

Holly Whyte Way

Site-specific poetry

Self-guided walking tour

in conjunction
with the

Arcade Parade!

Oct. 15, 2011 11am
meet at AXA Galleria
151 W. 51st Street

7AV

**Carnegie Hall Tower
Connection**
899 7th Ave.
*Hourly Denial:
open weekends and nights.*

W57

**Le Parker Meridien
Plaza and Connection**
118 West 57th St.
*Enjoy Corbusian relaxation among
ambiguously public elegance.
Within the arcade rhythm sits an other you.*

W56

**Metropolitan Tower
Plaza & Connection**
146 West 57th St.
*Sitting on the edge of discomfort adjacent
an imperial march of televised marble.*

Le Premier Connection
112 West 56th St.
*Rotunda Soundscape:
stand center and speak softly above.*

W55

Cityspire Connection
156 West 56th St.
*Holly Whyte Way explained
through dancing poster appropriations.
Adjacent stands Mecca Temple turned City Center.*

Fisher Park Plaza
1345 6th Ave.
*Heavy metal platform looming
as a plaza hovers under suspension.*

W54

London Hotel Connection
151 West 54th St.
*At precipice between rented and lodged,
the gates sleep under surveillance.*

**1325 Avenue of the Americas
Galleria**
1325 6th Ave.
*Chairs piled high over a catwalk cornice
while vaulted light scoots on granite below.*

W53

Privately Owned Public Spaces (POPS), are street-level amenities provided and maintained by developers for public use, in exchange for additional floor area within the building above. Between 51st and 57th Streets and 6th and 7th Avenues, there exists an exciting, if unfinished, network of pedestrian POPS paths. Friends of Privately-Owned Public Space (F-POPS), an organization dedicated to the celebration and improvement of New York City's eighty-two acres of POPS, in conjunction with the West 54th/55th Street Block Association, and openhousenewyork 2011, is promoting the individual spaces within this network as a single entity called Holly Whyte Way. William "Holly" Whyte was an influential urbanist whose books and films championed the substance of successful public space. In addition to enlivening these midtown arcades, F-POPS also seeks to increase their visibility and accessibility by connecting the spaces with crosswalks. The proposal for crosswalks has been approved by the Community Board and is now being studied by the DOT.

Flatotel Galleria
135 West 52nd St.
*Curtains concealing liminal drama
while structural play bounces
over drowsy benches.*

6AV

W52

**Celebrate the dedication of Holly Whyte Way
on Saturday, October 15, 2011 with the
Arcade Parade. Meet at 11am in the
AXA Galleria on 51st Street
and enjoy a series of festive
moments including art,
history, play and music.**

AXA Plaza & Galleria
1285 6th Ave.
*Bands of Lines in Four Colors and
Four Directions, Separated by Gray Bands,
Hare on Bell & Young Elephant.*

W51





Quennell Rothschild & Partners, LLP

Special Thanks to our supporters:

Friends of Privately Owned Public Space



- Brian Nesin
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- Benjamin Haber
- Alec Appelbaum
- Tobey Albright
- urbanista
- Angela
- Meenakshi Varandani
- Doug Hinchliffe
- Albert Butzel

Arcade Parade

A free pedestrian parade through Midtown's secret public spaces...

Oct 15 2011

and dedication of Holly Whyte Way!

11 am



AXA Galleria
151 W. 51st St
Parade starts here!

In conjunction with the West 54th/55th St Block Association and openhousenewyork



Friends of Privately Owned Public Space
f-pops.org



Self-Guided Tour