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NYC Public Housing Preservation Trust Launches Logo Contest, Empowering NYCHA Residents to Shape its Visual Identity

Residents of New York City Housing Authority Invited to Showcase Their Talent and Vision in Logo Design Contest, Emphasizing Resident-Centered Approach

As the newest public institution in New York City, the Public Housing Preservation Trust (the Trust) is partnering with NYCHA residents to build its operations from the ground up, including its visual identity through the logo contest. The logo contest is open to all current residents of the New York City Housing Authority and the submission guidelines can be found [here](#). Submissions are due on **October 31, 2023 by email to info@phptrust.nyc.gov** and the winning logo concept will be determined by the Trust's Board of Directors shortly thereafter. The winning design team will work with a graphic designer to finalize the logo and will receive a \$2,000 prize.

"The Trust was created to center resident voices in the future of their housing," **said the Trust President Vlada Kenniff**, "We are committed to partnering with residents to build this organization from the ground up. Our logo will be created from the incredible talent of residents so that the resident perspective is imprinted on the Trust from the beginning."

"As a member of the Board of the Trust, I am thrilled to announce the logo contest," **said Karen Blondel, the Trust Board Member**. "We are excited to review the concepts created by residents and to select a visual identity for the Trust that embodies its mission to keep public housing 100% public in perpetuity."

"As the NYCHA CEO and Board Member of the Trust, I am looking forward to seeing the amazing ideas that our residents generate for the logo contest," **said NYCHA CEO Lisa Bova-Hiatt**. "Many first-rate artists call NYCHA home and we encourage them to submit their ideas for the contest."

"Engaging the NYCHA community in the design of the Trust's logo isn't just about aesthetics," **said Public Housing Community Fund Executive Director Alex Zablocki**. "This competition is about embedding the voices, aspirations, and pride public housing residents have in the very identity of an institution built for them and the future of public housing. We are excited to see the designs this creative community proposes and look forward to supporting this effort in partnership with the Trust."

About the Trust

The New York City Public Housing Preservation Trust (the Trust) announced today that it is seeking submissions from residents of the New York City Housing Authority (NYCHA) to establish its first logo. The Trust was founded as a resident-centered public benefit corporation with a mission to safeguard the future of public housing by leveraging multiple capital sources and using its flexible contracting authority to deliver repairs faster.

The Trust was created in June of 2022 by state legislation signed by Governor Kathy Hochul and championed by public housing residents, public housing employees, state legislators, City

legislators, New York City Mayor Eric Adams, and the New York Housing Authority. The Trust was empowered to completely renovate up to 25,000 apartments with the consent of residents.

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