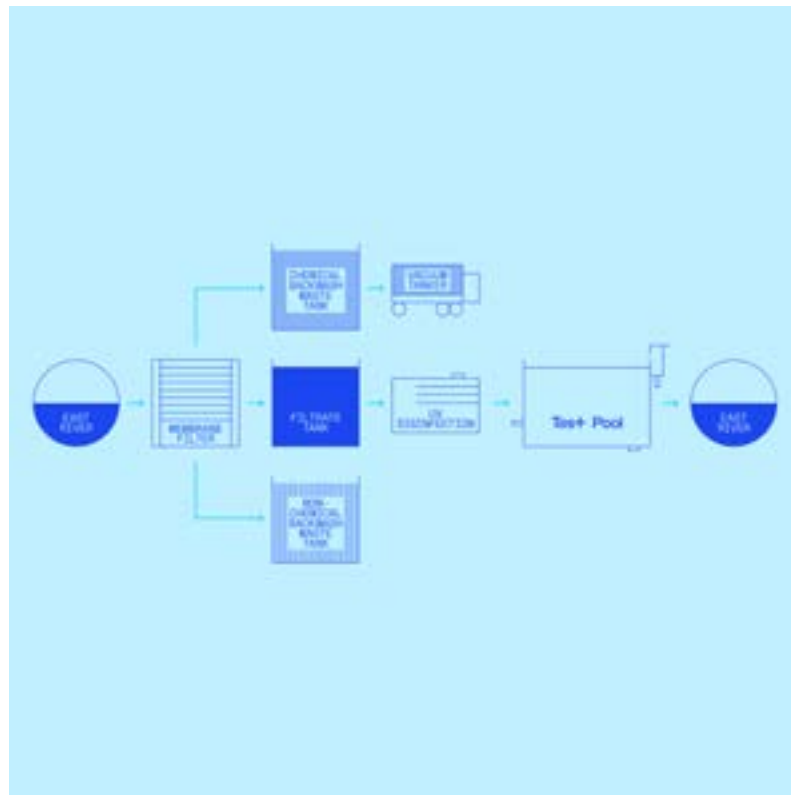


Governor Hochul and Mayor Adams Announce + POOL at NYC's Pier 35 and Installation of the Floating Swimming Pool's Innovative Water Filtration System in the East River this Summer.



Pier 35 Near Manhattan's Lower East Side Selected as Final Location for + POOL

Builds on the Governor's Historic \$150 Million NY SWIMS Investment To Support Pools in Underserved Communities

Water Filtration Demonstration Project Begins This Month To Help Ensure the Health and Safety of Future Swimmers

First-of-Its-Kind Floating POOL Targeted To Open for Final Testing Summer 2025

New York, N.Y. - August 7, 2024: Governor Kathy Hochul and Mayor Eric Adams today announced a step forward in demonstrating the feasibility of a filtered floating pool in New

York City waters, which will be located at Pier 35 near Manhattan's Lower East Side. New York State is partnering with New York City to jointly fund a three-month water filtration demonstration project at Pier 35 starting this August as well as a pilot of a 2,000 sq. ft. portion of the pool for final testing in 2025 to help ensure this innovative model can safely provide swimming access for New Yorkers.

"Through innovative solutions like + POOL, we are providing children and their families with safe spaces to swim in New York City," **Governor Hochul said**. "NY SWIMS is the largest statewide investment in swimming since the New Deal, and we're increasing access to pools while helping our kids learn how to stay safe in the water."

"New York City's waterways are some of our most important assets. By exploring the possibility of a + POOL, we are not only building on our historic investments in public pools across the city, but also expanding equitable access to swimming for all New Yorkers, especially our children," said **Mayor Adams**. "Whether it's investing over \$1 billion in capital to build and maintain public pools, opening more pools this summer, or increasing the number of lifeguards at our beaches and pools, our administration is giving New Yorkers additional ways to stay cool as climate change makes heat waves more common. We look forward to continuing to work with Governor Hochul to achieve an equitable vision for swimming in New York City."

In January 2024, Governor Hochul and Mayor Adams announced that New York State and New York City would collaborate on launching + POOL, a state-of-the-art swimming facility that will float in the waters surrounding New York City. The State and City are jointly funding the first round of + POOL's demonstration project starting this August to provide New York City, NY State, and Friends of + POOL with the data needed to develop New York City's first water-filtering floating swimming pool to dock in the East River in summer 2025.

The scaled version of the filtration system is mounted on a 110 ft. x 36 ft. floating barge, moored in the waters south of Pier 35. [More information about the filtration system here.](#)

+ POOL Managing Director Kara Meyer said, "The interagency and community collaboration to bring NYC's first water-filtering floating swimming pool to life has been incredible. It demonstrates New York at its best - when the people are working together to advocate for change, evolve systems, design solutions, test concepts, and build innovations. It's what makes New York, New York."

"We are grateful for the collaboration of the State and City to bring NYC's first river-sourced pool to fruition," says **Friends of + POOL Chair George Fontas**. "Governor Hochul and Mayor Adams have shown incredible leadership aligning their agencies and allocating funding for this ambitious and innovative solution to create safe

swimming locations. + POOL will provide swimming options to communities around Pier 35 and create opportunities for both kids and adults to swim and respect the natural resources around them.”

Unlocking Public Access to Urban Waters

Data from the three-month filtration and water quality demonstration will be shared with the public. Results will show how the + POOL, and its innovative filtration system, will meet water quality standards recently detailed by City and State health departments for “[novel](#)” and “[nontraditional](#)” beaches, without the use of chemical disinfectants, while providing consistent recirculation of filtered water sourced from the river.

The citizen-driven idea for a floating river pool emerged in 2010, and is being realized by a grassroots team of designers, naval architects, environmental specialists, and community organizers. It would not be possible without the community’s years-long advocacy to City and State agencies through the nonprofit, Friends of + POOL, to establish a pathway for river swimming and regulations for public access where there were none.

“Manhattan Community Board 3 warmly welcomes the + POOL, a first of its kind, to our waterfront. We have fought for this innovative project because it not only enhances our community’s recreational spaces but also showcases our commitment to sustainability and public health. Our community district, an Environmental Justice Area, is facing a serious crisis of affordability, and 32% of our children under 18 years of age live below poverty level. This project will increase access for youth and their families to learn to swim, and enjoy a unique way to enjoy the beauty of our East River,” said **Andrea Gordillo, Chairperson, Manhattan Community Board 3.**

“Residents of the Lower East Side/Two Bridges neighborhood have been waiting for decades to re-engage with their waterfront in a meaningful way,” says **local resident and avid swimmer Frank Avila-Goldman.** “With growing awareness of the need to protect our waterways, we welcome + POOL as a resource to reconnect our environmental justice community with the East River to address climate change. + POOL will be an accessible world class option for our neighborhood to cool off in the summer and will simultaneously connect vulnerable populations with swimming lessons and programming so future generations become water stewards in the greatest city in the world.”

While + POOL is anticipated to be the first to receive a permit granting river swimming in the NYC harbor, the establishment of new frameworks introduces a path for other creators to propose their own ideas for expanding access to waterways.

“Our innovative and sustainable approach seeks to provide a safe swimming environment for people while protecting the natural body of water in which it

operates,” says **Vincent Lee, Project Director and Principal, Arup**. “We’re proud to be working towards increasing access to swimming in New York City and creating a direct connection to the water through the integration of new technologies.”

“Governor Hochul’s NY SWIMS initiative with + POOL has captured the public’s imagination. We want to see people swimming all around New York City and up and down the Hudson River,” said **Dan Shapley, Senior Director of Advocacy, Policy and Planning at Riverkeeper**. “The world’s great cities can and should make their rivers safe for swimming to all — especially in the face of heat extremes. To achieve that vision for the Hudson, we’ll need to update beach regulations and continue to invest in water quality improvements.”

Friends of + POOL will continue its decade-long mission to provide equitable and safe access to urban waters, prioritizing [free community-based programs](#) that prepare New Yorkers for safe access, including low cost swim lessons, environmental education programs focused on water quality, and water stewardship initiatives. New programs launched this year in anticipation of operating a first-of-its kind facility in New York include workforce development for local community members developed in collaboration with Henry Street Settlement and the Lower East Side Employment Network. The organizations piloted a [lifeguard training program](#), with plans to also establish programs that train New Yorkers in the unique operations of its first water-filtering floating swimming pool. [+ POOL helps bridge the gap to access life saving skills](#) and is building a new generation of certified career lifeguards, water quality experts, and administrators ready to join the workforce.

“As a longstanding human service provider working to expand opportunity on the Lower East Side, Henry Street Settlement recognizes the tremendous value that a project like + POOL will bring. Access to this extraordinary resource will yield multiple benefits, from community building and health and wellness to economic and workforce development to social and recreational opportunities—while creating myriad opportunities for residents of all ages,” said **David Garza, President & CEO of Henry Street Settlement and Executive Chair of the Lower East Side Employment Network**.

“We are thrilled with the potential opportunities in workforce development that + POOL is bringing to the Lower East Side community,” says **Matthew Phifer, Executive Vice President of Henry Street Settlement**. “Our first programs co-produced with Friends of + POOL have been a welcome collaboration.”

History of the Project

In 2010, Dong-Ping Wong brought an idea for a water-filtering floating swimming pool to his friends and fellow designers, Archie Lee Coates IV, Jeffrey Franklin, and Oana Stanescu. The four young designers imagined a future where New Yorkers could engage with the water that surrounds them on a regular basis. Through its design, the

four hoped to change the relationship New Yorkers have with their waterways. The team designed their floating pool concept, a plus-shape with four pools in one, and launched the idea on Facebook.

+ POOL captured the imagination of the world and the four designers began working with a variety of partners to understand the feasibility of their idea. + POOL was the first civic architecture project to launch through Kickstarter, the leading crowdsourcing funding platform. Funding from the community supported feasibility studies of the + POOL concept and helped build a growing team of engineers, naval architects and water quality scientists to iterate the design.

In 2015, a small collective of creative thinkers including High Line Cofounder Joshua David, New Museum Deputy Director Karen Wong, and architect Marc Kushner, joined the four designers to create a nonprofit to realize its vision of free and safe access to the rivers around NYC for swimming through + POOL. Led by Managing Director Kara Meyer, the nonprofit designed and launched programs to support its mission including learn to swim programs, environmental education and water stewardship initiatives, and led a successful grassroots community-driven effort to demand public access to our city's waters through + POOL.

Timeline History of Major Project Milestones

Why a plus-shaped design?

When completed, the plus-shaped floating swimming pool will filter water through its filtration system cleaning more than 1,000,000 gallons of river water a day without chemicals or additives. In addition to contributing to the health of New York State's waters, + POOL's design is adaptable; able to be reconfigured for lap swimming, lounging, watersports, and children's activities. Each configuration can be used independently, combined to form an Olympic-length pool, or opened completely into a 9,000 square foot pool for play.

About Friends of + POOL

Friends of + POOL was founded in 2015 to build, operate and maintain + POOL, educate the public on the issues affecting our water quality, and promote water stewardship. The nonprofit develops educational, recreational and cultural programming that enhance the lives of New Yorkers, including learn-to-swim and environmental education programs. Visit pluspool.com.



PRESS CONTACT

Gabriel Einsohn
press@pluspool.com