



Front & York unveils 12-ft. Ampersand sculpture by Morris Adjmi Architects

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Photo Credit: Stuart Ramson

Brooklyn, NY Front & York, the mixed-use development in DUMBO, unveiled a new public art installation by Morris Adjmi Architects, the firm responsible for the building's architecture and interior design. Built in conjunction with locally-based fabrication studio New Project, Ampersand is a painted black aluminum sculpture symbolizing connection. Weighing 2,000 pounds and standing 12 ft. tall and 11 ft. wide, the permanent sculpture is situated on the corner of Front and Jay Sts., near the Brooklyn Bridge Park.

"We have an incredible canvas with our extended sidewalks around Front & York and wanted to share something with the community that would give people an opportunity to connect with one another and celebrate their surroundings," said Jason Schreiber, principal, investments of CIM Group, co-developer of Front & York. "Ampersand is a fun, eye-catching new addition to DUMBO and we're excited to see it become part of the rich fabric of the neighborhood."

Designed to function as a place-maker and a monument to togetherness, Ampersand fosters connections and provides a gathering point for the public to celebrate together. Its concept is simple and direct: The sculpture symbolizes connection; this & that, you & me, here & there. Positioned within Front & York's extended, 30-ft. sidewalk, Ampersand helps solidify the plaza-like pedestrian experience surrounding the development and provides a point of reference at the intersection of Front and Jay Sts.

"Now more than ever, we strive to facilitate community building and moments of connection through inclusive design and public art programming," said Morris Adjmi, principal of Morris Adjmi Architects. "In a literal sense, Ampersand tells the Front & York story, but at the same time, the sculpture creates an open and engaging dialogue with the neighborhood," said the firm's director of art services, Lyle Starr. "It begins a conversation with endless interpretations of 'togetherness.'"

The form of the sculpture is derived from classic sans-serif typefaces, but was modified by Morris Adjmi Architects' design team to give it sculptural volume and a monumental presence. It was conceived simultaneously as a simple black-ink typeface element, a printed conjunction suddenly brought to life and a giant emblematic reference to the industrial heritage of the historic DUMBO

neighborhood, whose cobblestone streets and masonry buildings were built for heavy machinery and mechanical work. Ampersand is Adjmi's second public art installation in Brooklyn, following the design of the iconic red neon "Welcome" sign atop a former Jehovah's Witnesses' building in Brooklyn Heights.

The monumental sculpture was constructed locally in Brooklyn by New Project, a custom fabrication studio located in Sunset Park.

"The process of creating a sculptural representation of these ideas and taking the design from concept to physical reality involved an interesting exploration of materials that would complement elements of the new building and the surrounding community," said Dennis Potami, New Project Principal and Co-Founder.

Occupying the block between Front, Jay, York and Bridge Streets, Front & York is bringing new condominium homes, transformative retail and parking to a formerly vacant lot in DUMBO. Front & York combines spacious, elegant homes offering panoramic views of the waterfront with one of the most comprehensive amenities packages in all of New York City, spanning 150,000 square feet and including one the city's largest private parks and the largest New York City location of Life Time, the premier athletic and wellness destination.

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