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
June 16, 2005: Workshop 2
The Taxi System
Greening the Fleet

Hybrid Product Design

Filter
Air flow
The Taxi System
Optimizing the Street

Birsel + Seck

Weisz + Yoes
The Taxi Vehicle Access

Hybrid Product Design
The Taxi Vehicle Roof Light

- Available
- Not Available
- Off Duty

NYC TAXI

* Size and color coded

WELCOME!

Birse seek

Welcome easy to understand color coded easy to see from afar

Antenna Design
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
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