



MEDIA ADVISORY  
For Immediate Release

## Newman Institute Collaborates to Form Urban Technology Innovation Center for NYC

New York, NY, January 20, 2011 – Mayor Michael Bloomberg and the New York City Economic Development Corporation (NYCEDC) announced today the formation of the NYC Urban Technology Innovation Center (UTIC), a collaboration among the Steven L. Newman Real Estate Institute of Baruch College, City University of New York (CUNY); the CUNY Institute for Urban Systems (CIUS) Building Performance Lab; Columbia University; and New York University – Polytechnic. As the winning entry for the UTIC grant, the team of academic institutions will receive \$250,000 from NYCEDC to establish the Center, hire a director and support staff, and begin to actively test energy efficiency innovations within City and privately owned structures throughout New York’s vast built environment.

Jack Nyman, Director of the Newman Real Estate Institute, observes that the UTIC is a unique opportunity to enrich the knowledge base for energy efficiency innovation. “Collaboration will enable us to leverage our team’s resources to apply new technologies with wide relevancy to our city’s diverse building stock,” he says, adding that the Institute’s own strategic partnerships with leaders in the real estate industry will help accelerate implementation of UTIC solutions. “As the mayor stressed today,” Nyman notes, “the UTIC ‘will capitalize on some of our City’s greatest strengths, creating jobs and helping realize our vision of a greener, greater New York.’” And UTIC’s benefits will extend beyond the city, Nyman predicts: “New York’s role as a global city positions it to serve as a replicable model for other urban areas around the world.”

Work to develop the UTIC will begin immediately. Many of the numerous firms and organizations that endorsed the project during the proposal-writing phase will continue their involvement as the UTIC launches – a broad-based partnership that will further strengthen the UTIC and expand its reach.