

# 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

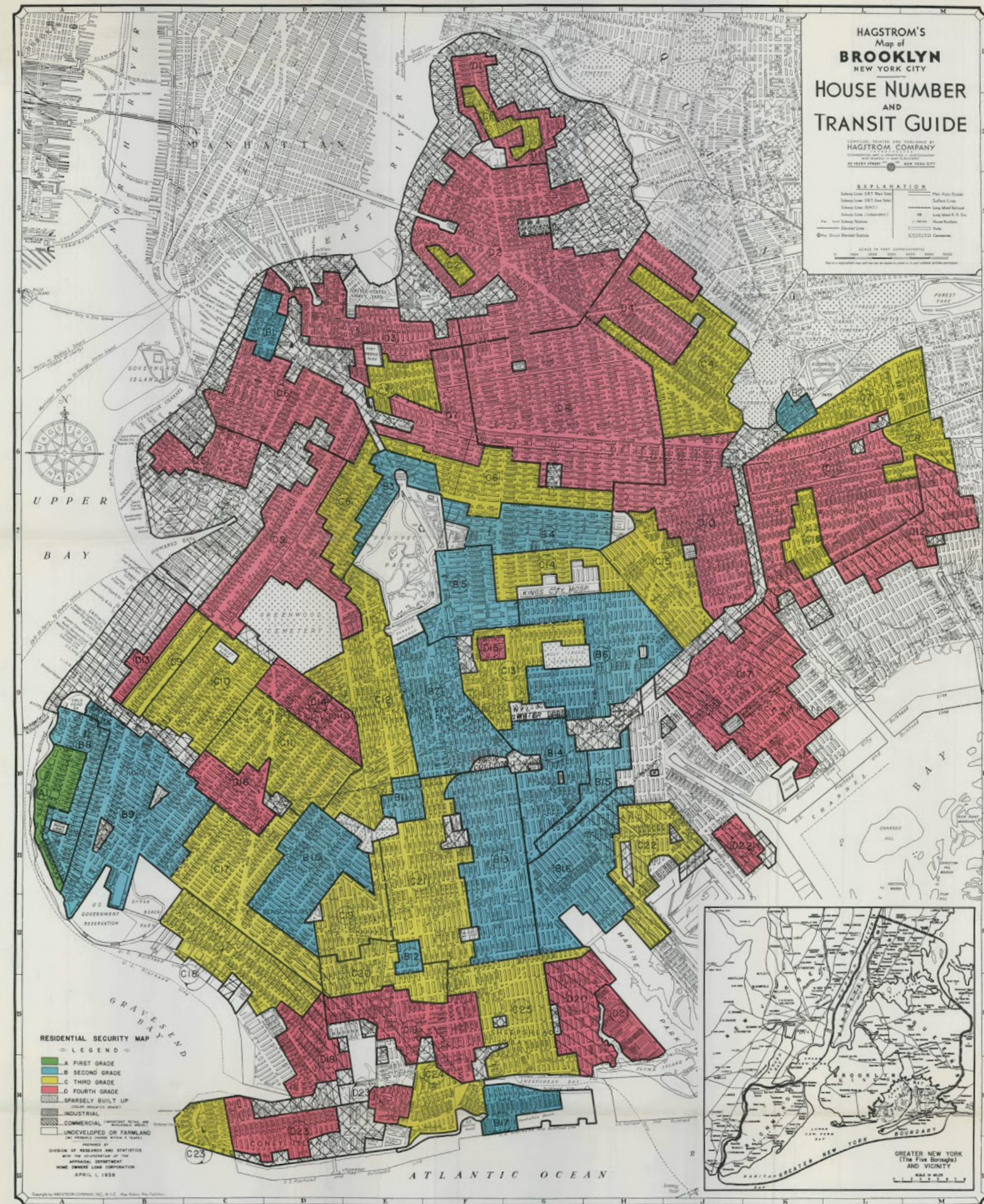
Originally a federal policy, Redlining maps were introduced in the 1930s. The maps determined areas prime for investment and areas where no money would be lent. The neighborhoods where no investment would go were outlined in red. This shade was based almost entirely on race.

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  
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Street and Avenue Index to Brooklyn

1st St	2nd St	3rd St	4th St	5th St	6th St	7th St	8th St	9th St	10th St	11th St	12th St	13th St	14th St	15th St	16th St	17th St	18th St	19th St	20th St	21st St	22nd St	23rd St	24th St	25th St	26th St	27th St	28th St	29th St	30th St	31st St	32nd St	33rd St	34th St	35th St	36th St	37th St	38th St	39th St	40th St	41st St	42nd St	43rd St	44th St	45th St	46th St	47th St	48th St	49th St	50th St	51st St	52nd St	53rd St	54th St	55th St	56th St	57th St	58th St	59th St	60th St	61st St	62nd St	63rd St	64th St	65th St	66th St	67th St	68th St	69th St	70th St	71st St	72nd St	73rd St	74th St	75th St	76th St	77th St	78th St	79th St	80th St	81st St	82nd St	83rd St	84th St	85th St	86th St	87th St	88th St	89th St	90th St	91st St	92nd St	93rd St	94th St	95th St	96th St	97th St	98th St	99th St	100th St	101st St	102nd St	103rd St	104th St	105th St	106th St	107th St	108th St	109th St	110th St	111th St	112th St	113th St	114th St	115th St	116th St	117th St	118th St	119th St	120th St	121st St	122nd St	123rd 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St	235th St	236th St	237th St	238th St	239th St	240th St	241st St	242nd St	243rd St	244th St	245th St	246th St	247th St	248th St	249th St	250th St	251st St	252nd St	253rd St	254th St	255th St	256th St	257th St	258th St	259th St	260th St	261st St	262nd St	263rd St	264th St	265th St	266th St	267th St	268th St	269th St	270th St	271st St	272nd St	273rd St	274th St	275th St	276th St	277th St	278th St	279th St	280th St	281st St	282nd St	283rd St	284th St	285th St	286th St	287th St	288th St	289th St	290th St	291st St	292nd St	293rd St	294th St	295th St	296th St	297th St	298th St	299th St	300th St	301st St	302nd St	303rd St	304th St	305th St	306th St	307th St	308th St	309th St	310th St	311th St	312th St	313th St	314th St	315th St	316th St	317th St	318th St	319th St	320th St	321st St	322nd St	323rd St	324th St	325th St	326th St	327th St	328th St	329th St	330th St	331st St	332nd St	333rd St	334th St	335th St	336th St	337th St	338th St	339th St	340th St	341st St	342nd St	343rd St	344th St	345th 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# 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 “WEIab” 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

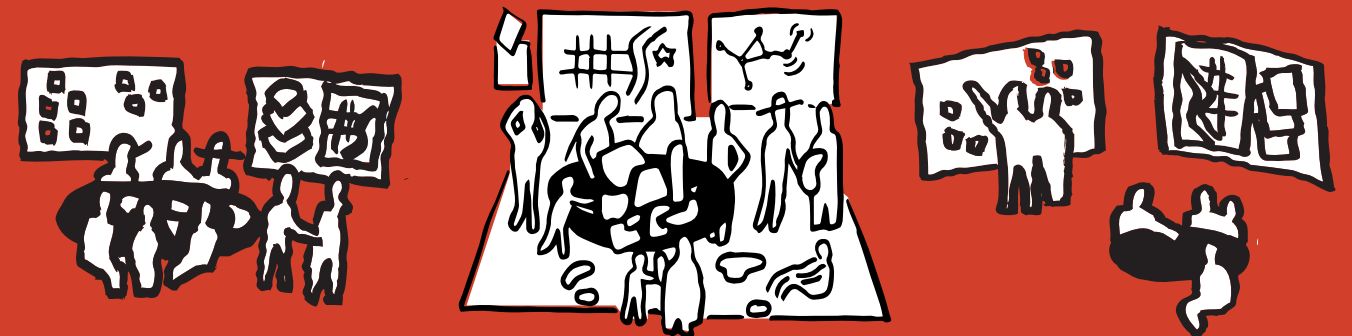
**H**ow do you make an unmap? This map, which will be a collection of new relationships generated in these four places, is like a score to an orchestra. We have been performing one set of relationships, a set that has been structurally rigged against us. Performing a new set of relationships will take 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**

