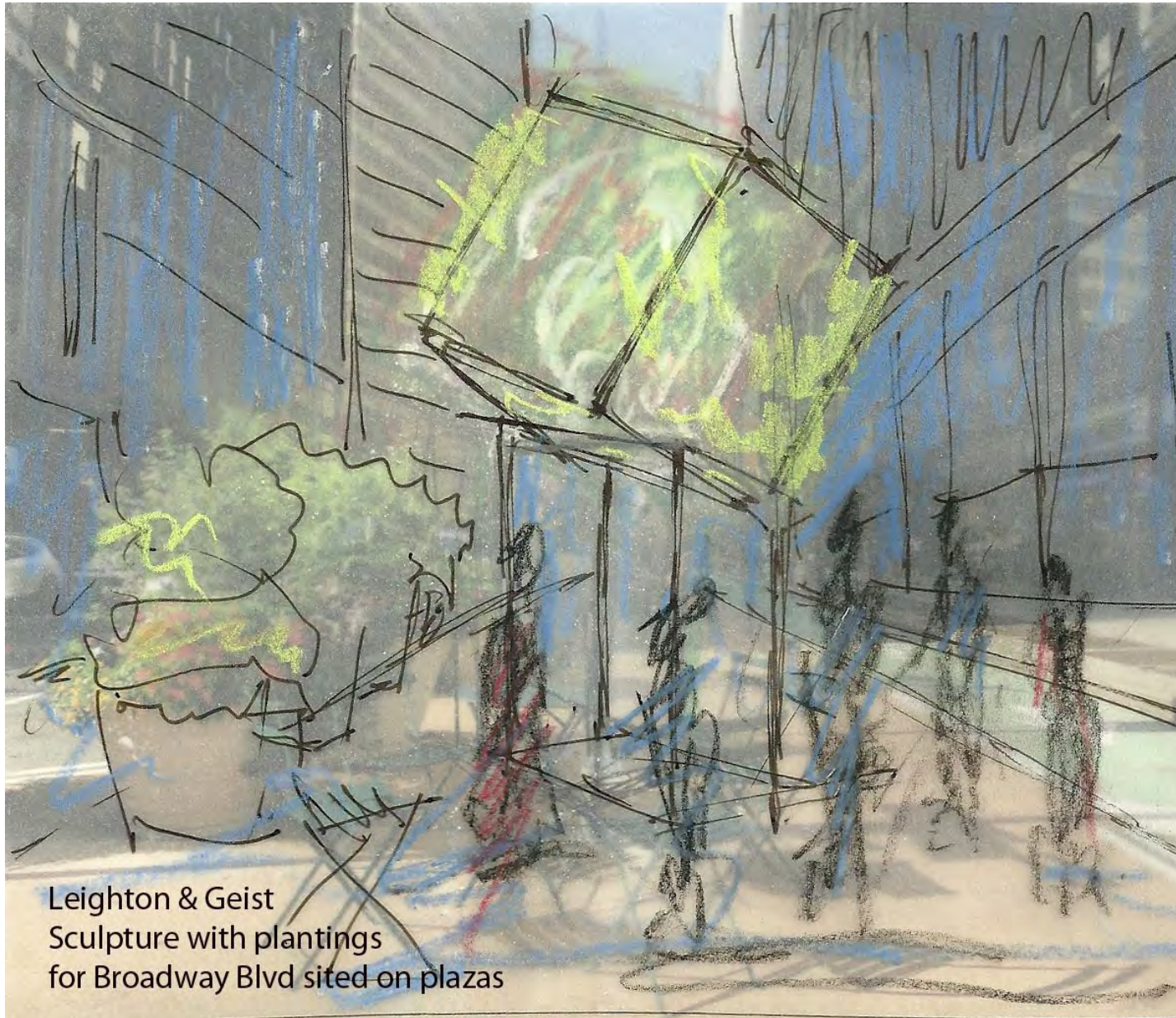


BROADWAY GREEN

Patricia Leighton & Del Geist

Sculpture with Nature, Summer 2012 Public Art Installation

Commissioned by The Fashion Center Business Improvement District



Leighton & Geist
Sculpture with plantings
for Broadway Blvd sited on plazas

'Broadway Green', - Green Cubes in
New York City Urban Plazas

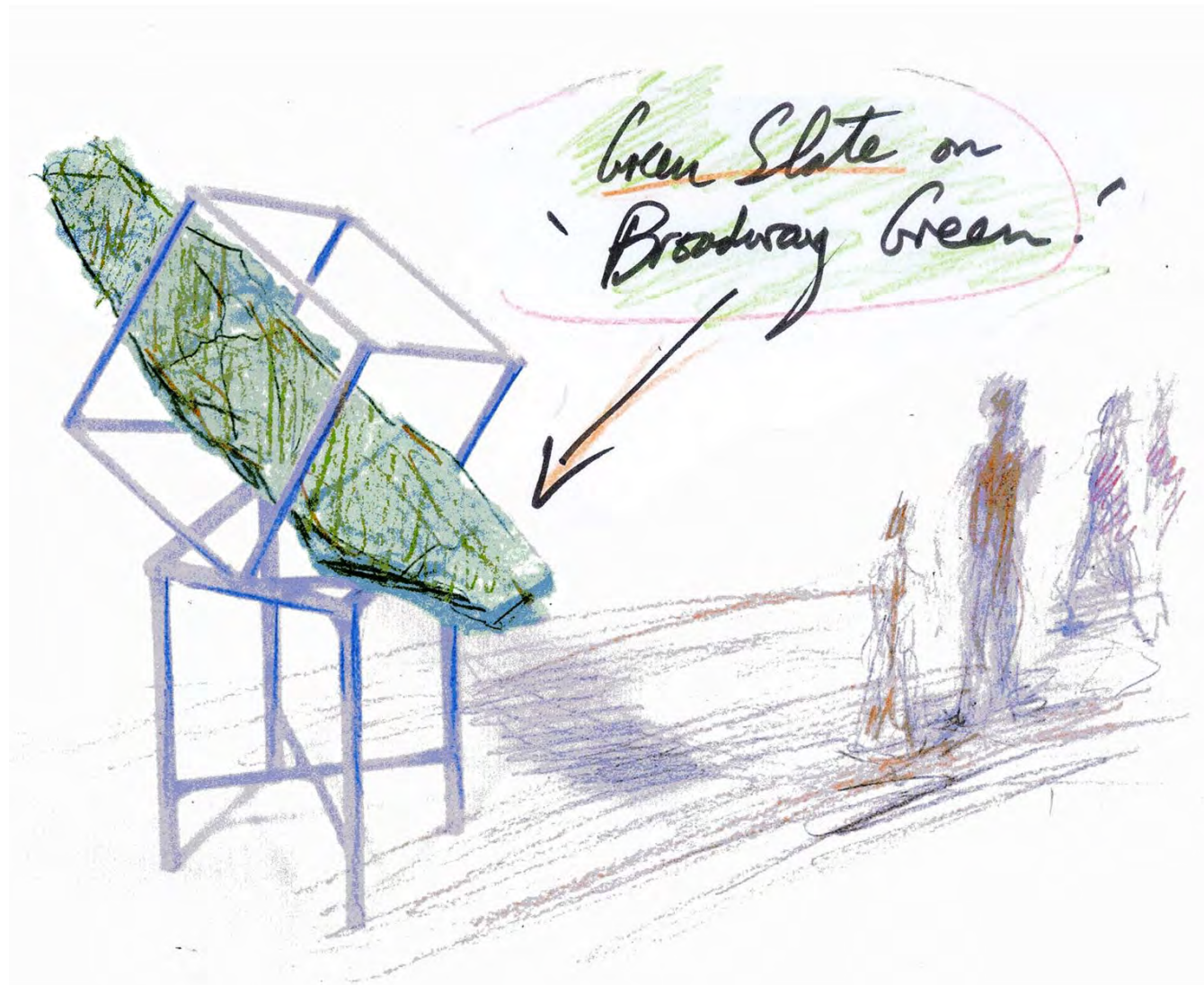
A unique concept of green space for the Fashion District and the pedestrian Broadway Plazas, is being installed by New York based environmental artists, Patricia Leighton and Del Geist.

Six elevated green cubes will bring the presence of green and a touch of nature to each of the urban pedestrian plazas.

The green cubes are elevated, highlighting the significance and pertinence of 'Green' philosophy. As we have a concentrated vertical city, our green spaces become more precious. This installation of the 'elevation of nature' and relation to space functions in a bold contextual manner.

The elevated steel framed growing sculptures make a direct relationship of form to the surrounding architecture of Times Square and Broadway. Leading the eye upwards, they create a contemplative natural presence within the vibrant core of New York City. The Green Cubes, on the Broadway Plazas will extend from 36th Street to 41st Street and will be sited in early July, 2012 for the duration of the summer.

New Yorkers and visitors alike will have the opportunity to experience this unique sensory experience, the 'Greening of Broadway'.



NEW YORK, May 17, 2012 – The Fashion Center Business Improvement District (BID) today announced a new public art installation titled *Broadway Green* that will debut on Broadway Boulevard this summer. Designed by New York City-based environmental artists Patricia Leighton and Del Geist, the exhibit will occupy the Fashion District's pedestrian plazas from July 9th to August 27th .

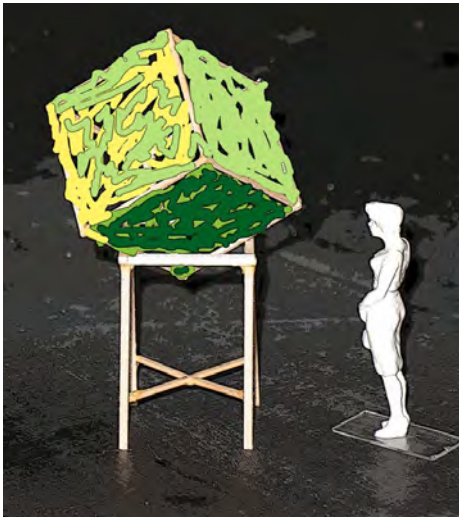
"Everyone knows the Fashion District is America's fashion capital, but it has emerged in recent years as an artistic center of New York City as well," said Barbara Randall, president of the Fashion Center BID. "*Broadway Green* is part of a new tradition of world-class public art installations in the neighborhood that began three years ago with *Sidewalk Catwalk* and continued most recently with *Figurations* and *Tour de Fashion*."

"With crisp, green grass and striking stands, *Broadway Green* is far from garden-variety art," said DOT Commissioner Janette Sadik-Khan. "This installation instantly brightens the streetscape and dresses up the heart of the Fashion District so it is more inviting."

Broadway Green is part of Arterventions, part of the Department of Transportation's Urban Art Program. The Fashion Center BID and DOT are working closely to coordinate and install the pieces, which enhance the public plazas and make them even more welcoming to New Yorkers and visitors alike.



1.



2.

- 1. Prior installation (left)
- 2. Green Cube concept (top right)
- 3. Fabrication (lower right)



3.



Leighton & Geist
Sculpture with planting
for Broadway Blvd sited on plaza

1.



2.

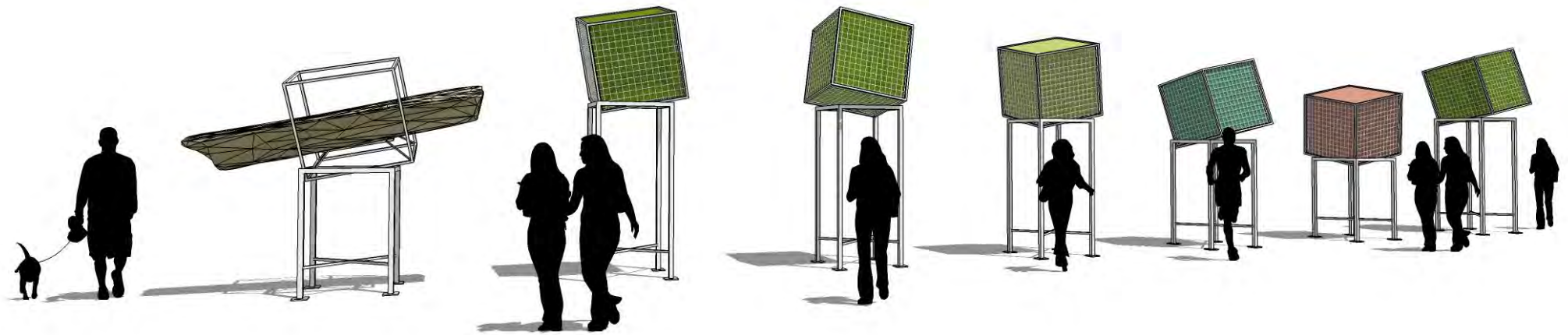
- 1. Installation rendering (left)
- 2. Galvanized steel frame (top right)
- 3. Cube with vegetation (lower right)



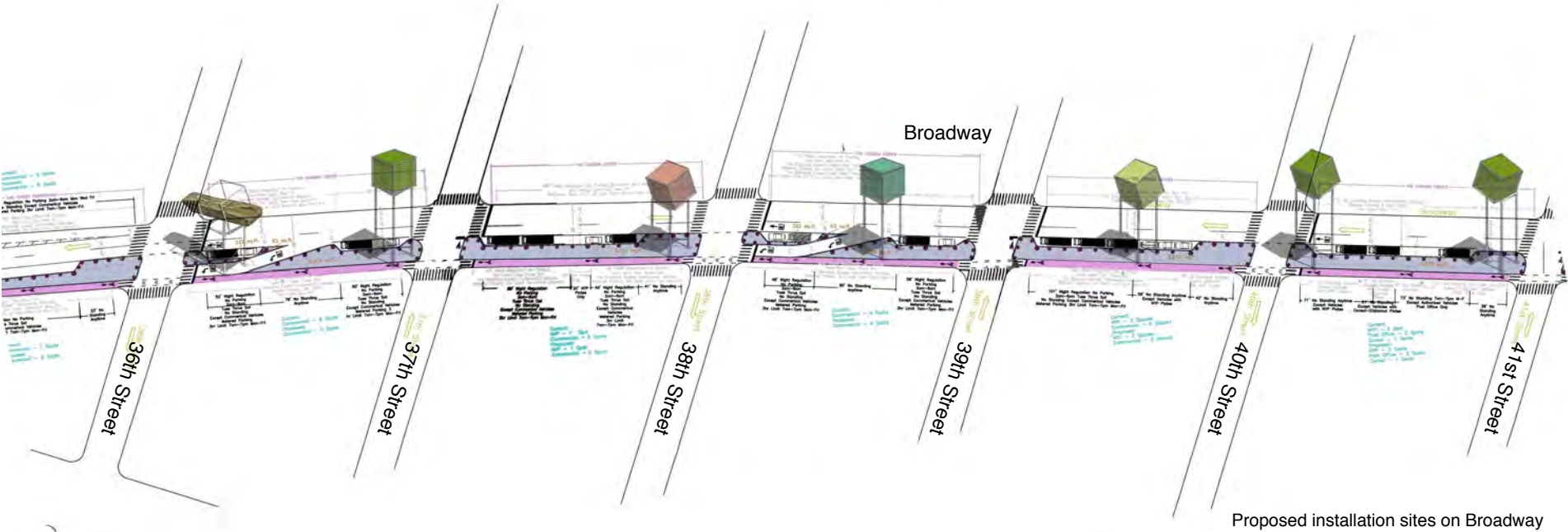
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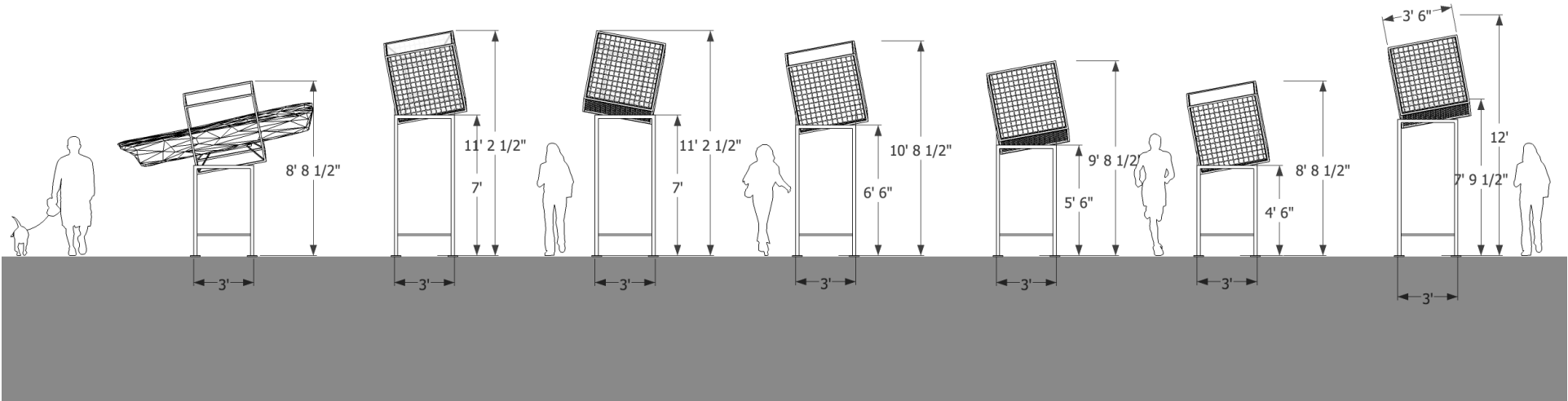
Concept Image



Concept Image



Proposed installation sites on Broadway



Scale Comparison



Broadway Green

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