



Alliance for Downtown New York, Inc.
120 Broadway, Suite 3340
New York, NY 10271
212 566-6700 Fax 212 566-6707
www.DowntownNY.com

FOR IMMEDIATE RELEASE

Contact: Elizabeth Lutz, 212.835.2763, elutz@downtownny.com

Kaleidoscopic Prisms Bring Color to Lower Manhattan Plazas from March 15 - April 21

Downtown Alliance Hosts Temporary Art Installation Along Water Street



*Prismatica, a creation by Raw Design in collaboration with Atomic3, Quartier des spectacles, Montréal.
Photo by: Cindy Boyce*

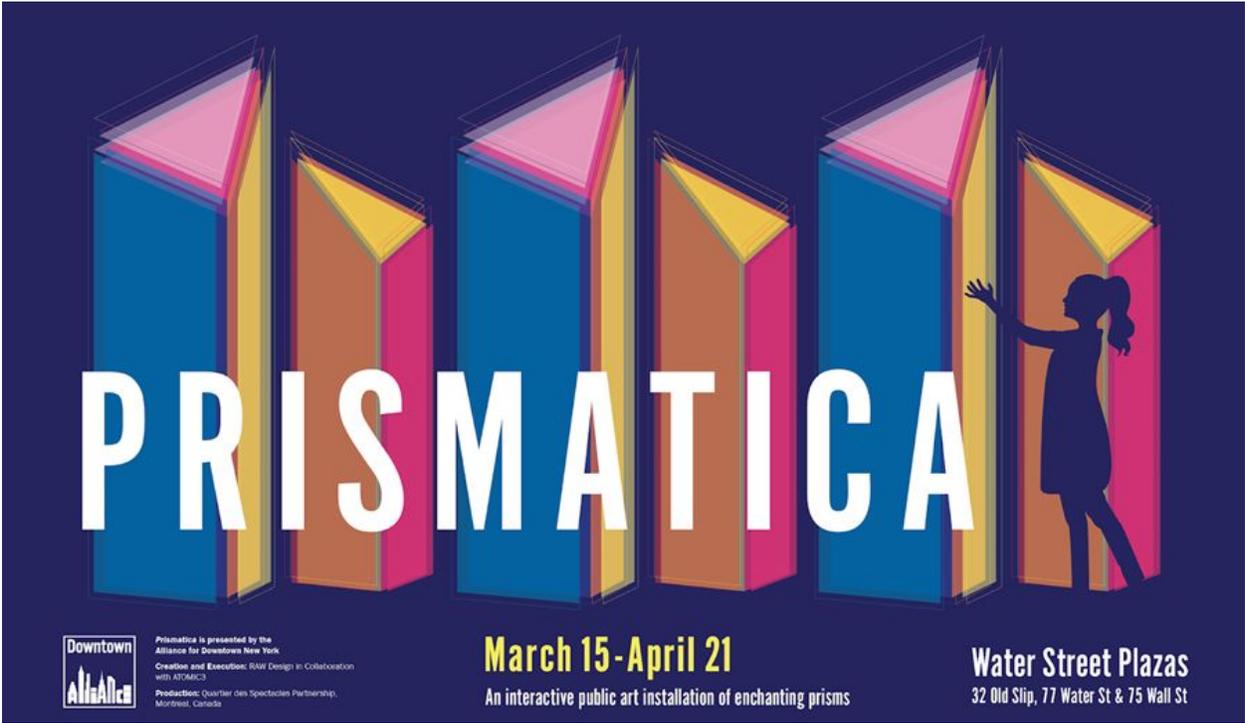
NEW YORK (March 11, 2019) – The Downtown Alliance is bringing Prismatic, an interactive art trail of 25 kaleidoscopes, to three privately owned public plazas at 75 Wall Street, 77 Water St and 32 Old Slip from March 15 through April 21. For five weeks, Prismatic will brighten the highly trafficked path along Gouverneur Lane that leads to the ferries at Pier 11 and showcase how creativity can enliven these spaces and activate the Water Street corridor.

"This art installation, made up of lovely light prisms, should brighten up Water Street during a particularly grey time of year," said Downtown Alliance President Jessica Lappin.

Created for Montréal's main entertainment district Quartier des Spectacles, Prismatic is a collection of interactive prisms that have toured the world. Each prism stands 7'6" tall and is covered in a dichroic film that reflects all the colors of the rainbow depending on the type of light and the viewing angle. After sunset, internal projectors light up the interactive kaleidoscope and give the project an additional dimension.

The Alliance will host a community event to unveil the temporary installation on Monday, March 18 from 5-6p at 77 Water Street. Local retailers Insomnia Cookies and Gregory's Coffee will be offering free cookies and hot chocolate for guests.

Prismatica is presented by the Alliance for Downtown New York. Creation and Execution by RAW Design in collaboration with ATOMIC3.



About the Alliance for Downtown New York

The mission of the Alliance for Downtown New York is to provide service, advocacy, research and information to advance Lower Manhattan as a global model of a 21st century Central Business District for businesses, residents and visitors. The Downtown Alliance manages the Downtown-Lower Manhattan Business Improvement District (BID), serving an area roughly from City Hall to the Battery, from the East River to West Street. For more information visit downtownny.com

###