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LIGHT ART INSTALLATION AT THE BROOKLYN BRIDGE  
"THIS WAY" ILLUMINATES PEDESTRIAN ENTRANCE IN DUMBO

Brooklyn, New York—"This Way", a light art installation by Linnaea Tillett and Karin Tehve is permanently installed at the Brooklyn Bridge pedestrian entrance in DUMBO, Brooklyn.

The project was commissioned by the City of New York—Percent for Art, and the DUMBO BID to commemorate the Bridge's 125th anniversary. With critical support from the NYC Department of Transportation, it opened on May 21, 2008.

The art installation works in concert with new signage to improve the significant threshold between the Bridge and Manhattan, DUMBO, and other parts of Brooklyn.

Lisa Kim, director of Percent for Art, said, "This project conveys the transformative power of art and good design. The signage and lighting program here unite to literally and figuratively provide both direction and delight," she added.

"This Way" transforms the Bridge stairwell and underpass from a dark and forbidding 'back door' into a welcoming entrance to DUMBO. The artwork simultaneously performs as place-making and way-finding. Residents and visitors are engaged by linear light forms, which also guide them through the urban maze. The areas under the Bridge along Washington and Prospects streets glow a distinctive blue from new sidewalk lighting.

Light sources use energy-efficient LED and fiber optic technology and blue acrylic lenses. They are mounted onto the fascia and understructures of the Bridge with steel and aluminum supports.

Ms. Tillett said, "What excites me is that—through art—we transformed a bad-feeling place that people hurried through nervously, into an environment where visitors and residents stop, look, gather, and talk to each other. We facilitated the art of the public encounter, the intimate dance of interchange between strangers so necessary for a vibrant city," she added.

Ms. Tehve stated, "The light installation forms a transition both visual and cognitive, the intervention both autonomous and engaged with its historic site."

Linnaea Tillett, PhD, is principal of Tillett Lighting Design Inc., which she founded in 1983. An artist, lighting designer and environmental psychologist, she has extensive experience in public landscape and architecture, light art, fine art and luxury interiors. Karin Tehve is principal of KT3D LLC, an architecture studio in New York City, and teaches at Pratt Institute. Assisting were lead design consultant and sign designer, Emphasis Design, and Tillett Lighting Design Inc. staff.

"This Way" is part of the Brooklyn Bridge Pedestrian Walkway Project, made possible by generous contributions from the City of New York, Brooklyn Borough President Marty Markowitz, and Councilmember David Yassky. Additional support provided by the New York City Department of Cultural Affairs—Percent for Art, the New York City Department of Transportation and Two Trees Management Co. LLC.

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The installation can be viewed at twilight and night. Photos will be available in the near future. For online media kit with preliminary photos, visit:  
[http://tillettlighting.com/press/this\\_way\\_brooklyn\\_bridge\\_underpass\\_light\\_art\\_installation](http://tillettlighting.com/press/this_way_brooklyn_bridge_underpass_light_art_installation).  
For more information or to schedule an interview with Linnaea Tillett or Karin Tehve, please contact Kelle Adams at +1-718-218-6578 or [kelle@tillettlighting.com](mailto:kelle@tillettlighting.com).