



Monday, November 23, 2009

Biederman Redevelopment Ventures Southwest Chelsea Streetscape Collection Wins The Spark 2009 Design & Architecture Award

NEW YORK, Nov 23, 2009 /PRNewswire via COMTEX/ ---The Chelsea Improvement Company, created by Biederman Redevelopment Ventures, has received a Silver Prize at The Spark 2009 Design Architecture Awards for its Southwest Chelsea Streetscape Collection.

The Southwest Chelsea Streetscape Collection award submission represented the overall redevelopment of the Chelsea neighborhood in Manhattan, including improvements in signage, lamps, flowerbeds, tree plantings, lighting, signage and liter receptacles. Ignacio Ciocchini, Director of Design for Chelsea Improvement [Company](#), conceived the Streetscape Collection.

Biederman Redevelopment Ventures (BRV), which founded the Chelsea Improvement Company in 2007 to oversee the redevelopment of that district, works with New York and cities around the country to consult and bring improvements to their parks and downtown areas.

"We're thrilled and delighted that Spark has presented us this award," said Dan Biederman, President of Biederman Redevelopment Ventures Corp. and the Chelsea Improvement Company. "The Southwest Chelsea Streetscape Collection shows how a rundown city district can be transformed into a beautiful area where people move to work and live."

The Spark 2009 Design & Architecture Awards are an exciting new competition created to promote great design and designers and encourage people to explore their creativity. Sponsors include: Hewlett-Packard, Autodesk, Guangzhou Design Week, Global Design Network, Hong Kong Designers Association and the British Design [Innovation](#) Organization.

More than 370 contenders applied to Spark, the unique awards and qualification process that seeks out the best in dazzling design. The judges selected 93 winning designs in one of four categories -- bronze, silver, gold or the ultimate Spark!

Winners of the 2009 Spark Design and Architecture Awards are showcased at the Autodesk Gallery at One Market in San Francisco

More information about the awards is at: www.sparkawards.com

About Biederman Redevelopment Ventures (BRV Corp.):

Biederman Redevelopment Ventures Corporation is the private consulting firm of Daniel A. Biederman, co-founder of the Bryant Park Corporation and 34th Street Partnership, and creator of the largest complex of private urban redevelopment projects in the United States. Additional information is at: <http://www.brvcorp.com>

SOURCE Biederman Redevelopment Ventures

<http://www.brvcorp.com>

Copyright (C) 2009 PR Newswire. All rights reserved