

UN  
DESIGN  
THE  
RED  
LINE





## designing the WE

By cutting off the flow of investment to communities of color, Redlining was how structural racism was designed into our cities. It shifted segregation from superstructure to infrastructure. Redlining has never truly been undone.

Undesign the Redline exposes the history of Redlining, its lingering effect, and collective actions WE can take to build a new social and economic ecosystem that breaks its destructive bounds.

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# REDLINE

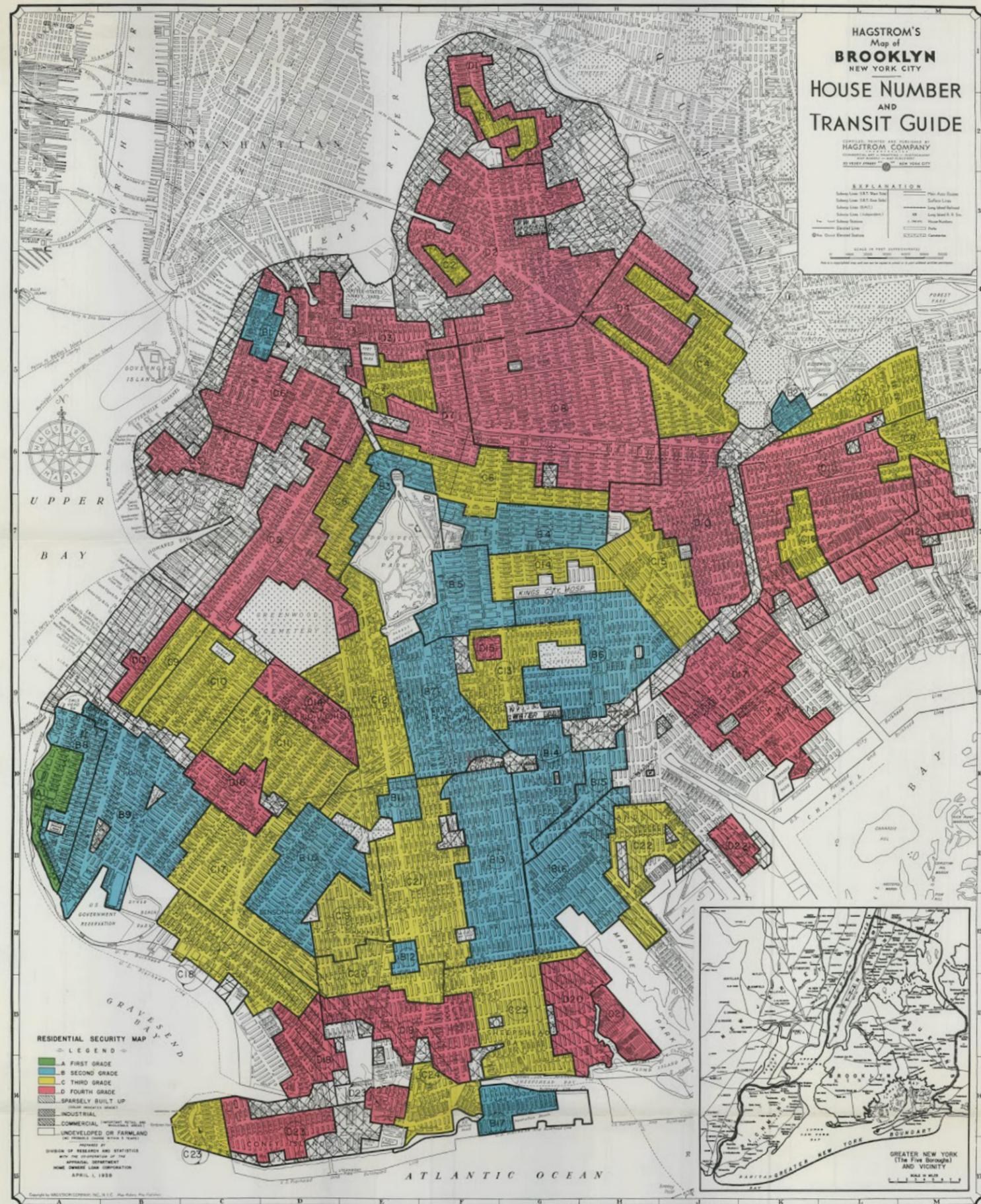
Originally a federal policy, Redlining maps were introduced in the 1930s. The maps determined areas prime for investment and areas where no money would be lent. The neighborhoods where no investment would go were outlined in red. This shade was based almost entirely on race.

Redlining was how structural racism was designed into cities. It shifted segregation from superstructure to infrastructure; further isolating communities even while 'colored only' signs came down. Without access to banking, insurance or even healthcare, minorities were forced on a path of "urban decay." By many means, the city became a machine for reproducing a racially divided society. This type of systemic design alters what is possible in the decades to follow.

We still need to undesign Redlining. Today, even when money flows back into these zones, the tide of investment cannot raise all boats. It

washes them away. Capital still does not reach minorities even as it pours into their neighborhoods: a legacy of lingering bias, living with the scarlet letter of redlining, and its cross-generational effects on income and ownership.

**REDLINING WAS HOW STRUCTURAL RACISM WAS DESIGNED INTO OUR CITIES. IT HAS NEVER TRULY BEEN UNDONE.**



Street and Avenue Index to Brooklyn

Street Name	Block Number
1st St	1-10
2nd St	11-20
3rd St	21-30
4th St	31-40
5th St	41-50
6th St	51-60
7th St	61-70
8th St	71-80
9th St	81-90
10th St	91-100
11th St	101-110
12th St	111-120
13th St	121-130
14th St	131-140
15th St	141-150
16th St	151-160
17th St	161-170
18th St	171-180
19th St	181-190
20th St	191-200
21st St	201-210
22nd St	211-220
23rd St	221-230
24th St	231-240
25th St	241-250
26th St	251-260
27th St	261-270
28th St	271-280
29th St	281-290
30th St	291-300
31st St	301-310
32nd St	311-320
33rd St	321-330
34th St	331-340
35th St	341-350
36th St	351-360
37th St	361-370
38th St	371-380
39th St	381-390
40th St	391-400
41st St	401-410
42nd St	411-420
43rd St	421-430
44th St	431-440
45th St	441-450
46th St	451-460
47th St	461-470
48th St	471-480
49th St	481-490
50th St	491-500
51st St	501-510
52nd St	511-520
53rd St	521-530
54th St	531-540
55th St	541-550
56th St	551-560
57th St	561-570
58th St	571-580
59th St	581-590
60th St	591-600
61st St	601-610
62nd St	611-620
63rd St	621-630
64th St	631-640
65th St	641-650
66th St	651-660
67th St	661-670
68th St	671-680
69th St	681-690
70th St	691-700
71st St	701-710
72nd St	711-720
73rd St	721-730
74th St	731-740
75th St	741-750
76th St	751-760
77th St	761-770
78th St	771-780
79th St	781-790
80th St	791-800
81st St	801-810
82nd St	811-820
83rd St	821-830
84th St	831-840
85th St	841-850
86th St	851-860
87th St	861-870
88th St	871-880
89th St	881-890
90th St	891-900
91st St	901-910
92nd St	911-920
93rd St	921-930
94th St	931-940
95th St	941-950
96th St	951-960
97th St	961-970
98th St	971-980
99th St	981-990
100th St	991-1000



# UNDESIGN

**W**e are connecting the people who have long endured the consequences of Redlining to a wider community of stakeholders, up to the social impact investment sector. **WE** (all of us) will design the opposite of a Redlining map.

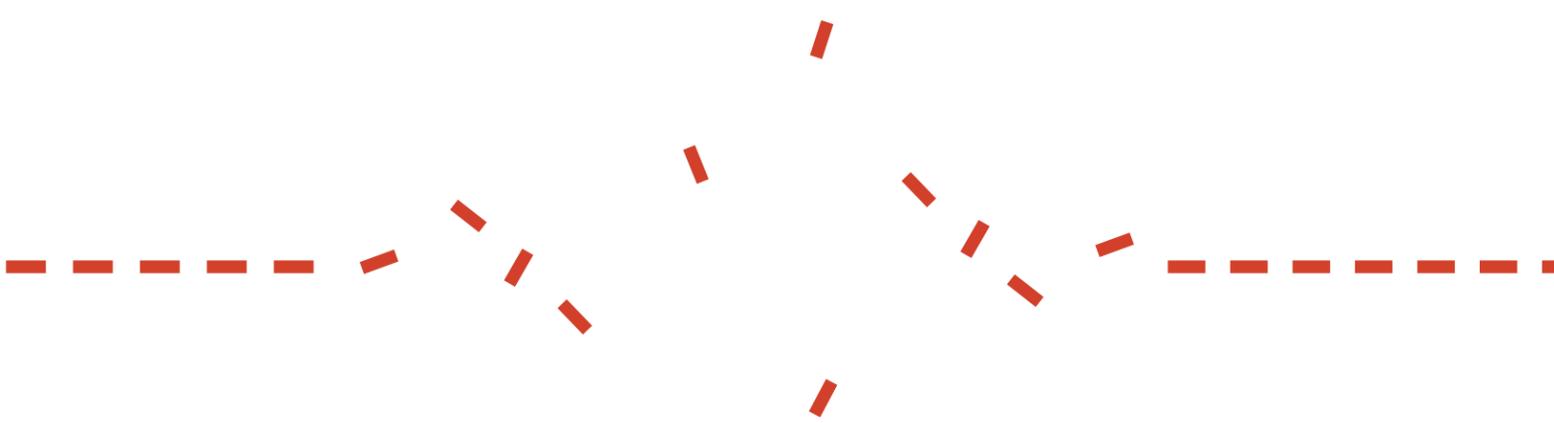
Acting as a guide for a set of new relationships between these players, our map will show us a way out of the lines that have bound our mindset. In four places, over three years, this path to social renewal will be forged with actions,

enterprises, exchanges and friendships, through a “WElab” process.

This process will bridge deep on-the-ground collaboration with the social impact sector, seeking to co-create and explain the new relationships this boundary crossing will require. Redlining is an underwriter of our “slow rolling crisis,” we need a new social and economic ecosystem to undesign it.



# SOCIAL



# IMPACT



# REGROUND

**T**o undesign Redlining, we propose to be active in four places for three years. Each of these places are different. Asbury Park is a seaside community divided by a rail track that remains a very literal Redline. Orange, NJ, is a post-industrial city once Redlined but trying to pull itself back. East Tremont and Melrose in the Bronx were once burning: they triumphed through, but now face an uncertain future as investment returns. And Bushwick, Brooklyn, which also burned after Redlining, is now in the midst of a wave of displacement as investment pushes minority communities out.

Each place knows something different about Redlining. By uncovering this knowledge and sharing it, WE can begin to understand what to do. This will require the involvement of diverse stakeholders and everyday people who have been on the frontlines of Redlining. They will know what to do best. It will also require communities, institutions, businesses, impact investors,

local leaders, organizations and others who these new relationships will be made with.

Undesign the Redline aims to develop a “WElab” process of on-the-ground collaboration in these four places, display this activity in an interactive Living Archive, and co-create projects with new social and economic relationships to the social impact investment sector. These projects can range from parties to businesses, but they will share the goal of building a new social and economic ecosystem that breaks the bounds of Redlining and its lingering effects on income and ownership.

***POSSIBLE SITES:  
ASBURY PARK  
ORANGE  
BRONX  
BROOKLYN***



Sarah Bissen

# UNMAP

**H**ow do you make an unmap? This map, which will be a collection of new relationships generated in these four places, is like a score to an orchestra. We have been performing one set of relationships, a set that has been structurally rigged against us. Performing a new set of relationships will take practice. Building those social and economic relations into a working ecosystem will take collective brilliance.

We first need to relearn how to cooperate, and unlearn

how to mistrust each other in contested terrain. This leads to healthy collaboration. Then we need to redesign new strategies, enterprises, actions and sustainable relationships. We need to become creative: actively creating our world. Finally we need to coproduce real outcomes. We need to undesign decades of stalled progress with impactful results.

Through this WElab process, a new map will be produced: one that guides us firmly into the future we all know is possible.

communities, institutions, businesses, impact investors, organizations  
**ECOSYSTEM OF NEW RELATIONSHIPS**



**COOPERATE** healthy collaboration    **COCREATE** creative design    **COPRODUCE** impactful results



# WEI lab

generate a living archive .....vetting and supporting diverse ideas .....successful local projects and enterprises



**why the WE?**  
Complex crises  
have deep histories



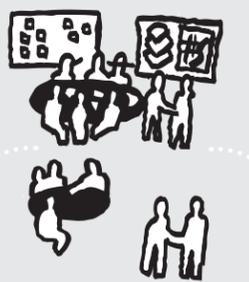
**connections  
with social  
impact sector**



**human centered &  
strategic design**



**WEconnect:  
interconnected solutions**



**evaluate and  
move forward**

**A special thanks to Mindy Fullilove, whose guidance led to the crystallization of this project. It's always great to finally figure out what it is you're trying to do.**

**much love,  
Braden and April**

