

**Signs of Growth
and Mobile Gardens**
AiOP 2009



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)

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.

**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 experimen-
tal 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?

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?