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High resolution media images available upon request

DESIGN MUSEUM BOSTON OPENS PUBLIC EXHIBITION FEATURING LOCAL DESIGNERS AND THEIR IDEAS TO IMPROVE OUR CITY

The Urban Innovation Challenge exhibition is on display at the Harbor Garage beginning March 17th

Boston (March 17, 2017)— Design Museum Boston is proud to announce the opening of *Urban Innovation Challenge*, an exhibition highlighting designs generated at the museum’s Urban Innovation Festival held on-site and in public view last summer. During the festival, innovators from various industries participated in a 3-day urban design challenge that would activate the area under the I-93 overpass to improve the livability of the surrounding neighborhoods. Ten design teams – Autodesk, Bose, CBT, Essential, Fidelity Labs, MassArt, Payette, Shepley Bulfinch, Stantec, and Wentworth – faced the design challenge on-site in public view. Teams were tasked to brainstorm, ideate, and prototype solutions to improve and revitalize the area around the I-93 overpass; a region divided by highway infrastructure that contributes to pedestrian safety and accessibility concerns.

In a public display along The Greenway, on the corner of Atlantic Ave. and E. India Row, the exhibition tells the story behind each design in the larger context of Boston’s city planning and highway history. The exhibition is free and open to the public 24/7.

“We’re excited to showcase the amazing work from these ten design teams,” said Liz Pawlak, Vice President, Design Museum Foundation. “The Urban Innovation Festival was an incredible demonstration of talent, innovation and community, and we’re thrilled to share that with the public!”

Supporters of the Urban Innovation Program include: **Artplace America, Autodesk, Boston Explorers: an Urban Camp for Kids, BSA Foundation, Chiofaro Company, Collective Next, Essential Design, GTI Properties, Inc./ SoWa Boston, Mass Cultural Council, the Mayor’s Office of New Urban Mechanics, Microsoft, MOO, MassDOT, Scalable Display Technologies, and Viber.**

Design Museum Boston is currently seeking collaborators, partners, and sponsors to support the refinement and production of the festival’s winning design. For more information, visit designmuseumboston.org

Winning Design from the Urban Innovation Festival:

1st Place: Fidelity Labs, “Urban Hike”

Runner Up: Essential, “Urban Planters”

Most Innovative: Shepley Bulfinch, “Wind-Chimes”

People’s Choice: Wentworth, “Arches”

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About Design Museum Boston

At Design Museum Boston we believe design can change the world. Done well, it can elevate our quality of life, make businesses more competitive, and protect our environment. Design awareness, education, and expertise are more important now than ever before as design continues to impact communities, organizations, and markets around the world. Design Museum Portland is redefining what it means to be a museum in the 21st century – we’re online, nomadic, and accessible to all through a network of exhibitions, events, and content. Our mission: Bring the transformative power of design everywhere, to inspire a world full of creative problem solvers.