

Signs of Growth and Mobile Gardens

AiOP 2009



WHAT IF...

Seasonal plants were grown on the temporary scaffolding on the corner of 14th and 7th Avenue?

DID YOU KNOW?..

Rooftop gardens can insulate buildings.

WHAT IF...

Food production was added to the plant life on 14th and 9th Avenue?

DID YOU KNOW?..

Urban farming uses 1% of water needed for traditional farming methods.

DID YOU KNOW?..

At least 6000 tons of food must be imported into NYC daily.

WHAT IF...

Planters were installed in front of the YMCA on 14th in between 7th and 8th Avenues?

DID YOU KNOW?..

Produce coming into NYC often has to travel over 1500 miles.

WHAT IF...

Phone booths on the corner of 14th and 6th Avenue incorporated food growth into their usefulness?

Signs of Growth and Mobile Gardens Art in Odd Places 2009: SiGN is the fifth annual festival held in New York City that focuses on presenting works of art to the general public in locations where art is not typically viewed. In this case, 14th Street from Union Square to 10th Avenue. The public art interventions are staged by **Eugene Lang College students** in collaboration with **Eve Mosher**, artist and professor **Simonetta Moro**, professor **Janet Kraynak**, and environmental artist **Tattfoo Tan**.

By creating and disseminating “tags” denoting where to plant food, and by inviting the passers-by to participate in the scouting for locations through maps and handouts, this group of artists and students is determined to get people thinking about utilizing urban space for local agriculture. In so doing, they explore the relationship between neglected urban space and experimental gardening techniques using the city’s existing visual language. During the AiOP weekend of October 16-18, tags created by the students will mark locations along 14th street to indicate potential urban agriculture sites inspired by Mosher’s interventionist art practices.

Under Tan’s guidance, students have equipped carts and found objects equipped as mobile gardens. These will be paraded along the typically gray street by sidewalk revelers.

Urban agriculture is the growth of food in areas such as towns or cities where plant life is not usually seen. Urban agriculture produces food that is fresher and cheaper. It also has other economic, and social benefits that would greatly contribute to the sustain ability of a city like New York. So think about urban agriculture! Doesn’t food security and better health and nutrition sound like a good thing?

Collateral event:

Grow Your Own (Big Apple)

An exhibition documenting the **Signs of Growth + Mobile Gardens** project.

Skybridge Art & Sound Space

at Eugene Lang College/The New School.

66 West 12th St., 3rd floor

October 27-November 21st, '09

Opening reception:

Tuesday, October 27, 2009

5-7 p.m.

(locally made food available)