

FUTUREHOOD

greenwich village

Community Gathering and Forum for shaping the future of Greenwich Village
to benefit PS41's GreenRoof Environmental Literacy Laboratory Initiative

Saturday, October 4th, 2008

PROJECT PROPOSAL



GOAL

To produce an all-day event on Saturday, October 4th, 2008 that potentially grows and develops into a series of events to raise money for PS41's environmental and educational initiatives. Futurehood 2008 will benefit the GELL project: Greenroof Environmental Literacy Laboratory. We hope to create a powerful networking opportunity that strengthens PS41's support within the village, and publicizes this exciting project. The event will present art, music, innovation, games, entertainment, great food, and fun for all ages. The theme is our common future with a focus on the tools we are imparting on our children to deal with the problems that they may face. Through local individual and business participation, donations, and sponsorships we will raise money for the GELL project as well as begin a conversation about the importance of such initiatives in our schools.

To transform the space - the schoolyard of PS41 - visually and socially into a place of convergence for many people and ideas from the neighborhood and the surrounding world.



photos of schoolyard of PS41

CONCEPT AND THEME

Futurehood embraces our common goals and visions for the future and encourages an interdisciplinary community-wide conversation. We wish to expand the conversation about support for the GELL project to a broader inquiry about the responsibilities of community members in the lives and education of our children. While focusing on sharing our dreams, hopes, and ideas for the future, the all-day event will provide a fun and social atmosphere for a memorable and worthwhile experience. Futurehood aims to provide businesses and organizations the opportunity to reach out and connect to the community, thus strengthening our local support networks. Most importantly it will allow everybody to contribute to the very exciting project currently underway at PS41 and so introduce the community to the pleasures of owning a small part of something great.

The event will take place in the beautiful and central yard of the school that in many ways defines Greenwich Village. PS41 is a reflection of the efforts of the community through policy, advocacy, and financial support to build a nurturing and educational environment for our children. It is a place where common goals are set for the future of our most valuable investments. Because of this it is the center of our public efforts, and the center of our children's education. But there is no center without a community, and a great deal of a child's education happens outside of school. What are we doing in our communities to ensure that what they find outside is meaningful, beautiful, creative, and positive? What can we do to incorporate our public schools into the community in a way that sees school not as this building on the corner, but as the convergence of children, teachers, parents, educators, administrators, neighbors, and the community at large? Futurehood will provide a forum for discussing how we can extend the school outside of the school walls, school hours, and school ages. We want to ask: what is our role as business leaders, social leaders, citizens, and policy makers in education?

The title Futurehood was inspired by the drawings of PS41 students from a project entitled 2057. Their drawings represent a hopeful look at technological innovation and a desire for a cleaner, greener environment. The addition of environmental education to their curriculum is clearly present in their representation of an ideal future. The hope they have in our efforts and innovation is depicted by the flying school buses and eco-friendly designs. By embracing their natural creativity and encouraging environmental values we can offer them the tools they need to solve the problems of tomorrow. In the year 2028 the GELL project would have successfully raised a generation of well informed environmentalists who will be ready to contribute to our efforts and impart their values to our community. Where will we be twenty years from now, when all of us will have had twenty years to make a difference? Lets set some goals together!

While embracing environmentalist and agrarian values FutureHood will embrace new media arts and presentations. We want to discuss the role of scientific, architectural, and technological innovation in achieving our environmentalist and naturalist goals. We intend to create an ongoing dialogue about our goals for the future of our neighborhood and to ask the questions: how does technology and innovation impact the environment? and how do we use it to promote a better world?



Drawing by Jitan, 5th grade, taken from PS41 website



Drawing by Julia, 5th grade, taken from PS41 website

PARTICIPANTS

Futurehood is fueled by community participation and collaboration. Interested participants are asked to own a small part of the gathering and use the forum for diverse causes, stressing the significance of collaboration and interdisciplinary approaches to building vibrant schools and communities. Bobo restaurant through their coco initiative will cover promotion, development, and logistics.

Participants include local businesses, organizations, entertainers, families, architects, scientists, artists, musicians, and community members. All participation is mutually beneficial. We strive to provide a worthwhile event where donations and contributions are fairly rewarded with PR, exposure, fun, networking, good food, great ideas, and so much more. We encourage collaboration in order to establish an event that the community produces for the school. The creation of greener, safer, cleaner, and more cohesive and informed communities is a collaborative effort. As the Bloomberg quote used by the GELL project so gracefully explains..

"As our population grows and our infrastructure ages, our environment – our air, water, and land – will be pushed to new and possibly precarious limits. ...And the really creative solutions to our problems are especially likely to come from the private sector, or from the non-profit organizations, or from community leaders who are determined to make a difference. We want to hear all of those voices. And we need to." (Mayor Michael Bloomberg, December 12, 2006)

As business leaders, community organizers, journalists, advocates, citizens, and public personalities we will work together to create the kind of involved community that can set common goals and lead the way to expanding the power of public education. As with the GELL project, this begins with proper funding and innovative thinking.



Drawing by Erica, 4th grade,
taken from PS41 website

GELL :: PS41's Greenroof Environmental Literacy Laboratory



FUNDRAISING GOALS

Our goal is to establish a worthwhile event where fundraising potential is maximized by the presence of media and community participation. It will be a great forum for establishing relationships within the community and planting the seeds of our fundraising goals. Matching donations, small-scale donations, corporate sponsorships, and donation incentives are a few of the projects we are working on. The community event and established networks will be a great tool for identifying potential donors. We will reach out to them individually and possibly through later fundraising events. Some people that we would like to have in attendance: people involved with the design and planning of the GELL project, architects, planners, engineers, artists, business leaders, community leaders, politicians, public personalities, press, advocacy leaders, event participants, PTA members, and other friends of bobo and PS41.

During the event we will suggest small scale donations at the door as well as hold raffles, sell t-shirts, and encourage community involvement. Suggested donation values or admission fees will be determined as more information becomes available. A donation board such as the one below will encourage conscious and educated involvement.

The location and openness of Futurehood highlights our participatory goals. With the focus on the children we invite through example other community leaders to play their part in public education, be that financially or through participation. We encourage interested participants and local business leaders to take an active role in producing this and subsequent events.



YOUR CONTRIBUTION: how to grow a GreenRoof	
\$5	will help support Futurehood and other events that fund GELL and other PS41 projects
\$10	will plant one plant on the roof
\$25	will buy 20 butterflies for our rooftop garden
\$100	will buy a green tile for our GreenRoof
\$200	will buy your own garden thankyou plaque
\$1000	will buy a bench on the roof with your name

donation board example

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CALL FOR PARTICIPANTS

Futurehood is looking for interested community members - businesses, organizations, and individuals - to join us in a collaborative effort to celebrate environmentalism, innovation, and the future. Visit www.futurehood.info to sign up, call 203-530-4812, or email us your ideas to futurehood@gmail.com

Saturday, October 4th, 2008
in the schoolyard of PS41



The Yard :: The PS41 schoolyard is accessible through two gates located at the corner of Greenwich Ave and Charles St, and is approximately 22,000 sq ft! We also have access to the auditorium, gym, and other school facilities for presentations, discussions, and games.



the gates



playground



street view

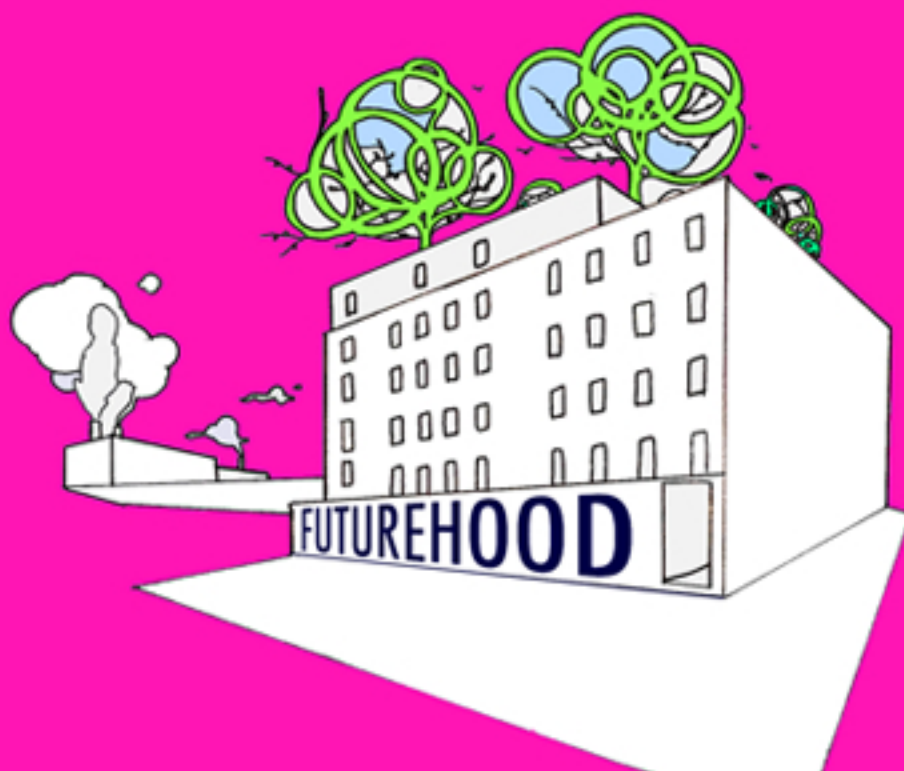


the brick

Program :: The program and schedule remain to be developed but the following is a brief and limited outline of a possible main event schedule.

Saturday Oct 4, 2008 festivities begin at 11 am and last into the night!	In the Yard all-day musical perfor- mances moderated and hosted by dj anteater	The Auditorium featured films and presentations and panel discussions all day	Activities for all ages; many activities will be in the yard all day
11:00 -2:00	Greenwich Village Jazz Legends and other Legends too	Short movie showing and panel discussion lead by your hero.	Brunch and all-day Pig Roast by bobo restaurant
1:00 - 3:00	BAND A	DISCUSSION B	Neighborhood nature tour leaving at 1:15pm
3:00 - 5:00	BAND B	PRESENTATION A	Environmental Presentation for Kids in the yard
5:00 - 7:00	BAND C	PRESENTATION B	Local Foods Dinner Party
7:00 - 9:00	Headliner	FEATURE FILM	Greenwich Village in 20 Years Challenge
9:00-11:00	Dj Anteater goes wild	BOOK RELEASE PARTY	Collaborative Performance and Artwork
After Party :: for Participants, Bands, and Fans at Our Secret Special Party Place			

a flyer:



All Day Saturday, October 4th, 2008

FUTUREHOOD greenwich village

community gathering to
benefit GELL: PS41's
Greenroof Environmental
Literacy Laboratory,
celebrating innovation,
communication,
participation, and the
environment.

visit www.futurehood.info

FUTUREHOOD will bring together members of the community and the many networks that pass through, over, or under the community to create a dynamic conversation about our common future in the light of technological and environmental innovation. The event is a community effort, fueled by the participation of interested businesses, groups, organizations, and institutions. To join as a spectator, performer, panelist, sponsor, or volunteer,

visit www.futurehood.info, email
futurehood@gmail.com
or call 203-530-4812.



FUTUREHOOD

Saturday October 4th, 2008
www.futurehood.info

GREENWICH VILLAGE HISTORIC DISTRICT
GREENWICH AV
CHARLES ST



FUTUREHOOD
greenwich village

FUTUREHOOD Greenwich Village Operations Team

Carlos Suarez: Owner of bobo restaurant,
Futurehood Founder and Chief Sponsor

Maria Rabinovich: Producer

Emma Allen: Director of Environmental Change
at bobo restaurant, Co-organizer

Adrian Agredo: Artist and Designer

Vicki Sando: PS41 Green Initiatives contact and
adviser

John Parman: Assistant Director of Advancement
at George Washington University, adviser on
fund raising and planning

Kate Lundell: Video Production

Businesses and Organizations:

bobo restaurant

PS41 PTA

Bullfrog & Baum PR firm

Sponsored by bobo: coco initiative for
environmental change

