



The Grand Resource

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Very special thanks to Sally Reynolds, Kelly Tigera, J.R.G.Bowman (Local 204), Yevgeniya Kononenko & Ashley Reed

Original competition *The Grand Concourse: Beyond 100* organized by the Design Trust for Public Space www.designtrust.org

The Grand Resource, an installation of waterjet-cut painted steel, laser-cut acrylic, modified (recycled) fan motors, grow lamps, glassware, hydroponic plants, seeds & postcards, opens November 1 in the Bronx Museum of the Arts as part of the exhibition *Intersection: The Grand Concourse Beyond 100*.

The Grand Resource answers the call for ideas about the future of the Grand Concourse in the Bronx with a proposal that uses renewable energy infrastructure to create a new iconic monument for New York City. This project would energize the Bronx both physically and symbolically: inserting 120 wind turbine towers along the length of the Concourse will provide renewable electrical power to the entire borough (and beyond) and create New York's newest grand civic icon – on par with the Statue of Liberty, George Washington Bridge and the Yankee Stadium.

As a physical installation in the Bronx Museum, The Grand Resource walks a thin line between a scaled model of this grandiose infrastructure proposal and an art/design object that uses recycled machinery and hydroponics to allude to the culture and vitality of the Bronx that would fuel the success of this (urban revitalization) proposal.

The Grand Resource rethinks the future of large-scale urban infrastructure by examining how the strategic insertion of a renewable energy system within the existing urban fabric can simultaneously generate clean power for the city, provide programs and spaces for social activity within the community, and attract tourists from other parts of the city, the country and abroad.

New York City in the 21st century is committed to sustainable energy. Looking back at the emblematic seal that branded the city at its inception, it was the sails of a Dutch windmill that gave symbolic power to the young city. Today, nearly 400 years later, the old city seal can again become a very relevant new urban symbol, as The Grand Resource provides wind-generated power – local, clean energy – reaching along the Concourse toward the city of the future.

This installation will be on display through January 3rd, 2010 at the Bronx Museum of the Arts located at 1040 Grand Concourse at 165th St, Bronx, NY 10456
www.bronxmuseum.org

For more information visit:

www.austin-mergold.com/Work_GrandResource_Installation.html

and

www.austin-mergold.com/Work_GrandResource.html

