



MARKET STREET PROTOTYPING - FESTIVAL -

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.

2016 FESTIVAL WRAP-UP REPORT

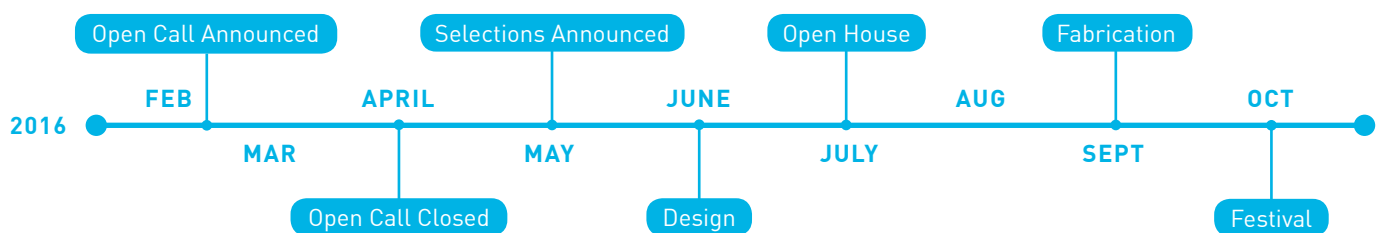
WHAT IS MSPF?

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



Goals

CONNECT PEOPLE

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

DEMOCRATIC DESIGN

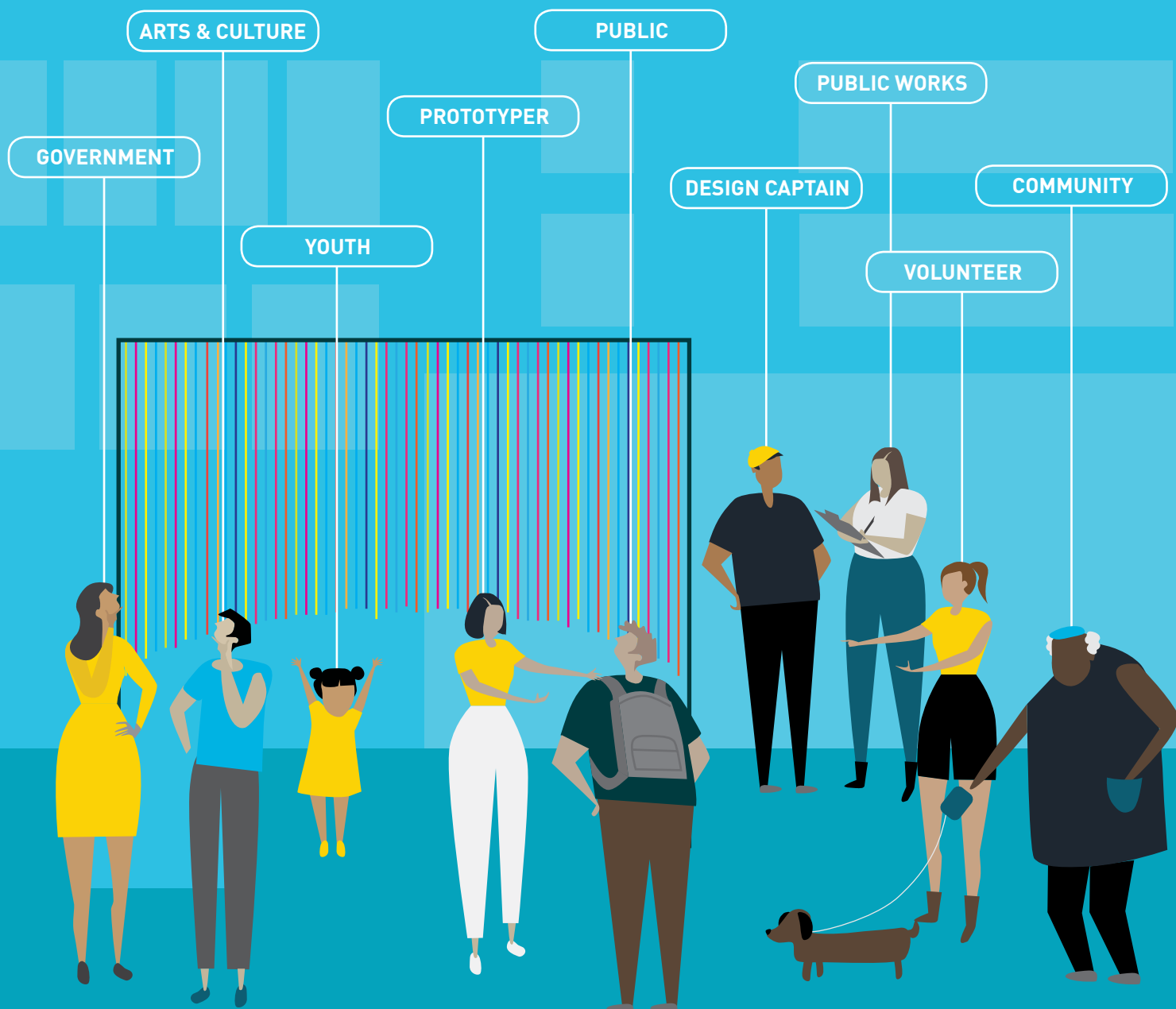
Design by and with the community.

INSPIRE ACTION

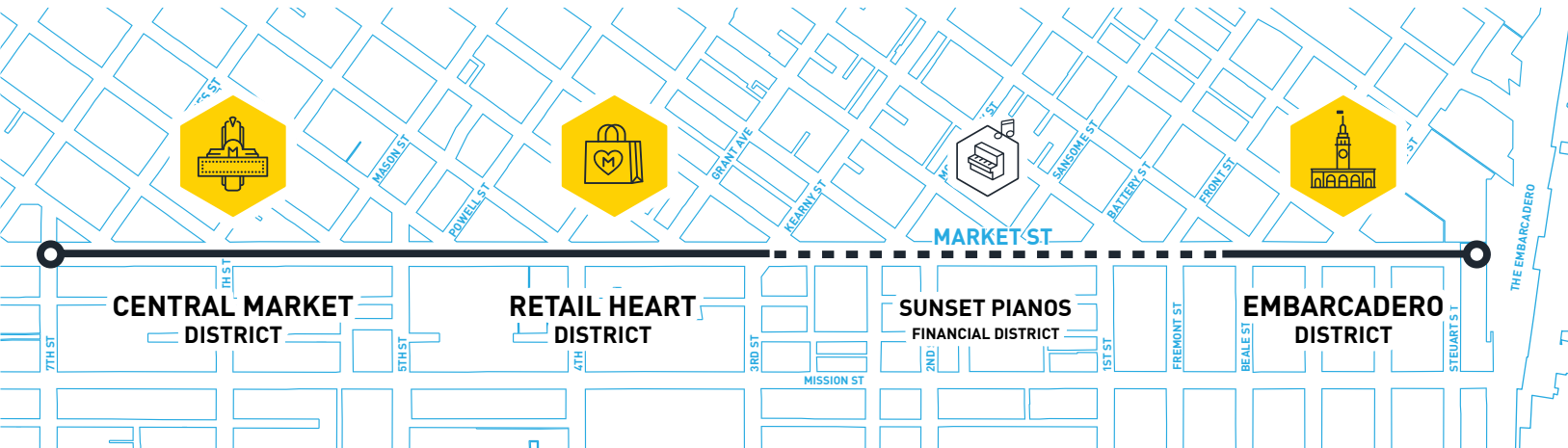
Inspire more decisions to be made in partnership with the public.

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



130+

PROTOTYPE SUBMISSIONS
FROM THE PUBLIC

35

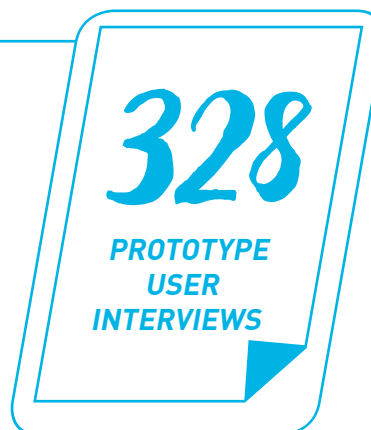
PROTOTYPES



80
VOLUNTEERS

5,956

VOTES FOR PEOPLE'S
CHOICE AWARD



33% ↑

MORE PEDESTRIANS COUNTED
ON MARKET STREET

- PROTOTYPE -

Highlights

Prototypes explored
new ways for people to
discover, gather, play,
connect, and educate.

Discover

ON MARKET STREET

"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

METRO MOODS ON MARKET

PROJECT TEAM

PAUL JAMTGAARD & JULIA GRINKRUG

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.



RENDERING



→ OPEN HOUSE



→ FESTIVAL

Interact Differently with Public Space

"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

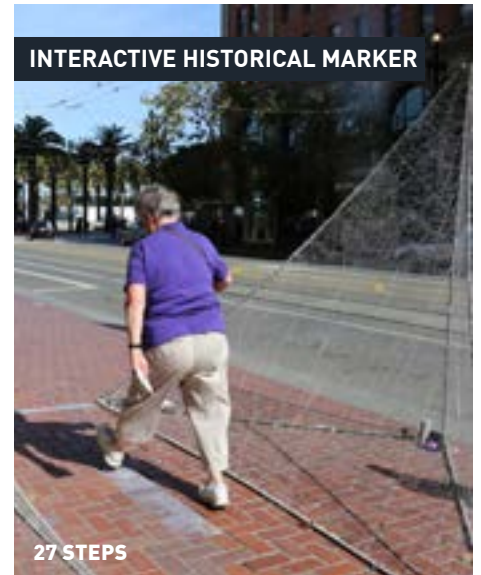
PLAYFUL HANDS-ON PAVILLION



PORTAL OF MIRRORS



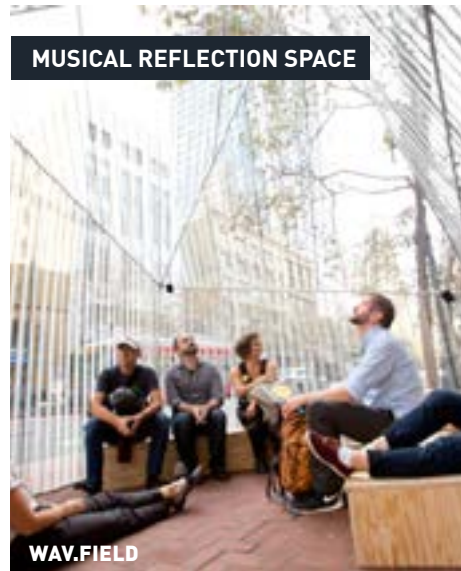
INTERACTIVE HISTORICAL MARKER



REFLECTIVE PILLARS



MUSICAL REFLECTION SPACE



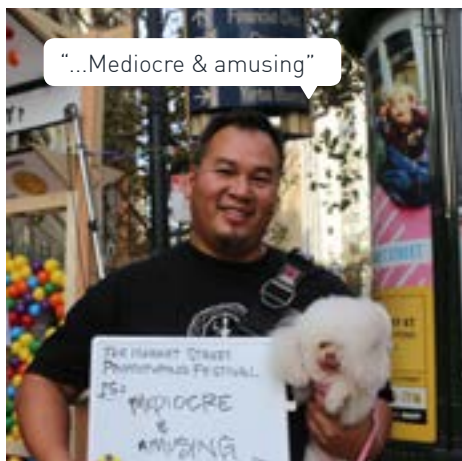
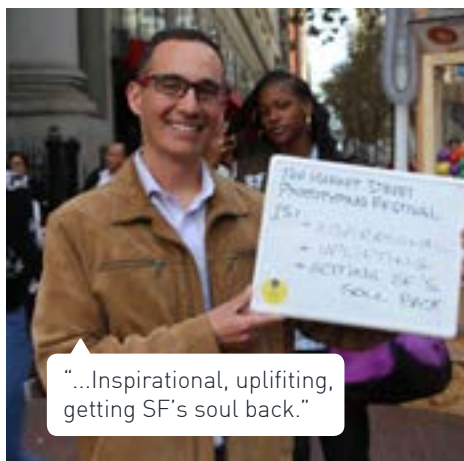
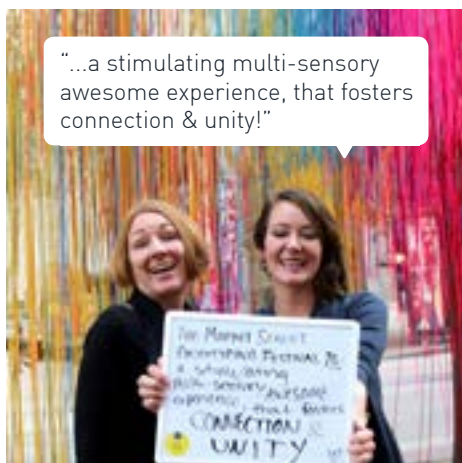
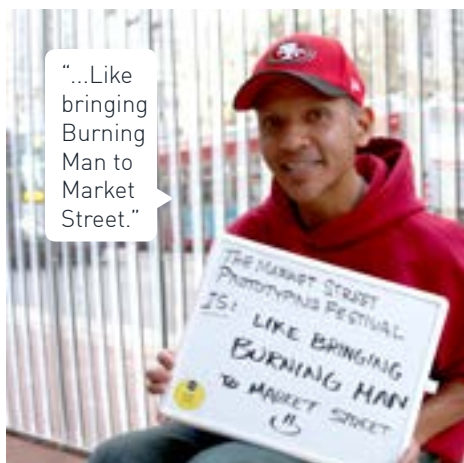
RESPONSIVE LED DISPLAY



What do you think?

DISCOVER ON MARKET STREET

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



"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

Gather

ON MARKET STREET

SWALLOWTAIL: COMMUNITY PROTOTYPE

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.



THINK TANK MEETING →



RENDERING →



→ FESTIVAL

Erase the Boundaries that Divide Us

"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

OUTDOOR DANCE STUDIO



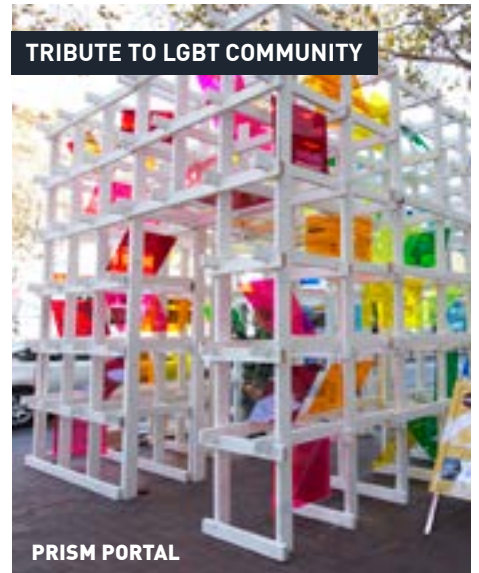
INSIDE OUT DANCE STUDIO

IMMERSIVE URBAN FOREST



POP-UP FOREST

TRIBUTE TO LGBT COMMUNITY



PRISM PORTAL

GROTTO FOR SOCIAL GATHERING



SONOGROTTO

INSTRUMENT FOR COMMUNITY BAND



PLAY HEAR

NATURE TOYS FOR ALL AGES



CREATE-WITH-NATURE CART

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.

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.



MAY 2016

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

Initial Designs

Prototypers are encouraged to produce designs that are accessible to all, including children, the elderly, and people with disabilities.



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.



OCTOBER 2016

ADA inspection during the Festival.

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.





Play

ON MARKET STREET

"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.



RENDERING



→ OPEN HOUSE

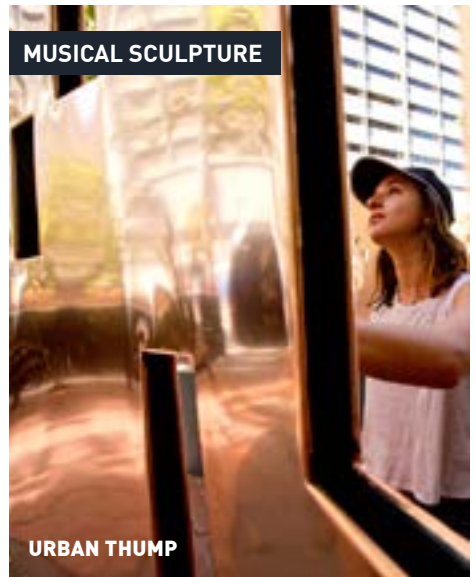


→ FESTIVAL

Find Fun & Whimsical Experiences

"Had some technical issues, but was a beautiful, creative, and thoughtful installation."

- Participant at Urban Thump
See right



MUSICAL SCULPTURE

URBAN THUMP



PUBLIC WORKOUT EQUIPMENT

THE PLAY STATION



REIMAGINED STREET FURNITURE

KNOTTY SIDEWALK!



BEAUTIFUL WAY TO PLAY MUSIC

CHIME



SIGNS WITH GAMES

GAMEPOST



MUSICAL SEATING

EMBER

BRING RESOURCES TO THE STREET

CULTURAL PROGRAMMING

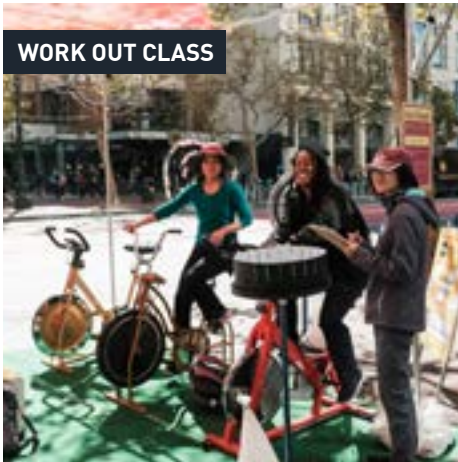
Throughout the duration of the Festival, prototypers served as cultural ambassadors to passersby. They provided services, workshops, and entertainment for the Market Street community. For 3-days, prototypes were home to everything from bike check-ups to printmaking workshops.

63

SCHEDULED EVENTS

10

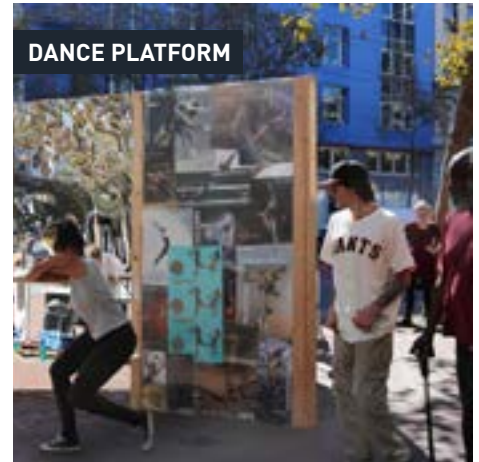
PROTOTYPES WITH EVENTS



WORK OUT CLASS



COMMUNITY PERFORMANCE



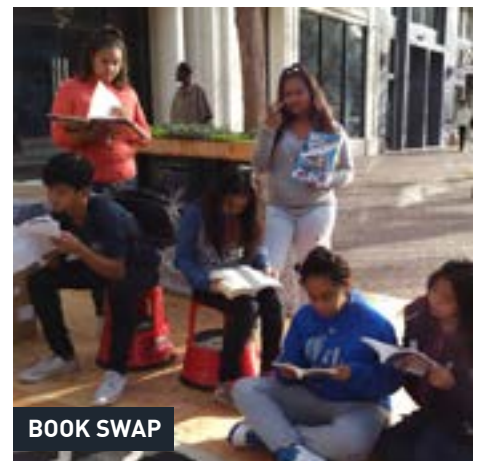
DANCE PLATFORM



LIBRARY CARD SIGN-UP



SEWING CLASS



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

Connect

ON MARKET STREET

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."



WORKSHOP



→ MODEL



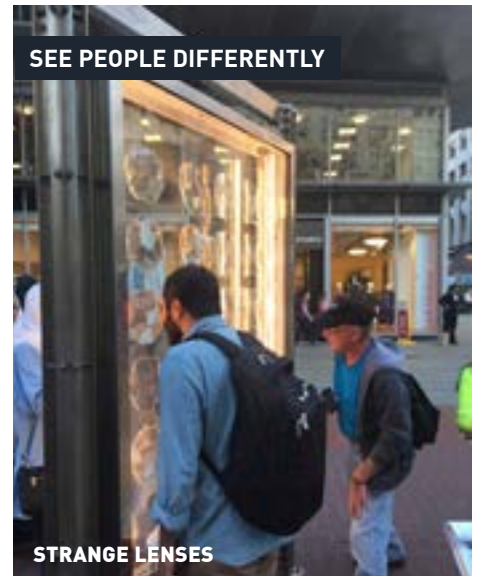
→ FESTIVAL

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

SEE PEOPLE DIFFERENTLY



STRANGE LENSES

SEATING WITH A TWIST



COMMON GROUND

STORYTELLING BOOTH



STREETSPeak.SF

LISTEN TO YOUR SURROUNDINGS



EAVESDROP

CULTURAL CONTENT DISPENSER



BACK TO PAPER

SOCIAL SEATING



PULSE

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.



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.

Educate

ON MARKET STREET

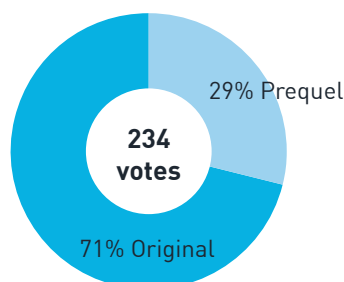
VOTE WITH YOUR FEET

PROJECT TEAM

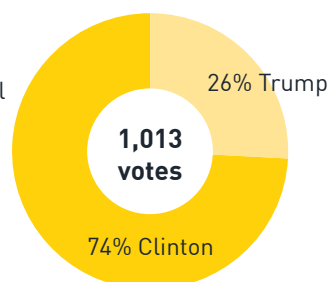
MICHAEL PHILETUS WELLER, CHENG XU, ZIYUN PENG, CHAOYU YANG

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.

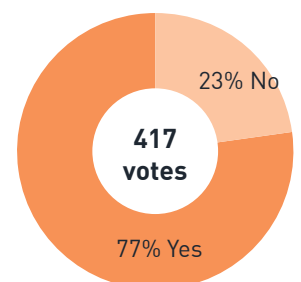
BEST STAR WARS?



CLINTON OR TRUMP?



BUILD MORE HOUSING?

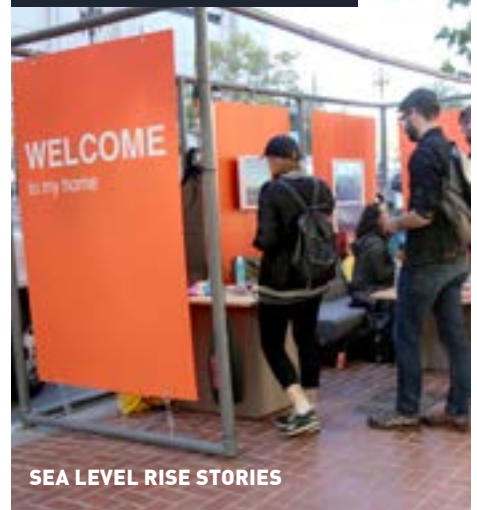


Learn About Your City

"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

SEA LEVEL RISE INFO BOOTH



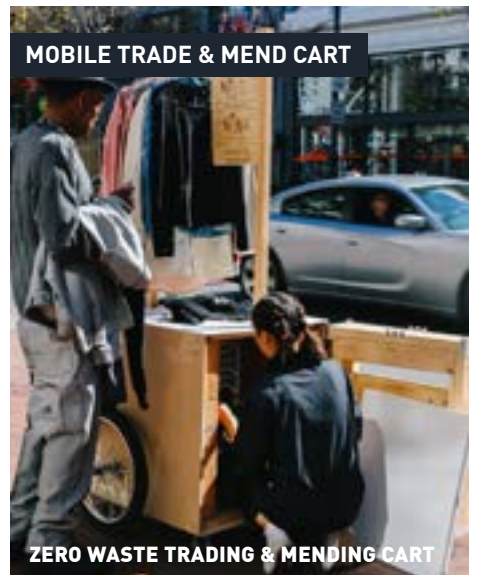
SEA LEVEL RISE STORIES

MOVING MOSAIC OF SF MAPS



MAPS OF SAN FRANCISCO

MOBILE TRADE & MEND CART



ZERO WASTE TRADING & MENDING CART

OUTDOOR LIBRARY



SIDEWALK LIBRARY

MODEL OF HIDDEN WATERSHEDS IN SF



RECLAIM THE WATER

PLAYGROUND FOR THE BODY & MIND



LIVABLE BODY LIVABLE CITY

- FESTIVAL -

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.

● 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.

● 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.

● EXECUTION

Was the prototype made with high level of craft?

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

● 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.

● 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.

● 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.

CENTRAL MARKET



INSIDE OUT
DANCE STUDIO



ZERO WASTE
TRADING & MENDING
CART



SIDEWALK
LIBRARY



PRISM
PORTAL



CREATE-WITH-
NATURE CART



SWALLOWTAIL:
COMMUNITY
PROTOTYPE



PLAY
HEAR



POP-UP FOREST



EXCALIBUR:
YOUTH PROTOTYPE



BACK TO
PAPER



LIVABLE BODY
LIVABLE CITY

RETAIL HEART

CENTRAL MARKET



VOTE WITH
YOUR FEET



EMBER



THE PLAY
STATION



STREETSPEAK.SF



GLIMMER



CHIME



PEEPSHOW



PULSE



STRANGE
LENSES



GAMEPOST



KNOTTY
SIDEWALK!



27 STEPS



FOLLOW



METRO MOODS
ON MARKET



SONOGROTTO



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ROCK ROCK AROUND
THE BLOCK



MAPS OF SAN
FRANCISCO



WAV.FIELD

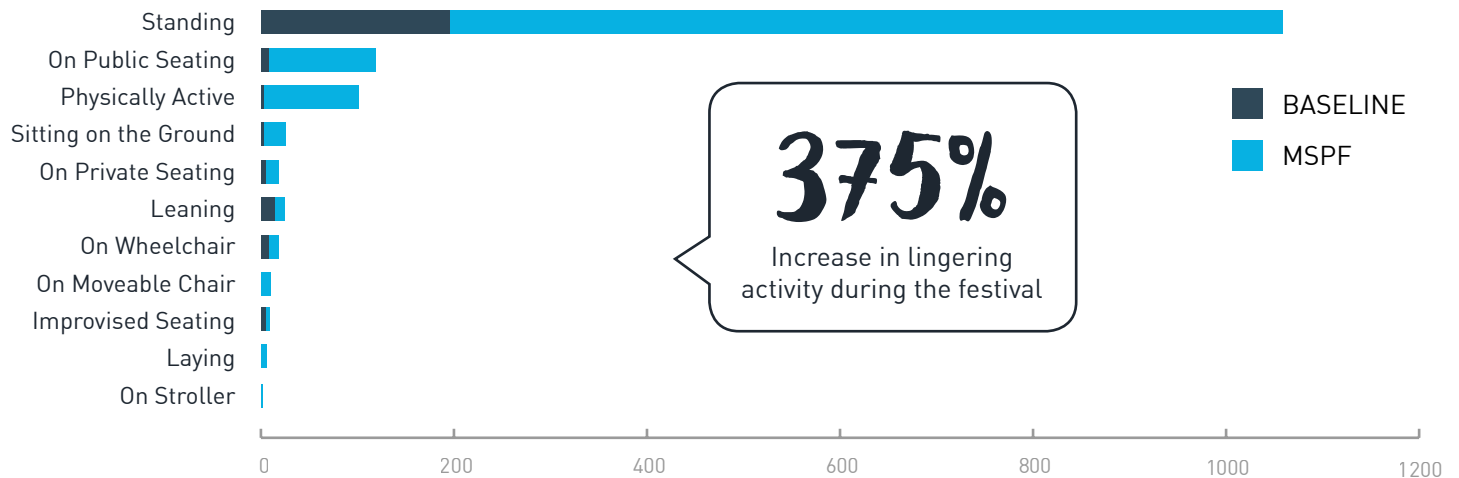
PEDESTRIAN ACTIVITY

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.

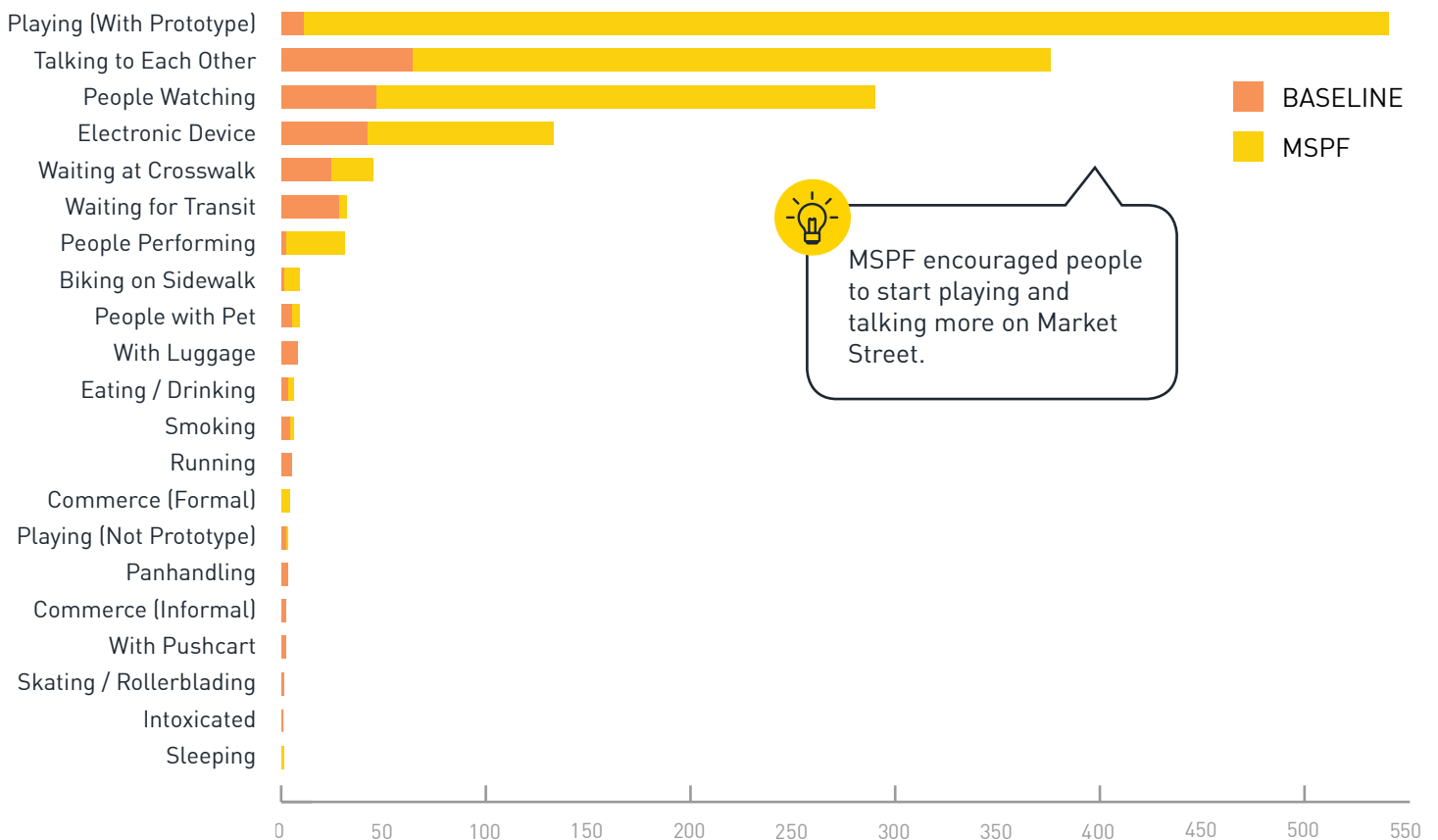
Method:

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

POSTURE



ACTIVITY



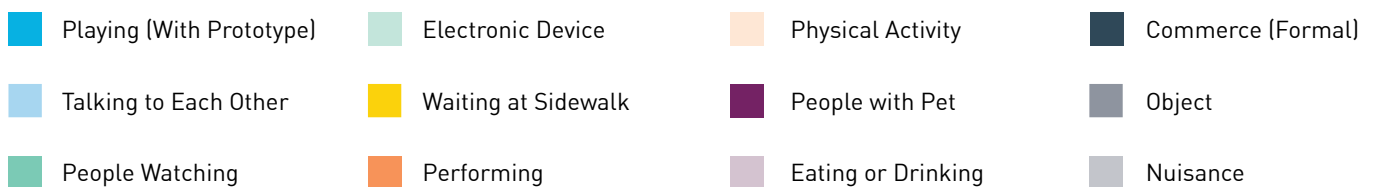
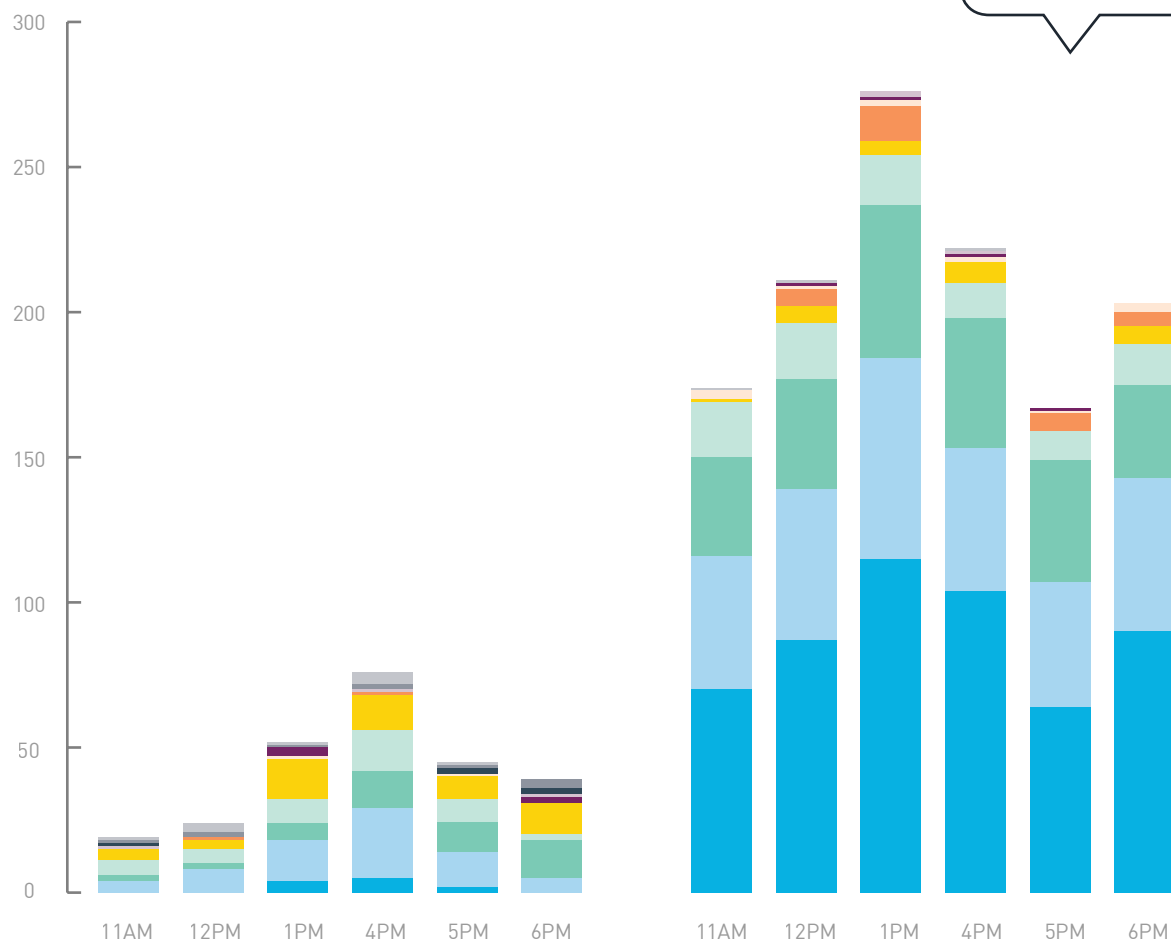
PEDESTRIAN ACTIVITY BY HOUR

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.

ALL DISTRICTS



Consistently, the majority of lingering pedestrians were playing with the prototypes or talking to each other.



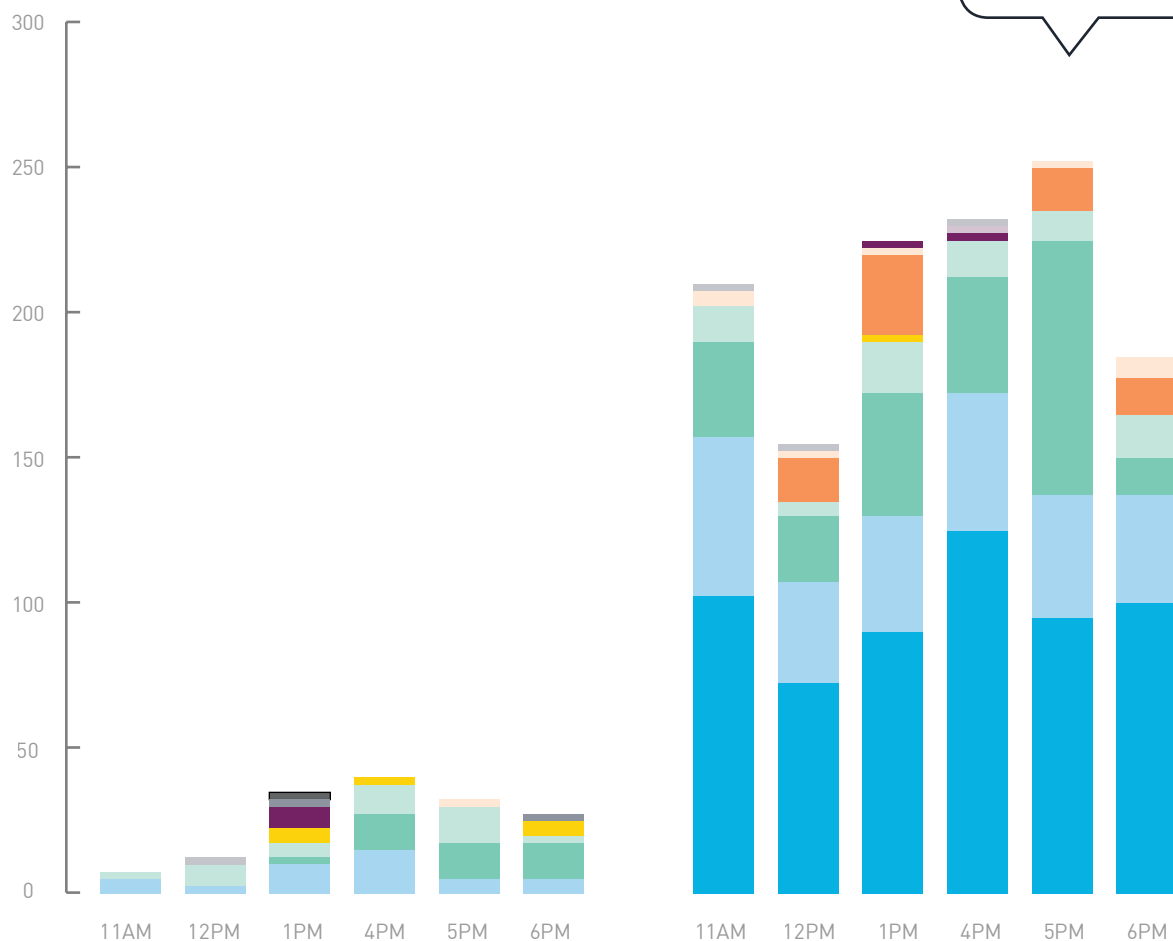
PEDESTRIAN ACTIVITY BY HOUR

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



- | | | | |
|--|---|---|---|
| ■ Playing (With Prototype) | ■ Electronic Device | ■ Physical Activity | ■ Commerce (Formal) |
| ■ Talking to Each Other | ■ Waiting at Sidewalk | ■ People with Pet | ■ Object |
| ■ People Watching | ■ Performing | ■ Eating or Drinking | ■ Nuisance |

PEDESTRIAN COUNTS

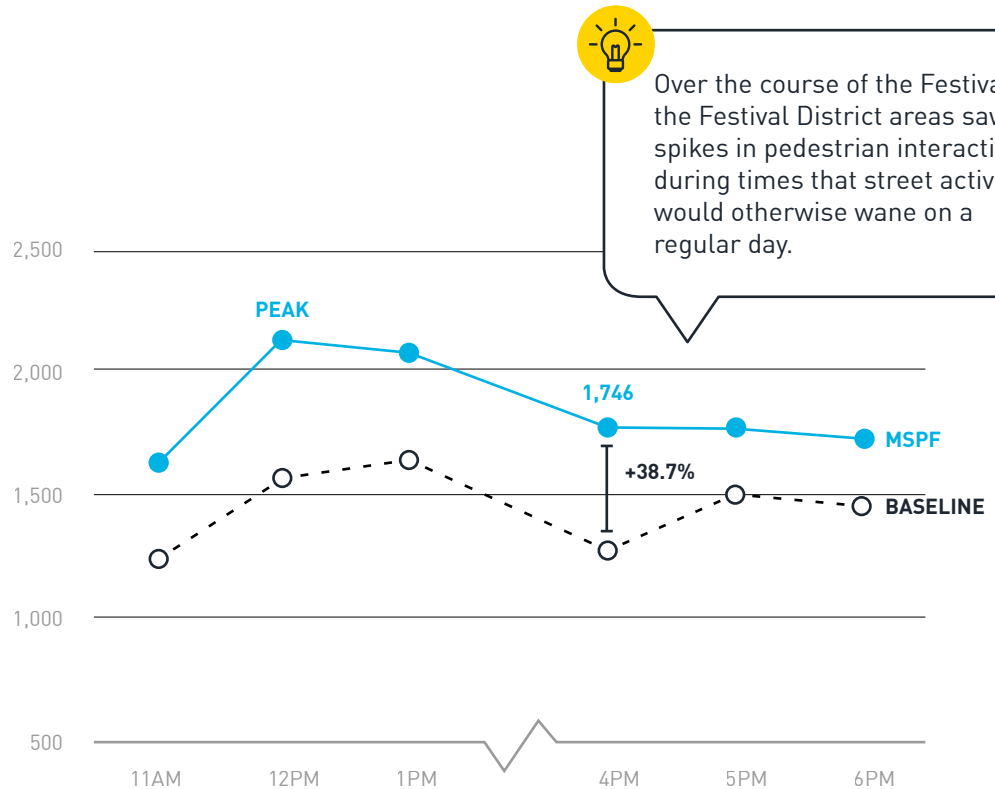
Based on pedestrian counts performed during and after the Festival, on average about 33% more people walked along Market Street during MSPF. In addition to the manual counts we conducted, some prototypes had built-in technologies that gauged interaction.

Method:

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

PEDESTRIANS PER HOUR

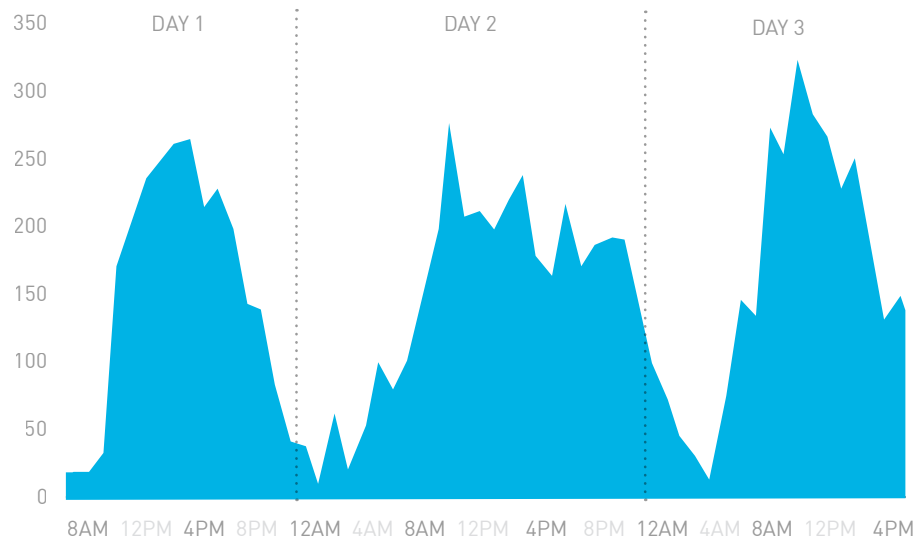
Average for each hour for all districts.



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

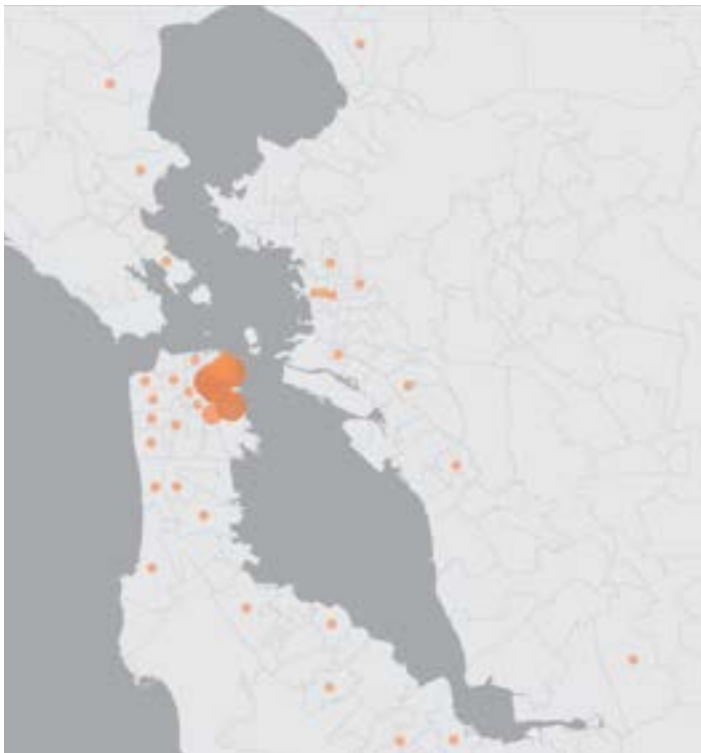
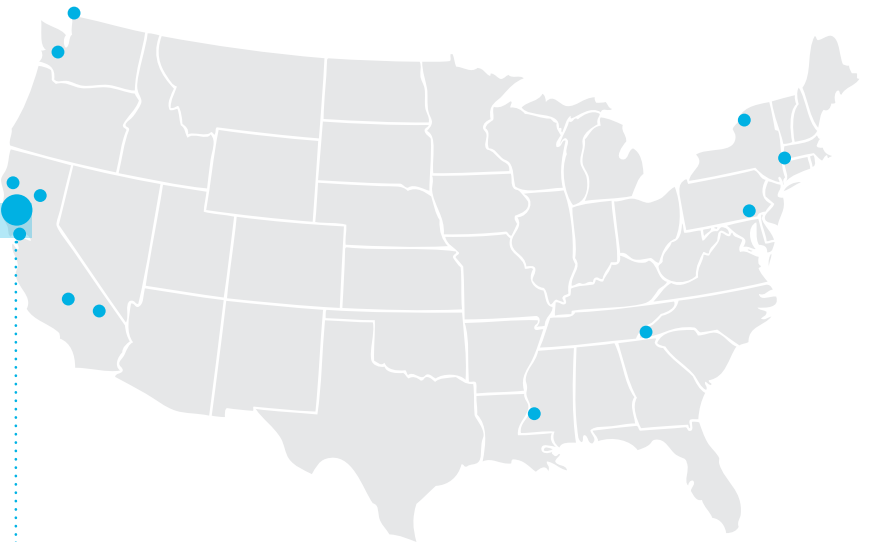
Method:

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.

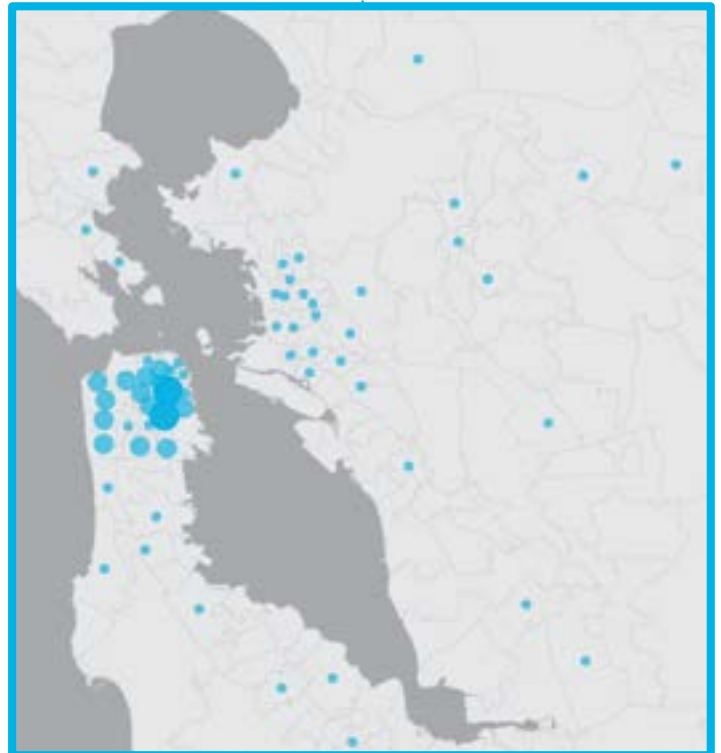
People also visited from neighborhoods in San Francisco, Oakland, San Jose, and other locations outside of the Bay Area.



REPRESENTATION
BY WORK ZIP



The prototypes brought people who live or work around Market Street together.



REPRESENTATION
BY HOME ZIP

“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, Voleine 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

Raphaelle Chayneaud-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 Dearing, 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-Slattey, Ryan Sison, Tigran Tyler Pell.

PULSE

Danielle Aspitz

RECLAIM THE WATER

Zoe Bezpalko, 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, Ethen Wood, Danielle Aspitz.

STRANGE LENSES

Robb Godshaw.

STREETSPeak.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

Michael Philetus Weller, Cheng Xu, Ziyun Peng, Chaoyu Yang.

WAV.FIELD

Tommy Haddock, Tamara Jafar.

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