

OUT OF HOME

Tiffany opens public garden in New York to boost local CSR

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SeaGlass Carousel in The Battery

By SARAH JONES

U.S. jeweler Tiffany & Co. is making a lasting impression on its hometown of New York with the opening of its foundation's Woodland Gardens in The Battery.

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The gardens, made possible by a \$1 million grant from the Tiffany & Co. Foundation, encircle a new SeaGlass carousel, part of the revitalization efforts in the park in downtown New York. With this new permanent space, Tiffany will give the 6 million tourists and locals that visit The Battery each year an experiential understanding of its adoration for New York for years to come.

"Battery Park is an iconic part of New York and the many immigrants that came to the U.S. and built a new life full of opportunities that the U.S. offered," said Marie Driscoll, chief executive officer and chief consultant of Driscoll Advisors, New York.

"Many Americans have ancestors that came through Ellis Island and created the country we have today," she said. "It is part of our American shared history.

"Tiffany is part of that collective history, too. In fact Tiffany was here before the Statue of Liberty was gifted to the U.S. from the French in the 1880s."

Ms. Driscoll is not affiliated with the Tiffany & Co. Foundation, but agreed to comment as an industry expert.

The Tiffany & Co. Foundation did not respond by press deadline.

Green space

Both the Woodland Gardens and SeaGlass Carousel officially opened to the public on Aug. 20.

This is a major initiative of The Battery Park Conservancy, a nonprofit founded in 1994 to rebuild the open space with help from NYC Parks & Recreation, taking more than 10 years to come to fruition. The gardens and carousel are aimed at positioning The Battery as a leading destination for culture and nature within the city.

The Tiffany & Co. Foundation Woodland Gardens consist of six gardens designed by Piet Oudolf, who has worked on three other gardens at The Battery, bringing artistry toward outdoor spaces.



Tiffany Woodland Gardens

Meant to recall The Battery's history as the home to the New York Aquarium, the carousel houses 30 luminescent fish of different species in a shell structure. The design was conceived by WXY Architecture + Urban Design and constructed by Show Canada.

George Tsybin Opera Factory, best known for bringing the opening ceremony for the 2014 Olympics in Sochi, Russia to life, created the fish, some of which are as big as 9.5 by 13.5 feet.

Making for an unobstructed view, the motors moving the marine animals are contained within the floor and poles are not used to hold up the individual moving parts. Riders sit

within the structures rather than on top, giving them the feeling of being one with the fish. Topping off the 360-degree theatrical experience are aquatic sights, such as LED lighting, and a soundtrack from SiriusXM.



SeaGlass Carousel

Consumers are encouraged to share their photos of themselves at the carousel with the hashtag #SeaGlassCarousel, potentially landing Tiffany's gardens in consumer's social media accounts.

For Tiffany, this project is a fit not just because of its interest in preserving and rejuvenating its city, but also because the marine theme fits its other corporate initiatives.

“We are pleased to support the Battery Conservancy as it rejuvenates this iconic locale, continuing the Foundation’s legacy of enhancing urban parks in one of the world’s greatest cities,” said Anisa Kamadoli Costa, The Tiffany & Co. Foundation’s chairman and president, in a statement. “We are especially delighted that there is an additional synergy with the SeaGlass Carousel—which celebrates the diverse marine ecosystems we seek to protect through the Foundation’s Coral Conservation Program.”



Tiffany & Co. plaque unveiling

The heavily-anticipated opening of the carousel was met by large lines hundreds of people deep. Admission to the park is free, while the SeaGlass Carousel has an accessible \$5 fee per ride.

Hometown pride

Public transparency is critical for brands looking to inspire customers, said the CEO of Tiffany & Co. at the Condé Nast International Luxury Conference April 22.

The executive explored the three core dimensions of a luxury brand during his talk: authenticity, integrity and inspiration. Without harmony between the three sides, consumers will have a hard time imbuing a brand's products with the meaning needed to justify a luxury good ([see story](#)).

Tiffany keeps New York at the heart of its marketing efforts, celebrating its hometown every chance it gets.

The jeweler recently summarized New York in a few short words with the help of model Edie Campbell.

The jeweler is considered by many as a New York institution with much of its marketing communications using the city as a backdrop for its narratives. By asking a tastemaker to describe New York, consumers likely identified with Ms. Campbell's description ([see story](#)).

"[The initiative] is a great fit because it is a reminder that Tiffany has been a part of the fabric of NYC and the U.S. since its 1838 beginnings," Ms. Driscoll said. "Today we know Tiffany for its wonderful jewels, but a trip to the Metropolitan Museum of Art showcases

Tiffany's heritage in leaded glass that include the Oyster Bay glass panel—another gorgeous seascape.

"This new space will put the Tiffany name front and center of the many tourists that visit the spot and it is likely to drive store traffic."

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York

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