

+ POOL BEGINS FABRICATION FOR FLOAT LAB, ANNOUNCES NEXT PHASE OF FUNDRAISING CAMPAIGN

**\$500K Needed to Help Finish + POOL's Engineering Development,
Operational Model, and Economic Impact Report**



December 9, 2013—New York **Plus Pool (+ POOL), the world's first water-filtering, floating pool in New York, is announcing the beginning of Float Lab's fabrication and the next phase of its "Tile by Tile" campaign. Through its website - www.pluspool.org - the new "Tile by Tile" campaign will allow anyone from anywhere to reserve a + POOL tile. The \$500,000 raised through the project's second phase campaign will help support + POOL's design and engineering development, operational model and economic impact report.**

This past July, + POOL's Kickstarter campaign helped the team surpass their goal by raising \$273K from 3,175 supporters from all around the world. The funds raised allowed the team to design and build Float Lab, which is a test of + POOL's complete combination of filtration membranes in real-river conditions. Float Lab will launch in early 2014 and run through the summer to capture a wide range of data and help the team understand how the filtration behaves during all seasons. + POOL has teamed up with the naval architects at Brooklyn-based Persak & Wurmfeld,

the filtration textiles and systems specialists at Mackworth, and Brooklyn-based fabricators Olollo to build Float Lab. It will be the first time + POOL will be getting in the water, a monumental milestone for + POOL. In addition to Float Lab, + POOL will launch this December one of the most extensive water quality studies ever done in New York rivers.

Every 15 minutes for an entire year, + POOL will be real-time testing every necessary water quality parameter needed to make the + POOL filtration as efficient as possible. For this testing, + POOL teamed up with Hudson River Park Trust, Hudson River Park's Pier 40, River Project, Columbia University's Earth Institute, and Riverkeeper. + POOL's partnerships will help plan and execute an educational platform to keep the public informed of the project's updates.

The + POOL team has broken down the massive capital project into a bite-sized component: the tile.

The deck, walls and floor of + POOL will be made of 70,000 pool tiles. If each of these tiles are claimed, it will fund the entire \$15 million construction budget of + POOL from front to back, making it the largest public and private funded civic project to date.

+ POOL is scheduled for an opening in 2016.

As both a public amenity and an ecological prototype, + POOL is a small but exciting precedent for environmental urbanism in the 21st Century. The project was launched with the goal of improving the use of the city's natural resources by providing a clean and safe way for the public to swim in New York's waters. The project is not only a new typology for innovative, ecological architecture, but a prototype for the conception and implementation of a large-scale project by the public of New York, for the public of New York. It's critical that engaged urban citizens demonstrate continue to showcase their influence and give the gift of a tile.

Since + POOL's designers and founders, Dong-Ping Wong, Archie Lee Coates IV and Jeff Franklin, launched their first Kickstarter campaign in 2011, the + POOL project has become a new model for funding large-scale civic projects worldwide.

For more information on + POOL and its "Tile by Tile" campaign, please visit: [http:// www.tilebytile.org](http://www.tilebytile.org)

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