

FOR IMMEDIATE RELEASE

### **69 Parking Meters in Brooklyn Heights to Get Knitted Cozies This Week**

BROOKLYN HEIGHTS, New York—May 11, 2009—Starting at 6 p.m. on Wednesday, May 13<sup>th</sup>, the Montague Street Business Improvement District, artist Magda Sayeg, and volunteers begin installing *69 Meters*, a temporary artwork comprising 69 hand-knit 'cozies' mounted on parking-meter poles along Montague Street, Brooklyn Heights' main shopping district.

A press breakfast will be held from 8:30 to 9 a.m. the following morning, May 14<sup>th</sup>, at Caffé Buon Gusto, 151 Montague Street. Installation of the 69<sup>th</sup> and final knitted artwork will also take place at that time, when no-parking rules will allow an unobstructed view of the three-block-long installation.

Commissioned by the Montague Street Business Improvement District, *69 Meters* is a collaboration between Magda 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 and Paris. 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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