



**NYC Landmarks50 Alliance Announces
“Landmarks of New York: Historic Districts” On-Line Exhibit
to Commemorate the 50th Anniversary of the
NYC Landmarks Law on April 19, 2015**

*New Google “Cultural Institute” On-line Exhibit
Showcases NYC’s 110 Historic Districts Throughout the Five Boroughs*

*Beginning March 19, 2014, fifty NY City Bus Shelters, ten in each of the Five Boroughs,
will celebrate New York City’s Rich Architectural Heritage*

New York City (March 19, 2014) – NYC Landmarks50 Alliance today announced the launch of *Landmarks of New York: Historic Districts*, a new on-line exhibition highlighting New York City’s historic districts and reinforcing the importance of historic preservation in the lead up to the 50th anniversary of New York City’s Landmark Law on April 19, 2015. Created in partnership with Google’s “Cultural Institute” and promoted through an outdoor media campaign organized by NYC & Co., the virtual exhibition features photographs, maps and descriptive text to provide an armchair view of the existing 110 historic districts and 20 historic district extensions, as well as the 8 districts currently under review by the Landmarks Preservation Commission. *Landmarks of New York: Historic Districts* is accessible on-line starting today at <http://www.google.com/culturalinstitute/collection/nyc-landmarks50-alliance>.

“There is hardly a neighborhood or a New Yorker who has not benefited from New York City’s preservation movement, which so reflects the great diversity of our city. We are committed to developing future preservationists who will take responsibility for protecting our history, and the continuity of the New York Cityscape,” said the author of *Landmarks of New York: An Illustrated Record of the City’s Historic Buildings*, and Chair of the NYC Landmarks50 Alliance, Barbaralee Diamonstein-Spielvogel. “Google Cultural Institute is an opportunity for The Landmarks50 Alliance to inform the wider world about NYC landmarks and historic preservation, and to strengthen the public/private partnership that has been the driving force of preservation for the last five decades.

During the next year, the NYC Landmarks50 Alliance will engage, inform and educate the public about the importance of the passage of the New York City Landmarks Preservation Law and celebrate its 50th anniversary. The Alliance’s wide network of individuals and organizations has planned events ranging from races to symposia to exhibits to musical and literary performances.

Landmarks of New York: Historic Districts is produced by The NYC Landmarks50 Alliance, with support from Google and NYC & Company. “Visitors from around the world come to New York City to experience the energy of our contemporary culture and the heritage of our iconic past. Who better to encourage visitors to discover all the historic neighborhoods and landmarks throughout NYC than international explorer and official New York City Family Ambassador Where’s Waldo?®” said Willy Wong, Chief Creative Officer at the City’s official tourism and marketing office. “Waldo will highlight some of the great monuments in our City and provide itineraries for families and visitors of all ages on our website, www.nycgo.com. NYC & Company and our partner DreamWorks Classics are proud to be part of this tremendous effort, led by the NYC Landmarks50 Alliance, alongside Google and so many our City’s cultural organizations to promote the history and diversity of our five boroughs.”

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The Google Cultural Institute is dedicated to creating technology that helps the cultural community to bring their art, archives, heritage sites and other material online. The aim is to increase the range and volume of material from the cultural world that is available for people to explore online, and in doing so, democratize access to it and preserve it for future generations. "The Cultural Institute's mission to help make the world's cultural treasures available is to anyone through a few clicks of the mouse," said William Floyd, Google Head of External Affairs for New York. "Google is excited to partner with the NYC Landmarks50 Alliance to make this important exhibition about New York's architectural and cultural history accessible to anyone with an internet connection, so it can inspire everyone to further explore the rich history of New York City."

About the Historic Districts Council

The Historic Districts Council is the advocate for all of New York City's historic neighborhoods, and represents a constituency of over 500 local community organizations. HDC provides technical and strategic support to help save historic neighborhoods and buildings, offers educational programs, and advocates for preservation throughout the five boroughs.

About The Landmarks50 Alliance

The NYC Landmarks50 Alliance was formed to commemorate the 50th Anniversary of the passage of the New York City landmarks law, which was enacted on April 19, 1965. The goal of the project is to broaden the appreciation of, and commitment, to New York City's most admired architecture, as well as to develop a new audience and generation of future preservationists. This is an all-voluntary effort that brings together the public and private sectors to inform the public about the contribution of historic preservation in New York City.

Committee members include Douglas Blonsky, President and CEO of the Central Park Conservancy; Vin Cipolla, President, Municipal Art Society; Peg Breen, President of The NYC Landmarks Conservancy; Simeon Bankoff, Executive Director, Historic Districts Council; Emily Rafferty, President, the Metropolitan Museum of Art; Jonelle Procope, President and CEO, The Apollo Theater; Caroline Baumann, Director, Cooper Hewitt, National Design Museum; Jordan Roth, President, Jujamcyn Theatres; Melissa Chiu, Director, Asia Society Museum; David Rockwell, Founder and President, Rockwell Group; Shelly Rubin, Co-founder, Rubin Museum of Art; Lisa Dennison, Chairman, Sotheby's North and South America; Tony Bechara, Chair, El Museo del Barrio; Andrew Dolkart, Director, School of Historic Preservation, Columbia University; and many more.

For more information, visit www.nyclandmarks50.org; to get involved, email Landmarks50 Alliance at: info@nyclandmarks50.org to share your ideas and volunteer your time.