

TIN PAN ALLEY

American Popular Music Project

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Tin Pan Alley can, without serious opposition, be claimed as the birthplace of American popular music. Tin Pan Alley is a unique a generator of American culture and social history as unprecedented as any other site I can think of.

Jack Viertel, Sr Vice President, Jujamcyn Theaters

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Tin Pan Alley is known worldwide as the place where American Popular Music and modern music business discovered its heartbeat. Its legacy and spirit still pulses through the artistry and entrepreneurship of today's music.

At this moment, the vitality of its history and the wealth of resources it holds for New York lie untapped.

In December 2019, after many years, with the support of many friends, historians, preservationists and civic groups, the New York City Landmarks Preservation Commission designated five remaining buildings of Tin Pan Alley – Nos. 47-55 West 28th Street between Broadway and 6th Avenue – as protected individual New York City landmarks based on their cultural significance.

Having achieved our first goal to “Save Tin Pan Alley,” the Tin Pan Alley American Popular Music Project is now moving forward to commemorate and continue the legacy of Tin Pan Alley in expansive new ways.

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The Mission

The Tin Pan Alley Project works to commemorate and invigorate a living legacy: the beginning of American Popular Music and the music business that centered on West 28th Street in New York City.

By telling the stories of the songwriters, music publishers, performers and songs that created a new sound and industry for the first half of the 20th Century, we aim to connect people with the power of music as an essential element of the culture of New York City and America.



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The Vision

Build a dynamic community of American Popular Music enthusiasts, music artists and experts, industry leaders, stakeholders in the cultural, social and economic future of New York City to:

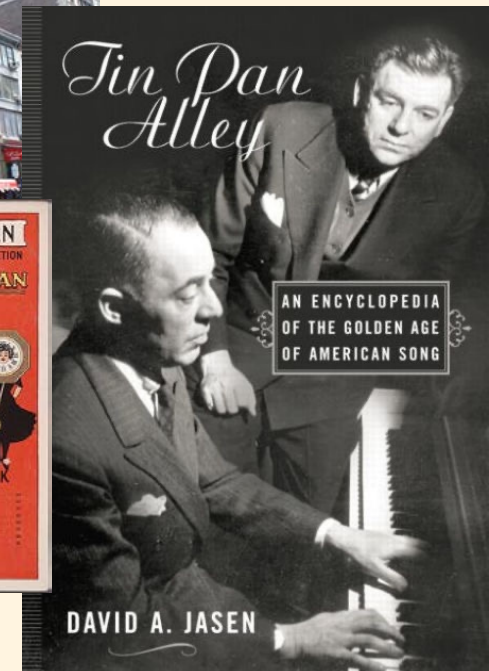
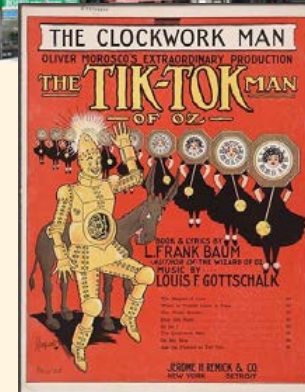
- Tell the story of TPA through virtual and in-person experiences for a wide audience, including locals and tourists; bring back to life its music, history, architecture enthusiasts; and all those who are not able to visit West 28th Street
- Create and develop digital content and support for live events
- Create music and cultural literacy programs to inspire current and future music artists
- Foster and establish TPA as a destination and a vibrant new entertainment district in NYC

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The Tin Pan Alley Project Key Benefits

- Aids in stimulating the post-pandemic economy of NYC
- Generates interest in historic preservation (through 29th Street Neighborhood Association, NOMAD alliances, etc.)
- Establishes TPA as another dimension to New Yorkers' civic pride (their history as their future)



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Current Initiatives and Goals 2021

- Street co-naming and celebration
- Branding via visual design and assets (ex: signage, banners)
- Outreach related organizations – Grammy Museum, Museum of the City of New York, Great American Songbook Foundation
- Tourism – NYCGO, Guides Association
- Fundraising – City Council, Mayor’s Office of Media and Entertainment
- Educational programming – “Teaching Tin Pan Alley”
- Virtual lecture – Black and Jewish Composers and Publishers of TPA
- Exhibition – Planthouse Gallery (28th St.)
- Outreach for support to influencers, artists, performers, celebrities
- Urban Archives TPA tour

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Future Initiatives

- Social media build-out (website, Facebook, et al)
- Self-Guided walking tour via map, cell phone, QR codes or app
- Art and Heritage exhibitions
- Ongoing educational programming
- Strengthening alliances with city government
- Developing the organization
- Grants and donations from individuals, foundations, corporations
- Garnering public support from influencers, performers, celebrities
- Visitor kiosk
- Pop-up exhibits
- Brick & mortar location (e.g., Welcome Center, Tin Pan Alley Museum)

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Growing the Organization

Tin Pan Alley: The American Popular Music Project will manage the project and attract funding.

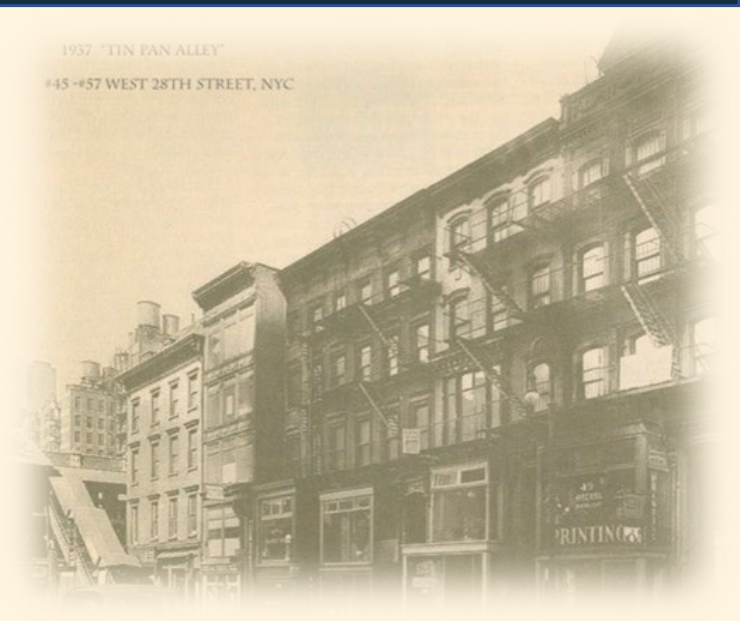
The Project is incorporated by the State of New York as a nonprofit organization and awaiting approval for its status as at 501(c)3 nonprofit entity. For tax-deductible contributions, the project operates as an initiative of the 29th Street Neighborhood Association.

We are currently developing our operating and governance structure with an active ad hoc volunteer committee of forty-plus members, led by George Calderaro.



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Friends of Tin Pan Alley

Carnegie Hall
The Municipal Art Society
Museum of the City of New York
ASCAP
Mabel Mercer Foundation/K.T. Sullivan
Jack Verteil, Jujamcyn Foundation
Manhattan Borough President Gale Brewer
New York City Council Speaker Corey Johnson
Historic Districts Council

29th Street Neighborhood Association
Save Chelsea
Musicians Foundation
Songwriters Hall of Fame
The National Music Council of the United States
National Music Publishers Association
Michael Feinstein
Kate Baldwin
Village Preservation
Mercedes Ellington

Edward Ellington
Noble Sissle, Jr.
James Reese Europe, III
David Freeland, author and historian
Miriam Berman, author, NYC historian
Robert Lamont, Music Educator and Musician
John Reddick, Historian
Eve M. Kahn, journalist/author

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For information on Tin Pan Alley, The American Popular Music Project and current and past news, please visit our website:

www.tinpanalleyenry.org

or

contact: George Calderaro at gc2212@columbia.edu