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**SKYLIGHT AND BROOKFIELD ANNOUNCE
SKYLIGHT PRESENTS: LOVE, BLEECKER**

The Renowned Creative Strategy Firm to Reimagine the Urban Landscape of Bleecker Street

Art, Commerce, and Culture Intersect along one of the World's Most Iconic Streets

NEW YORK – August 2018 – [Skylight](#), the visionary creative strategy and development firm behind some of the nation's most iconic reimagined spaces, and Brookfield Properties announce, **LOVE, BLEECKER**, a groundbreaking project to stimulate a revitalization of Bleecker Street and create a reimagined urban landscape at the intersection of art, commerce, and culture. Skylight has assembled a collective of thoughtful and creative brands, marrying each with an innovative contemporary artist to create site-specific art installations in several storefronts. These Bleecker Street spaces transcend traditional retail by hosting programming and activations to partner with the neighborhood, engage the community and draw global audiences, and to also advance culture across art, music, poetry and beyond. *LOVE, BLEECKER's* conceptual art installations and overall project initiatives are designed to engage the five senses. Experiential elements will include a custom *LOVE, BLEECKER* scent along the corridor, designed by **Joya Studio**, and regular music programming by **Rolling Stone** and community music partners.

Earlier this year, Brookfield acquired the Bleecker Street storefronts and announced its aim to help reinvigorate the famed corridor. The adaptive reuse of retail space through *Skylight Presents: LOVE, BLEECKER* will re-establish Bleecker Street's identity as the vibrant heartbeat of downtown, and an incubator for the future of retail experience. This project will return Bleecker Street to its roots as a destination for discovery and reinvigorate the neighborhood as a foundation for human connection in this digitally saturated age.

"The historical significance and cultural roots of Bleecker Street can be traced back to the early development of Jazz music and Beat poetry in New York, and it's about time for its return as a bastion of creativity" said Stephanie Blake, CEO of Skylight. "*Skylight Presents: LOVE, BLEECKER* is designed to celebrate both the magic and grit of Bleecker's West Village personality. I want to honor its rich history and by engaging with the existing community, we are learning how to tether its past to its future. With a collective of innovative brands and artistic visionaries we are reinvigorating the creative romance of this storied neighborhood."

"Brookfield engaged Skylight to help foster the revitalization of Bleecker Street because of Skylight's unparalleled creativity, expertise and passion for reimagining and activating spaces in innovative and dynamic ways," said Michael Goldban, Head of Retail, Brookfield Properties. "We think *LOVE,*

BLEECKER will significantly enhance the visibility and vitality of Bleecker Street while celebrating its deep history and authenticity.”

The *Skylight Presents: LOVE, BLEECKER* lineup includes:

- **Prabal Gurung (367/369 Bleecker)** – A multi-use space that features the shoppable Prabal Gurung collection, an atelier and couture environment, and a lounge space designed for programming. **Thierry Dreyfus of Eyesight** has created contemporary lighting installations for the windows, one of which will also feature a floral design by fellow Skylight on Bleecker tenant, Fleurotica. Prabal Gurung has given artistic direction to the corridor design and is a poignant voice in the vision of the project, having brought several of the partners into to the collective. Of Bleecker Street, Gurung says: "To have a hand in reimagining Bleecker and helping to breathe life back into such an iconic street is an absolute honor [...] It's about collaborating with like-minded brands and concepts that love and appreciate everything this historic street has stood for."
- **Slightly Alabama (350 Bleecker)** – A masculine concept shop designed by Slightly Alabama to feature the artisan behind the products and interactive programming and classes focused on Bleecker street’s roots in music and textiles. The store will feature American-made clothing, accessories, and home goods, and will include a lounge and leather goods workshop space from which product is crafted and displayed directly on the shelves. The space will feature a site-specific art installation by Chelsea Brown and programming presented in partnership with **Rolling Stone** and Third Street Music School Settlement, the longest running community music school in the United States.
- **Bonberi & Fleurotica (384 Bleecker)** – A creative, wellness space featuring an artistic floral design workshop and shoppable bouquets by Fleurotica and plant-based nutrition and holistic lifestyle offerings curated by Bonberi. **Signe Pierce** will design a window installation that incorporates floral and lighting artistry in her signature bright tones.
- **Skylight on Bleecker Programmatic Gallery Space (382 Bleecker)** – A home for rotating neighborhood & community engagement projects, special brand collaborations, and programmatic experiences. The window will feature original prismatic and lighting designs by **Sean Augustine March**.

Skylight is celebrated for transforming landmarks into the most exclusive destinations for premier events and experiences. One of their most preeminent projects in New York City, Skylight at Moynihan Station, saw the firm create a cultural hub out of a 1.4M square foot Post Office and warehouse space. Farther downtown, Skylight shaped the identity of St. John’s Terminal, the former freight train terminus of the High Line, into Skylight Clarkson Sq a significant property that became synonymous with fashion, art, and entertainment. Both Skylight at Moynihan Station and Skylight Clarkson Sq became the homes of New York Fashion Week and the site of countless creative, immersive brand experiences for companies such as Google and Nike as well as art fairs such as Spring/Break Art Show, NADA New York, and Collective Design Fair.

Skylight pioneered a platform to align the missions of communities, emerging and established brands, and physical real estate. With this dedication to shaping urban narratives, Skylight is uniquely positioned to lead the reinvigoration of the Bleecker Street Corridor, which draws upon their years of real estate, creative event production, and placemaking experience.

For more information visit www.skylightstudios.com.

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About Skylight

[Skylight](#) advances the objectives of the most innovative companies and property owners by uniting them to create iconic brand moments and events, inspired by the identity and narratives of physical spaces. Skylight has pioneered a unique mechanism of brand communication and publicity: reimagining properties by injecting new life and creative uses to increase their value and exposure.

Over the last decade, Skylight launched foundations for iconic experiences including The High Line, Sleep No More, Moynihan Station, St John's Terminal, and the Historic San Francisco Mint with strategic brands and partners such as Amazon, Google, Ralph Lauren, the Whitney, and Tesla. Skylight mission reaches beyond buildings to revive and program neighborhoods and districts, from Four Freedoms Park on Roosevelt Island and neighboring Cornell Tech Campus, to the historic JP Morgan building at 23 Wall and the SF Armory in San Francisco, to Governors Island to Downtown Los Angeles's Industrial District project ROW DTLA. Joining forces with forward-thinking real estate partners ensures that Skylight brings a unique vision and new use to their properties. By pioneering this visionary mechanism of publicity and experiential use, Skylight is able to create the identity of physical space, generate high profile and community engagement and greater recognition, exposure, revenue and long-term value – transforming locations into brands.

About Brookfield Properties

Brookfield Properties is a premier real estate operating company that provides integrated services across the real estate investment strategies of Brookfield Asset Management (“Brookfield”) — a global alternative asset manager with over \$265 billion in AUM.

Brookfield's global investing expertise and access to large-scale capital, combined with Brookfield Properties' well-established position as the commercial landlord of choice in many of the world's most dynamic markets, provides a unique advantage. It also assures premier-quality commercial premises and optimal outcomes for our tenants, business partners and the communities in which we operate.

Our vertically integrated real estate capabilities are established in each of Brookfield's target sectors and regions around the globe, ensuring that our assets are managed to maximize the tenant experience, with a focus on integrating new real estate technologies that keep us at the forefront of innovation and sustainability.

For more information, visit brookfieldproperties.com.