

URBAN SWIMMING: A NEW AGE FOR NEW YORK

A one-day, pop-up exhibition highlighting the urban swimming movement around the world on the occasion of City of Water Day



Bassin de La Villette, Paris, France.

For Immediate Release

NEW YORK, NY. July 13, 2022. Friends of + POOL announced today its one-day pop up exhibition, *Urban Swimming: a New Age for New York*, will be on display along the Brooklyn Bridge Esplanade (Pier 17 to Pier 35 in Manhattan) on July 16, 2022 from 11am-3pm as part of City of Water Day. Friends of + POOL docents will conduct walking tours of the exhibition from Pier 17 (89 South Street), where City of Water Day activities will take place, to the future site of + POOL and urban swimming in NYC at Pier 35 (260 South Street).

Projects like the Bassin de La Villette (Paris, France); the Harbour Baths (Copenhagen, Denmark) and FLOW (Brussels, Belgium) have created urban swimming environments around the world. The exhibition will highlight these aquatic marvels and the accompanying walking tours will help audiences imagine the possibilities of urban swimming in NYC. Tours will end at the future site of + POOL, what is anticipated to be NYC's first river-sourced swim facility. During the tour, + POOL docents will discuss stewardship of the river, water quality sampling that is taking place all summer long, and the history of swimming in the river. Tours will depart from Pier 17 on the hour from 11am to 3pm throughout the day.

To read more about + POOL, visit: www.pluspool.org

About Friends of + POOL

Friends of + POOL is a nonprofit working to provide free and safe access to New York's East River for swimming. The organization offers free public programs that educate the public on the issues affecting water quality, promote water stewardship, and advance water safety education.

About City of Water Day

City of Water Day—this year on Saturday, July 16—is a region-wide day, organized by the Waterfront Alliance and its partners, to raise awareness about the risk we all face from sea level rise and climate change, and champion a climate resilient New York and New Jersey harbor. In Your Neighborhood programming is organized by the New York–New Jersey Harbor & Estuary Program (HEP) and offers dozens of events on and near the water across all five boroughs, Westchester, and New Jersey. This year's In Your Neighborhood theme centers on how the power of the creative arts can help address the climate crisis.

We gratefully acknowledge the Hudson River Foundation, the New York-New Jersey Harbor & Estuary Program and the Waterfront Alliance in their support of this project.