

NEW YORKERS CELEBRATE ART IN UNION SQUARE TO PROMOTE THE JUNE 22ND PRIMARY ELECTION



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Press Release

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Union Square, Manhattan: [F.Y. Eye](#) – a nonprofit media agency that works closely with artists to amplify public policy issues - joined “Countdown to Vote” last night in Union Square, hosted by [DemocracyNYC](#), to encourage New Yorkers to get to the polls on June 22nd and educate them about Ranked Choice Voting (RCV).

“This campaign to bring awareness to New York’s new voting system has been a labor of love for our organization,” said Jessica Toledano, Executive Director of F.Y. Eye, who stood in front of the more than 50-foot art installation that flipped through colorful PSAs mixing art and public policy designed by F.Y. Eye and the [Uptown Collective](#). “Times have been especially tough for artists during the Covid pandemic. It just feels right to bring back our city in this collaborative effort.”

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F.Y. Eye worked in partnership with DemocracyNYC, a nonpartisan mayoral initiative focused on increasing voter participation and civic engagement, eloquently blending civics and art in an effort to explain the somewhat intricate new voting system. The Primary will be the first-time city-dwellers will be using Ranked Choice Voting in a citywide election. The diverse art-inspired PSAs were in various languages and included art from the Uptown Collectiv, a Washington Heights-based art collaborative group. Participating artists including [Ruben Dario Ramirez](#), [Bernardo Rodriguez](#), [Suzanne Ruzzo](#) and others.

F.Y. Eye's Ranked Choice Voting PSA campaign was displayed across the city on bus shelters, newsstands, Times Square billboards, taxi cabs and subway stations as part of a large-scale effort to get out the vote.

"We are making civics cool by melding it with art," said Led Black, Founder of the Uptown Collective, "This is how New York leads the nation in innovative thinking about civic engagement. As a native New Yorker, I have never been more proud of our city."

Other live art installations included [The People's Bus](#)—a retired NYC Department of Correction vehicle that has been transformed into a community-led, intergenerational mobile civic engagement center. The People's Bus is designed by Yazmany Arboleda, a Colombian-American artist who creates living sculptures.

All of the art displayed in the Union Square show is available for download on F.Y. Eye's free community resource, the [Voting PSA Clearinghouse](#).

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