

On the Road to Spectacular

Lincoln Road - Florida's most iconic pedestrian street - undergoes a conceptual and visual transformation

Cultural programming designed to increase community engagement begins in October

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In the coming months, Lincoln Road will undertake a unique transformation that will embrace its rich culture and diversity while infusing a more eclectic, bold, fashionable and community-driven focus. The Lincoln Road Business Improvement District (LRBID) has designated Ilona Creative Studio to create the new brand and an overall enhanced experience that will bring together arts, culture and carefully curated events to an area that is truly unlike any other in Miami.

To help realize the enhancement of the iconic road, the City of Miami Beach has entered into a contract with James Corner Field Operations, the New York based landscape architecture firm responsible for The High Line in Manhattan. James Corner Field Operations has designed a remarkable three-phase Master Plan that the firm will also oversee and implement.

The Master Plan envisions physical and operational improvements for the pedestrian portion of Lincoln Road and its adjacent streets. More public seating, spaces for art installations and a refreshed pavement design will convert the road into an immersive and multi-faceted destination.

Phase one, which is set to break ground in Spring 2018, will cover Lincoln Road from Washington Avenue to Lenox Avenue. Drexel and Pennsylvania Avenues will both be pedestrianized in this first phase. Other improvements include the addition of bike lanes to Meridian Avenue, expanded crosswalks and the removal of the existing median to promote better space allocation.

When famed architect Morris Lapidus was commissioned to redesign Lincoln Road in the 1950s, his distinguished style positioned the mall as one of the most luxurious destinations in the city during that time. The LRBID recognizes its commitment in building upon this legacy. Steve Gombinski, President of the LRBID explains:

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“Revitalizing and updating the historic Morris Lapidus designed public space will ensure that Lincoln Road remains one of the most exciting areas in the country”.

Development and art have always gone hand in hand; and this relationship will be clear through the reimagining of Lincoln Road. The cultural programming will include breathtaking collaborations with Miami City Ballet, New World Symphony, the Bass Museum and other cultural organizations, as well as prominent local, national and international artists. The surprising appearance of urban-camouflaged performers in the least expected places, pop-up artist studios along Lincoln Road, wall wraps, streetlight banners and large-scale projections (including 3-D Mapping) will also enrich the street-entertainment experience.

Cultural and community activities on the road begin in October 2016 with an exhibition of Miami City Ballet’s costumes from the past 31 years. The display, which will be held at 530 Lincoln Road, showcases exquisite costumes used in Miami City Ballet performances since the inception of the company in 1985 and includes a 3D projection of a ballet dancer created exclusively for the retrospective.

Lourdes Lopez, Artistic Director of Miami City Ballet, conveyed the importance of offering cultural activations on Lincoln Road, stating: *“By offering opportunities for residents and tourists to enjoy the visual and performing arts while visiting Lincoln Road, community identity and pride will be enriched. And by participating in this initiative, the presenting arts organizations will help revive Lincoln Road’s cultural personality and increase the neighborhood’s attractiveness. Miami City Ballet is thrilled to be presenting an exhibition of more than 30 costumes from our repertory, displayed in an innovative and artful setting.”*

Also launching on October 1 is the *Little Shop of Monsters*, a family-oriented workshop at 430 Lincoln Road that will run every weekend starting Saturday, October 1 and will culminate in a *Silly Haunted House* for all to enjoy on Sunday October 30. Children and families will be given the opportunity to create their own silly monsters, spooky soundtracks and other interactive Halloween-themed activities that will be showcased in the *Silly Haunted House* just in time for the spookiest day of the year.

On Sunday October 9, hundreds of people will converge upon Lincoln Road for the *Mp3 Experiment*: a participatory event created by comedy collective Improv Everywhere. The interactive event engages with participants through a pre-recorded set of instructions that encourages improvisation and endless amounts of fun. Previous *Mp3 Experiments* have created side-splitting results; with participants singing and

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dancing in unison, playing the company's version of "Simon Says" and surprising observers with spur-of-the-moment flash mob action that entertains and delights both onlookers and participants.

Lincoln Road is already considered one of the most iconic cultural and commercial pedestrian roads in the US, and was included in the National Register of Historic Places in 2011. The planned transformation of the road will take the convergence of Miami locals and international tourists to a new level through art, music, gastronomy, culture and fashion.

Further details and events will be announced as the new Lincoln Road prepares to make its debut.

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About Lincoln Road Business Improvement District (LRBID)

The LRBID was formed with the purpose of stabilizing and improving the Lincoln Road retail business district, which is located within a nationally recognized historic district, through promotion, management, marketing and similar services by (i) representing and advocating for the property owners and business owners located within the boundaries of the District; (ii) promoting and encouraging the continued development of a diverse, vibrant and pedestrian-friendly Lincoln Road mixed-use neighborhood, thereby providing a dynamic setting for businesses, the visiting public, arts and entertainment, as well as area residents; (iii) serving as a cultural and civic hub for the community and fostering a spirit of cooperation and maintenance of high standards of quality among its members; and (iv) bringing transformative projects into the District. The LRBID is committed to creating a favorable environment, which will increase commercial and cultural activity within the District.

About Lincoln Road

Lincoln Road is a pedestrian street that runs east to west parallel between 16th Street and 17th Street in Miami Beach, FL, featuring various shops, *cafés*, galleries, restaurants, bars and other businesses. It attracts millions of visitors from all over the world not just for its premier shopping destinations, restaurants, and nightlife but also for its architecture.

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About James Corner Field Operations

James Corner Field Operations is an internationally renowned landscape architecture, urban and public realm design studio based in New York City. The practice is renowned for strong contemporary design across a variety of high-profile project types and scales, from large urban districts and complex post-industrial sites, to small well-crafted design projects. Informed by people, place and locale, Field Operations continually recalibrate the design process to reflect the nuances and intricacies of the local environment. Led by James Corner and Principals Lisa Switkin, Richard Kennedy, Tatiana Choulika and Keith O'Connor, the studio employs over 50 talented design professionals from around the world.

About Ilona Creative Studio

Ilona Creative Studio is a multi-platform media company specializing in marketing, branding and communications solutions. They create fully integrated campaigns with a sophisticated edge and distinctive point-of-view through beautiful visuals and vibrant storytelling. Their clients include Auberge Miami, the Residences by Armani Casa, Botaniko, Oppenheim Architecture, and many more. Ilona Creative Studio is the creative force behind LRBID and repositioning efforts.

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