

# Memorandum/instruction

Job

re City of Sydney

to

Leo Port

from

Don Gazzard

copies to File Co. S.S.P.

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## EXHIBITS

### WE OWN HALF THE CITY

City/2, pronounced "city over two," is an energetic, visually exciting and provocative show running until Jan. 2 at the Philadelphia Museum of Art. Its point is that the land taken up by roads, utilities, parking, public buildings, rivers, sidewalks and parks adds up to more than half a city's acreage. Any city. We own half the city. We bought it with our taxes. We can make something of it, and we must take responsibility for it.

Richard Saul Wurman (of the architectural firm of Murphy Levy Wurman) originated and developed the show. It is not about urban design, he says; it is about public ownership. And indeed, by the time John Q. Public has been through the show, he may be well on the way to a sense of ownership. To clinch it, there are telephone numbers and informational tidbits about, among other things, how to get a street closed, show a film outdoors, have an abandoned car removed, report rats, and complain to public officials.

Wurman leaves the visitor with a number of things to chew on. We don't really need more, he says—more signs, more big plazas, more policemen. We need better. "Perhaps we should use our community rooms more like community rooms, for block

parties and street theater and playrooms. . . . Perhaps the way to get more people on the streets is to keep the ground level of every store or building in town brightly lit 24 hours of the day. . . . If our schools are not performing, the answer may not be more schools and teachers. Why not take advantage of the fact that the city itself is a school—and schoolhouse—with unlimited classrooms, infinite curriculum, and citizen faculty."

The show reaches out and grabs people—with bold graphics and compelling sound, with a three-part movie screen bigger than the screen at Radio City Music Hall, and with a nine-screen orchestration of simultaneous films and slides.

On the indoor balcony surrounding the show, rather like squatters, are the exhibits of community groups and city agencies. If the City/2 show travels, the plug-in would be different in each city.

During the show's stay in Philadelphia, the museum's Department of Urban Outreach will run a mobile program to encourage interest in the City/2 message, and to feed back into the exhibit with videotapes and other statements.

Funds were contributed by the Graham Foundation for Advanced Studies in the Fine Arts, the National Endowment for the Arts, and various local sources including the Philadelphia chapter of the AIA.

The attached cutting from the October '71 issue of Architectural Forum, might interest you. This is the sort of thing we had in mind with the ill-fated Information Centre -- how about it?