

Curbside Haiku

New York City Department of Transportation
in collaboration with artist John Morse
Autumn 2011



**Cars crossing sidewalk:
Worst New York City hotspot
To run into friends**



**Cyclist writes screenplay
Plot features bike lane drama
How pedestrian**



**Puerta del coche
Se abre al ciclista.
Un freno duro**



**A sudden car door,
Cyclist's story rewritten.
Fractured narrative**



**Car stops near bike lane
Cyclist entering raffle
Unwanted door prize**



**She walks in beauty
Like the night. Maybe that's why
Drivers can't see her.**



**Aggressive driver.
Aggressive pedestrian.
Two crash test dummies.**



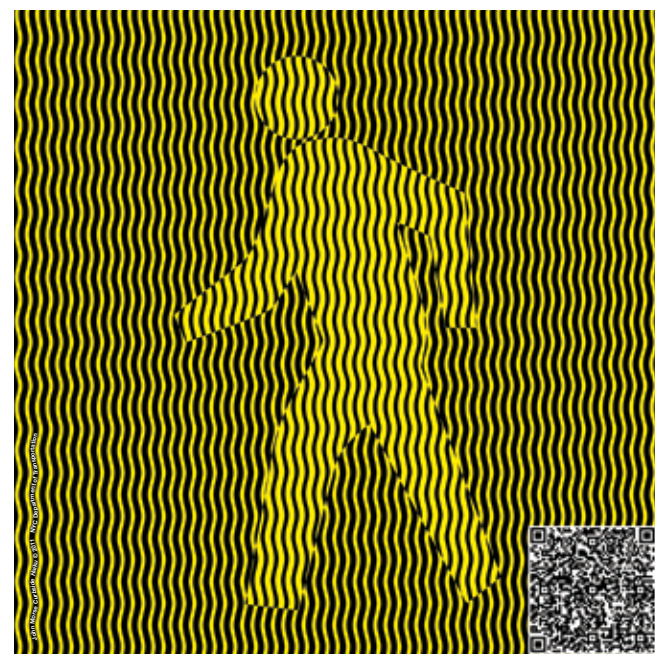
**Oncoming cars rush
Each a 3-ton bullet.
And you, flesh and bone.**



**Too averse to risk
To chance the lottery, yet
Steps into traffic**



**8 million swimming,
The traffic rolling like waves.
Watch for undertow.**



**Imagine a world
Where your every move matters.
Welcome to that world.**



**Coches ciegos
Comunicarse en Braille.
Remate brutal.**

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DOT is introducing the city's first Curbside Haiku signs as part of a new safety education campaign. More than 200 of these signs will be installed on light poles and at public parking lots around the city, and are designed to engage distracted pedestrians, cyclists and drivers and make them more sensitive to their whereabouts and encourage them to share the street.

Artist John Morse wrote the haikus and designed the accompanying signs. Morse has exhibited collages, installations, watercolors and poems in galleries across the US. Now, he has brought his unique blend of imagery and poetry to the streets of New York City.



ABOUT THIS MAP

The numbered areas are hubs where a combination of cultural institutions and high schools met with high-crash statistics. These hubs are outlined throughout the map by borough. The bulk of the signs are placed in these areas.

The smaller dots show the city's children's museums where we have placed a small number of signs.

HUBS

1. Bronx Zoo/New York Botanic Garden, BX
2. Grand Concourse/Bronx Museum, BX
3. The Bronx Hub, BX
4. Studio Museum/Central Harlem, MN
5. Municipal Arts Society/Museum of Art and Design, MN
6. MoMA/International Center of Photography, MN
7. Flushing, QNS
8. PS 1, QNS
9. Jamaica, QNS
10. Downtown Brooklyn, Bklyn
11. Brooklyn Museum/Brooklyn Botanical Garden, Bklyn
12. St. George, SI

CHILDREN'S MUSEUMS

- A. Children's Museum of Manhattan
- B. Children's Museum of the Arts
- C. Brooklyn Children's Museum
- D. Staten Island Children's Museum

