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By Stacy Perman

Taxi! Five Firms Redesign the Yellow Cab

A group of experts has come together to redesign the transportation system formed by the yellow cab. Here's a look at their ideas

The year 2007 will mark the 100th anniversary of the New York City taxi, and in honor of the occasion, a group of designers, urban planners, and city officials decided it's time to rethink the cab for the next century.

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- Not sure

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reinvent the cab.

"The taxi is not just a vehicle but a system," says Deborah Marton, the Design Trust's executive director. "A system is a public-space issue. It profoundly influences the way the city moves."

DIFFERENT NEEDS. A year in the making, the project, called Designing the Taxi, brought together some 60 participants -- from architects to fleet owners -- to offer their input on every aspect of the taxi experience. The only variable that was off-limits: the color yellow. The Design Trust plans to publish the findings of the workshops and present an exhibition in November, 2005.

"The taxi that we have now is just a car painted yellow and given a meter," says Paul Goldberger, dean of Parsons and former architecture critic of *The New York Times*. "The taxi is not a car. It has a different set of needs and functions in a very different way."

Here is a slide show of items which demonstrate some of the concepts and ideas associated with the anniversary celebration:



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Perman is a reporter for BusinessWeek Online in New York

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