

14TH STREET CREATIVE CORRIDOR • Turning a Street Into a Live Design Lab

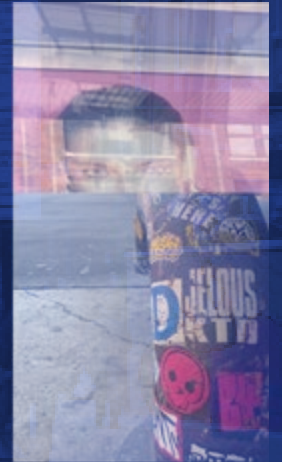
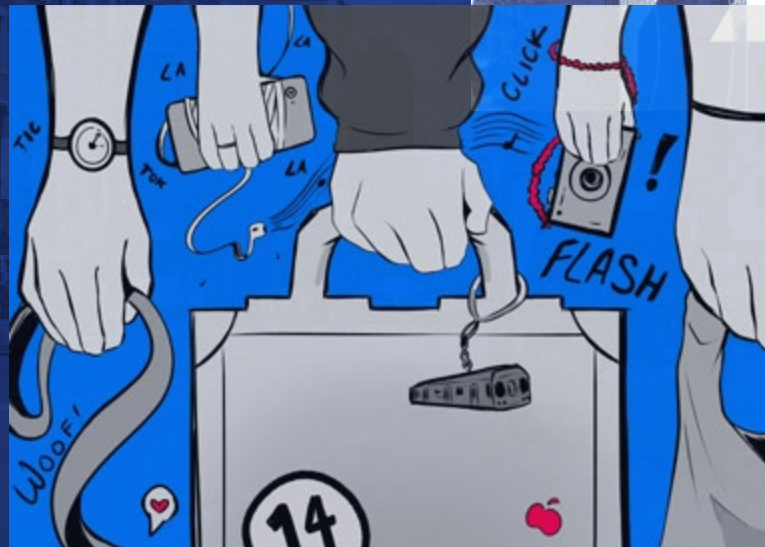
A Multi-Project Initiative Using a Real Street as a Living Design Lab

Conceived, Developed & Directed
by John Battista De Santis

Starts with a Little Island and the High Line, stops at letter C — 14th Street is the first Manhattan street to run coast to coast, Hudson to East River, bordering Greenwich Village, Alphabet City, the East Village, Chelsea, Flatiron, and Gramercy Park.

Project Site:

sites.google.com/pratt.edu/edgetoedge-14thstreet/14th-street-creative-corridor



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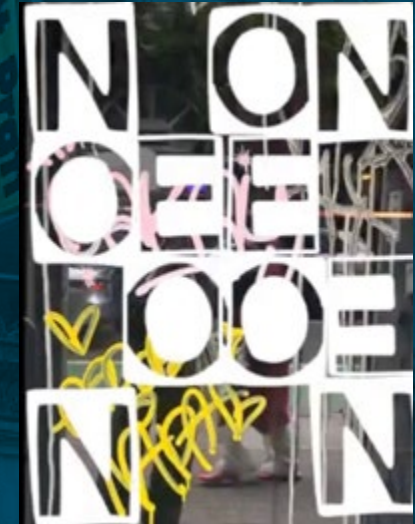
Concept

I developed the 14th Street Creative Corridor as a multi-project initiative that transformed one of Manhattan's busiest streets into a live design laboratory. Rather than relying on hypothetical assignments, I designed four connected projects that treated 14th Street as the client, the site, and the audience.

I built each project around the same challenges designers face in professional practice: working within real physical environments, responding to existing architecture and neighborhoods, considering materials, budgets, installation, visibility, and public interaction, while creating work intended for real places rather than classroom presentation alone.

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Project: Building on the Street

Environmental Activation

I directed design teams in developing a realistic, site-specific concepts to activating the Pratt Manhattan building at street level — window graphics, temporary installations, small pop-ups, and modest public-facing events. Every concept had to account for cost, materials, and installation feasibility, not just visual concept.

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Project: Building on the Street Environmental Activation

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14TH STREET CREATIVE CORRIDOR

Turning a Street Into a Live Design Lab

Project: “Pratt One Four”

Group Show Pop-Up

Each team member developed one original creative work rooted in structured observation of 14th Street, intended for temporary public display in storefront windows, cafés, gallery surfaces, or retail interiors — individual authorship within a coordinated corridor framework.

That individual work was then translated into installation proposals for specific 14th Street locations, addressing scale, visibility, audience and realistic mounting logistics.

Project Site:

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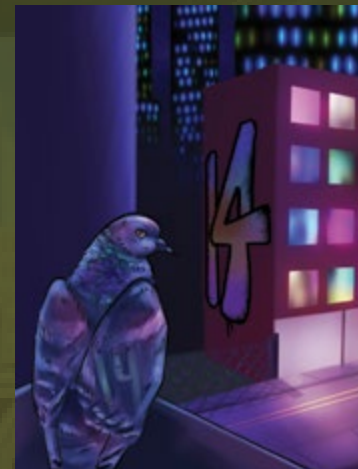
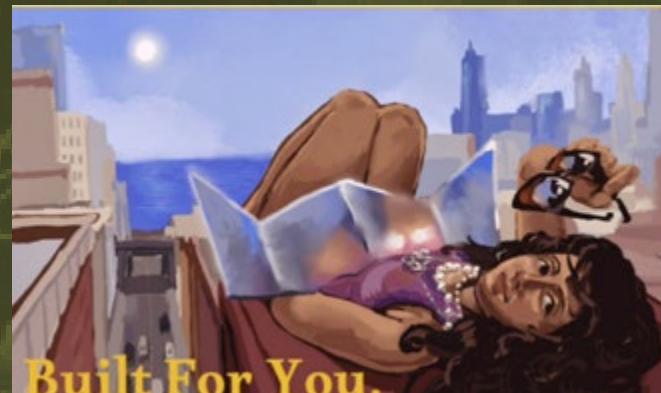
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Project: “Pratt One Four”

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Project: “Pratt One Four” Group Show Pop-Up



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Project: Edge to Edge Videos

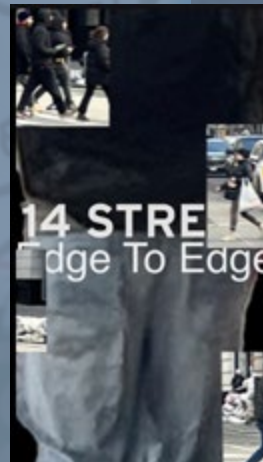
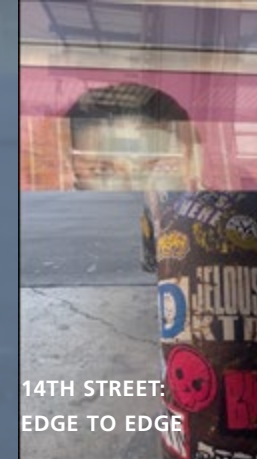
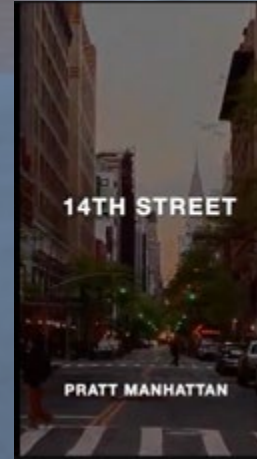
14th Street: Edge to Edge

Short, zone-based videos documenting defined sections of 14th Street through one creative lens — movement, texture, or character — each contributor working within a designated geographic zone to ensure structured coverage of the full corridor.

YouTube Channel: [youtube.com/@14thEdgeToEdge](https://www.youtube.com/@14thEdgeToEdge)

Project Site:

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Purpose

This initiative demonstrates something I look for in every program I design: a real site, a real constraint, and a real audience, structured so that individual authorship still adds up to a coherent, coordinated body of work.

Four independent projects—environmental activation, public exhibition, short-form video, and site-specific creative work—became one coordinated exploration of how design can engage a neighborhood. It proposed to create new public-facing visibility along one of the most heavily trafficked streets in the city.

Project Site:

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