

**Lower  
Manhattan  
Cultural  
Council**

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**FOR IMMEDIATE RELEASE**

**LOWER MANHATTAN CULTURAL COUNCIL PRESENTS TALKS  
AND TOURS BY RENOWNED SCHOLARS INSIDE STUNNING  
SPACES IN NEW YORK'S DOWNTOWN FINANCIAL DISTRICT**

**ACCESS RESTRICTED: CAPITAL OF THE WORLD SERIES (THROUGH APRIL 2009)  
MIRIAM GREENBERG, FEATURED SPEAKER  
"THE SHIFTING SKYLINE: BRANDING NEW YORK IN TIMES OF FINANCIAL CRISIS"  
WEDNESDAY, FEBRUARY 18, 6:30PM, RSVP REQUIRED, FREE  
JPMORGAN CHASE, ONE CHASE MANHATTAN PLAZA, 60<sup>th</sup> FLOOR  
FOR SERIES SCHEDULE AND TO RSVP VISIT [www.lmcc.net/accessrestricted](http://www.lmcc.net/accessrestricted)**



New York, NY, January 21, 2009–

**Lower Manhattan Cultural Council** presents the second event in its immensely popular **Access Restricted: Capital of the World** series with sociologist **Miriam Greenberg's** talk **"The Shifting Skyline: Branding New York in Times of Financial Crisis."** Taking place on the 60<sup>th</sup> floor of One Chase

Manhattan Plaza, Greenberg will discuss the marketing of Lower Manhattan's skyline as a sign of resurgence during the fiscal crisis of the 1970s, as well as current efforts in marketing to address the perception of New York in an uncertain financial time. Visitors will be treated to breathtaking panoramas of Lower Manhattan from the perspective of architect Gordon Bunshaft's landmarked Modernist aluminum and glass skyscraper.

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LMCC's Access Restricted: *Capital of the World* continues through April 2009 and explores some of the most architecturally significant "temples" built for and by the financial sector. The public will visit five historic private residences, meeting rooms, and penthouses that dot and crown the canyon of Wall Street. Each event in the series will tie a theme to the site, featuring a talk by a distinguished scholar or panel on the relationship between capital and urban development, highlighting how finance shapes our built environment. Admission is free with RSVP; to RSVP and for information and directions visit [www.lmcc.net/accessrestricted](http://www.lmcc.net/accessrestricted).

#### **ABOUT THE SPEAKER:**

**Miriam Greenberg** is the author of *Branding New York: How a City in Crisis was Sold to the World*. She received her PhD from the City University of New York Graduate Center, after 20 years of residence in New York. Greenberg is an Assistant Professor of Sociology at University of California Santa Cruz.

#### **ABOUT ACCESS RESTRICTED:**

**Access Restricted** is a free annual nomadic lecture series that opens rarely visited and often prohibited spaces in Lower Manhattan to the general public. Once inside these unique interiors, the audience is treated to a site-specific lecture and discussion addressing a range of topics revolving around issues of architectural history and preservation, social justice, and urban development. The aim of the series is to foster new perspectives by encouraging the public to explore locales and situations through the various lenses of architecture and planning, art, history, sociology, political science, and law.

**[www.lmcc.net/accessrestricted](http://www.lmcc.net/accessrestricted)**

#### **ABOUT LMCC:**

**Lower Manhattan Cultural Council (LMCC)**, a 501(c)(3) nonprofit, has been a leading voice for arts and culture downtown and throughout Manhattan for 35 years, producing cultural events and promoting the arts through grants, services, advocacy, and cultural development programs. **[www.lmcc.net](http://www.lmcc.net)**.

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