

VAN ALLEN INSTITUTE

PROJECTS
IN PUBLIC
ARCHITECTURE

TELEPHONE
(212) 924 7000

30 West 22nd Street 6th Fl.
New York, NY 10010

FACSIMILE
(212) 366 5836

www.vanalen.org

Van Alen Institute presents

MUSEUM OF THE PHANTOM CITY: OtherFutures

a mobile media project by New York Prize Fellows Irene Cheng and Brett Snyder

SATURDAY, OCTOBER 3, 2009

1:00pm - Tour and Scavenger Hunt

Meet at the base of the aerial tram station on Roosevelt Island

4:00pm - Project Reception and Prizes

Convene at Van Alen Institute

30 W. 22nd Street, 6th Floor

New York, NY 10010

(212) 924-7000

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September 22, 2009, New York – Van Alen Institute announced today the launch of *Museum of the Phantom City: Other Futures*, a public art project that allows individuals to browse visionary designs for the City of New York on their iPhones.

Users can view images and descriptions of speculative projects ranging from Buckminster Fuller's dome over midtown Manhattan, to Antonio Gaudi's unbuilt cathedral, to Archigram's pop-futurist "Walking City," all while standing on the projects' intended sites.

Designed by Van Alen Institute New York Prize fellows Irene Cheng and Brett Snyder, *Museum of the Phantom City: OtherFutures* is not only a window into innovative architecture, but a work of unconventional design in itself – a robust, database-driven contribution to the field of mobile media public art and part of the small but emerging genre of iPhone "app art."

The project launch will take place on Saturday, October 3, 2009, starting with a tour and scavenger hunt. Participants will meet at 1:00pm at the base of the aerial tram station on Roosevelt Island, and will reconvene at Van Alen Institute at 4:00pm for a reception and prizes.

Individuals interested in participating in the tour and scavenger hunt must email rsvp@vanalen.org by 5:00pm on Wednesday, September 30 to reserve a spot and to receive instructions on downloading the iPhone app. If you do not have an iPhone you will be teamed up with someone who does.

In the event of rain, the project will be rescheduled for Sunday, October 4.

Please visit www.vanalen.org or www.phantomcity.org for more information.

The Van Alen Institute New York Prize Fellowship is supported in part by public funds from the New York State Council on the Arts, a state agency, and the New York City Department of Cultural Affairs. Museum of the Phantom City was made possible with additional support from...

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About Irene Cheng and Brett Snyder

Irene Cheng and Brett Snyder are founders of Cheng + Snyder, a multidisciplinary design studio based in New York City and Philadelphia. Brett Snyder teaches design at the University of the Arts in Philadelphia and Irene Cheng is a doctoral candidate in architecture history at Columbia University. They received the 2008-2009 New York Prize Fellowship in Information and Communications. Visit www.chengsnnyder.com for more information.

About Van Alen Institute: Projects in Public Architecture

Van Alen Institute promotes innovative thinking about the role of architecture and design in civic life. In addition to awarding the prestigious New York Prize Fellowships, the organization's activities include design competitions, lectures and symposia, exhibitions, publications, and research and advocacy. Its programs engage a broad constituency of people in New York City, the nation, and around the world who participate in shaping the designed environment. For more information, please visit www.vanalen.org.

Media inquiries only:

Jamie Hand, Program Director
Van Alen Institute
(212) 924-7000 x10
jhand@vanalen.org