

FOR IMMEDIATE RELEASE  
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DESIGN TRUST FOR PUBLIC SPACE AND THE BRONX MUSEUM OF THE ARTS LAUNCH  
*INTERSECTIONS: GRAND CONCOURSE BEYOND 100*, AN IDEAS COMPETITION OPEN TO ALL



Courtesy Librado Romero / The New York Times



Courtesy Todd Heisler / The New York Times

**BRONX, NY (Feb. 2, 2009)** – *Intersections: Grand Concourse Beyond 100* is an international ideas competition soliciting bold visions from architects, planners, artists, designers, students, area residents, and others, that illustrate and describe how the Bronx and the Grand Concourse can evolve in coming decades to cope with pressing needs for housing, green space, and transportation.

Up to 7 finalists will be awarded a cash stipend to further develop their proposal for inclusion in the *Intersections: Grand Concourse at 100 — Future* exhibition at The Bronx Museum of the Arts, opening Nov. 1, 2009. A first prize of \$5,000 will be awarded to one of the seven finalists once the exhibit is on view. Honorable Mentions will be awarded to up to 50 submissions, and will be displayed digitally during the exhibit in the Museum's North Wing Lobby and also in an online gallery on the competition website (<http://grandconcourse100.org>).

By 2030, New York City is projected to grow by over one million residents, and 124,000 will settle in the Bronx—the equivalent of the entire population of Ann Arbor, Michigan, or New Haven, Connecticut. With this substantial population growth on the horizon, recent robust investment in development, and the Grand Concourse's centennial, now is the time to look at what the Bronx and its important thoroughfare will become beyond 100. The competition challenges entrants to answer these questions:

- \* What does the Bronx of the future need its grandest boulevard to be?
- \* How can the Grand Concourse help inspire quality of life and community through design?
- \* Is the Grand Concourse of today obsolete? Can the Grand Concourse of tomorrow be a force that catalyzes the Bronx's positive evolution?

Successful submissions could address these questions at any scale - from the urban detail to city block to neighborhood to entire borough. Entrants are encouraged to address not only the area's built environment, but the natural, cultural, and social environments as well.

Competition entries will be accepted until May 1, 2009 and judged by a diverse and distinguished jury that includes **Stan Allen**, Stan Allen Architect / Dean, Princeton University School of Architecture; **Carlos Brillembourg**, Brillembourg Architects; **Monty Freeman**, Belmont Freeman Architects; **Anthony Greene**, The Bronx County Historical Society; **Dr. Clara Rodriguez**, Dept. of Sociology and Anthropology, Fordham University; **Tim Rollins**, Artist, Founder of Kids of Survival (K.O.S.); **Wilhelm Ronda**, Director of Planning and Development, Office of Bronx Borough President; **Galia Solomonoff**, Solomonoff Architecture Studio; **Susan Szenasy**, Editor-in-Chief, *Metropolis*; **TATS CRU**, Bronx-based professional muralists.

The **Design Trust for Public Space** ([www.designtrust.org](http://www.designtrust.org)) is a non-profit organization dedicated to improving the quality and understanding of New York City's public realm—from parks, plazas and streets to public buildings and modes of transportation. Since 1995, the Design Trust has successfully completed over two-dozen projects, improving the urban experience for all New Yorkers.

Founded in 1971, and today the flagship cultural institution of the Bronx, **The Bronx Museum of the Arts** ([www.bronxmuseum.org](http://www.bronxmuseum.org)) focuses on 20th-century and contemporary art, while serving the culturally diverse populations of the Bronx and the greater New York metropolitan area. The Museum's home on the Grand Concourse at 165th Street is a distinctive contemporary landmark designed by the internationally renowned firm Arquitectonica.

<http://grandconcourse100.org>