To Present, Promote, Protect, and Promulgate the World of Water

THE WATERPOD™
BUSINESS PLAN

CREATIVE/MANAGING DIRECTORS
MARY T. MATTINGLY: FOUNDER/ART DIRECTOR
JOHN MCGARVEY: EXECUTIVE DIRECTOR
DEREK N. HUNTER: DIRECTOR OF CONSTRUCTION
MIRA E. HUNTER: DESIGNER/ARTIST PARTNER
EVE K. TREMBLAY: CO-CURATOR/ARTIST PARTNER
IAN DANIEL: CO-CURATOR
CARISSA CARAMAN: LIVING SYSTEMS DESIGNER
ALISON WARD: BUILDING COORDINATOR/ARTIST PARTNER

WATERPOD TEAM
GABE KRAUSE: 3D DESIGNER
TIM CORRIGAN: PRODUCER OF POWER SYSTEMS
R. DAVID GIBBS: DIRECTOR OF POWER SYSTEMS
TRESSIE WORD: GREYWATER TREATMENT
LONNY GRAFMAN: SUSTAINABILITY ADVISOR
RIK VAN HEMMEN: NAUTICAL ENGINEER
KEN HOLLENBECK: ADVISOR/FUNDRAISER
BLANK ROME: LEGAL COUNSEL

FISCAL SPONSOR
ACTION ARTS LEAGUE, NEW YORK

WWW.THEWATERPOD.ORG

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CONTACT: MARYMATTINGLY@THEWATERPOD.ORG | PH: 646-552-6763
PART I. EXECUTIVE SUMMARY

The Waterpod is a floating sculptural Living Structure designed as a new eco-habitat for the era upon us. It will launch in New York in June 2009, navigate down the East River, explore the waters of New York Harbor, and stop at each of the five boroughs. It will dock at several Manhattan piers on the Hudson River, and continue north to Harlem and the Bronx.

<table>
<thead>
<tr>
<th>What</th>
<th>Buy, modify, inhabit, and produce multi-disciplinary programs on a public-access barge on the waters of New York City.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Why</td>
<td>Because of the importance of active public participation in support of the performing arts, fine arts, and environmental issues.</td>
</tr>
<tr>
<td>Who</td>
<td>The Waterpod team, the NYC Office of the Mayor Special Projects, and a group of dedicated volunteers and contributors.</td>
</tr>
<tr>
<td>Where</td>
<td>East River, New York Harbor, the Bronx, Brooklyn, Queens, Staten Island, Manhattan, and the Hudson River.</td>
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<tr>
<td>When</td>
<td>June 2009 through October 2009</td>
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<tr>
<td>How</td>
<td>The capital and operating cost of the Waterpod will be raised via tax–exempt 501(c)(3) contributions from foundations, government bodies, educational institutions, corporate entities, and individuals.</td>
</tr>
</tbody>
</table>
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PART III. ORGANIZATIONAL PLAN

A. Summary Description of the Venture: The Waterpod is a floating eco-habitat designed for the rising tides. It will depart in June of 2009, navigate down the East River, explore the waters of New York Harbor, and dock at several Manhattan piers on the Hudson River. As a sustainable, navigable living space, the Waterpod showcases the critical importance of the environment and serves as a model for new living technologies. It illustrates positive interactions between communities: private and corporate; artistic and social; aquatic and terrestrial. Built from recycled materials and eco-friendly products, the Waterpod is structured as a shelter for: (i) community and artistic activity; (ii) eco-initiatives including food grown with purified water from the Hudson River; and (iii) living space. The Waterpod will showcase artworks, performances, tutorials, discussions, and other creative projects. Open to the public for guided tours, the Waterpod’s course will be logged, charted, and reported online. Through its dilatory watery peregrinations, the Waterpod intends to prepare, inform, inspire, provoke, and fortify humanity for tomorrow’s exterior exploration.

B. Mission: This project demonstrates future pathways for water-based innovations. The Waterpod embodies self-sufficiency and resourcefulness, learning and curiosity, human expression and creative exploration. With this project, we hope to encourage progress as we visualize the future.

C. Venture Model: The Waterpod’s Venture Model consists of: (i) in-kind and monetary donations from corporations, foundations, and individuals, primarily based in the greater New York Metropolitan area; (ii) Federal, State, and Local governmental and governmental agency support in the form of permits, licenses, and waterway access and: (iii) pro-bono, audit, accounting, and legal assistance. No revenues will be generated from this venture.

D. Long-Term Objective Strategy: While living on and navigating an inland deck barge surmounted by futuristic architectural structures in the resurgent waters of NYC, artists, scientists, environmentalists, and writers will be invited to live for a short period of time, work, and hold events in order to further the public-centered artistic, ecological, scientific, and cultural richness of New York’s 5 boroughs and the surrounding waterways.

E. Short-Term Strategic Objectives: In approximate chronological (and sometimes overlapping) order, set forth below are the short-term strategic objectives for the Waterpod:
   (i) Raise additional finances;
   (ii) Secure last few permissions for docking at appropriate locations;
   (iii) Finalize calendar of events

F. Strategic Relationships: As of May 2008, strategic relationships have been formed with the following organizations:
   (i) **Artistic Bodies:** International Center of Photography, Lower Manhattan Cultural Council, A Public Space, Wooloo.org, Netherlands Consulate, Occurrence Centre d’Art et d’Essais Contemporain (Montreal);
   (iii) **Galleries:** Robert Mann Gallery, Exit Art;
   (iv) **Educational Institutions:** Columbia University School of Architecture, The New School for Social Research, School of Visual Arts, Stuyvesant High School, Humboldt State University, California;
   (v) **Governmental Bodies:** NY 400, NYC Office of the Mayor Special Projects; and
   (vi) **Waterways Denizens:** Long Island City Boathouse, NYC Dockmaster Unit, Moran Towing, USCG Chief Inspections Division of the United States Coast Guard, Weeks Marine, Blank Rome.

G. SWOT Analysis: Strengths, weaknesses, opportunities, and threats facing this venture are as follows:
   (i) **Strengths:**
      * Connectivity with and deep support from a core group of committed individuals within the New York area arts community.
      * Successful prior experience with maritime-based artistic initiatives, including Waterways 2005 (Venice, Italy and Istanbul, Turkey).
• Strong team in sustainable technologies from the East and West Coast of the United States, lead by John McGarvey and Doug Cohen, including professors from Humboldt University who have completed large-scale energy harnessing projects and natural wastewater treatment systems.

(ii) Weaknesses:
* The challenges of integrating multiple skill sets and disciplines involving architecture, ecological science, hydroponics, and marine navigation.

(iii) Opportunities:
* As far as is known, the Waterpod represents a unique, high profile catalyst for bringing together substantive support for cultural, climatological, artistic, historical, city-planning, and image-enhancing initiatives within New York City’s larger global purposes.
* Significant educational content aimed at a variety of age groups will be delivered through lectures, hands-on exhibits, experiments, teach-ins, and live artistic performances.

(iv) Threats:
* Delayed execution by any of the major sub-disciplines in the project could negatively affect the timing of the launch and scheduled docking dates at each major destination. We will not release a press release until everything is contracted, from the pier usage to insurance coverage.
* The current financial climate makes us more reliant on the good will of volunteers.

H. Products and Services: Relevant Manufacturing, Retailing, and other Services associated with the Waterpod are set forth below:

(i) Manufacturing: Other than creating art and growing selected fruits and vegetables on board, it is not thought that any products will be manufactured on the Waterpod.

(ii) Retail: For fundraising purposes, donors reaching certain minimum contribution levels will be allowed to participate in a tiered system of Thank You’s.

(iii) Services:
* Lectures and tutorials will be publicized on the Waterpod’s website and will treat some of the following subjects, among others:
  1. Global warming
  2. Sea-level change
  3. Interactive art
  4. The ethnic, racial, and cultural richness of New York City
  5. New York as Maritime Center
  6. Futuristic Living Patterns
  7. Pathways for Mapping Cities and Waterways
  8. Blurring the Boundaries between Terrestrial and Aquatic-Based Architecture
  9. Shelters for the next 100, 300, and 500 years

* Scientific Exhibits will address some or all of the following topics:
  1. Climate
  2. Geology
  3. Lunar and solar themes
  4. Astronomy
  5. Meteorology
  6. Maritime navigation
  7. Hydroponics

* Public Participation Experiments:
  1. Water Purification
  2. Measuring Air Quality
  3. Using the Sextant and the Astrolabe to Determine Position
  4. Sub-Sea Mapping of New York Harbor
  5. Fundamental and Advanced Kayaking Techniques
  6. Sustainable Technologies Workshops
  7. Tidal Flows and Estuarial Currents as Power Sources

* Art Exhibits
  1. Ecological Installations
  2. Painting
3. Photography
4. Video Art
5. Sculpture
6. Light Installations
   • Art Performances (with or without nautical themes):
     1. Dance
     2. Music
     3. Interactive Performances
     4. Readings

I. Intellectual Property: The Waterpod initiative currently holds a Trademark for the Waterpod logo and word “Waterpod” shown on the front cover of this document. As appropriate, additional copyrights and patents will be applied for in a timely manner.

J. Location: The Waterpod will traverse the New York Waterways, traveling down the East River to Queens, Brooklyn, Manhattan, Governor’s Island, and Staten Island, and up the Hudson River to Harlem and beyond, with the following themes (in italics) and intermediate stops, among others (not all of these locations are confirmed, and the order of this list may change):

Waterpod Docking Schedule

May 20 – June 11, 2009: GMD Shipyard in the Brooklyn Navy Yard: Fit out of the Barge

June 12 – June 21: South Street Seaport, Pier 17 (GGP) Knitting the Boroughs together and Linking the City to the World.
   Peter Eisenstadt - South Street Seaport - Friday June 12 “New York State: Four Centuries of Immigration and Migration”.
   Lecture on the history of South Street Seaport, including the largest privately owned fleet of historic ships in the country. Exhibit: Maritime navigation – clipper ships, Titanic, including lecture on New York as a Maritime City/Port City. Sam Epstine (Date TBD)
   Art: To celebrate the first radiotelephones on the USS Dolphin, in the Navy Yard in 1907, James Case Leal is organizing a mobile radio station project called “News Stations”.
   Blurring the Boundaries between Terrestrial and Aquatic-Based Architecture.

June 22 – July 6: Sheepshead Bay Marina (Parks)
   • Wind drawings – wind series Tallie and Kyle Linkus – ongoing wind installation LOVID
   • Make Music New York
   • Guest artist: Robert Strati & his librariensRobert Strati- patern library

July 7 – 20: Governor’s Island (GIPEC)
   Mara Haseltine’s Oyster Reefs
   Mara Haseltine open panel discussion with scientists and biologists from DEP and beyond.
   Slide night with David Moore and living systems director Carissa Carman, including slides, banjo, fiddle, acoustic, jug, jig, piano
   • Art: Video Screening and presentation by artist Simone Leigh
   • Tutorial: Growing food hydroponically.
   • Tidal Flows and Estuarial Currents as Power Sources.

July 21 – August 3: 125th Street, Riverside (Parks)
   • Community Board 9 lead by Savona Bailey (Date TBD – hydroponics, community gardens, solar)
   • Columbia University professor: Joyce Rosenthal (Climate Change in Cities)
   • WEACT (West Harlem Environmental Action)
   • Urban Go Green: Green Jobs presentation
   • Tutorial on Water Purification
• Lonny Grafman’s Engineering 215 Class will present their low-tech designs for the Waterpod and how they can be made adaptable
• New York City as “Jerusalem on the Hudson:” The Spiritual Legacy of the Hudson River School of Painters A lecture by Ronald J. Brown. “This presentation will chronicle the spiritual impact of Thomas Cole (1801-1848), the father of the Hudson River School of painting, on the emergence of New York City as the Empire City.”

August 4 – 17: Brooklyn Bridge Park (BBPDC)

• Vegan chef demo with nutritionist Elena Nemcova at the Center for Integrative Nutrition
• Melanie, of our living systems team will host a composting workshop and wind energy lecture
• Good Magazine editors’ presentation on water and cleanliness

August 18 – August 31: Staten Island (Atlantic Salt) (this overlaps with the Atlantic Salt Festival) Preserving the Tidal Wetlands and Ecosystems through studies of the original flora and fauna of New York.

• Presentation by Sven of Miller’s Launch on the tidal estuaries of Staten Island
• Presentation by Daniel of Atlantic Salt Company on trade, immigration, globalization in SI
• Brooklyn Brewery and why they chose wind energy and how this affects the community.
• Display: Futuristic interpretations of water vessels by artists around the world
Day guest artists: Diane Borsato & BGL
Greening of New York via new technologies and One Million trees (?)


• David of East NY Farms (Who hosted many of our seedlings): winter gardening education
• Presentation of different shelters: historic to futuristic – Matt Bua, Paul Vilinski
  • Lecture on the East River and the Rising Tides by Geologist Samuel Epstein.
  • Riverkeeper organization lecture on problems of sewage runoff.
• Long Island City Boathouse: Fundamental and Advanced Kayaking Techniques.
  • Week-long daytime presentations by Christopher Robbins:
    -Build your own boat from urban detritus
    -Making portable gardens
    -Food preservation
    -Knot-tying
    -Make a solar cooker
    -Cereal banks (D.I.Y. protectionism)
    -Jerry-rigging 101 (tips for building sturdy structures with flotsam)
    -Basic mechanics (making pullies, cams, etc)
    -Basic electronics (wiring, etc)

September 15 – September 28: Concrete Plant Park (Parks) Environmental Awareness and Sustainability.

• Hudson Seed – harvesting own seeds lecture
• Sustainable South Bronx workshop on community gardens
• Vegan chef demo with nutritionist Elena Nemcova center for integrative nutrition
• Organizing CSA’s – Norwich Farms (Lavi)
• Do It Yourself Tutorials on Making Sustainable Spaces – Make Magazine
  Day guest artist: Isabelle Hayeur
  Day guest artist: Kate greenslade
• Clearwater Presentation (?)

TBD: September 29 – October 12: Hudson River Park Trust Pier 54 (HRPT)

• Andrew faust on NYC Botanical Garden – site specific permaculture
• Tom Jost of ARUP: Waterpod as a microcosm for city planning
• Back to Land Celebration at the Standard Hotel
• Exit Art Show about Waterpod – off site

**Event Contacts:**
Mary Mattingly: 646-552-6763
Eve K. Tremblay: 917-687-7592
Doug Cohen: 646-510-0901
Anna Chang: 347-515-5562

Myriam Dym, artist/http://www.dymproducts.com/
Alva Noé, philosopher: [http://socrates.berkeley.edu/~noe/](http://socrates.berkeley.edu/~noe/)
One day guest artist: Sylvie Cotton
Guest artist: Fred Saia
Day guest artist: Rodney Latourelle
Day guest artist: Pierre Bourgault
Day guest artist: Marc Dulude

Art: Please see [http://www.thewaterpod.org/exhibit.html](http://www.thewaterpod.org/exhibit.html) for an updated list of exhibiting artists.

*Note: The lectures, tutorials, art, performance lists are preliminary, we plan to add many more events, and some of these are not yet confirmed.*

**K. Legal Structure:** We are receiving pro bono legal assistance from Blank Rome law firm. Blank Rome is a New York-based law firm that has provided legal services to clients for over 60 years and has become one of America’s fastest growing law firms, with leadership in pro bono and community activities. Blank Rome has an active pro bono committee and has adopted a formal pro bono policy that encourages each lawyer and paralegal to undertake a minimum of 60 hours of pro bono service every year. These initiatives illustrate Blank Rome’s core values and respect for the community at large, and is only one of the reasons we are pursuing Blank Rome to work on the Waterpod Project. They are also leaders in the area of Maritime Law and are highly recommended to us by Alan Marchisotto of Moran Towing.

**L. Project Team:** The Waterpod will be managed by the people listed below, among others:

(i) The people who will be running different parts of the Waterpod project are as follows:

**Creative/Managing Directors:**

a. Mary T. Mattingly: Founder/Art Director
b. John McGarvey: Executive Director
c. Derek N. Hunter: Director of Construction
d. Stephanie Dedes: Executive Co-Producer
f. Mira E. Hunter: Artist Partner, Waterpod Designer
g. Eve K. Tremblay: Artist Partner, Waterpod Curator
h. Carissa Caraman: Manager Living Systems
i. Alison Ward: Artist Partner, Building Coordinator

**M. Collaborators:** Motivated individuals collaborating on the Waterpod are outlined below:

a. Gabe Krause: 3D Designer
b. Tim Corrigan: Director of Power Systems
c. R. David Gibbs: Producer of Power Systems
d. Tressie Word: Greywater Treatment Manager
e. Anna Chang: Event Coordinator
f. Lonny Grafman: Sustainability Advisor
g. Rik Van Hemmen: Nautical Engineer
N. Accounting: We have engaged a third-party independent accountant, to perform bookkeeping and accounting, outside of the Waterpod team, and outside of Action Arts League.

O. Insurance: We are working with Frenkel for our maritime insurance needs.

P. Security: The Waterpod will have a security guard on and around the premises 24 hours a day. A camera system will monitor the perimeter of the vessel and the inside areas of the structure. The photographic data will be stored on computers on board and backed up onto a server. All necessary cautionary and disclaimer notices will be posted throughout the vessel. Through a contract with the Office of the Mayor, the NYPD will be with the vessel at each pier.

Q. Safety: CPR Certified and Rescue Certified personnel will be on board the Waterpod and the perimeter of Waterpod will be secured with barriers. The entire Waterpod crew is CPR and will be Rescue Certified.

- Moran Towing will provide all towing and secure mooring of the Waterpod.
- The Waterpod will be open to the public on Tuesday, Wednesday, and Thursday from 8am – 7pm, and on the weekend from 11am – 7pm, with occasional evening events. All educational equipment and art loaned to the project is being obtained with a temporary donation release.
- The maximum one-time attendance is 74 people. Children must be 16 years old or accompanied by an adult. Signage will be posted showing evacuation routes and walkways.
- Food and beverage service will not be offered on board, nor will off-site food or drink be allowed to be brought on board. Water will be tested once a week to insure potability. An outdoor solar parabolic solar cooking unit (which reflects the sun’s light to create boiling water) will be used away from sources of combustible plant matter and any building materials.
- A staff of volunteers will be trained and assigned to monitor and provide guidance to the public while on board. They will monitor the number of the visitors entering and leaving to maintain safe capacity.
- The Waterpod team is working closely with the U.S. Coast Guard to ensure compliance with all appropriate maritime codes and regulations. Pre-voyage inspections and regular inspections have been arranged. The Coast Guard has offered to hold a public seminar on water safety. The crew is trained in first aid skills and fire drills will be regularly carried out. Public Address systems will be operational. USCG-approved floatation devices will be on hand proportional to the maximum capacity of public and crew. Escape routes consist of two gangways and a ladder welded to the side of the barge for water access.

Build-out Details:

- Build-out is being conducted at the GMD Shipyard in the Brooklyn Navy Yard.
- One of the goals of the project is to show that reused construction materials can be made into functional, safe, and aesthetically pleasing structures. The domes and dome covers on the Waterpod are being constructed by the Waterpod’s team of builders and by an independent contractor in Rhode Island, Justin Goslin. The soil for growing experiments has been collected by the National Parks Service, and has been tested and certified to comply with all New York Department of Environmental Conservation regulations. The wooden walkways have been donated by Wastematch.org and are fireproof. Additional materials have been donated by Materials for the Arts, a NYC DCA Organization, the Parks Department, and wastematch.org. Please inquire about fireproof material specs.
• An inspection will be conducted before and after use of the barge by the Waterpod Project. An independent marine survey was conducted on a pro bono basis by Rik van Hemmen, a nautical engineer with Martin Ottaway. Please inquire as to Rik van Hemmen’s paperwork on the vessel.

• The barge will rely solely on it's own power sources, including a vertical wind turbine, solar pv panels, bicycle power, and a pico hydro system. No fuel of any kind will be on board. Marine batteries will be used for power storage, sealed in 2kw boxes, off limits to the public.

• The living quarters will consist of: four 8x8’ rooms with bed/shelf/personal items/one large window and one door for each room. In accordance with RCNY Chapter 28 3-3.1, the living units and kitchen/shower structures will have battery-operated smoke and carbon monoxide detectors placed above appropriate throughways. (a) Battery power will provide at least one year’s life and will be tested weekly. (b) A distinctive audible trouble signal will be emitted should the battery become inoperational (due to aging, terminal corrosion, or other factors). There will be one fire extinguisher in each space and fire retardant coating on all wood/canvas structures. An emergency and fire evacuation map will be posted within each room and building structure on board.

• The Waterpod will be in compliance with all city safety regulations. The primary gangway and walkways are ADA compliant, with the maximum ramp rise being 30” between 60” long transition landings. It will have a continuous handrail, 40” high. All walkways and ramps will be a minimum of 36” clear, up to four feet wide, no less than three feet wide. The NYPD will provide assigned security officers for the duration.

• In the event of a hurricane or other sufficiently severe meteorological conditions, the Waterpod will be towed to a secure location in the Weeks Marine yard, Bayonne, NJ. The structures have been designed and engineered to withstand 70-knot winds.

Building Supervisors:

The Waterpod is working closely with the U.S. Coast Guard and the NYC Mayor’s Office to comply with all appropriate building, electrical, and fire codes, as well as Department of Health requirements.

• The Waterpod’s electricians and certified electrical engineers, including Tim Corrigan and R. David Gibbs, are responsible for power. David has designed within a diverse array of industries, including: custom cabinetry, theatrical set carpentry, construction, interior and furniture design. David is involved in sustainable energy and remote, off-grid living systems. He was the general manager and graphic designer at Susitna Energy Systems involving photovoltaic and solar thermal system design, installation, and product development with RELAB (Renewable Energy Laboratory), altPOWER, and American Solar Works.

• Carissa Carman is leading the Waterpod’s permaculture/gardening/landscaping team. Her team includes Andrew Faust from the NY Botanical Gardens and The Center For Bioregional Living. They will grow food for the crew only; the public will not be allowed to sample any of the food products grown on board the Waterpod.

• Derek Hunter, lead builder, is a construction contractor from Vancouver BC, currently living in NYC. He has built safe public entertainment projects in NYC such as the New York Health and Racquet club’s Astor Place/Cooper Square climbing wall and hot tub. http://www.hrcbest.com/locations/astorplace.html

This project has been engineered with the help of:

• Martin, Ottaway, van Hemmen & Dolan, Inc.
  172 Monmouth Street, Suite 201
  Red Bank, NJ 07701
  Office Phone: 732 224-1133
Rik van Hemmen of Martin, Ottaway, van Hemmen & Dolan, Inc. is providing the Waterpod with pro bono marine engineering services.
PART IV. MARKETING PLAN

A. Overview and Goals of the Waterpod’s Marketing Strategy are set forth below:

(i) To present, promote, protect, and promulgate the world of water;
(ii) To interest, inform, and inspire the public about subjects including cultural richness and diversity, art, ecology, geology, architecture, New York waterways and the history and future of New York City; and
(iii) To engender discussions about the implications and consequences of rising sea levels on such issues as population growth, migration, and homelessness within changing paradigms of sustainability and domestic shelter.

B. Market Analysis: The target market, competition, market trends, and research relating to the Waterpod are set forth below:

(i) **Target Market:** To reach out to a broad range of local, North American and global citizens including New York Area students and others, from every walk of life, who are interested in learning, experimentation, and innovating
(ii) **Competition:** Aside from Robert Smithson’s barge-based sculptural art project, “Floating Island,” (September, 2005), and the *New York Sun Works*’ barge-based sustainable urban farm “The Science Barge,” (May-October 2006-2008), no other major past or future floating artistic/environmental structures are known of at this time.
(iii) **Market Trends:** The Waterpod initiative is being realized at a time when the media and general population are embracing the terrestrial and aquatic interdependency of the planet, eco-friendly illustrations of living, and large-scale artwork.

C. Marketing Strategy:

(i) Develop an approach and timeline for media initiatives including planning for national and international media outlets requiring advance notice to publish news, timing media releases to coincide with specific events and project highlights: Press Release for the project will be mailed and emailed mid May, 2009
(ii) Plan and coordinate media events that are visually exciting and of special interest to news outlets: We are currently working out our calendar of events to include artists, scientists, architects, teachers, and community leaders
(iii) Pitch story ideas that are unique to individual journalists and outlets: Several independent writers are currently pitching this story to magazines. We will continue to work on unique story angles that will gain interest
(iv) Integrate communications channels including the website, Facebook, blogs focused on media relations, coordinate web developers and graphic designers to maintain consistency, and build The Waterpod's viral presence with web communications: We currently have an active online presence thanks to social networking sites, and since opening a Facebook page last month, the Waterpod has been written about by 90+ blogs all over the world. We have just begun to get media attention from the facebook page alone
(v) Build relationships with media and maintain their interest throughout the duration of the project
(vi) The Waterpod’s media point person will personally invite media to events
(vii) Maintain media lists and editorial calendars (describing upcoming topics) of international web, print, and broadcast media
(viii) Track coverage on web, print and broadcast outlets: We are currently keeping records of press.

D. Public Relations:

(i) The Waterpod’s Public Relations team is well versed in spreading newsworthy events to major magazines and newspapers in New York City and has an acute awareness of branding strategies
(ii) The Waterpod’s Website will be interactive June 2009 and include podcasts and blogrolls, as well as the Wooloo.org website, and Robert Mann Gallery website.

E. Implementation of Marketing Strategy:

(ii) Outsourced Functions: The Waterpod is looking for pro bono PR help.
PART V. FINANCIAL DOCUMENTS

A. Summary of Financial Needs: The estimated cost of the Waterpod is being raised from contributions from foundations, government bodies, educational institutions, corporate entities, and individuals. Please inquire about our budget.

Venture Model: The Waterpod’s Venture Model consists of: (i) in-kind and monetary donations from foundations and individuals, primarily based in the greater New York Metropolitan area; (ii) Federal, State, and Local governmental and governmental agency support in the form of permits, licenses, and waterway access and; (iii) pro-bono, audit, accounting, and legal assistance. No revenues will be generated from this venture.

B. Cash Flow Statement: As prepared by the Waterpod’s accountants, this document will project cash inflow and outflow for the duration of the project.

C. Projected Balance Sheet: As prepared by the accountants, the Waterpod’s projection of Assets, Liabilities, and Net Worth will be completed at the end of each accounting period.

PART VI. TIMELINE

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<tr>
<th>START DATE</th>
<th>ACTIVITY</th>
<th>PARTIES INVOLVED</th>
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<tbody>
<tr>
<td>06/08</td>
<td>Fundraising</td>
<td>Foundations, Educational/Governmental Institutions, Corporate Entities, Individuals</td>
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<tr>
<td></td>
<td></td>
<td>Fundraising for the Waterpod is currently underway. Team: David Darst, John McGarvey, and Mei Yee Croll.</td>
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<tr>
<td>11/08</td>
<td>Acquire Materials</td>
<td>Gulf Coast Crane and Marine, Pile Foundation, others</td>
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<td></td>
<td></td>
<td>Materials for the Waterpod are being obtained and stored. Between January and July 2008, the bulk of the necessary building materials will have been acquired through sources such as Materials for the Arts, The International Center of Photography, Green Builders Association, and independent designers of sustainable furniture and technology.</td>
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<tr>
<td>01/09</td>
<td>Nautical Engineer</td>
<td>Martin, Ottaway, Van Hemmen, and Dolan, Inc.</td>
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<td></td>
<td></td>
<td>New designs and a deck barge rented from Weeks Marine have been approved by a Nautical Engineer from Martin, Ottaway, van Hemmen, and Dolan, Inc.</td>
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<tr>
<td>02/09</td>
<td>Media</td>
<td>Local to International</td>
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<tr>
<td></td>
<td></td>
<td>Current Media sources that have expressed a serious interest in publicizing the Waterpod (and some of whom have already publicized articles) include New York Times, New York Post, NBC, NPR, A Public Space, ARTNews, CBS Mornings, MSNBC, Archinet, Wired Magazine, New York Press, Time Out New York, and Le Monde. We will submit the Waterpod press release as soon as all pier dates and times are finalized.</td>
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<tr>
<td>03/09</td>
<td>Insurance</td>
<td>Environmental, Maritime, Construction, Cultural Affairs</td>
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<td>We are working with Frenkel to meet all of our maritime insurance needs.</td>
</tr>
<tr>
<td>04/09</td>
<td>Construction</td>
<td>Various</td>
</tr>
<tr>
<td></td>
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<td>The Waterpod Construction team will be largely comprised of Green Builders, led by Derek Hunter. In April we will work on the remainder of the construction.</td>
</tr>
<tr>
<td>06/09</td>
<td>Waterpod Launch</td>
<td>Waterpod Team</td>
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<td>The Launch date is currently scheduled for June 1, 2009, Place South Street Seaport.</td>
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**The Waterpod will participate in the Hudson Quadricentennial Celebration in 2009.**

In 1909, New Yorkers celebrated the 300th anniversary of the Hudson River’s exploration by Henry Hudson and his crew in 1609. The celebration in 1909 was a time of embracing differences, forming alliances, and beginning new communities. At this time, a mission to conserve the scenic and natural beauty of the Hudson River Valley was introduced along with new technologies such as the airplane and electricity. In alliance with the Quadricentennial celebration of the Hudson River in 2009, the Waterpod will continue and expand this precedent, enlivening and enlightening the present while informing, instigating, and incentivizing multiple fecund futures.

**PART VII. SUPPORTING DOCUMENTS**

A. **Biographical Information:** Brief biographies are outlined below.
B. **Copies of Leases and Purchase Agreements:** Leases and Purchase Agreements will be supplied as appropriate.
C. **Contracts for piers, work agreements:** Contracts for piers and work agreements will be supplied as appropriate.
D. **Other Legal Documents:** Insurance documents, legal filings, limited partnership agreements, pro bono agreements, and other relevant legal documents will be supplied as appropriate.

**Biographical Information:**

**Mary T. Mattingly** is an artist based in New York, and the founder of the Waterpod. In 2006, her work headlined “Ecotopia,” the triennial exhibition of the International Center of Photography. In 2007, she completed “Fore Cast,” a multimedia environmental opera at White Box in Manhattan. She exhibits her artwork at Robert Mann Gallery in New York, and is actively involved in many communities focusing on art, cultural sustainability, and the environment. She has co-curated several water-based exhibitions on maritime vessels, alongside the Miami Basel Art Fair, the Venice Biennale, and the Istanbul Biennale. She is nominated for the Prix Pictet, the worldwide photography prize for work on sustainability. Her work can currently be seen at the Palais de Tokyo in Paris, France, and at Robert Mann Gallery, NY. marymattingly@thewaterpod.org

**John McGarvey** is the Executive Director of the Waterpod. John is a local and international Art/Technology/Creative consultant for the past 15 years as well as an art and political activist. A kayaker and maritime environmental proponent for 10 years in the New York waterways, he is a primary organizer for the Long Island Community Boathouse. John has also done professional Hollywood film kayak stunt work on the East River as well as water rescue. Currently John is the Director of Development for the Action Arts League and on the Board of Directors of Millennium Film Workshop. John is also working on the film titled “The Greatest Silence.” johnmcgarvey@thewaterpod.org

**Mira E. Hunter** is an artist/environmentalist and a professional second-generation Sufi mevlevi whirling dervish currently living in Istanbul and Vancouver. Mira has had solo art shows recently with Capilano College Gallery in Vancouver, BC and Anna Leonowens Gallery in Halifax, NS. For the past 10 years, she has collaborated with producer/musician/DJ Mercan Dede, performing at diverse events across the globe, from
Manhattan to Tokyo. Mira continues to challenge the fundamental forms of whirling by incorporating innovative movements and concepts, coaxing the 13th century practice into a contemporary context.
mirahunter@thewaterpod.org

Derek N. Hunter is an artist, activist, and environmentalist while also being a professional builder, modeler, and engineer. He has shown artwork throughout Canada and the United States including Halifax, Vancouver, Miami, New York, and Portland, Oregon. Derek Hunter models and sculpts landscapes and props for the film industry and for public spaces throughout the United States and Canada.

Eve K. Tremblay is an artist working between Berlin, New York, and Montreal. Her works have been exhibited and published internationally. She has upcoming projects with the Musée National Des Beaux-arts du Québec in Quebec City, Abbaye Saint-André Centre d’art Contemporain, Meymac, France, as well as Program in Berlin. Her work is represented by Galerie Donald Browne in Montreal, and in 2008 had a solo at BUIA Gallery in New York, of her ongoing project Becoming Fahrenheit 451. She is also an advisory board member of Occurrence, the art center hosting the Waterpod project in Montreal in the fall of 2009. evetremblay@thewaterpod.org

Carissa Carmen is an artist, seamstress, and teacher. She is managing the Waterpod Living Systems team. Her work incorporates social activity, collaboration and public interventions that infuse botany, ecology, print, edibles, objects, editions and education. She has shown at Exit Art, Figment, The Muster, Creative Time, Islip Museum and the Women's Studio Workshop and is the recipient of funding from NYSCA, Andy Warhol Foundation, NYFA and LMCC Swing space. In 2008 she created public projects using "Buttercup," her vegetable-grease powered car, for State of Progress and A.T.T. Taxi Service at the Scope Art Fair, NY. Carissa is a co-founder of Dusty Hollows and collaborator of SP Stationers Group and SP Potluck. She has created projects for Socrates Sculpture Park, Brooklyn Children Museum, and The Children's Museum of Manhattan. She has works in private collections at Yale, RIT, RISD and Virgina Commonwealth and lives and works in New York City.

Veronica Flores is an artist and architect working between Guadalajara and NY. She studied Architecture in Guadalajara and completed a degree in sociology and development in London at Roehampton University. In 1997 she discovered an interest in carpentry while working in a wood workshop in London and has since designed and produced several pieces of furniture. Flores' background in architecture and sociology informs her newly found interest in art. She started her art practice at the end of 2005 and has since been involved in alternative plastic techniques. She was an International artist in residence at Braziers workshop 2007 in Oxfordshire, England. She has exhibited at the Raul Anguiano Museum and in the City Museum of Guadalajara. Her artwork is represented by the Curro y Poncho Gallery in Guadalajara.

Lonny Grafman is an Instructor of Environmental Resources Engineering and Appropriate Technology at Humboldt State University; the co-founder and instructor in a summer abroad, full immersion, Spanish language and appropriate technology program in Parras, Mexico; and the executive editor of the International Journal for Service Learning in Engineering. In addition, he is the President of The Appropedia Foundation, sharing knowledge to build rich, sustainable lives. Academically, Lonny seeks ways to increase knowledge of the world through exposure and synthesis, highlighting that science, culture and language are inextricably linked. He seeks to demonstrate this connection through service-learning based education, working to improve existing conditions by leveraging local knowledge, materials, wealth and labor through transparency and stakeholder
participation. Professionally, Lonny supports and develops tools to thrive, catalyzing and strengthening networks of positive change, to help us be better ancestors.

**Gabriel Krause** is a 3D designer, lighting designer, and entrepreneur. He has spent the last seven years designing a diverse array of artifacts and processes, such as workplace automation systems, custom architectural millworks, low power designer lighting, greywater treatment systems and other appropriate technology projects. His fascination for design, aesthetics, and our relationship with the environment, first manifested in the creation of SEED (Students at Evergreen for Ecological Design) in Olympia, Washington. Gabriel completed his B.A. in applied mathematical modeling, with a minor in dance, at Humboldt State University. As a designer, creator, and conservationist, he has discovered that modeling a concept reduces design flaws and wasted resources, while providing foresight on the building process and insight into end-use functionality. Gabriel is an active member of the Appropedia Foundation technical team, supporting collaborative solutions in sustainability, poverty reduction and international development.

Please Contact the Waterpod team ( www.thewaterpod.org ) for complete information and plans on our sustainable program:

- Expected energy use and energy production through wind/solar/pico hydro/bicycle power, and through the electronic elements on board,

- Information and plans for growing food to sustain five people, and to supply extra for barter/trade possibilities, ask for our complete gardening and composting plans,

- A list of technologies on board, from Pot to Pot Refrigerators to a Picohydro generator, bicycle powered generators, a solar thermally pumped hydroponic system, dry composting toilet, solar cooker, water cone, rainwater catchment system, natural grey water purification, water desalinization and purification system,

- A detailed list of all energy spent in the preparation/creation of the Waterpod, from car miles spent to money spent, and on what,

- Complete plans for living on the Waterpod.

**A FLOATING WORLD**

The Waterpod demonstrates future pathways for nomadic, mobile shelters and water-based communities, docked and roaming.

It embodies self-sufficiency and resourcefulness, learning and curiosity, human expression and creative exploration. It intends to prepare, inform, and provide an alternative to current and future living spaces.

In preparation for our coming world with an increase in population, a decrease in usable land, new challenges with water, and a greater flux in environmental conditions, people will need to rely closely on immediate communities and look for alternative living models; the Waterpod is about cooperation, collaboration, augmentation, and metamorphosis.

As a malleable and autonomous space, the Waterpod is built on a model comprised of multiple collaborations. The Waterpod functions as a singular unit with the possibility to expand into ever-evolving water communities; an archipelagos that has the ability to mutate with the tides.

The Waterpod is mobile and nomadic, and as an application for the future it can historicize the notion of the permanent structure, simultaneously serving as composition, transportation, island, and residence. The Waterpod structure is adaptable, flexible, and self-sufficient, responsive to its immediate and shifting environment. It
promotes community interaction and presents a futuristic application of living in a symbiotic environment that provokes collaborative thinking.

As with art, architecture is largely about stories: stories of its inhabitants, its community, its makers and their reflections on the past or expectations of the future. The Waterpod is an extension of body, of home, and of community, its only permanence being change, flow, and multiplicity. It connects river to visitor, global to local, nature to city, and historic to futuristic ecologies.

With this project, we hope to encourage innovation as we visualize the future fifty to one hundred years from now.
The Waterpod is receiving assistance from and supported by the following organizations:
Welcome

Action Arts League is a non-profit organization that promotes the arts in the community through various events and programs. The organization focuses on strengthening communities and bringing artists and community members together through creative endeavors. The League's mission is to educate, entertain, and engage the public in the arts.

Activities include:

- Community Outreaches
- Workshops
- Artists in Residence
- Public Art Projects
- Cultural Events
- Educational Programs
- Outdoor Art & Music Festivals
- Early Childhood Education Programs
- Student Workshops
- Artist Residencies
- Public Art Installations
- Performance Art Events

Northern LI Waterfront Development Talk
05/11/2009

Alina Chacon
Waxt in Waterfront Greenwich? A Ballard of Multifamily Condo's? Dilemma-Solved? Sustainable development? Baths brought the accessible and healthy East River? Then help by attending this event, visiting our website and staying involved.

SUNDAY, 05/11, 2-3PM
LOCATION: The Noguchi Museum | Temporary Entrance: Water Street and 30th Rd | Long Island City (NY 11105)

The Northern LI Waterfront Development Talk will host a panel discussion focusing on the dynamic and changing nature of public parks in New York City. The panelists will include experts from the field of urban design, environmental sustainability, and community engagement. The event is open to the public and is free to attend. Please join us to learn more about the future of the Northern LI Waterfront Development.

ROBERT MANN GALLERY

Visit our website for more information and updates on upcoming events and exhibitions. Contact us for more details or to inquire about our services.

2518 LEXINGTON AVENUE NEW YORK, NY 10028 212-765-5333
MONDAY-FRIDAY SATURDAY 11-6  

LEO Rubinfien: Wounded Cities
December 11 - January 31, 2010