

STUDENT NAME

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STUDIO

**Communications Design  
Special Project**

PROFESSOR(S)

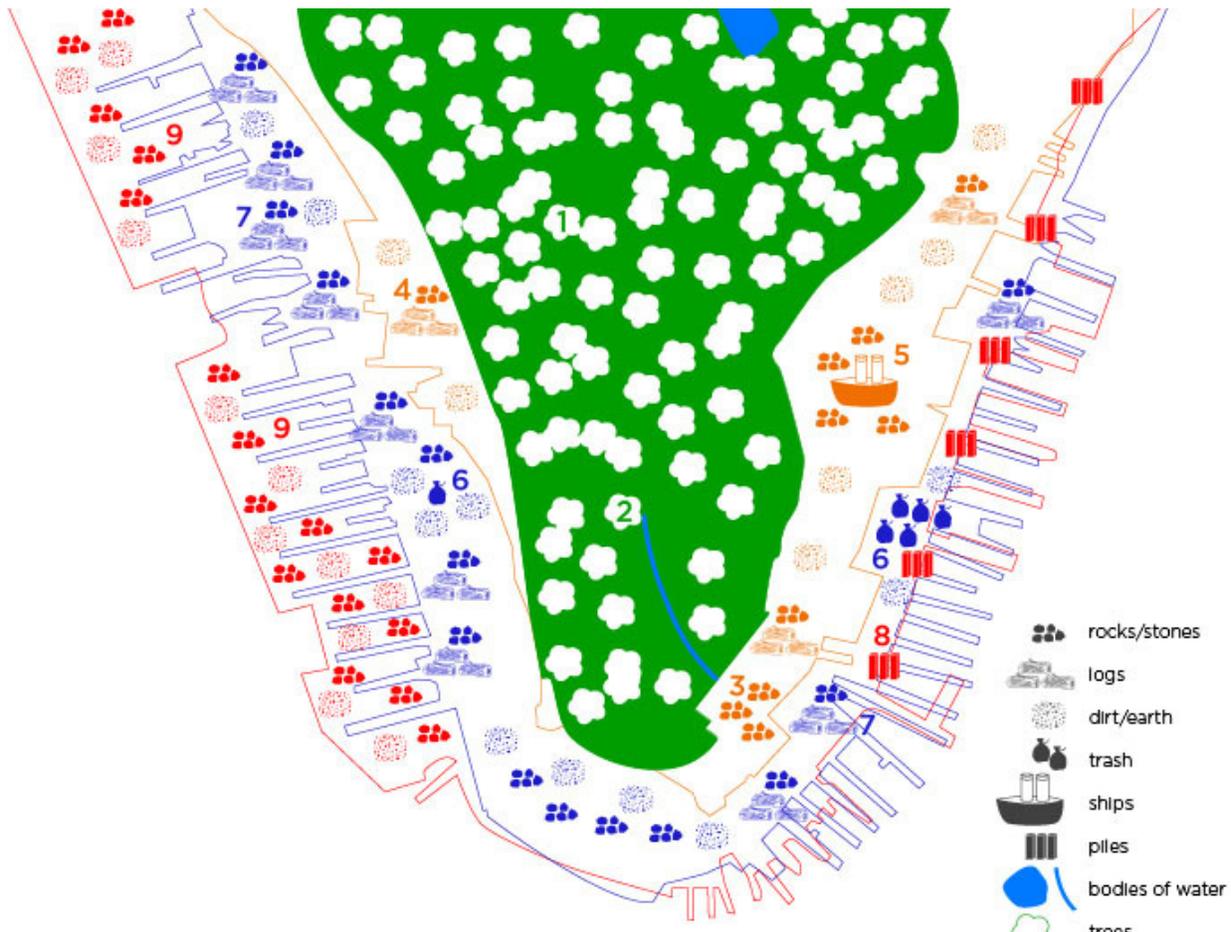
**Jean Brennan**

SITE

**Bowling Green**

## What's Beneath Your Toes?

Manhattan's diverse history offers an interesting context to explore our attitudes toward the environment. For my project, I decided to focus in particular on how the land physically changed and expanded – the what, how and why of the city's landfill in lower Manhattan. The 'What's Below Your Toes?' app is a scavenger hunt game designed for middle-school age children to explore their city and learn how much it has changed over the last few centuries. Players are led with questions and clues to a specific intersection. The site is marked with a stenciled symbol which both reveals the answer, and provides a QR code directing players to more information regarding the site. By exploring what's literally below their toes, students can not only discover the history that is hidden beneath the ground, but also learn how their actions can positively or negatively affect their environment. From topics ranging from the illegal dumping of garbage to creative reuse of materials, students are given the chance to look at their environment from a new perspective, while physically connecting to their city.



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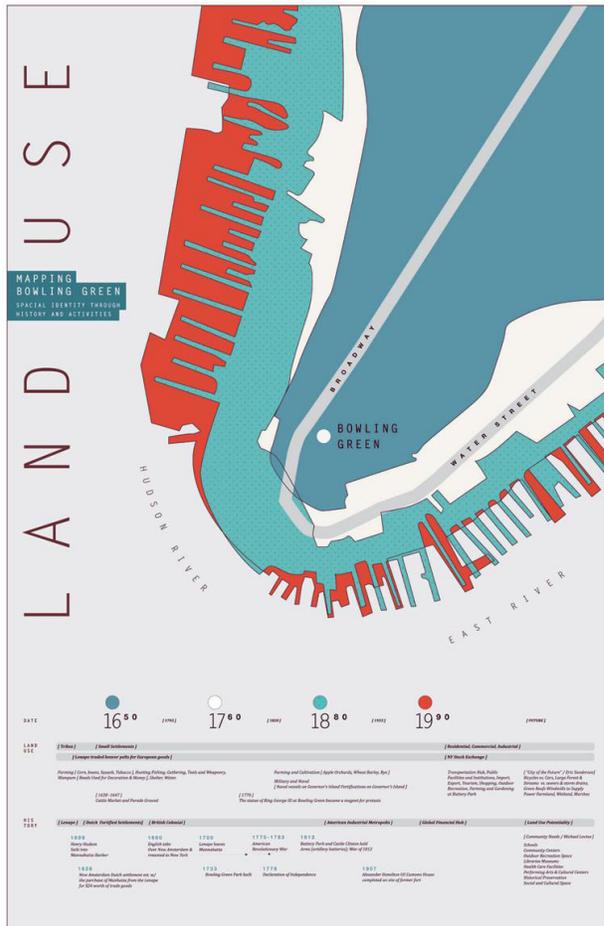
**Bowling Green**

## Uncover Mannahatta

Uncover Mannahatta examines the oldest park in New York, Bowling Green. The case study uses direct and secondary research to gain historical and cultural insight into the space while preserving the integrity of information and narratives. The project represents the memories and identities of the past societies with a humble approach.

From the Dutch encounter to the Revolutionary War and onward to the present day, the landscape of Mannahatta continues to change. Today the area surrounding Bowling Green is utilized for trading, commerce, residential, industrial, tourism, transportation, public facilities and institutions. Through the ever-changing culture, populations and land usage, the tip of Mannahatta no longer wears the same face. However, there is a wealth of historical markers that may be used to promote inquiry, awareness, and social engagement to gain appreciation for the past, balanced by perspective and agency for the future.

Uncover Mannahatta offers an opportunity to transform the city into a more historically aware social and cultural environment. This scavenger hunt game serves as a scaffold for engagement, educational tool for secondary schools, or an opportunity to connect locals and tourists. This project encourages a naturalistic relationship with the world using Lenape mythology and explores game mechanics, particularly role-playing techniques, to curate the city.



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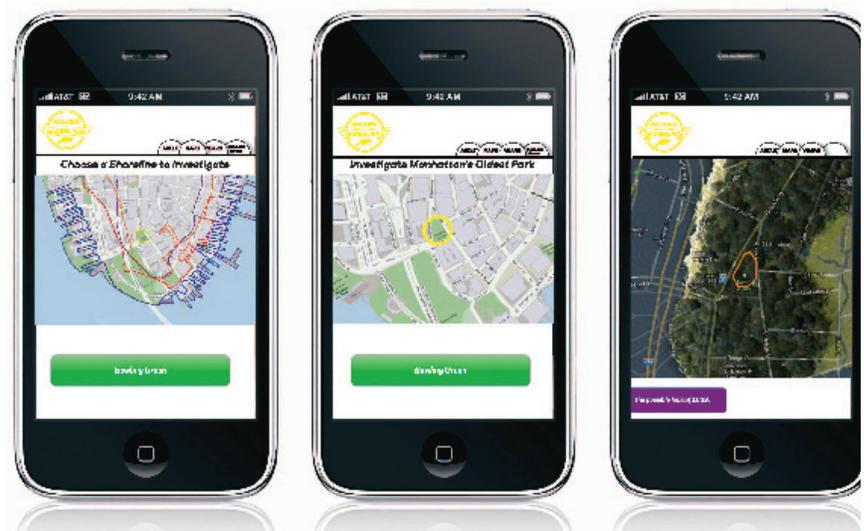
## Walking Shorelines

Bowling Green is a key area to consider as the origin point of Manhattan. Over the past 400 years, as the city expanded, the island has changed topographically – hills have been leveled, swamps drained and filled, shorelines altered.

Discovering the extent of the expansion of the shoreline from Bowling Green was most impressive. I inquired to understanding how the composition and uses of the edge has been altered from sandy shorelines to wooden piers and slips, expanded streets via clean and garbage landfill, to a stone Bulkhead by the Dutch, English and Americans.

I spent an afternoon tracing the approximate path of the 1609 shoreline around Bowling Green based on Eric Sanderson's Mannahatta with neon colored duct tape, so that one could walk the path of that shoreline.

This project has two components: the design for an app, design for a mobile application and a sculptural fountain. The proposed smart phone app would assist people in circumnavigating Bowling Green via the shorelines of four different eras, as well as provide insight on the culture of the era. The proposed sculptural fountain for Bowling Green would have stacked tiers corresponding to each of the historic shorelines' shapes. Water in the fountain would rise and fall within the basin similar to a tide's ebb and flow.



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**Bowling Green**

## Walk the Green

The goal of this project was to organize and promote a walking tour of green spaces in lower Manhattan. The purpose of the tour is to get people out to exercise, but also to serve as a fundraiser for the maintenance, advocacy and promotion of public green spaces. This team produced two printable tour books for walking tours originating at Bowling Green: an east side tour book (24,000 Steps) and a west side tour book (25,000 Steps).



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**Bowling Green**

## SOUNDSTORY

SOUNDSTORY is a smart phone app that simulates a new audio experience in public space. It is designed specifically to make the user's journey from Battery Park to Bowling Green more pleasant, informative, and innovative. Along the way, users can listen to audio clips that create an environment to experience the space from a new perspective. The stories jump through time to further recreate the space. Listen and enjoy.



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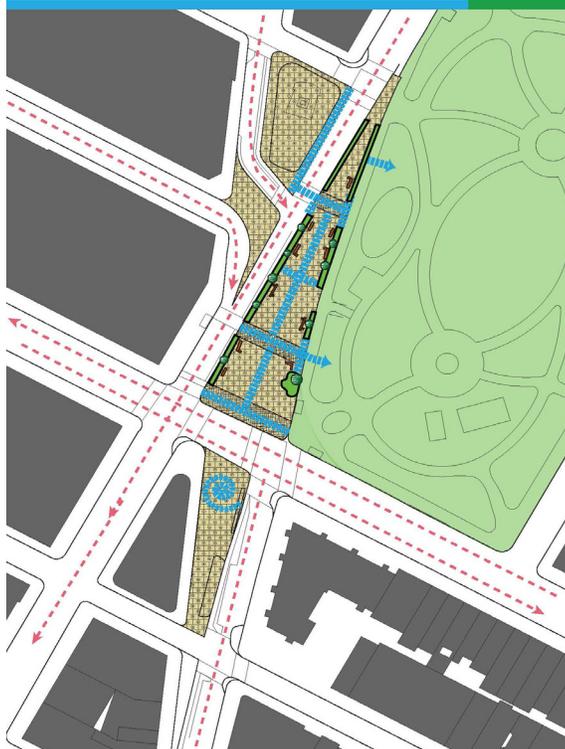
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23rd/Madison Square Park

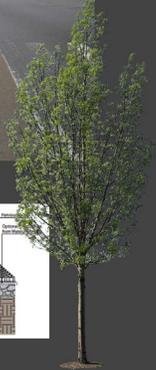
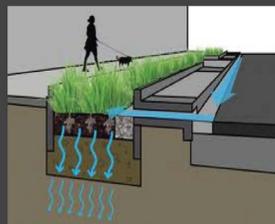
## Rethinking Washington Square and Surroundings - Improving Environmental Sustainability and Functionality

There are a few challenges that have been plaguing Madison Square Park, which are poor traffic, poor sense of public spaces, and poor water management. In order to provide a better experience of public space, Alfred proposed four different approaches to address these problems - water runoff management, stationary vegetation, surface improvements, and traffic safety.

### Environmentally Sustainable and Pedestrian Friendly Corridors



#### Fixing the problems



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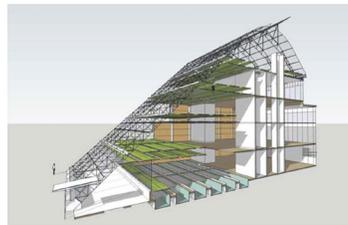
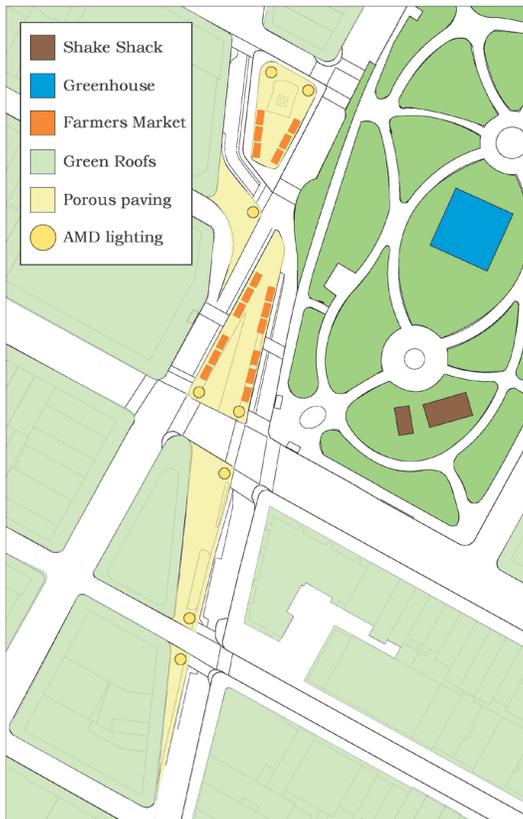
**Elliott Maltby**

SITE

**23rd/Madison Square Park**

## Greenhouse

Cavanaugh proposed to build an integrated greenhouse at the center of Madison Square Park, offering multiple services to local businesses and residents, such as farming fields, recycled energy, and a compost system. In Cavanaugh's vision, public art that addresses urban sustainability plays an essential role in engaging the public.



## The Greenhouse

### Flatiron District Madison Square Park

Madison Square park has become famous as the site of the original Shake Shack. In an effort to promote environmental sustainability, Shake Shack has constructed a greenhouse in which to grow produce and compost organic waste. The food vendor hopes to promote a healthier and more environmentally savvy approach to their food and waste management.

Underneath the greenhouse is an anaerobic methane digester that takes compost as well as human waste from the park restroom facilities to be converted into energy that is used to power the Shake Shack as well as lighting throughout the park and pedestrian plazas.

A community compost program has also been established to encourage local residents to bring their organic waste to contribute to the AMD. The greenhouse also accepts volunteers and local school groups to get involved and learn more about urban agriculture and waste management.

The greenhouse will also sell all excess produce at a seasonal farmer's market located in the pedestrian plazas. Other vendors are also encouraged to donate compost to the park's new comprehensive organic waste management program.

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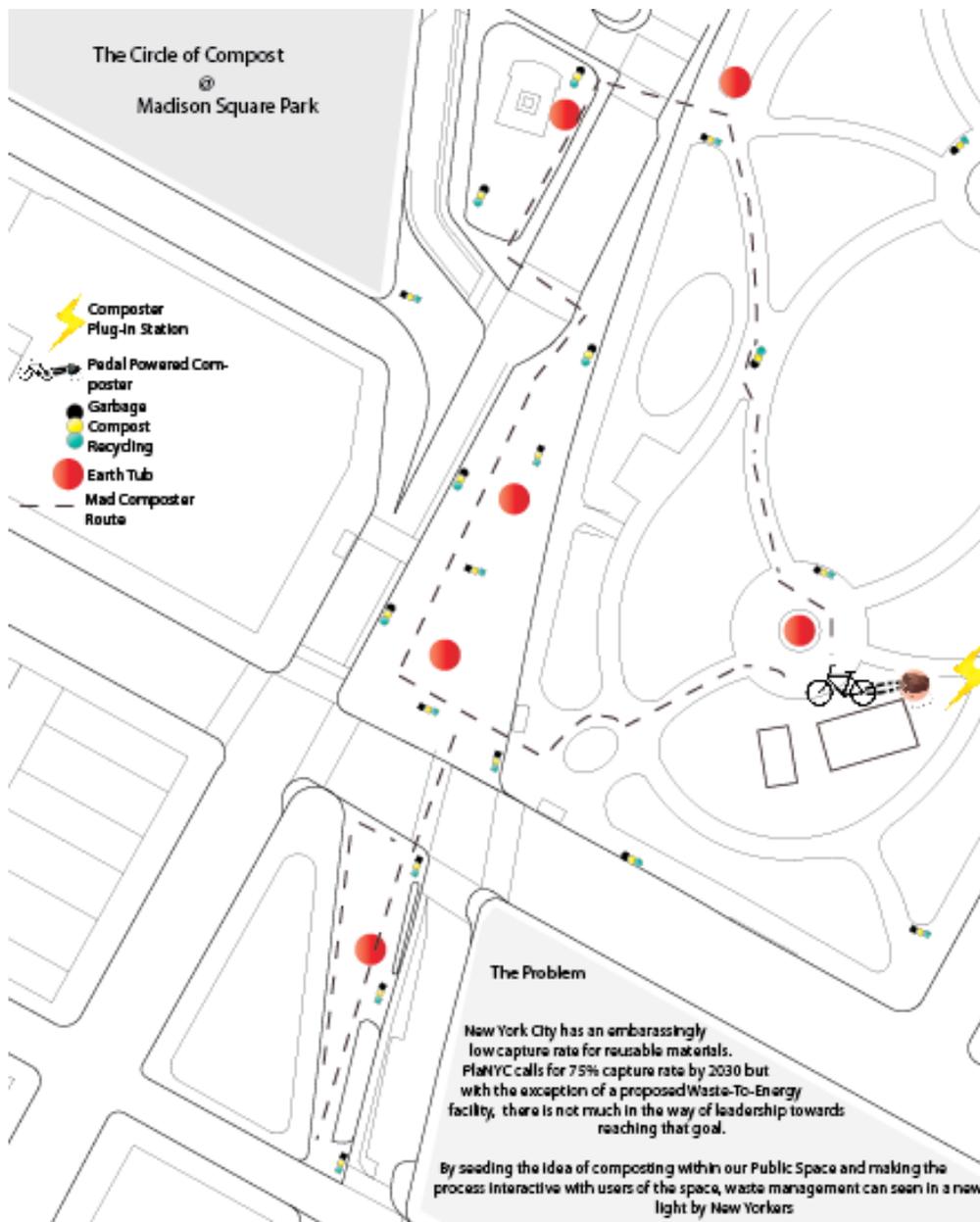
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**23rd/Madison Square Park**

## Bring to Light

Lighting in Madison Square Park and the adjacent Broadway pedestrian plaza has not been designed with the human experience in mind. There is a disconnect between the lighting's function and how and when people use the space.

By creating a lighted urban environment with four different lighting installations, placed in select locations, Bring to Light seeks to reconcile the pedestrian experience and the built environment.

Through lighting that enhances human interaction and promotes exploration of the built environment, people may better understand their own impacts on the city and its people.

### BRING to LIGHT

#### RESPONSIVE LIGHT

##### Bike Lane Light Sensors



Not only do responsive bike lane sensors work as a safety warning for a pedestrian stepping into the way of a biker, but they facilitate interaction between the two people.

Through innovative lighting, the public's awareness is cultivated to recognize how others around them are using the city space.



- Red light warns pedestrian of approaching biker
- Develops pedestrian awareness to look both ways before crossing

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**23rd/Madison Square Park**

## Madison Square Rain Garden

Madison Square Park - a lush enclosed space - stands in contrast to the broad, open crossing of streets and avenues on its western edge produced by Broadway. This space provides an opportunity to not only expand the pedestrian realm, as the Department of Transportation has already done, but slice open the city's hard surface and expose the natural processes beneath. By highlighting the flows of water through "streams" of light on the walkways of the park, plazas, streets and sidewalks, New Yorkers will follow electronic drops of rainwater to green infrastructure that filters runoff while also providing a place to sit, relax and interact with water and other people. This installation will connect the enclosed space of Madison Square Park with the open plazas and surrounding blocks by encouraging pedestrians to deviate from their routine, linear paths and instead follow a route that mimics typically-ignored water flows in the space.



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**23rd/Madison Square Park**

## Untitled

In this project, Nelischer primarily focused on reshaping Madison Square Park by altering physical elements. One of the main ideas was to improve the permeability of pavement and vegetation, since it would enhance the public plaza's capability of managing storm water. Additionally, she intended to better integrate the pedestrian flow and gravitation through similar approaches.



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**23rd/Madison Square Park**

## Oasis Park

Oasis Park is a vision for integrating Madison Square Park with the newly created pedestrian plaza along Broadway. The project is largely inspired by the legacy of waterways that permeated the Manhattan landscape prior to the 1800s. Interestingly, Viele's 1874 historic "Water Map" of New York City shows Swift Creek flowing through Madison Square Park. Over time, as the city became more developed, the creeks disappeared, causing limited access to water and increased storm water management challenges.

Currently, the park and plaza exist in a relatively open area of the city. The plaza's beige flooring sticks out like a desert far from the East River and Hudson River. In addition, the pedestrian plaza suffers from storm water runoff at the north end of Worth Square. This presents an opportunity to recycle rainwater from Worth Square as part of a water network of runnels.

As a nod to the park's historic past, a projected overlay of the original map that communicates the waterway system can be shown over the great lawn. The runnels trace a scaled down grid system through the park and the historic creeks are amplified by plantings of the same water path. Oasis Park is an integrated park system that illustrates, preserves, retains, and reuses water.

