



Portraits of Hope

Garden in Transit

Garden in Transit



New York City in full bloom

About Portraits of Hope:

What is the history of Portraits of Hope?

In 1995, Ed Massey and Bernie Massey founded Portraits of Hope, a non-profit program which conceives and develops high-profile motivational art, education and creative therapy collaborations for children and adults that visually transform public landscapes and provide participants with an opportunity to point with pride and say, “I did that.”

To date, tens of thousands of children in schools and hospitals have participated in POH projects, nationally and abroad.

A key POH theme is the Power of Teamwork.

In the schools, POH serves as project-based learning, and serves to educate participants about the relevancy of important community issues, social themes and civic interaction. In hospitals, POH has long served seriously ill and physically challenged children and has developed special methodologies to ensure their participation in program activities.

What are some Portraits of Hope projects?

POH projects culminate in the visual and artistic transformation of public environments and have involved everything from blimps, buildings, and tugboats to airplanes and NASCAR racecars. Garden in Transit and the Long Beach Airport Control Tower project are current POH projects.

How do patients in hospitals participate? What are the special brushes?

For children and adults in hospitals, Portrait of Hope projects serve as creative therapy. POH provides children and adults facing cancer, burn trauma, spinal injuries, HIV/AIDS, head and brain injuries, and other serious conditions with innovative, fun, and therapeutic artistic activities that let them enjoy themselves at a time when they are often undergoing difficult treatments in hospitals and healthcare centers.

Specialized Portraits of Hope brushes and painting methods are incorporated in the program's projects including telescope paint brushes for children and adults with IVs or in wheelchairs, shoe brushes for children and adults with injured upper limbs or who cannot manipulate a brush in their hands, and flavored mouth brushes for those who paint with their mouths. Bedside visits are made to make sure that anyone who may wish to participate is able to do so.



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What happens in an educational session?

Through their participation in Portraits of Hope, thousands of kids of all ages participate in educational sessions in which they learn about, discuss, and express themselves about important current affairs, community issues, individual and social responsibilities, goals and achievements, and -- the power of teamwork.

In school sessions, participating kids integrate their writing, oral and visual presentation skills to express themselves about those individual and societal issues most important to them. As a group, the students evaluate the importance of 14 contemporary issues inclusive of: the environment, education, senior care, national security, ethnic relations, healthcare, women's equality, medical research, foreign aid, poverty, and animal rights. The students then design small-scale projects representing those issues they would choose to advance. The larger art collaborations -- creating the public works themselves - - are group efforts intended, in part, to demonstrate what people cooperating together are able to accomplish.

Garden in Transit Background:

How long will the taxis be covered with the artwork:

The panels will be placed on the taxis from September through December 2007.

How many taxis will be involved?

Thousands.

How will the flower panels be applied?

Professional installers and volunteers at taxi holding centers, inspection centers, and fleet centers will apply the self-adhesive panels. Each panel takes a few minutes to place.

Are the panels weatherproof?

Yes.

How will the flower panels be removed after the exhibition?

Taxi owners and drivers will remove the panels and can either keep them or provide them to the participating organizations. The panels come off very quickly.



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When did the idea for Garden in Transit originate?

Ed Massey led Portraits of Hope in conceiving Garden in Transit in Spring 2000. As the concept began to take shape, Bernie led the team in creating and developing the educational and civic engagement elements for the project. The project was further refined and adapted with the Garden in Transit team.

How was the Garden in Transit team in NYC put together?

A core group was selected from several hundred inquiries, resumes and impressive candidates who responded within days to the announcement that GIT was “a go.” The key team leaders are Laura Weidman, Marisa Zeldow, Kyla Fullenwider and Carrol Chang.

How many people have participated?

More than 23,000+ people have participated in Garden in Transit -- 90% from NYC public schools, hospitals and youth programs, with a significant contribution from adult volunteers. Project sessions were also conducted in New Jersey, Ohio, California, Pennsylvania, and Georgia.

How much has been painted by the 23,000+ participants?

About 750,000 square feet of floral panels have been painted for the taxis, including approximately 80,000 flowers.

Can you provide more understandable imagery of how big a number 750,000 sq. ft. is?

Using our 1" brushes as a base, the GIT participants have painted the equivalent of a 1" straight line from NYC to Vail, Colorado, a distance of more than 1,700 miles

Is this the largest public art project ever?

It is unparalleled in many ways. We invite you to compare the specifics, numbers and logistics of this project with any other.

Beyond a public art project, what else is GIT?

GIT is a motivational art, education and creative therapy project and civic collaboration.



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What did the students in the educational sessions learn about and discuss?

Through GIT's project based learning sessions, NYC students have produced thousands of visual, oral and written statements expressing their views on important community and social issues including: education, the environment, national security, ethnic relations, senior citizen care, health care, poverty, women's equality, foreign aid, etc.

In elementary, middle and high schools throughout Greater New York City, Garden in Transit has served as project-based learning. Students involved in the project have participated in educational activities focusing on important city, national and international issues and learned about the power of collaboration in dealing with challenging social themes. Thousands of written, visual and oral student expressions from kids in NYC have been collected and video taped.

The theme of teamwork and collaboration has been stressed with every participant involved in Garden in Transit. And adult volunteers from throughout NYC have been phenomenal. Colleges and universities have also integrated Garden in Transit in their programs.

Who were the children who participated at the hospitals?

The creative therapy hospital sessions involved children who participated while in wheelchairs, lying in bed, attached with IVs, and during the course of dialysis treatments. Portraits of Hope's specially devised painting methods and paintbrushes have enabled children in hospitals to participate in this unprecedented effort. Kids of all ages dealing with burn trauma, brain injuries, cancers, orthopedic ailments and many other health-related issues have had the opportunity to engage in the artistic activities with siblings, family members and medical staff.

What has been the response of the participants?

Educators, medical staff, parents, adult volunteers and the children themselves have sent a growing collection of letters related to their experiences with Garden in Transit and some of those comments are posted at portraitsofhope.org or gardenintransit.org.

Is there a documentary of the project?

An independent documentary team has been capturing much of the project in action and is filming on a daily basis.

Who will speak to the media for GIT?

Ed and Bernie. Kyla and Carrol will also be spokespersons.



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How much does the project cost?

By way of background, to do a normal, partial wrap of a vehicle is \$1,000 a car on the very lowest end. That amounts to \$1 million per thousand cars. This does not include, of course, the educational and creative therapy programmatic sessions, which would increase the cost value of the project. Nonetheless, because of very generous in-kind donations, heavy discounting, huge volunteer support, and extremely tight budgeting, POH is producing this project for a fraction of the actual cost value.

Did the City pay or help with the project financing?

The City has not paid for the project or helped in its financing.

Who paid so that the public schools and hospitals could participate?

Portraits of Hope has done all the outreach to garner private funding to support the participation of all civic institutions and groups since the TLC approved the project and Mayor Bloomberg held his press conference 12 months ago.

How have the City and Mayor been involved?

The TLC unanimously approved the project last summer. Mayor Bloomberg announced the project at a press conference in July 2006. The Mayor's Volunteer Center has helped with adult volunteer outreach. The TLC has participated in special GIT family sessions for the taxi industry and is helping to promote the project within the taxi industry to assure broad taxi participation.

Who has helped support and sponsor Garden in Transit?

Philanthropists Helen and Peter Bing, Hotel Pennsylvania and Vornado Realty Trust, MACTac, Empire Blue Cross Blue Shield.

NY Cares has been wonderful in involving their volunteers.