



FOR IMMEDIATE RELEASE:
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NYC LANDMARKS50 ALLIANCE TO CELEBRATE 50TH ANNIVERSARY OF THE LANDMARKS LAW

NEW YORK CITY – April 2015 marks the 50th anniversary of the passage of New York’s nationally-acclaimed Landmarks Law – the foundation of historic preservation in New York City, and the model for similar efforts throughout the United States. Central Park, Coney Island’s Wonder Wheel, Radio City Music Hall, Grand Central Station, Jackson Heights, and the Ladies’ Mile Historic District are just some of the well-known and beloved places that have been preserved because of this important NYC legislation.

“New York City, for all its bustle and vigor, is also a cherished place for residents and tourists alike. This city is the jewel in the crown of our rich national, cultural legacy that we must honor and protect,” said Barbaralee Diamonstein-Spielvogel, Founder/Chair of the NYC Landmarks50 Alliance. “There is hardly a neighborhood, a New Yorker, or a visitor, who has not benefited from New York City’s grassroots preservation movement, which reflects the vast diversity of our city. Landmark designation protects our historically significant neighborhoods throughout the five boroughs, as well as the celebrated landmarks of New York City. This legislation has enhanced the quality of life for all of us – at home, at work, and at play – and ensures that our shared architectural legacy continues to be maintained and celebrated throughout the world.”

On April 19, 1965, Mayor Robert F. Wagner signed the Landmarks Law of NYC, initiating the historic preservation era and creating the Landmarks Preservation Commission. The agency is responsible for protecting almost 1,400 individual landmarks, 117 interior landmarks, 10 scenic landmarks, 112 historic districts, and 20 historic district extensions located throughout all five boroughs.

To commemorate the 50th anniversary, NYC Landmarks50 has planned the following events to develop new audiences and inspire future preservationists:

“Honor Our Past, Imagine Our Future”

Based on the NYC Landmarks50 Alliance slogan, a billboard was created by artist Peter Tunney, using images from the publication, *Landmarks of New York: An Illustrated Record of the City’s Historic Buildings*.

*Van Wyck Expressway at Hillside Avenue, Queens, en route to JFK Airport
January 2015 – December 2015*

Cultural Medallion Ceremony to Honor Dr. Jonas Salk

Dedication of a cultural medallion commemorating the renowned scientist Dr. Jonas Salk; speakers include Barbaralee Diamonstein-Spielvogel Founder/Chair, NYC Landmarks50 Alliance, Chair, Historic Landmarks Preservation Center; Peter L. Salk, Director, President, The Jonas Salk Legacy Foundation; David Oshinsky, Director, Division of Medical Humanities/NYU Langone Medical Center; Bert Hansen, Professor of History, Baruch College, CUNY; and Dr. José Esparza, Former Senior Advisor for the World Health Organization, the United Nations

Program on HIV/AIDS, and the Bill and Melinda Gates Foundation.
For more information about this program, please see www.hlpcculturalmedallions.org.
Dr. Jonas Salk's Childhood Home, 853 Elsmere Place, The Bronx
Thursday, March 26, 11:30 a.m. (Free)

Theater Party for NYC Landmarks50 Alliance to see the Historic Hip-Hop Musical, "Hamilton"
Public Theater, 425 Lafayette St, Manhattan
Thursday, March 26th, 7 p.m. (Invitation only)

Thurgood Marshall U.S. Courthouse Panel Discussion and Reception

Reception will include a special tour of the courthouse and remarks made by the Chief Judge of the U.S. Court of Appeals for the Second Circuit, Robert A. Katzmann; speakers include Barbaralee Diamonstein-Spielvogel, Founder/Chair, NYC Landmarks 50 Alliance; Kent Barwick, former NYC Landmarks Preservation Commission Chair; President Emeritus, Municipal Art Society; Andrew Berman, Executive Director, Greenwich Village Society for Historic Preservation; Peg Breen, President, The NY Landmarks Conservancy; Paul Goldberger, Pulitzer Prize-winning architecture critic; Phillip Lopate, author and essayist; Gene A. Norman, Principal, Architecture Plus! and former NYC Landmarks Preservation Commission Chair. Moderators are Simeon Bankoff, Executive Director, Historic Districts Council and Anthony Wood, Founder/Chair, New York Preservation Archive Project.
Thurgood Marshall U.S. Courthouse, 40 Foley Square at Pearl Street, Manhattan
Tuesday, March 31st, 5:00 p.m. – 8:30 p.m. (Invitation only)

Video Installation on Times Square Jumbotron

Video includes 30-second spot on NYC Landmarks Alliance member, Laura Stein.
Time Square
April 1 – April 30, 2015, playing six times per hour

New York Building Elevators and Lobbies Video Campaign by Captivate Network

Video includes 15-second spot on NYC Landmarks by alliance member, Laura Stein.
Various New York Offices
April 6 – April 26, 2015, Monday – Friday, 7:00 a.m. – 7:00 p.m.

NASDAQ Closing Bell Ceremony to kick off the Law's 50th Anniversary Celebration Week

NASDAQ MarketSite, 4 Times Square, Manhattan
Monday, April 13, 2015, 3:15 p.m. to 4:15 p.m.

Commemorative Lighting of Empire State Building in Orange, White and Blue (NYC Flag Colors)

Wednesday, April 15, 2015, Sunset

NYC Flag Themed Plant Installations on the Park Avenue Malls

Park Avenue Malls, sponsored by Fund for the Park Avenue Malls
Wednesday, 15 April - Date TBD, depending on weather

NYC Landmarks50 Alliance Commemoration at Landmark Four Seasons Restaurant

Reception featuring renowned composer Alan Menken, writer Fran Lebowitz and other special guests and elected officials.
Four Seasons Restaurant, 99 East 52 St, Manhattan
Wednesday, April 15, 2015, 5:30 p.m. to 8:30 p.m. (Invitation only)

About NYC 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 all-voluntary effort brings together the public and private sector to inform, and educate the public about 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; Emily Rafferty, President, the Metropolitan Museum of Art; Jonelle Procope, President and CEO, The Apollo Theater; Caroline Baumann, Director, Cooper Hewitt, Smithsonian Design Museum; Jordan Roth, President, Jujamcyn Theatres; David Rockwell, Founder and President, Rockwell Group; Shelly Rubin, Co-founder, Rubin Museum of Art; Simeon Bankoff, Executive Director, Historic Districts Council; Lisa Dennison, Chairman, Sotheby's North and South America; Tony Bechara, Chair, El Museo del Barrio and many more.

To get involved, share ideas and volunteer your time, email info@nyclandmarks50.org. For more information about the NYC Landmarks50 Alliance please visit: <http://www.nyclandmarks50.org/>