

# PROJECT ALive

Powered by New York City



Presented by PTALA



**allive**



all

adjective

1 : every member or individual component of <all of the people will participate>

alive

adjective

1 :marked by much life, animation, or activity : swarming <streets are alive with energy>



## Allive

It is the unrelenting and boundless energy of **New Yorkers** that makes this city **so alive**.

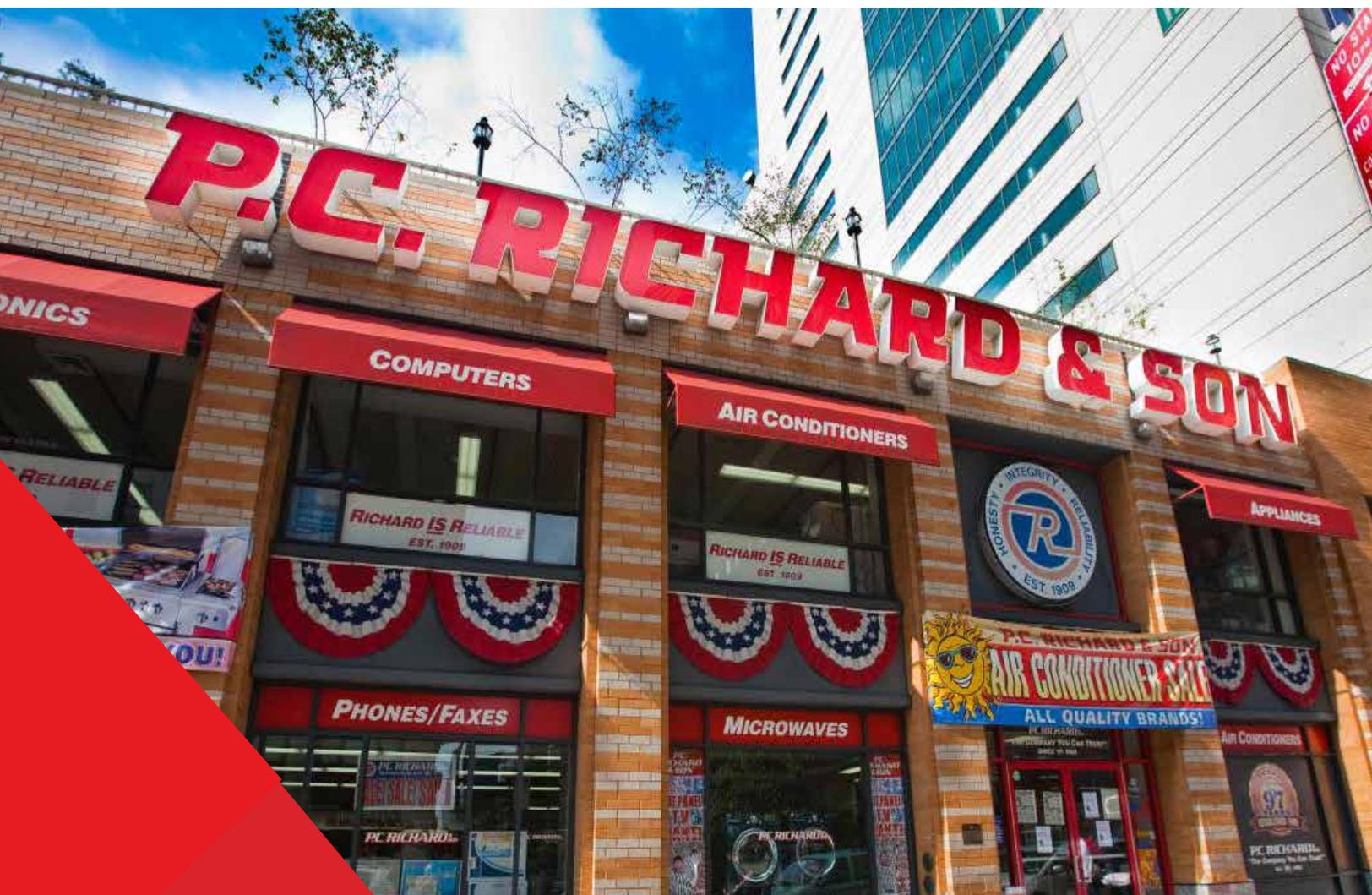
PTALA and its partners seek to bring that energy and power to New York and the world, through the voices and visual expressions of New Yorkers. Our vision for the 14th street location:

Create a digital studio, technology and development center, which will provide the focus for the growing digital outdoor, and media/mobile convergence revolution and ensure New York is always at the center of that movement; providing innovation, and jobs for decades to come. After all Times Square makes New York the world's epicenter for the outdoor digital industry.

Ensure that 124 East 14th Street will bring together companies and entrepreneurs in the video, digital production, mobile, technology worlds, content providers, media services, and all of the various industries around those products and services.

But above all, 124 East 14th Street will give everyday New Yorkers, and New York's vibrant art community a phenomenal platform on which to make a statement no one can miss. Working with universities and partners from relevant industries, **Allive** 124 will provide students and the public with the technology and support to literally speak to other New Yorkers and the world right there on the façade-spanning digital curtain. Everyday, we will experience New York's creativity live on the walls. The Digital installation will feature animation, performance art, videos, and so much more.

The energy will not be limited to the outdoor spaces. Inside the **Allive** philosophy will ensure that every space within is designed so as to let energy and innovation be celebrated and enabled through smart, energy-efficient concepts, which will help provide amazing co-working, retail, living, affordable housing and retail spaces.



## **RFP For:**

The redevelopment of 124 East 14th Street, an approximately 15,450 square foot site located on 14th Street between Third and Fourth Avenues in Manhattan. NYCEDC strongly encourages a development that leverages the property's central location in one of the City's most dynamic commercial and academic corridors.

Potential respondents are encouraged to build and program space for uses that support the development of 21st century workforce skills, create a high density of quality jobs per square foot, and promote the formation of next generation companies and industries in the City.

Proposals could include a variety of uses such as:

- Space for technology, creative and/or innovative companies that have graduated from incubators and/or co-working spaces and are seeking expansion in the City's urban core;
- Education-based graduate or executive campuses, with a particular focus on technology, the creative economy or other innovation industries;
- Other uses that drive inclusive economic growth through the diversification of the City's economy, the retooling of the City's traditional anchor industries, and/or support for both startups and early stage growing companies to scale up while remaining in the City.

# CO-WORKING SPACE



# RETAIL MARKET SPACE



Chelsea Market



Ferry Building Marketplace



Reading Terminal Market

# RESIDENTIAL CONCEPTS

## Microliving



# AFFORDABLE HOUSING



# MEDIA STUDIO SPACE

Enabling Creativity



# STREETSCAPES CREATING COMMUNICATION



# INTERACTIVE BUILDING FACADES

Enabling NYC to Communicate with New Yorkers



# OUR TEAM

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## Co-working Space - Jay Suites

Jay Suites is a modern full-service business center providing fully-furnished luxurious NYC office space to its clients. Their NYC office spaces feature a contemporary work setting with cutting-edge technology, state-of-the-art conference rooms, and a professional staff. Jay Suites offers flexible short and long-term solutions that accommodate the needs of businesses across the spectrum, from lawyers or financial managers to entrepreneurs. Jay Suites main goal is to find ways for people and businesses to be comfortable while simultaneously maximizing their productivity.



# URBANSPEACE

## Retail Market Concept - Urbanspace

Urbanspace cultivates creatively rich environments, places where local makers collaborate, exchange ideas, and showcase their wares. They focus primarily on fostering community, transforming city spaces and providing platforms to help artisans and entrepreneurs succeed. Urbanspace encompasses a wide array of various markets, each featuring an ever-changing lineup of chefs, artisans and makers; they solely buildup their markets across New York City, bringing dynamic selections of food and design to unexpected public venues.





## Microliving - CommonSpace Studio

Common Space is a multi-disciplinary design and creative studio founded in 2006 by Jon Santos and Troy Evans. They are an award-winning design studio specializing in brand identity design for print, web and broadcast media and their client base is a mix of hard working people who define the contemporary cultural landscape of arts and culture in New York City and around the world: Entertainment, Fashion, Restaurant & Hospitality, Real Estate, Music, Design and Non-Profits.





## Streetscape - Ingenuity Sun Media

Ingenuity Sun Media (ISM) company created the world's first and most energy efficient, solar-power-assisted, digital, outdoor network for malls, shopping centers, entertainment venues, stadiums and other consumer gathering public places. Ingenuity Sun Media produces solar-powered and assisted digital media platforms that can be used to generate green energy, while providing a source of income to the property owners who place the system on their land.

Ingenuity Sun Media's signature product, The Ingenuity Sun Media Tree, is designed to be environmentally friendly and profitable. The Tree also has a digital screen, which can effectively be used as a billboard for advertisements. The solar energy generated from the solar panels offsets the digital's screen and any unused power is supplied to the property owner.



# A GLIMPSE OF THE "FUTURE"



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