

Cuny and The Gates



Meghan Hildago, an alumna of Kingsborough Community College (CUNY), studies an original sketch of The Gates at the November 3 opening of the exhibition, "40 Years of Public Art – Christo and Jeanne-Claude," at the Kingsborough Community College Art Gallery

As part of its goal to develop a tradition in which students enter into the life of the city through an appreciation of the arts and civic engagement, the Institute for Virtual Enterprise (IVE) has teamed up with Nurture New York's Nature (NNYN) and the City University of New York (CUNY) to recruit college students from CUNY as active participants in Christo and Jeanne-Claude's The Gates Project, which will be unveiled in Central Park on February 12, 2005. Artists Christo and Jeanne-Claude have provided an exclusive license agreement on behalf of NNYN, allowing all net proceeds from sale products celebrating The Gates Project to provide revenues to benefit New York City. In preparation for the 16-day event, CUNY campus representatives and IVE organizers have been involved in discussions regarding staffing, training, and student involvement in project design. In addition, credit-bearing internships through Queens College and Kingsborough Community College are being offered to all CUNY undergraduates participating in The Gates Project. These internships will provide students with a contextual framework for their unique experience.

As part of its communications efforts, CUNY art faculty and students have designed The Gates Project logo for use on all internal e-mailings and communications, and a student mailing list has been created to disseminate information about the event, such as project updates, employment information, and internship registration. Arrangements have also been made for access to CUNY student job boards and listservs, and a list of campus liaisons has been publicized.

CUNY student enthusiasm has been strong. To date, more than 150 students have signed up to be part of the stand-by emergency weather response teams, during the 16 days The Gates will stand, and some 500 students will be recruited by December 1 to fill retail line and managerial sales positions associated with the sale of licensed products. In addition, art and media/journalism students will document various phases of the Project and present their results at an appropriate venue. Because of the flexible nature of these part-time positions, students will be able to work them into their academic schedules.

All net proceeds from the sale of licensed products commemorating The Gates Project will be used by Nurture New York's Nature to support sustainability and arts initiatives, and projects of leading environmental organizations and institutions. As lead corporate partner of NNYN, Deutsche Bank is committed to supporting the city's arts and environment, and its educational activities. With millions of New Yorkers and visitors expected to view The Gates on site next year, and millions more expected to view it via electronic and print media, The Gates Project will be not only an educational opportunity for many college students but also an added dividend to the economy of New York City.