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# PRESSRELEASE

## CSA Designs Creative New York Conference Collateral

New York, NY, April 4, 2006 – Leaders in the business, arts and non-profit communities, as well as Mayor Bloomberg, Deputy Mayor Doctoroff and other government officials, came together at the Creative New York Conference at MoMA to discuss the status and future of New York’s creative economy. CSA produced the invitations, signage and collateral for this conference and founders Ken Carbone and Leslie Smolan were among the attendees.

The issues presented were spawned by a study from the Center for an Urban Future published last December, which described the creative sector as a vital part of the city’s economy and an asset at risk. Conference panelists, including Barry Diller, Bill T. Jones, Fernando Espuelas, and Ann Moore, touched on a number of development and quality of life challenges to the arts and cultural core of the city, from affordable housing and workspace to funding for educational programming to transportation and technological infrastructure.

Introducing the top-level policy discussion, Mayor Bloomberg announced that the city would create a new office as part of the Economic Development Corporation to assist non-profit organizations, particularly those in the arts, with the high costs and other obstacles that threaten their survival in New York. The new office will serve as a point of contact for public-private partnerships designed to maintain New York’s position as the country’s creative and cultural capital, helping those in the creative sectors to navigate the real-estate market, obtain technical advice and attract financing. New York’s non-profit sector accounts for 720,000 jobs in the city-roughly a fifth of the total workforce.

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NOTE: HIGH-RESOLUTION PHOTOGRAPHY AND ADDITIONAL RESOURCES ARE AVAILABLE UPON REQUEST.

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