The Market Street Prototyping Festival is using community-led design to make Market Street a more vibrant and engaging destination for the people that live, work, and play along its path.
WHAT IS MSPF?

A 3-day festival by SF Planning and YBCA that showcased 35 installations built by designers, community groups, and students to rethink how public space could look and function.

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MSPF TIMELINE

2016
FEB
MAR
APRIL
MAY
JUNE
JULY
AUG
SEPT
OCT

Open Call Announced
Selections Announced
Open House
Fabrication

Open Call Closed
Design

Goals

CONNECT PEOPLE
Create imaginative projects that create a vibrant public space and increase social connections.

DEMOCRATIC DESIGN
Design by and with the community.

INSPIRE ACTION
Inspire more decisions to be made in partnership with the public.
USING COMMUNITY-LED DESIGN TO CONNECT PEOPLE, COMMUNITIES, AND NEIGHBORHOODS.

MSPF is an example of the power of civic collaboration. It is supported by a diverse network of partners and collaborators.
FESTIVAL AT A GLANCE

PROTOTYPE SUBMISSIONS FROM THE PUBLIC

October 6-8
3 DAYS

130+

35

80

635

328

5,956

VOTES FOR PEOPLE’S CHOICE AWARD

PROTOTYPE USER INTERVIEWS

MORE PEDESTRIANS COUNTED ON MARKET STREET

33%↑
Prototypes explored new ways for people to discover, gather, play, connect, and educate.
Metro Moods on Market is an interactive mood board display that invites people to throw in a ball that represents their mood. It encourages strangers to share a common experience and make human connections.

"My most memorable moment was watching several people 'throwing away their fears and sadness', hearing some of their stories, and witnessing them as they see in the colorful cascade of balls that they are not alone."

- Paul Jamtgaard, Prototyper
“The first time I saw it heading to work I immediately smiled and took interest and wanted to walk through it. It sparks playfulness and opportunity to engage.”

- Participant at Glimmer

See right
Who was at the Market Street Prototyping Festival and what did they think of it?

"...YES!"

"...tres 'rocky'"

"...Great! Makes the street interesting!"

"...Like bringing Burning Man to Market Street."

"...a stimulating multi-sensory awesome experience, that fosters connection & unity!"

"...Fun community communication and unity."

"...Mediocre & amusing"

"...Inspirational, uplifting, getting SF’s soul back."

"Cool"
HOW DO THESE PROTOTYPES MAKE YOU FEEL?

320+ prototype comments over 3 days.
Swallowtail was a multi-functional gathering space for services and performances. This community prototype was designed based on the insights and collective local expertise of the Central Market and Tenderloin community.

**PROJECT TEAM**
CENTRAL MARKET THINK TANK & ATELIER CHO THOMPSON

Swallowtail was a multi-functional gathering space for services and performances. This community prototype was designed based on the insights and collective local expertise of the Central Market and Tenderloin community.

"I think all public spaces should be think tanks like this one was. The most underrepresented communities in that area really do spend the most time and energy in that area. I think it’s really important to collaborate and get all of these different perspectives when we’re installing anything that is going to be that public and that usable."

-Central Market Think Tank Member
“A man who I wouldn’t normally cross paths with, living off 6th and Market, came to engage with nature (lacking from his neighborhood) and to talk to others. He spoke about the significance of social interaction and nature in this ‘back to basics’ mentality that was really meaningful.”

- Prototyper of Pop-Up Forest

See below
ACCESSIBILITY

Through an iterative process with city agencies and stakeholders, prototypers created prototypes that were aesthetic and usable to the greatest extent possible by everyone, regardless of age, ability, or status in life.

MAY 2016
Prototypers receive ADA standards for Accessible Design at MSPF launch event.

AUGUST 2016
Prototypers provide Planning a preliminary status update on ADA compliance.

Challenges
In some cases, it was difficult for prototypes to meet ADA standards with the given budget and timeline because the standards were originally established for permanent projects.

SEPTEMBER 2016
ADA and prototypers work together to make prototypes accessible through a series of reviews and design iterations.

NEW FEATURES
Designs are refined in many ways, such as placing interactive elements at various heights, ensuring wheelchair accessibility, and accommodating for multiple languages.

All prototypes at the Festival were ADA compliant.

Tactical Strip Map
MSPF partnered with LightHouse for the Blind and Visually Impaired to produce a tactical strip map book containing a key, map, and text information about the Festival.
Rock Rock Around the Block was a reminder for people to relax and get back to a more playful state. As though the sidewalks were the city’s playground, strangers and friends met, cooperated, and enjoy a shared recess break.

PROJECT TEAM
CINDY JIAN & NANCY SAYAVONG

“Two women who seemed like best buds hopped on Rock Rock. As I talked to them I learned that they had just met, they both work in the nearby area, and were getting to know each other for the first time on my piece!”
- Cindy Jian, Prototyper

“Two women who seemed like best buds hopped on Rock Rock. As I talked to them I learned that they had just met, they both work in the nearby area, and were getting to know each other for the first time on my piece!”
- Cindy Jian, Prototyper

Rock Rock Around the Block was a reminder for people to relax and get back to a more playful state. As though the sidewalks were the city’s playground, strangers and friends met, cooperated, and enjoy a shared recess break.

PROJECT TEAM
CINDY JIAN & NANCY SAYAVONG

“Two women who seemed like best buds hopped on Rock Rock. As I talked to them I learned that they had just met, they both work in the nearby area, and were getting to know each other for the first time on my piece!”
- Cindy Jian, Prototyper

Rock Rock Around the Block was a reminder for people to relax and get back to a more playful state. As though the sidewalks were the city’s playground, strangers and friends met, cooperated, and enjoy a shared recess break.

PROJECT TEAM
CINDY JIAN & NANCY SAYAVONG

“Two women who seemed like best buds hopped on Rock Rock. As I talked to them I learned that they had just met, they both work in the nearby area, and were getting to know each other for the first time on my piece!”
- Cindy Jian, Prototyper

ROCK ROCK AROUND THE BLOCK

PROJECT TEAM
CINDY JIAN & NANCY SAYAVONG

Rock Rock Around the Block was a reminder for people to relax and get back to a more playful state. As though the sidewalks were the city’s playground, strangers and friends met, cooperated, and enjoy a shared recess break.
“Had some technical issues, but was a beautiful, creative, and thoughtful installation.”

- Participant at Urban Thump

See right
BRING RESOURCES TO THE STREET

CULTURAL PROGRAMMING
Throughout the duration of the Festival, prototypers served as cultural ambassadors to passersby. They provided services, workshops, and entertainment for the Market Street community. For 3-days, prototypes were home to everything from bike check-ups to printmaking workshops.

63 SCHEDULED EVENTS
10 PROTOTYPES WITH EVENTS

WORK OUT CLASS
COMMUNITY PERFORMANCE
SEWING CLASS
LIBRARY CARD SIGN-UP
DANCE PLATFORM
BOOK SWAP
“I think I learned a lot, what it takes to just build not even a whole city but also just a chair or something it takes a lot of people's opinions. Another important part of it also is teamwork and just learning a lot about your community which is something that I feel like I really didn’t know.”

-MSPF Youth Prototype Design and Architecture Intern

EXCALIBUR: YOUTH PROTOTYPE

PROJECT TEAM
YOUTH ART EXCHANGE & YBCA

Created by 14 San Francisco students in the Design & Architecture Internship with YBCA and Youth Arts Exchange. Their goal was to "make people feel like they are in the forest, so they will have fun, make people work together, for everyone to meet each other and be friends."
Cross Paths with Someone New

“Strangers open up --they become completely disarmed and start acting as friends. Seeing people in this way --in a socially interactive art installation --can create an impact on the way you see and interact with your community.”

- Prototyper of Strange Lenses

See right
PART OF A GLOBAL MOVEMENT

In 2015, the Market Street Prototyping Festival inspired and influenced urban prototyping projects across the U.S. and the globe. Our festival is fundamentally changing how cities engage their citizens in urban planning and design.
Vote With Your Feet allowed for instant democratic voting. It displayed a series of questions from the public above two doorways. People casted their votes by walking through one of the doorways. Results for each question were viewable on the prototype and online.

**PROJECT TEAM**
MICHAEL PHILETUS WELLER, CHENG XU, ZIYUN PENG, CHAOYU YANG

80+ rotating questions received a total of more than 10,000 votes throughout the Festival. Crowdsourced questions included everything from the National Election to pet preferences.

**VOTE WITH YOUR FEET**

**BEST STAR WARS?**
- 234 votes
  - 29% Prequel
  - 71% Original

**CLINTON OR TRUMP?**
- 1,013 votes
  - 26% Trump
  - 74% Clinton

**BUILD MORE HOUSING?**
- 417 votes
  - 23% No
  - 77% Yes
Learn About Your City

“Sea Level Rise and climate change are the most important conversations we can be having. This installation makes it easy for people to engage and start the conversation about what is at risk or at stake. Kudos!!!!”

- Participant at Sea Level Rise Stories

See right
Evaluation

Interviews, activity scans, and pedestrian counts helped to measure the Festival’s reach and impact on Market Street.
**USER INTERVIEWS**

**Method:**
During the festival, we asked 320+ prototype users to rank the prototypes from 1 to 5, strongly disagree to strongly agree, according to 3 criteria.

**How to Read:**
Larger circles indicate a stronger agreement with the corresponding statement.

- Should stay on Market Street long term.
- Would have appeal over time.
- Made it easier to talk to others you don’t know.

Prototypes that required fewer instructions received higher scores for staying power on Market Street.

**CENTRAL MARKET**
- INSIDE OUT DANCE STUDIO
- ZERO WASTE TRADING & MENDING CART
- SIDEWALK LIBRARY
- PRISM PORTAL
- CREATE-WITH-NATURE CART
- SWALLOWTAIL
- PLAY HEAR
- POP-UP FOREST
- EXCALIBUR
- BACK TO PAPER
- LIVABLE BODY LIVABLE CITY

**RETAIL HEART**
- VOTE WITH YOUR FEET
- EMBER
- THE PLAY STATION
- PEEPSHOW
- PULSE
- STRANGE LENSES
- METRO MOODS ON MARKET
- SONOGROTTO
- PILLARS OF REFLECTION
- RECLAIM THE WATER
- EAVESDROP
- WAV.FIELD

**EMBARCADERO**
- STREETSPEAK.SF
- GLIMMER
- CHIME
- GAMEPOST
- KNOTTY SIDEWALK!
- 27 STEPS
- URBAN THUMP
- SEA LEVEL STORIES
- COMMON GROUND
- ROCK ROCK AROUND THE BLOCK
- MAPS OF SAN FRANCISCO

*Note: No data collected for Follow.*
IN-DEPTH EVALUATION

Method:
MSPF invited members of local cultural institutions, public-minded nonprofits, and government agencies to evaluate the prototypes. Prototypes were rated per category, 1 for does not perform at all to 10 for performs very well.*

How to Read:
Larger pies indicate a stronger fulfillment of the corresponding criterion.

- **DESIGN & IDEATION**
  Does the design promote a provocative yet legible idea?

Prototypes like Excalibur and Rock Rock Around the Block revealed the desire for novel and playful amenities.

- **SOCIAL IMPACT**
  Does the prototype help create community capacity?

Swallowtail, the brainchild of the Central Market Think Tank offered wayfinding, community services, and diverse programming.

- **POLICY & SYSTEMS**
  Does the prototype connect the public to larger urban strategies or policies?

Pop-up Forest educated the public on the compelling benefits urban tree canopies bring to communities.

- **WELLBEING**
  Does the prototype encourage healthy behavior and make people happy?

Prototypes like Livable Body Livable City offered an introspective way to understand your body and experience the city.

- **LONGEVITY**
  Could this prototype last on Market Street after further refinement?

Simple concepts such as Gamepost required little maintenance yet invited pedestrians to explore their public realm.

- **MIXING SPACE**
  Does this act as an active/passive mixer of people and promote social life?

Playful interventions such as Metro Moods on Market and PlayHear enabled passersby to interact and share a common experience on Market Street.

- **EXECUTION**
  Was the prototype made with high level of craft?

Pulse succeeded in gracefully reimagining a basic yet contested urban amenity: seating.

Evaluation methodology by Gehl Institute.*
FESTIVAL EVALUATION

RETAIL HEART

- VOTE WITH YOUR FEET
- EMBER
- THE PLAY STATION
- PEEPSHOW
- PULSE
- STRANGE LENSES
- FOLLOW
- METRO MOODS ON MARKET
- SONOGROTTO
- PILLARS OF REFLECTION
- RECLAIM THE WATER
- EAVESDROP
- WAV.FIELD

CENTRAL MARKET

- STREETSPREAK.SF
- GLIMMER
- CHIME
- GAMEPOST
- KNOTTY SIDEWALK!
- 27 STEPS
- URBAN THUMP
- SEA LEVEL STORIES
- COMMON GROUND
- ROCK ROCK AROUND THE BLOCK
- MAPS OF SAN FRANCISCO

Evaluation methodology by Gehl Institute.*
PEDESTRIAN ACTIVITY

Pedestrian life on Market Street changed drastically during the Festival. The increase in number of people stopping and lingering was largely due to interactive prototypes and programming. Observed pedestrian and lingering activities are listed below.

**Method:**
Evaluation team recorded pedestrian posture and activity at each prototype once per hour, from 11-2pm and 4-7pm.

**POSTURE**

<table>
<thead>
<tr>
<th>Posture</th>
<th>Baseline</th>
<th>MSPF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>On Public Seating</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Physically Active</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sitting on the Ground</td>
<td></td>
<td></td>
</tr>
<tr>
<td>On Private Seating</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leaning</td>
<td></td>
<td></td>
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<tr>
<td>On Wheelchair</td>
<td></td>
<td></td>
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<tr>
<td>On Moveable Chair</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Improvised Seating</td>
<td></td>
<td></td>
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<tr>
<td>Laying</td>
<td></td>
<td></td>
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<tr>
<td>On Stroller</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**ACTIVITY**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Baseline</th>
<th>MSPF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Playing (With Prototype)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Talking to Each Other</td>
<td></td>
<td></td>
</tr>
<tr>
<td>People Watching</td>
<td></td>
<td></td>
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<tr>
<td>Electronic Device</td>
<td></td>
<td></td>
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<tr>
<td>Waiting at Crosswalk</td>
<td></td>
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<tr>
<td>Waiting for Transit</td>
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<tr>
<td>People Performing</td>
<td></td>
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<tr>
<td>Biking on Sidewalk</td>
<td></td>
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<tr>
<td>People with Pet</td>
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<tr>
<td>With Luggage</td>
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<td></td>
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<tr>
<td>Eating / Drinking</td>
<td></td>
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<tr>
<td>Smoking</td>
<td></td>
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<tr>
<td>Running</td>
<td></td>
<td></td>
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<tr>
<td>Commerce (Formal)</td>
<td></td>
<td></td>
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<tr>
<td>Playing (Not Prototype)</td>
<td></td>
<td></td>
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<tr>
<td>Panhandling</td>
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<tr>
<td>Commerce (Informal)</td>
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<tr>
<td>With Pushcart</td>
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<tr>
<td>Skating / Rollerblading</td>
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<td></td>
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<tr>
<td>Intoxicated</td>
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<td></td>
</tr>
<tr>
<td>Sleeping</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Evaluation methodology by Gehl Institute.*
Consistently, the majority of lingering pedestrians were playing with the prototypes or talking to each other.

PEDESTRIAN ACTIVITY BY HOUR

The Festival encouraged pedestrians to interact with prototypes and fellow passersby. Throughout the day, pedestrian activities remained more diverse than baseline days. Activities especially intensified around the lunch hour during MSPF.
PEDESTRIAN ACTIVITY BY HOUR

Among the districts, Central Market experienced the largest increase in lingering activities. 486% more people chose to stop and spend time in this district compared to a typical day.

Central Market

486%
Increase in lingering activity during the festival

Evaluation methodology by Gehl Institute.
PEDESTRIAN COUNTS

Based on pedestrian counts performed during and after the Festival, on average about 33% more people walked along Market Street during MSPF. In addition to the manual counts we conducted, some prototypes had built-in technologies that gauged interaction.

Method:
Evaluation team counted how many pedestrians pass through a screen line for 10 minutes every hour, from 11-2pm, and 4-7pm.

Over the course of the Festival, the Festival District areas saw spikes in pedestrian interaction during times that street activity would otherwise wane on a regular day.

PEDESTRIAN COUNTS

PEDESTRIANS PER HOUR
Average for each hour for all districts.

PEDESTRIAN COUNT BY DAY

27 Steps, a prototype in the Embarcadero District, deployed a combination of passive infrared sensors to count the number of individuals at that installation.

Data courtesy of Prototype Team 27 Steps.
REGIONAL REACH

Method:
The Evaluation Team asked prototype users for their home and work zip codes.

How to Read:
Dots represent the home and work zip codes of the user interview respondents. The larger the dot, the more people from the given zip code.

People also visited from neighborhoods in San Francisco, Oakland, San Jose, and other locations outside of the Bay Area.

The prototypes brought people who live or work around Market Street together.
“Initiatives like the Prototyping Festival allow all passionate city residents to engage in the civic process and to provide hands-on contributions. Collaboration and rapid experimentation can help solve San Francisco’s biggest challenges.”

-SF Station
Thank You

The Market Street Prototyping Festival is an example of the power of civic collaboration.

Report Prepared By:
Kay Cheng
Wendy Ho
Rachelle Sarmiento

FESTIVAL TEAM

Neil Hrushowy, Deborah Cullinan, Kay Cheng, Angela Carrier, Robin Abad, Yoleine Amilcar, Sandie Arnold, Gary Chen, Wendy Ho, Jessica Look, Jen Martindale, Betsy McCall, Jonathan Moscone, Rhonda Pagnozzi, Patrick Race, Rebeka Rodriguez, Scott Rowitz, Laura Saldivar, Rachelle Sarmiento, Gina Simi, Candace SooHoo, Elise Stieren, Charles Ward, and all of the Festival volunteers.

TEAMS

27 STEPS

Nish Kothari, Anesta Iwan, Innovation Hangar Team, Adonis Gaitatzis, Will Giovacchini, Gabriel Larsen, Santos, Craig and Kevin at Metal Magic, Aurelia Friedland, Steve Pepple, Grant Ryan, Stephanie Geerlinger.

BACK TO PAPER

Raphaëlle Chaugneaud-Dupuy, Brian Bordley, Evan Mac, Alexandre Jais.

CHIME

Dan Gottwald, Scott Watkins.

COMMON GROUND

Cloud Arch Studio

CREATE-WITH-NATURE CART

Damien Raffa, Zach Pine, Mary Roscoe.

EAVESDROP

Vincent Agoe, Yang [Alex] Liu, Thomas Mackey, Mark Wessels, Benjamin Heim, Gino Orlando, David Koo.

EMBER

Jason Rasmussen, Gilbert Schmitt.

EXCALIBUR YOUTH PROTOTYPE

Craig Hallow, Youth Art Exchange, Design & Architecture Interns [Alasia, Brittany, Crystal, David, Destiny, Eddy, Emmanuel, Isis, Jackie, Mary Claire, Nehemias, Sara, Sonte, Tahim].

FOLLOW

Christopher Schardt

GAMEPOST

Josh Lee

GLIMMER

Adam Marcus

INSIDE OUT DANCE STUDIO

Kristen Jacobson, G. Chris Griffin, Sarah Riddle.

KNOTTY SIDEWALK!

CMG Landscape Architecture

LIVABLE BODY LIVABLE CITY

Katy Fox, Corey Krehel.

MAPS OF SAN FRANCISCO

Morgan Fabian, Taylor Stein, Marti Deans, Nicole Vieira, Alex Mandel, Sahana Rajasekar.

METRO MOODS ON MARKET

Paul Jamtgaard, Julia Grinkrug.

PEEPSHOW

Taylor Dearinger, Joel Miller, Marc Pembroke, Will Bloomer, Christina Rossi.

PILLARS OF REFLECTION

Etienne Ma, Tim Wei.

PLAY HEAR

Adam Fong, Bart Hopkin, David Samas.

POP-UP FOREST

Phil Pierce, Doug Wildman, Anne Brask, Jon Swae, Monica Way.

PRISM PORTAL

Claire Hart-Slattery, Ryan Sison, Tigran Tyler Pell.

PULSE

Danielle Aspitz

RECLAIM THE WATER

Zoe Bezpalco, Elspeth Tordoff, John Stueve, Aimee Johnson.

ROCK ROCK AROUND THE BLOCK

Cindy Jian, Nancy Sayavong.

SEA LEVEL STORIES

Johanna Joffman, Tony Gannon, Genevieve Hoffman.

SONOGROTTO

Liz Ranieri, Byron Kuth, Ethan Wood, Danielle Aspitz.

STRANGE LENSES

Robb Godshaw.

STREETSKPE.SF

Michelle Zucker, Caroline Neel, Drew Mcrae.

SWALLOWTAIL COMMUNITY PROTOTYPE

Atelier Cho Thompson, Central Market Think Tank (Central City SRO Collaborative, Community Ambassadors Program [City and County of San Francisco]), CounterPulse, Holy Stitch Denim Social Club, Hospitality House, Larkin Street Youth Services, Luggage Store Gallery, Market Street for the Masses, Major’s Office of Disability [City and County of San Francisco], Senior and Disability Action, SoMa Pilipinas, SoMa Youth Collaborative/United Playaz, Tenderloin Community Benefit District, Walk SF, Wildflowers Institute.

THE PLAY STATION

Emily Peckenham, Ivan Rodriguez, Deland Chan, David Yao.

THE SIDEWALK LIBRARY

San Francisco Public Library, San Francisco Public Works Landscape Architecture.

ZERO WASTE TRADING AND MENDING CART

Alexandra Nicole Solis-Sison

URBAN THUMP

Paul Pillitteri, Damian O’Brien, Mike Coakley, Alina Savu.

VOTE WITH YOUR FEET


WAYFIELD

Tommy Haddick, Tamara Jafar.

DESIGN CAPTAINS

CENTRAL MARKET

Mark Pembroke, David Baker Architects

RETAIL HEART

Sandra Vivanco, California College of Arts

EMBARCADERO

Tristan Randall, Autodesk

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DISTRICT SPONSOR

Cushman & Wakefiled, Verizon

TECHNOLOGY SPONSOR

Autodesk

PROJECT SPONSOR

Dolby, Grosvenor

IN-KIND SPONSOR

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INCUBATION SPONSOR

Grey Area

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PHOTOGRAPHY CREDITS
We would like to thank the following sources for the photography used in this report.

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Metro Moods on Market by Paul Jamtgaard.
Main - Photo by Kay Cheng.
Rendering - Rendering courtesy of artist.
Open House - Photo by Tommy Lau.
Festival - Photo by David Leong.

Page 6 - Interact Differently With Public Space
Left to Right, Top to Bottom
peekSHOW by Sameena Sitabkhan. Photo by David Leong.
27 Steps by Nish Kothari. Photo by Kay Cheng.
Pillars of Reflection by Timothy Wei. Photos by Kay Cheng.
wav.field by Tommy Haddock. Photo by Tommy Lau.
Follow by Christopher Schardt. Photo by Rachelle Sarmiento.

Page 7 - What Do You Think?
Photos by Wendy Ho.

Page 9 - Gather on Market Street
Swallowtail: Community Prototype by Central Market Think Tank.
Main - Photo by Tommy Lau.
Think Tank Meeting - Photo by Jessica Look.
Rendering - Rendering courtesy of artist.
Festival - Photos by Kay Cheng.

Page 10 - Erase the Boundaries that Divide Us
Left to Right, Top to Bottom
Inside Out Dance Studio by Sarah Riddle. Photo by Tommy Lau.
Pop-Up Forest by Phil Pierce. Photo by David Leong.
Play Hear by Adam Fong. Photo by Tommy Lau.
Create-With-Nature Cart by Damien Raffa. Photo by Kay Cheng.

Page 11 - Accessibility
Rock Rock Around the Block by Cindy Jian. Photo courtesy of artist.
The Play Station by Emily Pecknham. Photo by Kay Cheng.
Reclaim the Water by Zoe Bezpalko. Photo by Nathan Luu.

Gamepost by Josh Lee. Photo courtesy of artist.
Tactical Strip Map. Photo by Wendy Ho.

Page 12 - Play on Market Street
Rock Rock Around the Block by Cindy Jian.
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Festival - Photo by Kay Cheng.

Page 13 - Find Fun and Whimsical Experiences
Left to Right, Top to Bottom
Urban Thump by Paul Pilitteri. Photo by Tommy Lau.
The Play Station by Emily Pecknham. Photo by Tommy Lau.
Knotty Sidewalk! by CMG Landscape Architects. Photo by David Leong.
Chime by Scott Watkins. Photo by David Leong.
Gamepost by Josh Lee. Photo courtesy of artist.
Ember by Jason Rasmussen. Photo by Rachelle Sarmiento.

Page 14 - Bringing Resources to the Street
Left to Right, Top to Bottom
The Play Station by Emily Pecknham. Photo by David Leong.
Swallowtail: Community Prototype by Central Market Think Tank. Photo by Tommy Lau.
Sidewalk Library by Mark Hall. Photo by Tommy Lau.
Zero Waste Trading and Mending Cart by Alexandra Nicole Solis-Sison. Photo courtesy of artist.
The Sidewalk Library by Mark Hall. Photo courtesy of artist.

Page 15 - Connect on Market Street
Excalibur: Youth Prototype by Youth Art Exchange and YBCA.
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Design Workshop - Photo courtesy of artist.
Prototype - Photo courtesy of artist.
Festival - Photo by Kay Cheng.

Page 16 - Cross Paths with Someone New
Strange Lenses by Robb Godsaw. Photo by Rachelle Sarmiento.
Common Ground by Cloud Arch Studio. Photo courtesy of artist.
StreetSpeak.SF by Michelle Zucker. Photo by Tommy Lau.
EAVESDROP by Mark Wessells. Photo by Kay Cheng.
Back to Paper by Raphaelle Chaygneaud-Dupuy. Photo by Kay Cheng.
Pulse by Danielle Aspitz. Photo by Rachelle Sarmiento.

Page 17 - Part of a Global Movement
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Code: Art. Photo courtesy of the City of Palo Alto.
16th Street Prototyping Festival. Photo by Kathryn Scott.
River Balcony Prototyping Festival. Photo courtesy of the City of St. Paul.
Sonic Forest by Christopher Janney. Photo courtesy of Mesa Art Center.
PlaceMakers Prototyping Festival. Photo courtesy of the City of Rochester.
Public Platform. Photo courtesy of Public Platform.

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Festival - Photo courtesy of artist.

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The Sidewalk Library by Mark Hall. Photo by Kay Cheng.
Sea Level Stories by Johanna Hoffman. Photos by Kay Cheng.
Reclaim the Water by Zoe Bezpalko. Photos by Nathan Luu.
Livable Body Livable City by Katy Fox. Photo courtesy of artist.

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