

For Immediate Release

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## BUILDING THE BOULEVARD

### **BROOKLYN'S MAIN STREET BRIGHTENS WITH ADVANCED LIGHTING TECHNOLOGY First-Ever Installation Revitalizes Atlantic Avenue Doorways Impact of LDC's Master Plan Now Apparent in Public Spaces**

**Brooklyn, New York - November 5,, 2004** -Tonight, the Atlantic Avenue Local Development Corporation (LDC) and innovative lighting leader OSRAM SYLVANIA will provide an exclusive preview of "Lighting The Boulevard," the first LED-based lighting program to improve an entire streetscape. The program, using LED (light emitting diode) technology, initially focuses on Atlantic Avenue between Hoyt and Bond streets, and will span the Avenue from the southern end of Brooklyn Bridge Park to the Brooklyn Academy of Music (BAM) Cultural District at the western edge of Fort Greene-a key retail growth area. The lighting will help invigorate the nighttime experience on the Avenue, and will decrease energy costs by 80 percent and provide illumination on building exteriors for up to 10 years with virtually no maintenance.

Renowned lighting artist Leni Schwendinger of Light Projects, Ltd. created a complete illumination program using the advanced lighting technology developed by SYLVANIA. Working with DesignPlan, a leading fixture manufacturer, Schwendinger developed a forward-looking system in landscape lighting. The donation of the recently developed LED technology to the LDC provides the opportunity to feature innovative lighting in a non-traditional application on building doorways. The program, now in its pilot phase, can be replicated, and sets a bold direction for bringing life to streetscapes throughout the U.S.

"Atlantic Avenue is thrilled to be the first community to utilize SYLVANIA's advanced LED-based lighting coupled with Leni Schwendinger's creative vision," said Candace P. Damon, president of the Atlantic Avenue Local Development Corporation. "The technology and design address a long-standing need for better streetscape lighting that will illuminate historic structures, promote economic development and boost pedestrian well-being, all while lowering energy costs for owners," Damon added.

"The lighting of historic Atlantic Avenue using SYLVANIA's pioneering LED technology offers a remarkable example of the evolution of lighting, where lighting will make the restoration of a neighborhood more complete," said Charlie Jerebek, OSRAM SYLVANIA president and CEO. "OSRAM SYLVANIA is proud to support the effort by the Atlantic Avenue LDC to light the boulevard and encourage visitors to experience the vibrancy and rich cultural heritage of this community."

The LDC commissioned Schwendinger to conceptualize and implement a lighting design that would illuminate 150 doorways on a historic retail avenue that suffers from gaps in streetscape amenities, according to a 2002 Master Plan study of this section of Atlantic Avenue. She developed a customized family of fixtures to mark the threshold where public sidewalk space and private doorway meet. With input from individual building owners Schwendinger designed a lighting fixture with a simple profile and neutral appearance to create a welcoming glow and significantly reduce energy costs and for an eclectic mix of boutiques and restaurants.

The LDC has funded installation of 13 doorways thus far, and is currently identifying additional funding sources to extend the installation over a two-year period. The design would support a rejuvenated retail corridor on Atlantic Avenue between the East River waterfront and Fourth Avenue.

### **About the Atlantic Avenue Local Development Corporation (LDC)**

The LDC is a Section 501(c)(3) not-for-profit organization committed to the economic development of the Atlantic Avenue area from Fourth Avenue to the East River waterfront in Brooklyn, New York. The Atlantic Avenue Master Plan was sponsored by the Atlantic Avenue Leadership Conference, a collaboration of 50 local community groups and businesses including the Atlantic Avenue Local Development Corporation. For information, please call 718-875-8993 or email [atlanticave@atlanticave.org](mailto:atlanticave@atlanticave.org).

### **About OSRAM SYLVANIA**

Located in Danvers, Mass., OSRAM SYLVANIA is the North American lighting operation of OSRAM GmbH. It is the second-largest lighting and materials enterprise in the world, serving customers in more than 140 countries. OSRAM SYLVANIA manufactures and markets a wide range of lighting products, including automotive, electronic and magnetic ballasts, and precision materials and components for industrial and commercial users, original equipment manufacturers and consumers, sold primarily under the SYLVANIA brand name, but also under the OSRAM brand. OSRAM SYLVANIA also offers lighting systems installation and maintenance services. For further information, visit [www.sylvania.com](http://www.sylvania.com).

Editors: Please note that product shots of the LED technology and the fixtures are available upon request.