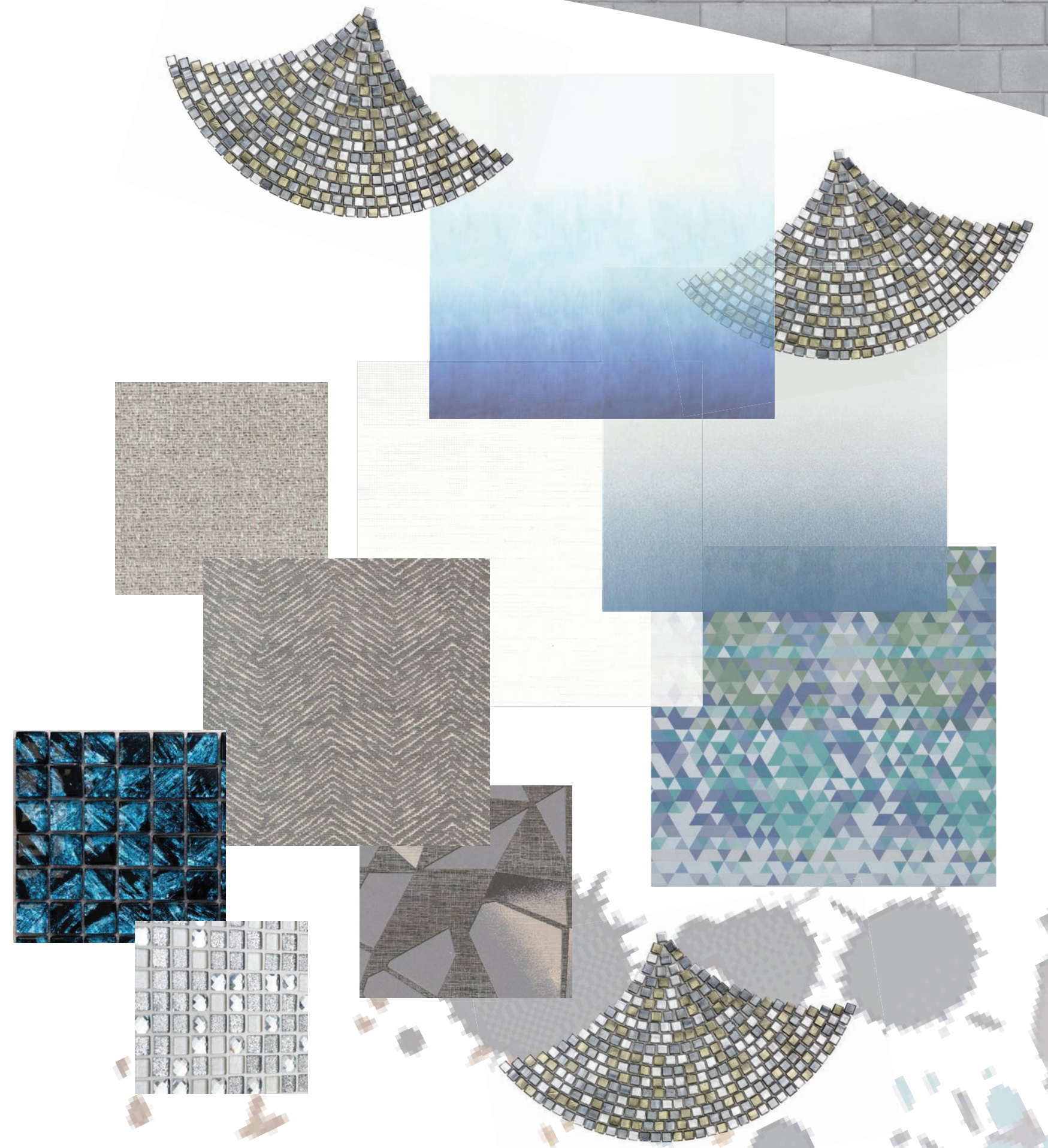


# AQUEDUCT BRIDGE



There is no piece of architecture in Rochester that changed with the city in the way that the Rochester Broad Street Aqueduct Bridge has done. It has acted as a centerpiece of the waterfront since its creation and adapted to each new era of our city's history.

The beautiful stone aqueduct was originally completed in 1842, to carry the Erie Canal over the Genesee River. But as the city changed, so did the Aqueduct. When the Canal was rerouted in 1918, the Aqueduct became part of the Rochester subway system, until service ended in 1956. When Rochester then struggled to define what it wanted to become, the Aqueduct became a center for street art in the city, a hotspot for the curious and the creative. And now, as the city enters its newest era, the Aqueduct will evolve once again, becoming the centerpiece of the Roc the Riverway initiative.

Our design captures how the Aqueduct transformed with the city, incorporating products from Tile Wholesalers and Architex. Each product was thoughtfully selected to show what makes the Aqueduct so unique, no matter what era. Tile reflects the light off the water and mimics the stone construction of its arched bays. Drapery becomes the water flowing around it. Upholstery acts as the tweed coat of the midcentury commuter, and the canvas for the murals that covered its walls.

And as our design moves down the runway, it will transform, just as the Aqueduct has. A design that embodies each era of our city, with its rich history and beauty, and how it will continue to change and grow with us, as it reinvents itself yet again.

