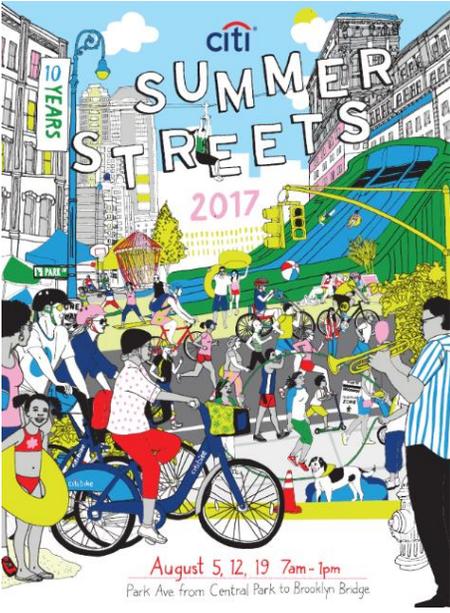


JULIA ROTHMAN



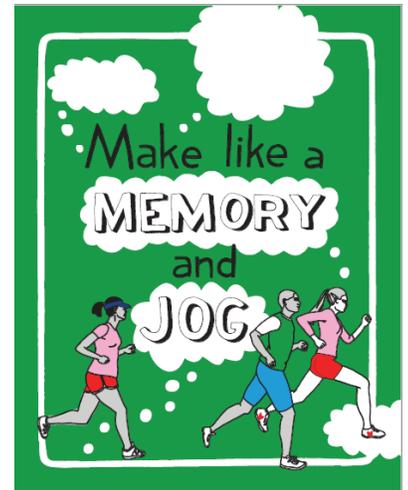
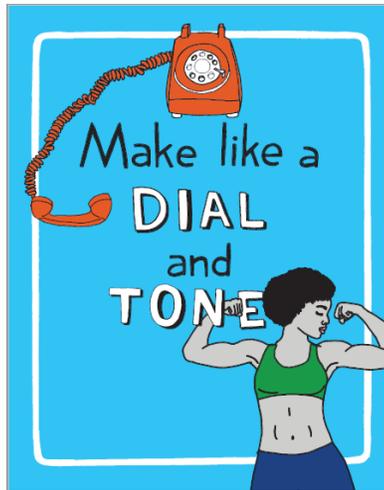
As part of the 10th anniversary of Citi Summer Streets, DOT Art has commissioned artist Julia Rothman to produce a series of illustrations as part of this year's advertising campaign. Three variations of Rothman's illustrations will appear on subways, bike shelters, ferries, street light poles, and in print and digital media citywide. Spot seven versions of her designs printed on banners and sixty 8" x 10" aluminum signs along the seven mile stretch.

For the month of August, Rothman's temporary public art signage project, will be presented on street light poles along the Citi Summer Streets route. Rothman was inspired by event runners, cyclists, musicians, people doing yoga, playing basketball, jumping rope and more. These clever signs invite Citi Summer Streets participants to take action and get fit on the streets of NYC.

The signs are meant to depict the opposite of so many street signs that are proscriptive: 'No Standing.,' 'Do not cross.,' and 'Don't Honk.' Rothman created a series of signs that encourage pedestrians to DO something. Rothman and her

frequent collaborator, writer Joshua David Stein, used an idiomatic formula, such as, "Make Like a memory and jog," to create playful calls to action. Another creative example is, "Make like a helping hand and extend."

In total, sixty signs will be exhibited at all six Citi Summer Streets Rest Stops: starting at the Central Park Rest Stop at 71st Street and Park Avenue and continuing down to the Uptown Rest Stop at 51st Street and Park Avenue, Midtown at 25th Street and Park Avenue, Astor Place at Astor Place and Lafayette Street, SoHo at Spring Street and Lafayette Street, with the majority featured at Foley Square at Duane Street and Centre Street. Each individual sign was produced at DOT's own Sign Shop in Maspeth, Queens and installed by DOT Borough Engineers.



ARTIST BIO

Julia Rothman is an award winning illustrator whose work has appeared in magazines, newspapers, books, wallpaper, fabric, stationery, subway posters and billboards. She has worked for clients such as *The New Yorker*, *The New York Times*, *The Washington Post*, Target, Crate & Barrel, Ann Taylor, Hillary Clinton and the MTA Arts for Transit. She has authored and illustrated nine books including *Hello NY*, an illustrated homage to her hometown, which was praised by *The New York Times* and on WNYC's Brian Lehrer show. She is the co-founder of Women Who Draw, an open directory of female professional artists created as an effort to increase visibility of female illustrators, emphasizing women of color, LGBT+, and other minority groups of female illustrators. Julia lives and works in Brooklyn and teaches Surface Design at the School of Visual Arts.