



**Collaboration: NYC Landmarks50+ Alliance with NYC & Company
and artist Peter Tunney celebrate the 55th Anniversary
of the NYC Landmarks Law**

***Beginning 23 September 2019, New York City's Rich Architectural Heritage
will be celebrated on 50 NYC Bus Shelters and
1,700 Link NYC Digital Screens across the 5 Boroughs***

New York City (September 20, 2019) – The NYC Landmarks50+ Alliance today announced the launch of a new city-wide campaign to focus public awareness on NYC's landmark structures. “Honor our Past, Imagine our Future” will appear on 50 Bus Shelters and 1,700 Link NYC Digital Screens for the next 36 weeks. The art work includes a selection of NYC's buildings behind the words “Honor our Past, Imagine our Future.”

“This remarkable collaboration with NYC & Company and artist Peter Tunney, who created the posters, is an opportunity for the Landmarks50+ Alliance to remind the wider world about NYC landmarks and historic preservation, and to strengthen the public's awareness of the upcoming 55th Anniversary of the NYC Landmarks Preservation Commission, the agency formed in 1965 to protect our shared architectural heritage.” said Dr. Barbaralee Diamonstein-Spielvogel, the author of *Landmarks of New York: An Illustrated Record of the City's Historic Buildings*, now in its Sixth Edition (the publication from which the images in Tunney's works were drawn) and Founder and Chair of the NYC Landmarks50+ Alliance. “It reminds us all that there is hardly a neighborhood, or a New Yorker that has not benefited from New York City’s inclusive preservation movement, which so reflects the great diversity of our city.”

During all of next year, 2020, 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 the run up to its 55th anniversary. Its wide network of organizations and individuals has planned events ranging from to musical and literary performances to exhibits to lectures to walking tours.

About The Landmarks50+ Alliance

The NYC Landmarks50+ Alliance was originally formed in 2012 to commemorate the 50th Anniversary of the passage of the New York City landmarks law, which was enacted on April 19, 1965. Its goal is to broaden the appreciation of, and commitment, to New York City’s most admired architecture and artifacts, as well as to develop a new audience and generation of future preservationists. This all-voluntary effort of more than 185 organizations and individuals brings together the public and private sectors to inform New Yorkers and visitors alike about the contribution of historic preservation in New York City.

About artist Peter Tunney

Peter Tunney creates in almost every medium: paint, collage, wood, photography, found objects, and discarded materials. His nontraditional life, cache of extraordinary experiences, and countless wild adventures serve as the foundations for his work. Since declaring himself an artist in 1987, Tunney

delivers his messages to a vast and global audience. His dynamic textual images blanket New York City, which he affectionately calls “The City of Dreams”, as giant billboards.

About NYC & Company

NYC & Company is the official destination marketing organization (DMO) and convention and visitors bureau (CVB) for the five boroughs of New York City. Their mission is to maximize travel and tourism opportunities throughout the City, build economic prosperity and spread the dynamic image of New York City around the world. Headed by President & CEO Fred Dixon, NYC & Company represents the interests of nearly 2,000 member organizations across the spectrum of businesses and organizations in the City.

About the Landmarks Preservation Commission

The Landmarks Preservation Commission is the mayoral agency responsible for protecting and preserving New York City’s architecturally, historically and culturally significant buildings and sites. Since its creation in 1965, LPC has granted landmark status to more than 36,000 buildings and sites, including 1,430 individual landmarks, 120 interior landmarks, 11 scenic landmarks, and 148 historic districts and district extensions throughout the five boroughs.

For more information, call the NYC Landmarks50+ Alliance at 212.861.4562, or NYC & Company at 212.484.1200, or email the NYC Landmarks50+ Alliance at info@nyclandmarks50.org.

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