

“ Partnership with the Village Alliance on 8th Street was Instrumental In launching No Longer Empty’s first ever NLE Curatorial Lab. We hope to replicate this storefront activation program in other neighborhoods across the city.

Naomi Hersson-Ringskog
Executive Director, No Longer Empty

This past spring we partnered with **No Longer Empty** (NLE) a non-profit arts and economic development organization whose mission is to strengthen community identity and cohesion through site-specific art exhibitions and community programming in vacant buildings. The first ever NLE Curatorial Lab, **Gathering Place**, bolstered the cultural and communication connections in the Village in order to promote the 8th Street corridor as a cultural destination for both locals and the greater region. Subsequent to the exhibition at 24 West 8th Street, a new retail tenant, 5 oz. Factory, leased the formerly vacant space, achieving one of the goals of the exhibition.



Gathering Place brought art programming to 8th Street

NORMAN BUCHBINDER AWARD



This year, the 2013 Norman Buchbinder Award is presented to Greenwich Project, a chic and intimate new restaurant at 47 West 8th Street. The award is given annually in honor and memory of the Village Alliance’s founding President, to the property owner or business who most embodies his **vision of community.**

Greenwich Project is a “concept” dining experience opened by Nick Boccio, who also operates Mulberry Project in Nolita and Vinatta Project in the Meatpacking District. With inventive signature dishes by Executive Chef Carmine Di Giovanni, the **74-seat townhouse** offers two dining styles under one roof, allowing diners to frequent Greenwich Project for handmade cocktails and small bites downstairs or a modern and elegant full menu upstairs. All of the Project Group’s properties derive their energy from their respective neighborhoods – Greenwich Project is no exception, tapping into the historic and cultural fabric of 8th Street.

Preservationists are also pleased with the transformation of the 19th Century townhouse façade back to materials more **appropriate to the historic period.** A former tenant’s illegal construction of faux stone and ivy had detracted from the integrity of the building. Site-specific history is also referenced through interior artwork that recalls the building’s previous incarnation as a comic book store. The careful restoration, including original brick interiors, is now a shining example of how historic preservation can elevate the quality and experience of an entire block.



Greenwich Project staff proudly pose on 8th Street