



THE HOWARD HUGHES CORPORATION® BRINGS BACK THE SEAPORT CULTURE DISTRICT
*New Season to Kick Off in Conjunction with NYC Design Week on May 5 -
Cultural Hub in Lower Manhattan Provides a Glimpse into Revitalization Efforts Underway*

NEW YORK (April 25, 2016) - [The Howard Hughes Corporation](#)® (NYSE: HHC) announced today the second season of the [Seaport Culture District](#), the acclaimed arts and culture initiative launched in 2015 that brought together a dynamic gathering of cultural partners to the storied streets of the [Seaport District](#). Beginning May 5 in conjunction with NYC Design Week, the Culture District will encompass a wide range of creative and design-related industries that have emerged in recent years in Lower Manhattan, including architecture, graphic design, fashion, interactive media, film and video and industrial and product design. The Seaport District will also open a new Design Market at Seaport Studios featuring design objects, including furniture, lighting, accessories, artwork and more.

Committed to creating a unique destination for New Yorkers and visitors alike while redevelopment work progresses, The Howard Hughes Corporation has brought together an enticing collection of programs to the Seaport District in the past few years. As a glimpse into the future transformation of the neighborhood, the Seaport District opened temporary initiatives, including the fashion pop-up [Seaport Studios](#) and the only Smorgasburg outpost in Lower Manhattan. The reinvigorated Seaport will include the ultimate cinematic experience with [iPic Theaters](#) opening a movie and dinner theater in the Fulton Market Building; a new [Momofuku](#) concept from David Chang at Pier 17; and a partnership with acclaimed chef and restaurateur [Jean-Georges Vongerichten](#) in a 40,000 square foot food market in the restored Tin Building and a seafood concept in Pier 17. [McNally Jackson Books](#), a popular independent New York bookseller, and Amsterdam fashion retailer [Scotch & Soda](#) will also open in Schermerhorn Row on the cobblestoned streets of the district. All of these offerings are designed to captivate New Yorkers to rediscover the city's oldest new neighborhood again and again.

"Following last year's success, we are happy to bring back the Seaport Culture District in time for NYC Design Week," said Phillip St. Pierre, Senior General Manager of the Seaport District. "The Seaport Culture District adds another rich layer to the historic fabric of the Seaport and gives New Yorkers a chance to rediscover the neighborhood as it continues to transform into one of New York's premier destinations for unique cultural, culinary, fashion and entertainment experiences."

Under the direction of architect and urbanist James Sanders, AIA, the Seaport Culture District will kick off with the Downtown Design Festival and Design Market pop-up and continue through the end of 2016 with additional programming. The 2016 Seaport Culture District also includes a first-time partnership with the Parsons School of Design. The 2016 Seaport Culture District will contain extraordinary activations and events including:

- **Downtown Design Festival**

In association with the Alliance for Downtown New York, a 12 day series of events and activations located at the entrance to the Seaport District at 117 Beekman Street as well as Seaport Studios at 19 Fulton Street, celebrates the extraordinary explosion in design and creative energy in Lower Manhattan over the past decade. From May 5 through May 17, the festival will include the Downtown Dialogues speaker series and the Parsons School of Design installation.

- **Downtown Design Festival Street Party May 9th**
 In celebration of the Downtown Design Festival and launch of the Seaport Studios Design Market, the Seaport District will host an outdoor street party on the cobblestone pavement of historic Fulton Street - free to the public - featuring a special guest DJ as well as food and spirits on May 9 from 6pm to 8pm. The evening also marks the opening of the Parsons School of Design's exhibition -"Impact!"
- **Design Market featuring WantedDesign**
 The Design Market is an innovative retail installation occupying the ground level of the Seaport Studios at 19 Fulton Street opening May 9, offering a carefully curated selection of design objects, including furniture, lighting, accessories, artwork, and other merchandise. The Market also features a selection of original home accessories, decorative gifts, stationary and jewelry curated by WantedDesign.
- **Parsons School of Design Presents "Impact!"**
 Opening in 117 Beekman Street on May 9 at 6pm and running through June 10, "Impact!" explores the ways in which designers, artists, scholars, technologists, and strategists from different disciplines come together—often in unexpected or complex ways—to push the limits of their practice and create new possibilities for social change. The exhibition showcases a range of projects from students at Parsons School of Design, from product design, lighting design, and fashion design, to strategic design and management concepts. Many projects were created in collaboration with industry partners.
- **Downtown Dialogues**
 A highlight of the Downtown Design Festival will be a series of one-on-one public conversations, starting on May 5 then continuing each evening over an eight-day period from May 10 through 17 on the second floor of Seaport Studios. Each evening will feature a prominent design-oriented creative speaker, whose studio or practice is based in Lower Manhattan, in conversation with a noted design journalist, critic or curator in New York, and conclude with a reception where guests can mingle with the event participants and each other. Confirmed participants include:

 - Paola Antonelli, Director of the Design Department, Museum of Modern Art
 - Gregg Pasquarelli, Principal at SHoP Architects
 - Marc Kushner, Principal of HWKN, and Publisher of Architizer
 - Nicolas Blechman, Creative Director of The New Yorker
 - Andrew Essex, CEO of the Tribeca Film Festival
 - Jake Barton, CEO of Local Projects
 - Matt Shaw, Senior Editor of the Architect's Newspaper
 - Juliette Cezzar, President, American Institute of Graphic Arts, New York
 - Kyle Bergman, Founder, Architecture and Design Film Festival
- **Children's Museum of the Arts Presents "Animating Textiles"**
 Teaching Artists from CMA will also host a special animation workshop for families on May 7 at 11am on the second floor of Seaport Studios. Inspired by CMA's exhibit - "Sew What?" - participants will learn all about iStopMotion software as they animate the traditional designs of the Kuna people of northern Panama, known as "Molas." While traditionally created with fabric, families will be animating with a variety of materials such as wax sticks, cray pas, wire and yarn to bring these vibrant images to life one frame at a time.

- **Children's Museum of the Arts Presents “In the Neighborhood”**

CMA Teaching Artists will host a special architecture workshop for families on May 14 at 11am on the second floor of Seaport Studios. Taking inspiration from the Seaport neighborhood, families will brainstorm and design their own unique buildings using cardboard, tape and collage materials while working with the Teaching Artists to create their own buildings to add to a collaborative neighborhood or to take home.

For additional information and program updates on the Seaport Culture District, visit www.southstreetseaport.com and follow the Seaport District on [Instagram](#), [Twitter](#) and [Facebook](#) and use the hashtag #SeaportCulture.

About The Seaport District

The Seaport District, New York City’s oldest new neighborhood, is located on the East River in Lower Manhattan with unparalleled views of the Brooklyn Bridge, Statue of Liberty and the city’s iconic skyline. The rich history as New York’s original commercial hub and its storied waterfront location make the Seaport District one of New York City’s most unique settings. *Travel+Leisure* recently named the Seaport the 22nd most visited tourist attraction in the world. The Seaport District is being revitalized by The Howard Hughes Corporation into a top destination in New York City for unique culinary, fashion, entertainment and cultural experiences. An essential part of New York for over 300 years, the re-envisioned Seaport District will continue to function as a much-needed community anchor for the rapidly growing population of Lower Manhattan.

About The Howard Hughes Corporation®

The Howard Hughes Corporation owns, manages and develops commercial, residential and mixed-use real estate throughout the U.S. Our properties include master planned communities, operating properties, development opportunities and other unique assets spanning 16 states from New York to Hawai’i. The Howard Hughes Corporation is traded on the New York Stock Exchange as HHC with major offices in New York, Columbia, MD, Dallas, Houston, Las Vegas and Honolulu. For additional information about HHC, visit www.howardhughes.com, or find us on [Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#).

Safe Harbor Statement

Statements made in this press release that are not historical facts, including statements accompanied by words such as “will,” “believe,” “expect,” “enables,” “realize,” “plan,” “intend,” “assume,” “transform” and other words of similar expression, are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements are based on management’s expectations, estimates, assumptions, and projections as of the date of this release and are not guarantees of future performance. Actual results may differ materially from those expressed or implied in these statements. Factors that could cause actual results to differ materially are set forth as risk factors in The Howard Hughes Corporation’s filings with the Securities and Exchange Commission, including its Quarterly and Annual Reports. The Howard Hughes Corporation cautions you not to place undue reliance on the forward-looking statements contained in this release. The Howard Hughes Corporation does not undertake any obligation to publicly update or revise any forward-looking statements to reflect future events, information or circumstances that arise after the date of this release.

About NYCxDESIGN

NYCxDESIGN is New York City's official celebration of global design fashioned by some of the City's most renowned names in the design world and beyond. A platform to showcase the tremendous artistry that can be found across the five boroughs, NYCxDESIGN highlights NYC's cultural and commercial opportunities, elevates established and emerging design practices and increases awareness of and appreciation for design by audiences around the world. Managed by NYC & Company and NYC Economic

Development Corporation and informed by a Steering Committee composed of leaders from the design industries, schools and museums in the City, NYCxDESIGN features exhibitions, installations, trade shows, talks, launches and open studios, spanning all disciplines of design. www.nycxdesign.com.

About Parsons

The New School's [Parsons School of Design](#) has been a pioneer in art and design education for more than a century. Based in New York but active around the world, Parsons offers undergraduate and graduate programs in the full spectrum of design disciplines. Critical thinking and collaboration are at the heart of a Parsons education. An integral part of The New School, Parsons builds on the university's legacy of progressive ideals, scholarship, and pedagogy. Parsons graduates are leaders in their respective fields with a shared commitment to creatively and critically addressing the complexities of life in the 21st century. For more information, visit newschool.edu/parsons.

###

Contacts

Adrianna Lauricella
ALISON BROD PUBLIC RELATIONS
adrianna@alisonbrodpr.com
212-230-1800

Dara Schopp
ALISON BROD PUBLIC RELATIONS
dara@alisonbrodpr.com
212-230-1800

Caryn Kboudi
The Howard Hughes Corporation
caryn.kboudi@howardhughes.com
214-741-7744

Lincoln Palsgrove
The Howard Hughes Corporation
lincoln.palsgrove@howardhughes.com
646-822-6930