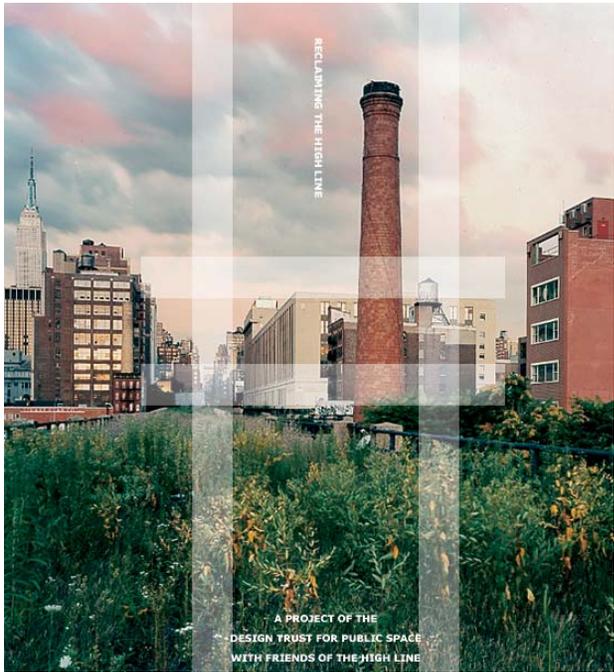


DESIGN TRUST FOR PUBLIC SPACE

IMPROVING PUBLIC SPACE FOR ALL NEW YORKERS

About the Design Trust



- 501(c)(3) not-for-profit
- Mission: Improve NYC's streets, parks, and public buildings
- Create public/private partnerships between City agencies, communities, and designers
- Request project proposals from external sources
- Award fellowships to private-sector experts
- Project result in tangible changes to NYC's built environment



About Designing the Taxi May 24, 2005: Workshop 1



About Designing the Taxi

June 16, 2005: Workshop 2



About Designing the Taxi
November 2005: Publication & Exhibit

A PROJECT OF THE
**DESIGN TRUST
FOR PUBLIC SPACE**

DESIGNING THE TAXI



The Taxi System Greening the Fleet

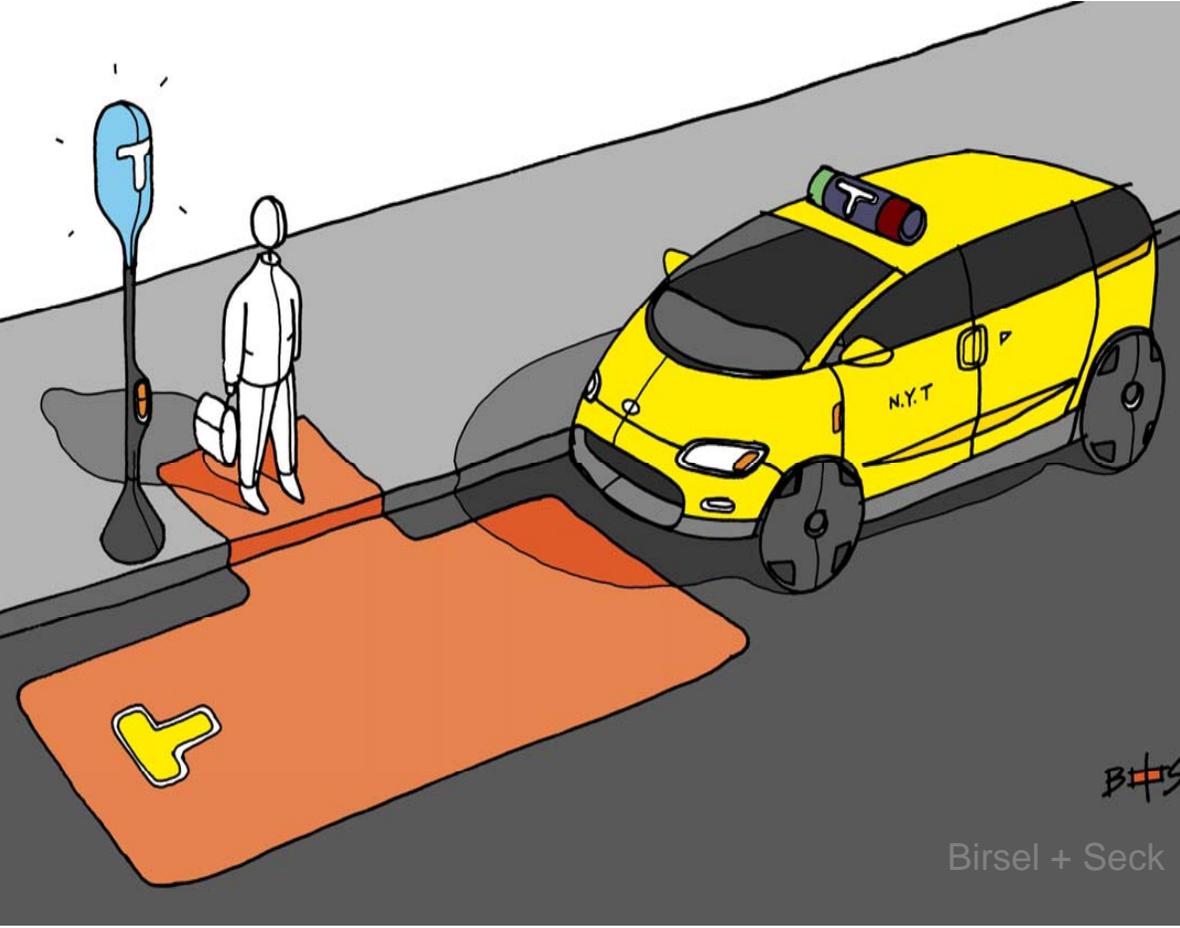


Hybrid Product Design

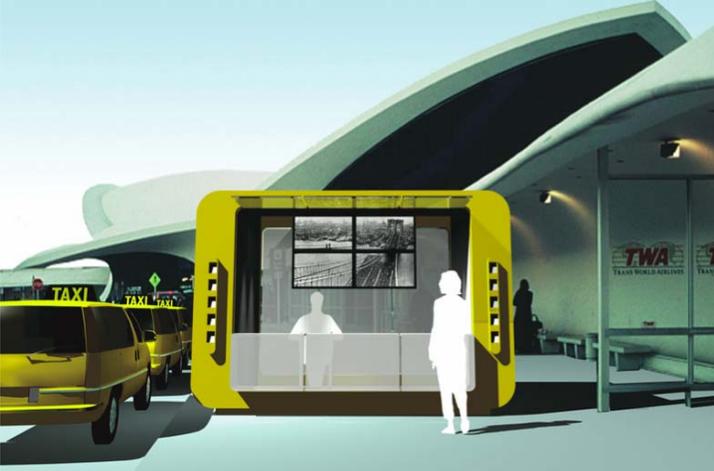
filter
air flow



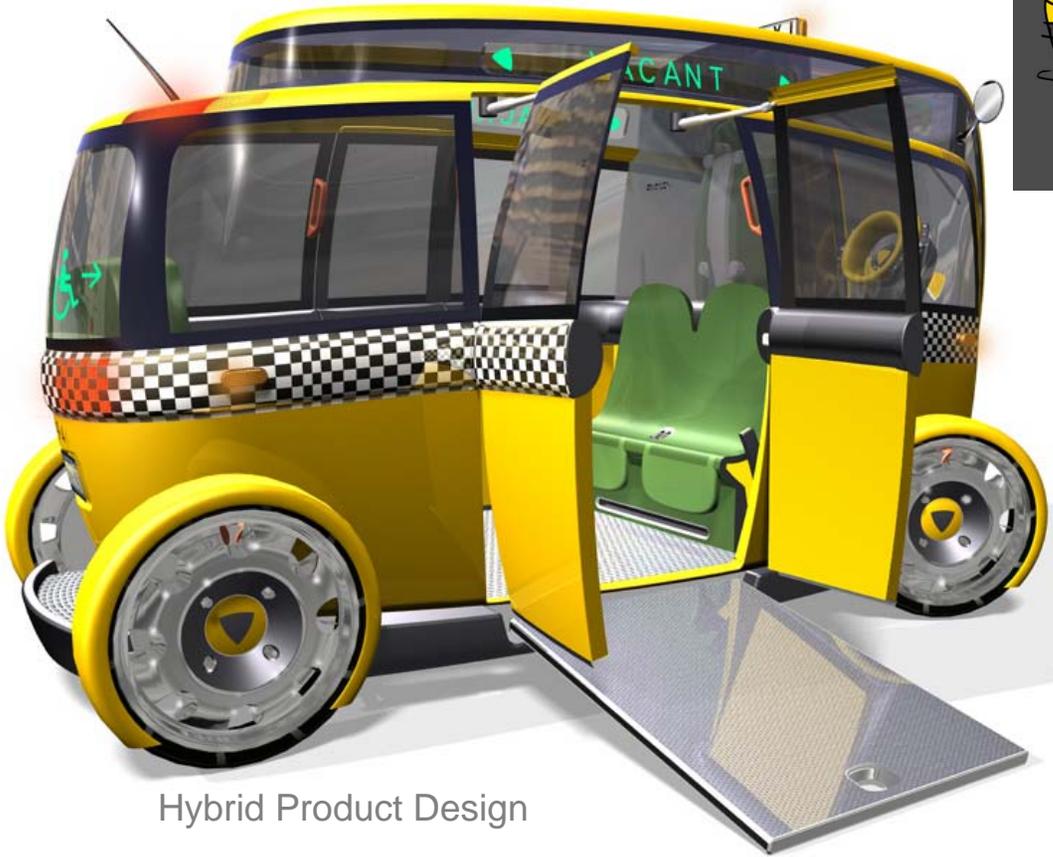
The Taxi System Optimizing the Street



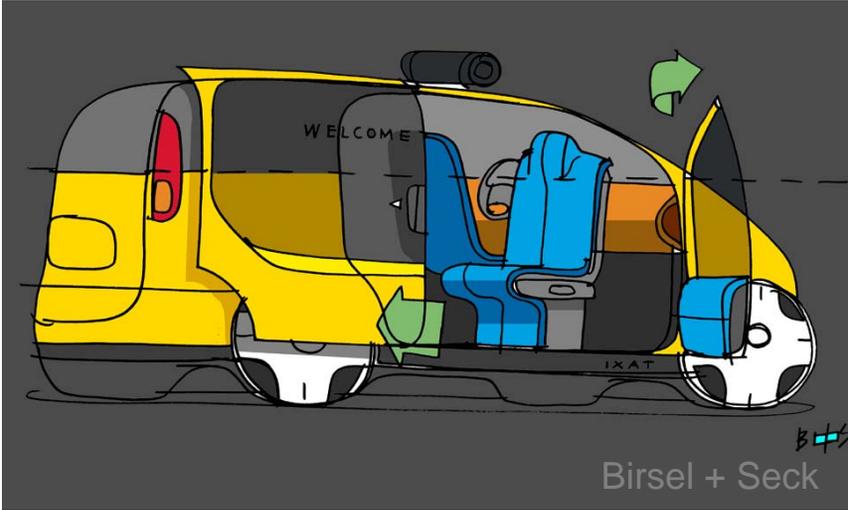
Weisz + Yoes



The Taxi Vehicle Access

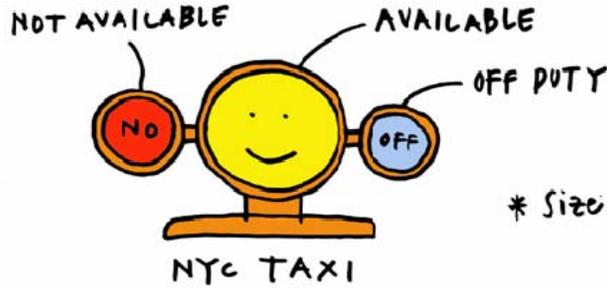


Hybrid Product Design



Birsel + Seck

The Taxi Vehicle Roof Light



* Size and color coded

welcoming
easy to understand
color coded
easy to see from afar

New York
TAXI

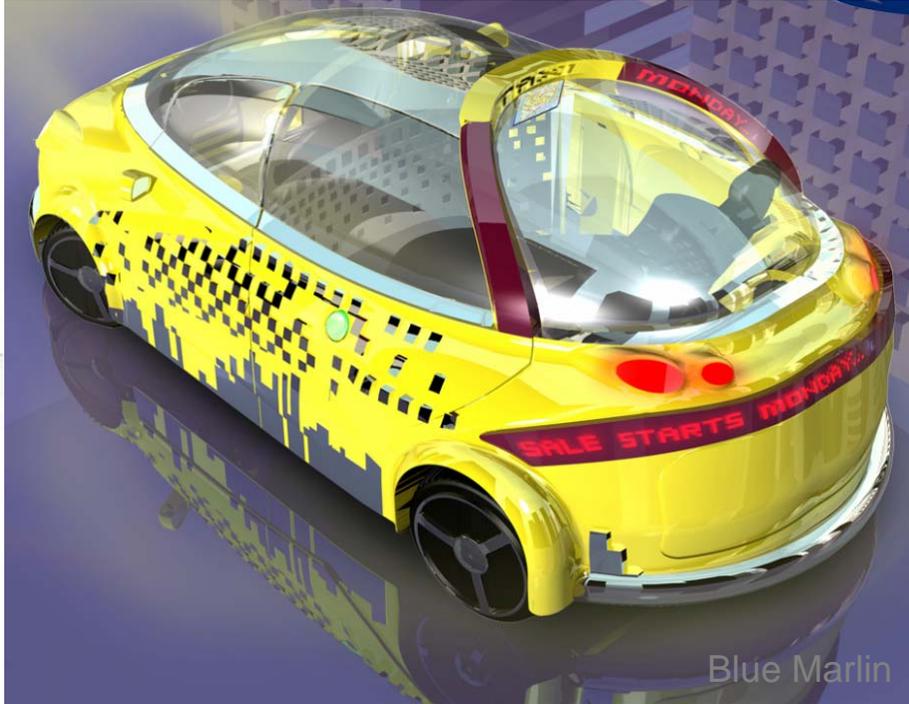
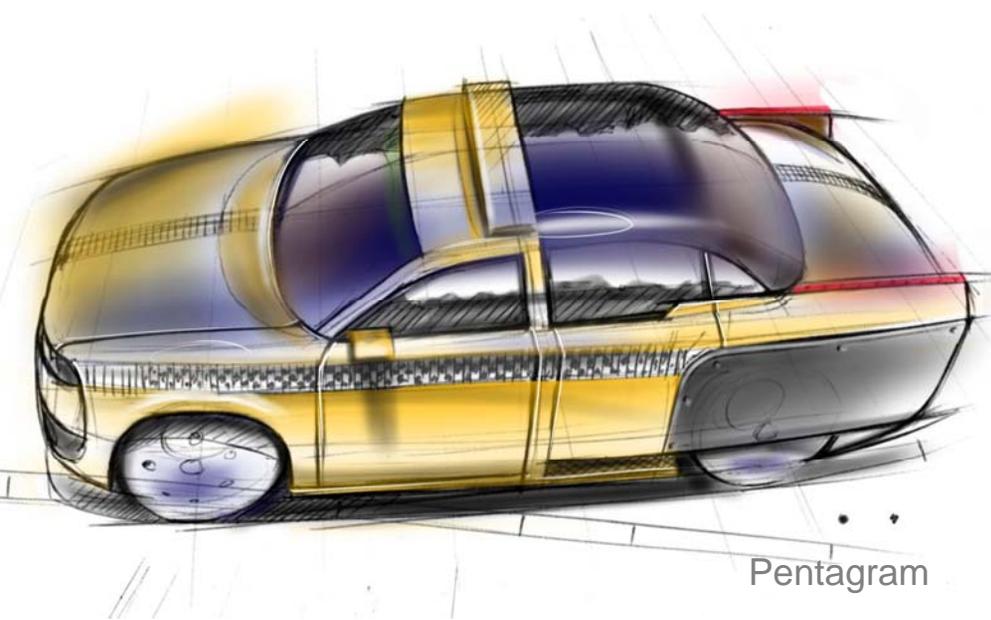


WELCOME!

birsel | seck



The Taxi Vehicle Skylight



TAXI 07

Taxi07: Public Awareness

Goal:

To bring New Yorkers' attention to the taxi's role as a cultural icon and a crucial transportation link

Cultural Partners:

- Cooper-Hewitt Design Museum
- Museum of the City of New York
- *film partner to be announced*





Taxi07: Design Excellence

Goal:

To invite auto manufacturers and designers to create innovative taxi components and prototypes for display at the 2007 New York International Auto Show

Design Partners:

- New York International Auto Show
- Pratt Institute Industrial Design Dept.
- General Motors
- Ford
- Standard Motors
- Toyota
- *other manufacturers to be announced*



Taxi07: Taxi Master Plan



Goal:

To create a Taxi Master Plan, outlining the system-wide improvements that would help passengers find and use New York City cabs

Policy Partners:

- Disabled in Action
- HR&A
- Natural Resources Defense Council

NYC Taxi & Limousine Commission:

Potential to partner on comprehensive, passenger-centered master plan

TLC NEW YORK CITY
TAXI & LIMOUSINE
COMMISSION

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