

Catch — Release
& —

For — By — With
South Street Seaport
Community



BURLING SLIP
JOHN ST

SOUTH ST

NO PARKING
8 AM - 5 PM
MON - FRI

Hand icon

NO STOPPING
ANYTIME

22

Catch



Catch & Release

Catch — & — Release is a participatory design project that aims to capture and celebrate the extraordinary efforts of a community in a time of crisis. South Street Seaport is a waterfront neighborhood with a strong maritime tradition that has historically subsisted on its proximity to water, and was one of the areas hardest hit by Superstorm Sandy.

While inflicting severe physical and emotional damage on neighborhood and its inhabitants, the resurgence of the storm also revealed and fostered a strong sense of community.

— It was the people of South Street Seaport, and their strength and willingness to help each other, that brought the neighborhood back to life.

Catch — & — Release hopes to recognize, and make public and visible the neighborhood's resilient spirit.

Step inside. Catch your thoughts. Let your messages of gratitude toward the members of this community be seen and heard.

Help build a platform upon which to create a more open and public dialogue in the neighborhood and beyond.

Observe how community bonds become visible through gestures of recognition. As the messages accumulate, this installation will become a visible symbol of the unity and shared vision of the South Street Seaport community.

In February 2014, all the messages will be released to their recipients in a public ceremony of gratitude and recognition.

A series of programs will follow throughout the Spring offering participants the opportunity to collectively build a shared vision for the neighborhood's future.



Catch — & — Release is part of ADAA NY's Design Place initiative, a participatory design project that aims to help the neighborhood of South Street Seaport, New York, and the surrounding area to recover from the damage caused by Superstorm Sandy.

ADAA NY is a non-profit organization that provides a platform for the community to share their thoughts and ideas, and to work together to create a more resilient and sustainable neighborhood.

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Dear

Jonathan Boulware &
Mike Weiss & the
SSSM Staff

Thank you for

Keeping the South Street
Seaport Museum dream
alive for the public.

Catch & Release is part of AIGA/NY's Design/Relief Initiative, a participatory design project that aims to help the neighborhoods of South Street Seaport, Red Hook, and the Rockaways to imagine a more vibrant future for themselves as they overcome the lingering effects of Superstorm Sandy.

Dear

TEAMS OF STRANGERS
WHO SHOWED UP AT MY
SHOP.

Thank you for

SHEEPING SLUDGE, SCHLEPPING
SOAKY BOXES, BLEACHING SMELL,
SUNPAPEL + HELPING US REBOUND.

GRAZIE MILLE!

Marco Pasanella

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Dear

NY, NJ, CT POLICE

14

Dear

the volunteers

15

Thank you for
ALL THE SUPPORT AND HELP
WHICH YOU DID FOR THE
FOLKS AFFECTED BY HURRIKANE
SANDY
- YOU ARE TRUE SAVIORS!

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Thank you for
OUTSTANDING ASSISTANCE DURING, BEFORE
AND AFTER IRENE/SANDY EFFORTS
WHICH WERE ABOVE AND BEYOND ALL
LEVELS - YOUR TEAM DESERVES OUR
SINCERE THANKS & GRATITUDE!!!

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Dear

EVERYONE WHO VOLUNTEERED

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Dear

ART CONSERVATORS

Thank you for
 Flying in to
 RESCUE ART
 & TEACHING US
 conservation methods

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Dear

Community Board 1 Friends
in the City, State and Federal
levels & LOCAL HERDS
everyday

Thank you for very much!

support in bringing back
and rebuilding Southern
Manhattan everything that
everyone did & will do to
make our Community more

resilient! Much appreciated,
CBI, Catherine

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Dear

COMMUNITY BOARD #1
CHAIR CATHERINE HUGHES

Thank you for

FOR ALL THAT YOU DO DURING
9/11, IRENE, SANDY, THE DEEP
FREEZE, LMCCC HEARING AND
SO MANY OTHERS. YOU ROCK!

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Dear

NELSON BLUE

Dear

FRESH SALT friends + family. which
we **TOO MANY** to be named...

Thank you for
all the good times, celebrating,
getting through the rough times, and
always being there with a friendly
smile, **EVEN** After Sandy! Hurray!
Long live the Seaport & all
the good people here! xx

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Meg

94

Thank you for
responding so quickly after Sandy. You all
came down + cleaned up your "local" with
love and gloves on. Thank you for raising
funds + donations online + at a special
party just for Fresh SALT! Thank you
for coming back + hanging out after
we finally re-opened. We can't thank you all
enough!

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MUCH LOVE + RESPECT - SARA + JASON

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Dear

HARVEY

Thank you for

ALL THE CANDLES
YOU BROUGHT HOME
THEY LIT OUR LIFE
FOR A WEEK AT LEAST

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Dear

CON Edison

Thank you for

PUTTING the lights
back on for us after
Hurricane Sandy. I would
have missed a basketball game
without electricity.

- LIZA

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Dear

the volunteers

Thank you for

giving me a place
to come home to
following sandy.

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Dear

LADY IN THE FOYER
OF WILLIAM BEAVER
HOUSE DURING SANDY

Thank you for

Letting me cut the line to
charge my cell long enough
to run payroll for our
company on Stone Street...
Without you folks wouldn't
have been paid salary!

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Dear

DSNY

Thank you for

helping clear a ton
of wet muck from the
neighborhood - cheerfully
and helpfully

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Dear

NYC Parks Dept

Thank you for

working so hard to open/repair
all of the NYC Parks devastated
by hurricane Sandy! Each of you
are the unsung heroes of this city!
Steve McEvoy

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Dear

JULIA

28

Dear

TAXI DRIVER

29

Thank you for
RIDING BIKES
IN THE DARK
OF THE BLACKOUT

♥ hui

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Thank you for
DRIVING ME INTO LOWER MANHATTAN
DURING THE STORM SO I COULD
GET A HARD DRIVE OUT OF MY
OFFICE!

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Dear

SALTY DOGS

Thank you for

Sail on Strongly

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Dear

TWITTER

Thank you for

Being the means by which
New Yorkers shared news &
resources during the storm
and also the recovery. Citizen
journalism at its best!

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Dear

HON. MARGARET S. CHIN
COUNCIL DISTRICT #1

Thank you for

YOUR TEAM EFFORT WITH MANY OF US TO
HELP THE AREA RECEIVE THE RELIEF
MATERIALS AND THE ASSISTANCE WE NEEDED
IT IS IN TIMES LIKE THESE THAT SHOWS
OUR SOLIDARITY & WE ARE IN THIS TOGETHER

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Dear

Tommy Moran - NYC Police
1st Precinct

Thank you for

outstanding service from the NYC
Police Dept., 1st Precinct
- they kept the South Street Seaport safe
and secure every day, 24/7 for months
after Hurricane Sandy

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Dear

Friends uptown

Thank you for

letting us stay at your
place for a week!

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Dear

Brooklyn-based
mother-in-law

Thank you for

taking us into your home^{for more than 2 weeks}, for helping
take care of our newborn son, for
creating a loving bond with your
grandson that will far outlast the devastation
of the storm Love, Amy & George

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Dear

PIZZA & DEBBIE

Thank you for

for holding down the fort of our basement apartment with sand bags, tarps and all kinds of inventions to keep our lower level apartment from flooding. Also, thank you for moving all my hard drives and valuables to higher levels in the house. ♡ Yana

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Dear

John DePalma

Thank you for...

...all of your contributions and hard work. This space wouldn't be possible without you.

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Dear

CODY & KYLE

Thank you for

keeping me company during the crazy days and nights. I was so happy to spend time with you and not be alone when the storm hit. (Also thank you to Downton Abbey for hours of entertainment!!) I love you both.

- EB

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Dear

The Beatles

Thank you for

Blocking out the sounds of the storm and helping me stop worrying about my friends and family through music

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Dear

Harvey

Thank you for
having helped me
clean up the house.

Sylvaine

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Dear

Joe

Thank you for
taking care of me and others
who needed help.
thank you for making a
warm & cosy home with me
love you always,
S

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Dear

Uptown Friends

Thank you for

*Putting up my mother, grandmother, and I
during the Sandy outage!* - Alex

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Dear

Central Brooklyn

Thank you for

*being safe and secure
and have power throughout
Sandy. Never thought it
be a blessing to be this
close to the middle of the
hood.*

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Dear

TRACEY

Thank you for

Thanks for taking us into your home for a week during Sandy! you made a home for us where we didn't have one!

Shervika Janner + McKenna

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Dear

Sytraine

Thank you for

having a play date
during sandx

willia

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Dear

Nazareth House
Charities

Thank you for

helping out fellow NYers
that had no help during
hurricane sandy. Your
charity is a blessing!

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Dear

Callie - Bin 229

Thank you for

Persevering!
It's always a pleasure
coming to your place!

Marg & Penny

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Dear

PETAL-GAYE

Thank you for

Helping to understand
what is happening.

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Dear

Residents, student, and
visitors of Lower Manhattan

Thank you for

your courage, patience, ^{and} community
spirit in surviving and overcoming
Hurricane Sandy. Thank you also
for rebuilding so generations to come
can appreciate all NYC has to offer.

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Dear

Axel

Thank you for

Invite me to your house
and for be my best
friend !

Pedro

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Dear

Jyotsna + Shailesh

Thank you for

taking us in during Sandy.
Without your warm hospitality
we would have been very
cold & hungry.  Zoë + Jake

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Dear

Virgin America

Thank you for

Rescheduling my flight & getting me
home safely

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Dear

The Warwick Hotel

Thank you for

Giving my family and I
shelter during the ~~h~~ hard
times of Hurricane Sandy
—celia

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Dear

STEPHANE, ELMA & TROY

Thank you for

CARRYING COMPUTERS FROM
OUR DUMBO OFFICE TO MY
APARTMENT & BRAVING AWFUL
TRANSPORTATION HURDLES TO GET
THERE EVERY DAY TO WORK IN THE
WEEK AFTER THE STORM.

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Dear

MELANIE

Thank you for

GIVING ME
A PLACE TO
LIVE. LOVE,
S

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Dear

Funders

Thank you for

*Making the Seaport an intimate
space for a community of travellers
from everywhere in the world*

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Dear

AIGA

Thank you for

*Supporting this wonderful
neighborhood in the recovery after
Hurricane Sandy. I haven't been here
in a long time, so this is renewing
my interest in the South Street Seaport.*
Cathy Faskienig
AIGA member

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Dear

yeju

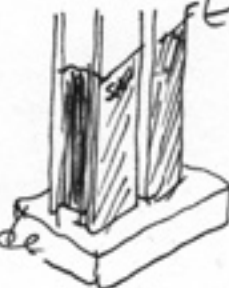
Thank you for
making such a snug + smart
place to be + see
community talk
in a public art + design
space —

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Dear

Yeju Choi

Thank you for
I want to thank you for proving
that design can get us through
unsolvable moments
can be made public
and that knowledge
is powerful when made
public: ♡ = Clave



ft SANDY
2012

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Dear

Friends

Thank you for

Occupy Sandy for coming together
and helping those most
affected by the tragic storm.

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1167

Dear

Tourists

Thank you for

xxxx

Coming back to the
Seaport & supporting
local business

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1168

Dear

South Street Seaport

Thank you for

making my days sunny
and happier..
and just wait till summer!
:)

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Dear

♥ SOUTH STREET SEAPORT ♥
♥ COMMUNITY ♥
♥ ♥ ♥

Thank you for

♥ STATEN STREET, HELPING US ♥
♥ DIG OUT, THE WARM COFFEE, ♥
♥ THE TACO LINE, THE HUGS, THE TOGETHERNESS, ♥
♥ COMING BACK. WITH LOVE, (FORMERLY) ♥
♥ THE DOMANI'S 232 FRONT ST. ♥

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Dear

South Street Seaport

from London

Thank you for
Keeping us warm while
awaiting the ferry. Plus
The lovely view of the
Watchtower building from
the harbour. H & S Athens

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Dear

South St. Seaport
Community

Thank you for
Being an inspiration to us all.

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Dear

NY

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Dear

New York

Thank you for
Thank you ~~for~~
Coming Together!!!

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Dear

NEW YORK

Thank you for

TO ALL FIRE & RESCUE TEAMS,
AWESOME JOB, DURING ALL
EMERGENCIES ON SANDY.
THX GUY U ROCK
~ ☺

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Dear

NYC!

Thank you for

Helping our city during the storm!
WE ALL NEEDED ALL
THE HELP WE COULD

Thanks for everything!
Get! -EH, MK
you do for us

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Dear

New York City
♡ ♡

Thank you for

Providing food, clothes, & shelter
to all the victims of Hurricane
Sandy.

I ♥ NY

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Dear

NYC

Thank you for

your tri state outreach
to the NJ area.
+ Community support
in times of need.

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Dear

NEW YORK

Dear

New York

Thank you for

being what you
are... This city is like
no other, and it has
kept my heart warm
through the winter nights.

From SYDNEY, AUS with love.

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Thank you for

Staying Vibrant
Despite all that
"nature" (climate
change) hath wrought

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Dear

NY

Thank you for

Thanks for staying
stronger!

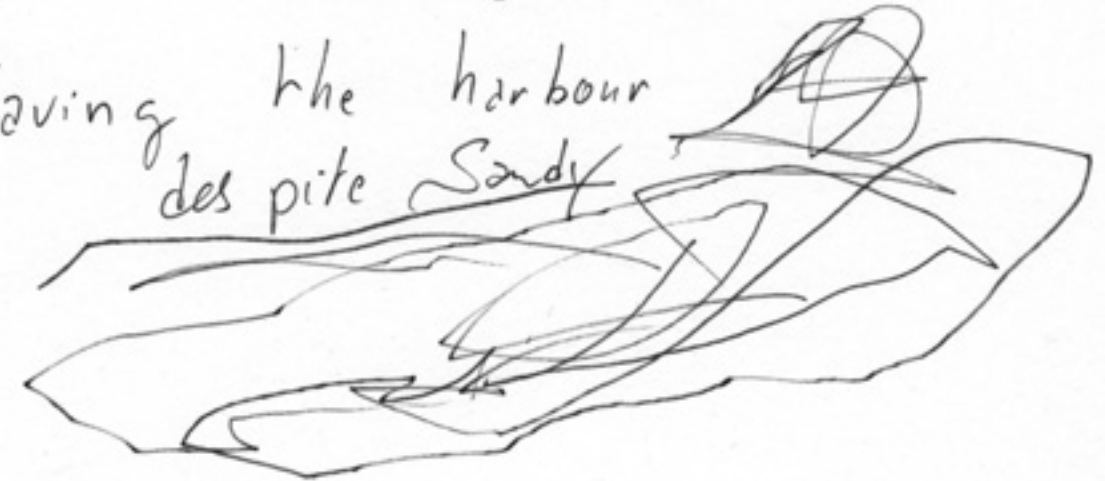
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Dear

New York

Thank you for

Saving the harbour
despite Sandy



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Dear

New York

76

Dear

CITY OF NEW YORK

77

Thank you for

I would like thank the people of
NY, from citizens to all people working
for the safety of this nation.
Regards, Abdulaziz

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Thank you for

Staying Open! We are
truley the City that
hever sleeps.

Thanks for being there...
Strong, vibrant + a beacon light.

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Dear

#1 City

Thank you for

Keep on, Keepin On!

Roll + Roll

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Dear

Dear New York

Thank you for

Thank you for supporting
the community to ENSURE
all citizens affected by Sandy
were well taken care of.
Your support & dedication mean
a lot.

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Dear

New York

Thank you for

Having these place around



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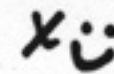
Dear

People of New York!

Thank you for

Sharing your Experiences, Knowledge & Beautiful City. Your courage & Pride are infectious and I hope Seaport blossoms into a place as kind and loving as it's residents.

Much love from the Shetland Islands



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Dear

PEOPLE OF NEW YORK

Thank you for

*always surprising me —
I am just in the city for the week,
and feel very lucky to have witnessed
this project. You are inspiring me
to pursue community placemaking with
greater passion. Wishing you good luck
with this project, in making the
community's voice heard!*

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Dear

New York

Thank you for

*Dreaming
Again!!!*

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Dear

Sun-

Thank you for

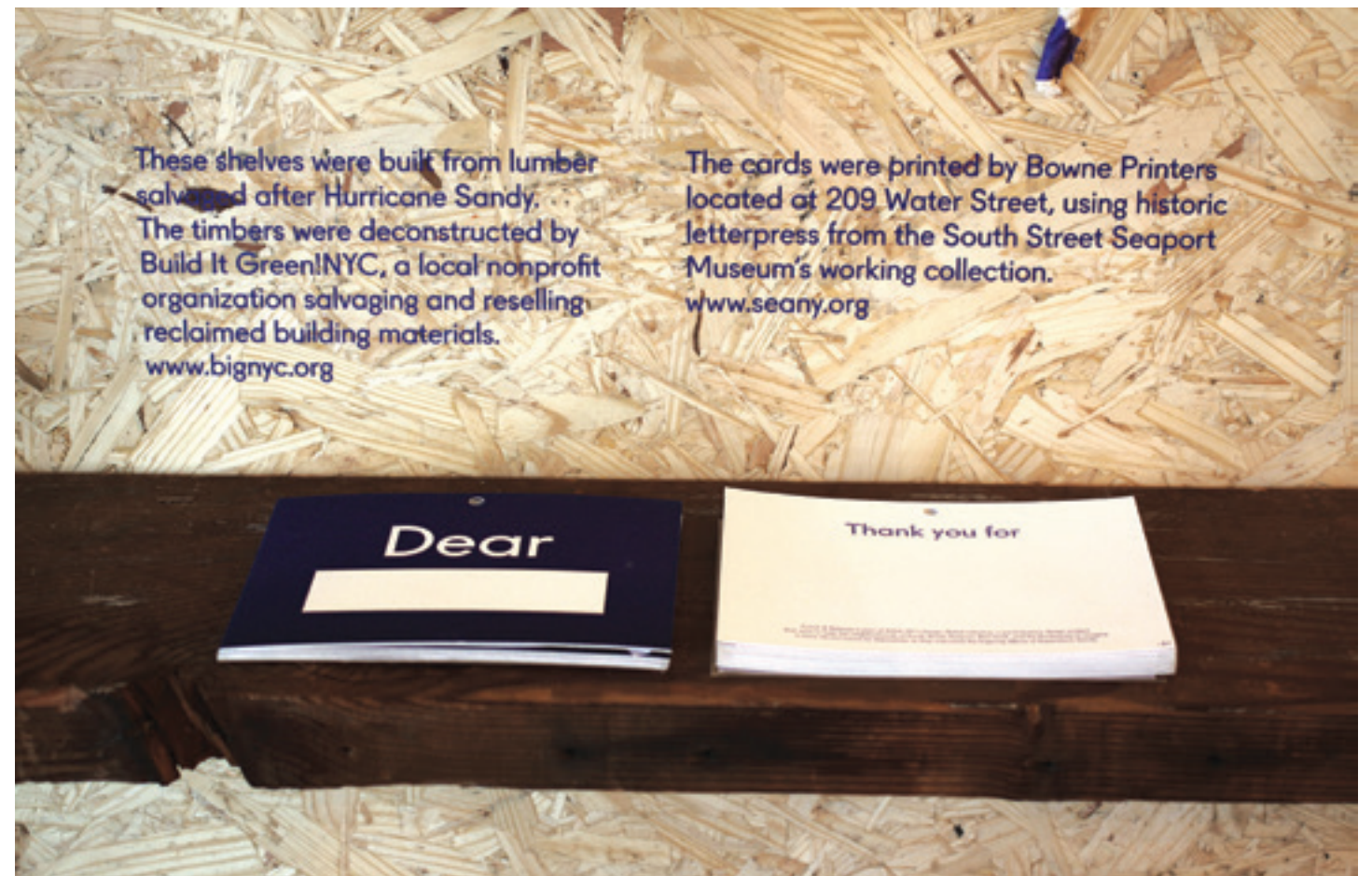
Shining again!!!



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These shelves were built from lumber salvaged after Hurricane Sandy. The timbers were deconstructed by Build It Green!NYC, a local nonprofit organization salvaging and reselling reclaimed building materials. www.bignyc.org

The cards were printed by Bowne Printers located at 209 Water Street, using historic letterpress from the South Street Seaport Museum's working collection. www.seany.org



Catch & Release

Catch — & — Release is a participatory design project that aims to capture and celebrate the extraordinary efforts of a community in a time of crisis. South Street Seaport is a waterfront neighborhood with a strong maritime tradition that has historically sustained on its proximity to water, and was one of the areas hardest hit by Superstorm Sandy.

While inflicting severe physical and economic damage on neighborhood and its inhabitants, the waterside of the storm also revealed and bolstered a strong sense of community — it saw the people of South Street Seaport, and their strength and willingness to help each other, that brought the neighborhood back to life.

Catch — & — Release hopes to recognize, and make public and visible the neighborhood's resilient spirit.

How to Use: Catch your thoughts. Let your messages of gratitude board the members of this community for seen and heard. Help build a platform upon which to create a more open and public dialogue in the neighborhood and beyond. Clearer how community bonds become visible through gestures of recognition. As the messages accumulate, this installation will become a visible symbol of the unity and shared vision of the South Street Seaport community.

In February 2014, all the messages will be released to that residents in a public ceremony of gratitude and recognition. A series of programs will follow throughout the Spring offering participants the opportunity to collectively build a shared vision for the neighborhood's future.

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Catch & Release

Catch & Release is a participatory design project that aims to explore and articulate the contemporary efforts of a community in a time of crisis. South Street Seaport is a waterfront neighborhood with a strong maritime tradition that has historically sustained on its proximity to water, and now one of the areas hardest hit by Superstorm Sandy.

While reflecting severe physical and emotional damage on neighborhood and its inhabitants, the restoration of the store also revealed and fostered a strong sense of community.

It was the people of South Street Seaport, and their strength and willingness to help each other, that brought the neighborhood back to life.

Catch & Release hopes to recognize, and make public and visible the neighborhood's resilient spirit.

They build. Catch your thoughts. Let your messages of gratitude toward the members of this community be seen and heard.

They build a platform upon which to create a more open and public dialogue in the neighborhood post-Sandy.

Changes how community bonds become visible through gestures of recognition. As the messages accumulate, the installation will become a visible symbol of the unity and shared values of the South Street Seaport community.

In February 2014, all the messages will be released to the residents in a public ceremony of gratitude and recognition. A series of programs will follow throughout the Spring offering participants the opportunity to collectively build a shared vision for the neighborhood's future.

As part of the 2013-2014 Design Week, this design project was one of the many that were selected to be part of the public art program. The project was selected for its ability to engage the community and its potential to become a visible symbol of the unity and shared values of the South Street Seaport community.

Public Art



Catch — & — Release is a participatory design project in South Street Seaport that unearths hidden and forgotten aspects of the neighborhood's rich history and culture. As the birthplace of maritime New York City, South Street Seaport holds extraordinary cultural assets that often go overlooked as the area experiences economic and environmental changes. By animating inactive spaces with cultural activity that feature recent and historical local lores, Catch — & — Release deepens a sense of place and community for both neighborhood inhabitants and visitors.

December 2013 – March 2014

The first phase of Catch — & — Release highlights the resilience and agency manifested by the people of South Street Seaport in the wake of Hurricane Sandy. The temporary interactive space, documented in this book, was built at South Street and John Street under the FDR and invited neighbors and visitors to step inside, take a moment to reflect on their experiences during and after the storm, and give recognition to the help they received from the Seaport community. Participants released their messages of gratitude by writing and raising notes using the rope and pulley system, materials tied to the Seaport's maritime history. More than 150 cards, aggregated in the space over three months, collectively visualized the strong social bonds within the Seaport community and beyond.

April – August 2014

Through a collection of personal anecdotes, reflections, and interpretations, the second phase of Catch — & — Release will use audio tours to give voice to abandoned street corners and empty establishments of South Street Seaport.

Catch — & — Release is part of AIGA/NY's Design/Relief initiative, a participatory design project that aims to help the neighborhoods of South Street Seaport, Red Hook, and the Rockaways imagine a more vibrant future for themselves as they overcome the lingering effects of Superstorm Sandy. This special project of the New York chapter of AIGA explores the potential of design in defining and expanding creative placemaking to positively transform communities.

Design/Relief is supported by an innovation grant from ArtPlace America.

Phase 1 of Catch — & — Release was prepared for the New York State Department of State Office of Coastal, Local Government and Community Sustainability with funds provided under Title 11 of the Environmental Protection Fund.

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www.aigany.org

For — By — With
South Street Seaport
Community

