

99 CENT STORES



WHY DID YOU CHOOSE THIS LOCATION?



WE ASKED THREE 99-CENT STORES IN THREE DIFFERENT NEIGHBORHOODS HOW THEY CHOSE THEIR LOCATION. HERE'S WHAT THEY SAID:

“BECAUSE THE RENT WAS CHEAP.”

Pasha Discount (Crown Heights)

“BECAUSE IT’S CENTRALLY LOCATED, IT’S CLOSE TO TRANSPORTATION.”

R&J Discount Store (New Utrecht)

“BECAUSE THE RENT IS LOW.”

Irving 99 Cent and Up (Bushwick)

This project was a collaboration between students in the Brooklyn College Community Partnership (BCCP) program at Paul Robeson, New Utrecht and Bushwick High Schools and the Center for Urban Pedagogy (CUP). CUP Teaching Artist Mads Lynnerup and students interviewed their local small business owners to find out trends across neighborhoods and designed story signs visualizing owners’ responses. To find out more about CUP and BCCP, visit:

www.welcometocup.org
www.thebccp.org



**GIFT
SHOPS**



WHY DID YOU CHOOSE THIS LOCATION?



WE ASKED THREE GIFT SHOPS IN THREE DIFFERENT NEIGHBORHOODS HOW THEY CHOSE THEIR LOCATION. HERE'S WHAT THEY SAID:

"I STARTED OUT WORKING FROM HOME, THEN MY WIFE TOLD ME TO GET OUT AND OPEN A STORE SOMEWHERE ELSE."

Leroy's Framing & Gift Shop (Crown Heights)

"IT'S THE FAMILY BUSINESS, IT'S BEEN HERE FOR THREE GENERATIONS."

DHF & Decorations (New Utrecht)

"OUR FAMILY BUSINESS HAS BEEN IN THE NEIGHBORHOOD SINCE THE '70'S."

E & J Cards & Gifts (Bushwick)

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FULTON ST

= HOME

WHY DID YOU CHOOSE THIS LOCATION?



**WE ASKED THREE BARBERSHOPS IN THREE DIFFERENT NEIGHBORHOODS HOW THEY CHOSE THEIR LOCATION.
HERE'S WHAT THEY SAID:**

“BECAUSE FULTON STREET IS MY HOME”

Stylistic Barber & Beauty (Crown Heights)

“BECAUSE I GREW UP HERE”

BKNY Barbershop (New Utrecht)

“I HAVE BEEN HERE FOR MANY YEARS”

Sopranos Barbershop (Bushwick)

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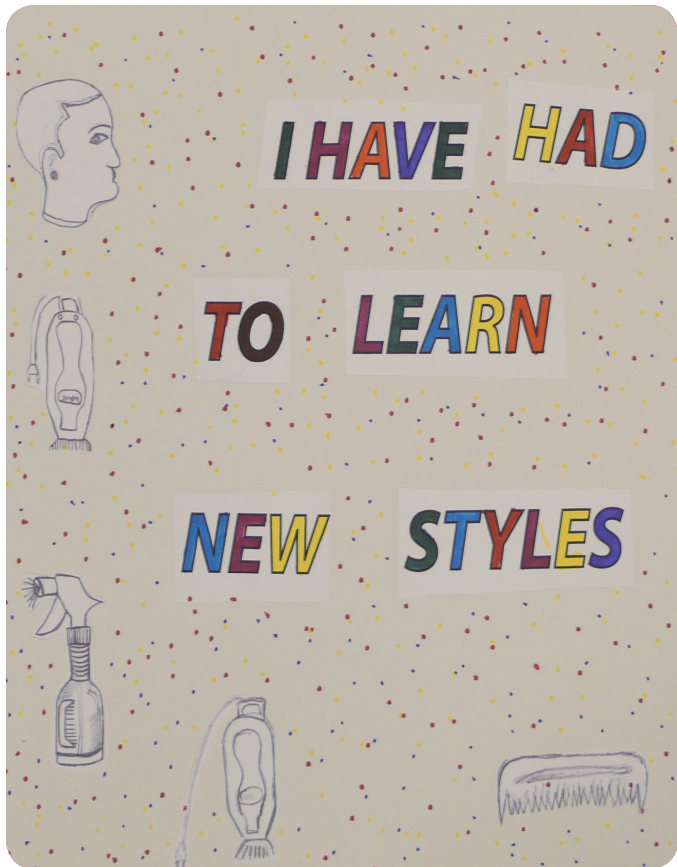


BARBER
SHOPS

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HOW HAS THE STORE CHANGED?



WE ASKED THREE BARBERSHOPS IN THREE DIFFERENT NEIGHBORHOODS HOW THEIR STORE HAS CHANGED OVER TIME. HERE'S WHAT THEY SAID:

"I'VE HAD TO LEARN NEW STYLES"

Stylistic Barber & Beauty (Crown Heights)

"I'M ONLY BY APPOINTMENTS NOW"

BKNY Barbershop (New Utrecht)

"NO CHANGE—I'VE ALWAYS HAD A STEADY CLIENTELE"

Sopranos Barbershop (Bushwick)

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WE ASKED THREE GIFT SHOPS IN THREE DIFFERENT NEIGHBORHOODS HOW THEIR STORE HAS CHANGED OVER TIME. HERE'S WHAT THEY SAID:

"WHEN I STARTED, THERE WEREN'T THAT MANY AFRICAN-AMERICAN CUSTOMERS. NOW, MY CUSTOMERS ARE MORE EDUCATED ABOUT BLACK ART."

Leroy's Framing & Gift Shop (Crown Heights)

"NOW WE GET BIGGER ORDERS, LESS WALK-INS, AND MORE ONLINE ORDERS"

DHF & Decorations (New Utrecht)

"WE USED TO BE A SODA SHOP THAT SOLD POSTCARDS, NOW WE SELL GREETING CARDS"

E & J Cards & Gifts (Bushwick)

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STORES

NOTHING
HAS
CHANGED.
WHAT DO
YOU **NEED**
???

HOW HAS THE STORE CHANGED?



WE ASKED THREE 99-CENT STORES IN THREE DIFFERENT NEIGHBORHOODS HOW THEIR STORE HAS CHANGED OVER TIME. HERE'S WHAT THEY SAID:

“MY CUSTOMERS BUY MORE THESE DAYS”

Pasha Discount (Crown Heights)

“WE HAVE BETTER PRICES THAN THE PREVIOUS OWNERS, SO THE CUSTOMERS ARE NICER”

R&J Discount Store (New Utrecht)

“NOTHING HAS CHANGED. THE STORE IS QUITE NEW.”

Irving 99 Cent and Up (Bushwick)

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**WHAT'S YOUR FAVORITE MEMORY
FROM THE STORE'S HISTORY?**



WE ASKED THREE 99-CENT STORES IN THREE DIFFERENT NEIGHBORHOODS ABOUT THEIR FAVORITE MEMORY. HERE'S WHAT THEY SAID:

“MY FAVORITE IS SUMMERTIME”

Pasha Discount (Crown Heights)

“NO FAVORITE MEMORY. ALL WORK. I WAS ROBBED A FEW TIMES.”

R&J Discount Store (New Utrecht)

“NO FAVORITE MEMORY. WORK IS WORK.”

Irving 99 Cent and Up (Bushwick)

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"MY FAVORITE MOMENT WAS WHEN I OPENED THE STORE"

Stylistic Barber & Beauty (Crown Heights)

"CUTTING OLD SCHOOL RAPPER COOGI'S HAIR."

BKNY Barbershop (New Utrecht)

"AROUND CHRISTMASTIME, ALL MY WORKERS ARE TOGETHER LIKE A FAMILY"

Sopranos Barbershop (Bushwick)

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“DO WHAT YOU DO BEST”

WHAT'S YOUR FAVORITE MEMORY FROM THE STORE'S HISTORY?





WE ASKED THREE GIFT SHOPS IN THREE DIFFERENT NEIGHBORHOODS ABOUT THEIR FAVORITE MEMORY HERE'S WHAT THEY SAID:

“WHEN I TURNED 60, MY WHOLE FAMILY CAME TO THE STORE TO SURPRISE ME”

Leroy's Framing & Gift Shop (Crown Heights)

“FOR MY BROTHER'S WEDDING, I GOT TO DO WHAT I WANTED WITH THE FLOWERS”

DHF & Decorations (New Utrecht)

“NO FAVORITE MEMORY. WE KEEP THE STORE IN THE FAMILY IN MEMORY OF OUR PARENTS”

E & J Cards & Gifts (Bushwick)

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