

FOR IMMEDIATE RELEASE

69 Parking Meters in Brooklyn Heights Are Covered in Knitted Cozies

BROOKLYN HEIGHTS, New York—May 14, 2009—Last night, more than two-dozen volunteers installed hand-knitted cozies on all of Montague Street's parking meters. Today, the Montague Street Business Improvement District unveiled the final knitted artwork, officially opening *69 Meters*, a public-art installation that will beautify Brooklyn Heights' main shopping street through mid June.

Timothy King, president of the BID's board of directors, and Wendy Feuer, Assistant Commissioner of Urban Art and Design for the New York City Department of Transportation, were on hand this morning as textile artist Magda Sayeg put the finishing touches on the last meter pole.

Commissioned by the Montague Street Business Improvement District, *69 Meters* is a collaboration between Ms. Sayeg – the founder of Knitta Please, the guerilla knitting collective – and nearly 50 volunteer knitters. Artworks were created by dozens of Brooklyn residents and were also contributed by knitters as far away as San Francisco, Paris, and Santiago, Chile. All of the artists are women.

In grateful acknowledgement of their contribution, each volunteer knitter will receive three skeins of Red Heart's Eco-Ways™ yarn, an innovative, easy-care product that lessens the impact on the environment because it is made with 30% recycled polyester from plastic. Red Heart (<http://www.redheart.com/>) hopes their donation will help the volunteers beautify more urban locations, using eco-friendly yarn.

The mission of the Montague Street Business Improvement District is to improve all aspects of Montague Street, from beautifying the public realm to supporting our local merchants and national retailers. "Innovative public art can enhance historic urban spaces," said Chelsea Mauldin, executive director of the BID. "We encourage New Yorkers to come see how." See <http://www.montagueBID.com/> for more information.

Magda Sayeg is an acclaimed textile artist who creates temporary installations in the public realm. In November 2008, Ms. Sayeg completely wrapped a Mexico City bus in knitted material. The Guinness Book of World Records plans to add the installation to its 2010 edition as the world's largest knitted object. In December 2007, the leading wool company in France, Bergere de France, invited Ms. Sayeg to install pieces in public places around Paris. Ms. Sayeg has also created dozens of other successful installations worldwide. See <http://www.knittaplease.com/> for more info.

The *69 Meters* pieces will be attached to each meter pole below the parking meter itself and will not affect normal function of the meter. Permission to install the artworks was granted through the New York City Department of Transportation's Arterventions program, which encourages innovative temporary installations on DOT-owned sites. See <http://www.nyc.gov/urbanart> for more information.

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