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super-interesting! CREATES FASHION & ART SPACE IN THE PORT AUTHORITY BUS TERMINAL

New York, NY, April 13, 2009 –

Dumbo, Brooklyn-based **super-interesting!**architecture.design.strategies is working with the Times Square Alliance and The Fashion Center Business Improvement District to transform a long unused storefront in the Port Authority Bus Terminal building into a temporary fashion retail and art exhibition space. The new space will provide young fashion designers and artists an exciting and highly visible stage to display and sell their work.

In a time when economic and environmental crises loom large, **super-interesting!**'s design demonstrates how intelligent and inexpensive design solutions can create a new and identifiable neighborhood icon, even within the bustle of Times Square and the busy bus terminal.

Flexibility and an attention to identity inform the design of the 2500 square foot space, located on the corner of 8th Avenue and 41st Street. Unusual deployment of off-the-shelf fluorescent strip lights function as chandelier, merchandise lighting and giant "LCD-style" signage, all reflected off a glossy black floor. Oversized, translucent lace supergraphics and white-painted thrift store wood chairs add to the feeling of a more stripped-down, exuberant side of New York City creativity.

Knowing that the size of the budget and constraints of the space would make it too limiting to hire a general contractor, **super-interesting!** elected to manage and coordinate the construction, organizing licensed trades people as well as scene builders from the film industry to execute the highly custom design details.

"We were literally imploring the electricians NOT to align the lights!" says partner Kian Goh, AIA.

Both the Times Square Alliance and the Fashion Center are looking at this opportunity to focus attention to the neighborhood and attract visitors to the diverse businesses in the area. Their plan to provide a revolving roster of young designers a low-cost, rent-free space reflects their own commitment to business development and support of local emerging talent.

Says **super-interesting!** partner John Bruce, "We are incredibly excited to be involved with such an initiative for local artists and designers. If anything, this economic crisis should motivate us to rethink the way we do things, to appreciate all our local resources, especially in such vibrant places as the Times Square and fashion districts."

The space is scheduled to open May 1, 2009.

ABOUT super-interesting!

super-interesting! is a multidisciplinary architecture and strategic consulting practice, formed by Kian Goh, AIA, and John Bruce in 2004, and based in the Dumbo waterfront area of Brooklyn, New York. Our work spans institutional, educational, residential and commercial spheres.

Our projects take place at the intersection of sustainability and social interaction. In our work we focus on understanding site and context, processes and systems, program and behavior. We are fascinated by how people use space, and believe that design and smart implementation of materials, technologies, and green initiatives play a critical role in the shaping of exciting spaces and ways of living in them.

Our services include the design and planning of both the built environment and the systems and practices that govern its workings. We work on forming environments – designing buildings, interiors, products, landscapes – and *informing* them – creating strategies to address ongoing day-to-day and long-term needs and objectives for

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businesses and nonprofits, including sustainable practices, systems thinking, life-cycle assessments, and energy audits.

We are committed to social, political, and environmental responsibility. Our hope, throughout our work, is to search out, highlight, and give form to the sometimes hidden narratives of activism, action and participation in the everyday lives of our individual clients and the communities in which we work.

PARTNERS

Kian Goh, AIA

Kian Goh, AIA, is a founding partner of **super-interesting!**. She previously worked with Weiss/Manfredi Architects in New York City on projects including the Smith College Campus Center and the Barnard College Nexus, and with MVRDV in Rotterdam on the Metacity/Datatown exhibition and Eyebeam proposal. She teaches design and sustainability at Parsons The New School for Design, and serves on the board of directors of the Audre Lorde Project. Kian received a Masters of Architecture from Yale University, where she was the recipient of the HI Feldman Prize and James Gamble Rogers scholarship. She is NCARB-certified, and a registered architect in New York and New Jersey.

John Bruce

John Bruce is a founding partner of **super-interesting!**. He obtained his design experience working in the independent film industry, where he gained an extensive and diverse background. John worked as an art director on such feature films as I Shot Andy Warhol and Happiness. He has also produced, directed and designed music videos and award-winning short films. John was a featured designer on TLC's While You Were Out and is now the designer on the new EcoZone Project. John graduated from the School of Visual Arts in New York City with a Bachelors of Fine Arts. He resides in Brooklyn, and is currently a MBA candidate in sustainable business at the Bainbridge Graduate Institute.

OTHER PROJECTS

super-interesting! continues to develop its work on addressing social and environmental issues, pushing material and technological boundaries, and exploring site and program with these ongoing projects:

Red Hook Initiative, Brooklyn, NY

Design for offices and program space for a 3000sf community center. RHI provides training and workshops to Red Hook area residents. The design involves simple but innovative intervention to a warehouse space with community participation, straightforward sustainable materials and passive environmental strategies. A mural across the façade is accented with a planted green wall. Construction is projected for summer 2009.

Savage House, Phoenicia, NY

New construction, 1600 sq ft country house in upstate New York. The client co-owns Cookshop, a NYC restaurant that uses sustainably-farmed, local produce, and he is committed to a strong environmental agenda. The design calls for local materials, a small footprint, and minimal disturbance to the surrounding hilly forest and meadow landscape. Currently in design development, with projected construction spring 2010.

Green(e) Roof, Brooklyn, NY

A recreational deck and planted roof project for an 1895 co-op building on Greene Avenue in Clinton Hill. It includes decks made of FSC-certified wood, a modular planted green roof, and future phase plans for a grid-tied photovoltaic panel shade structure. This project is scheduled for construction once funding is in place.

IceStone, Brooklyn, NY

Research and consulting on sustainable systems and processes for IceStone, a recycled glass and concrete surfaces company based in the Brooklyn Navy Yards. Project ongoing.

For more information on this project, visit <http://www.super-interesting.com> or contact Kian Goh, AIA, 347-526-5296, kian@super-interesting.com.

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View of fashion & art space along 8th Ave

Image courtesy super-interesting!



Corner view, 8th Ave and 41st St, lace supergraphics and fluorescent strip signage

Image courtesy super-interesting!