

SOHARLEM

WELCOMES VISITORS TO ITS PUBLIC PROGRAMS - HARLEM BLACK, LATINO CULTURES, NEIGHBORHOODS, FASHION, AND MUSIC: A FRESH PERSPECTIVE PRESENTS THE WORK OF MORE THAN A DOZEN DESIGNERS IN A RETAIL INITIATIVE AT THE MALT HOUSE



Current and Former Taystee



New York, NY October 26, 2022 - SoHarlem is celebrating its 11th year in the Manhattanville Factory District as a “Cultural Industries Incubator”, with the introduction of a series of public events to be presented at the historic and newly renovated Malt House, 471 West 126th Street. For more information about the events, go to www.soharlem.org.

The first program on Thursday, November 10 at 5:30PM will feature a conversation with Rosalie Genevro, Executive Director of the Architectural League of New York, Scott Metzner, President of the Janus Property Company and Stella Betts partner at Levenbetts. Together, they will reflect on Rosalie’s observation that “all decisions about the physical world demand a deep sense of responsibility to the future.”

The point of departure in the conversation will be the challenges and opportunities all three have observed and encountered on the on-going development of what has become known as the Manhattanville Factory District, one of the most beautiful neighborhoods in Upper Manhattan. Full of architectural wonders with an incredibly rich history, this program will address the wide range of risks which invariably confront a neighborhood with such enormous promise and potential.

Scott Metzner is a long-time supporter of SoHarlem and its mission, with a 30 plus year history in Harlem, where Janus has developed low to moderate income housing as a respected community partner of the local community. Drawing on its experience in the neighborhood, Janus has strategically owned and managed life sciences, commercial, mixed-use and multifamily rental properties. A primary focus has been the creative redevelopment of the Factory District, restoring many of the notable, historic buildings found there.

Historian and urbanist Rosalie Genevro has led The Architectural League since 1985. The League’s public programs, publications, exhibitions and research projects present the work of the world’s leading architects as well as emerging talents, and investigate and propose approaches to important issues in the built environment. Rosalie has served as a peer reviewer for the NYC Departments of Design and

Construction, City Planning, Cultural Affairs, and Parks and Recreation, and as a critic and juror for many architecture school juries and prize competitions, including the inaugural jury of the Rockefeller Foundation's Jane Jacobs award. Rosalie received an Arts and Letters Award in Architecture from the American Academy of Arts and Letters in 2015.



Stella Betts is a principal at Levenbetts is an award winning New York City based architecture practice, which has employed a variety of methods to arrive at innovative solutions within the programs and sites of architecture, resulting in 13 New York City American Institute of Architects awards. Central to their work is the idea of an architecture that engages its urban and or natural environment. Stella's perspective will be particularly relevant to this conversation, as the office has recently been awarded a project for a 300,000 square foot Commercial Building in Harlem through the New York City Economic Development Corporation. She is a Senior Critic at Yale University's School of Architecture and was an adjunct Professor at Columbia University's Graduate School of Architecture, Planning and also serves on the Board of Directors of the Architectural League of New York.

Genevro, Metzner and Betts will address urbanist and architectural issues, construction as it relates to adaptive public spaces and share their concern for the relative lack of government understanding and support for difficult and important urban initiatives like this uptown oasis.

About SoHarlem, founded in 2011 it has served local entrepreneurs, emerging designers, residents in need of employment skills, consumers with a belief in "made in Harlem", and a range of community partners. Of particular note, SoHarlem has championed equity in the fashion industry, where less than 5% of "successful" designers are people of color, despite the influential contributions those diverse populations have made to the field.

Throughout the fall through December, SoHarlem is promoting more than a dozen designers whose micro-enterprises it has been incubating over the years around a retail initiative introduced at the Malt House in September. This talented group has taken up residence in a truly historic setting, where they are telling their stories and selling their creations, all of them made in or for Harlem designs. The designers are also offering services from learning how to sew to providing guidance in tailoring and design to prospective clients with their own fashion ideas.

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November Public Programs @ Malt House:



November 10, 2022 @ 5:30PM

The Potential of the Manhattanville Factory District

Scott Metzner, Principal of Janus Properties; Stella Betts, partner at Levenbetts; and Rosalie Genevro, Executive Director, Architectural League will be discussing the architectural wonders, challenges and vision for the Manhattanville Factory District.

[Click Here to RSVP](#)



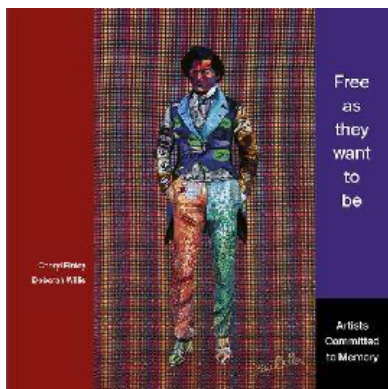
November 12, 2022 @ 2PM

Olivia Smashum, SoHarlem Designer-In-Residence, will host Shop & Sip with her fellow designers.

Prior to starting her journey as a designer, she spent 20 years in entertainment and digital media. She served as executive vice president of marketing and product development at HBO and during her tenure led the customer relationship efforts for its 25 million members and the affiliate marketing for such iconic brands as Sex in the City, Sopranos, Cinemax, among others.

At SoHarlem she has developed a life-style brand featuring resort wear, home decor, urban chic wears and designs that “make you feel and look good.”

[Click here RSVP](#)



November 17, 2022 @ 5:30PM

A salon with the artist, educator, scholar and prolific writer Deb Willis launching a new publication she co-authored with Cheryl Finley, *Nobody Knows My Name*. The book presents artists working in photography, video, silkscreen, projection and mixed-media installation, all of them exploring the possibilities of freedom. Deb will be joined by Adama Delphine Fawundu, artist and Dr. Cheryl Finley art historian. The artists and authors will share their stories and autograph their new book. [Click here to RSVP](#)



November 26, 2022 @ 2PM

Healing: Creating Art in the Time Of Grief and Loss with

Valerie Deas, Master Quilter, and Josephine Richardson, Founding Member, Appalshop. During the summer 2022 Deas restored six Gee Benz quilts from Richardson’s collection which are now on view at the Malt House and available for sale. [Click here to RSVP](#)