MSPF

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

Prepared by Kay Cheng, Wendy Ho, & Rachelle Sarmiento
October 2016
www.marketstreetprototyping.org
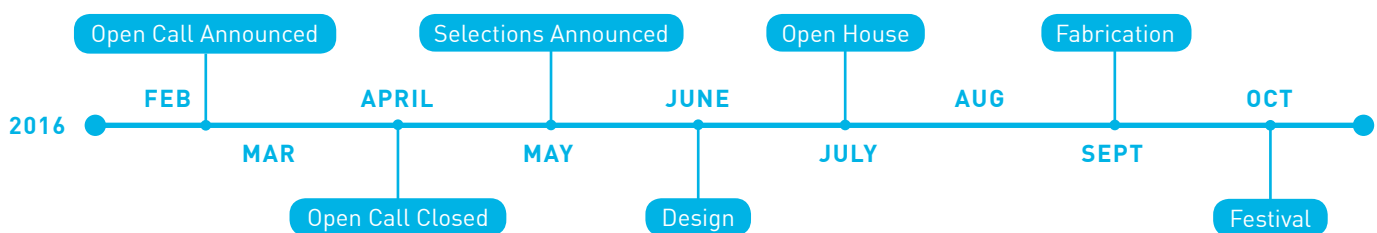
San Francisco
Planning

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.

IN THIS WRAP-UP

MSPF TIMELINE

Open Call Announced

Selections Announced

Open House

Fabrication

2016

FEB

APRIL

JUNE

AUG

OCT

MAR

MAY

JULY

SEPT

Open Call Closed

Design

Festival

Goals

CONNECT PEOPLE
Create imaginative projects that create a vibrant public space and increase social connections.
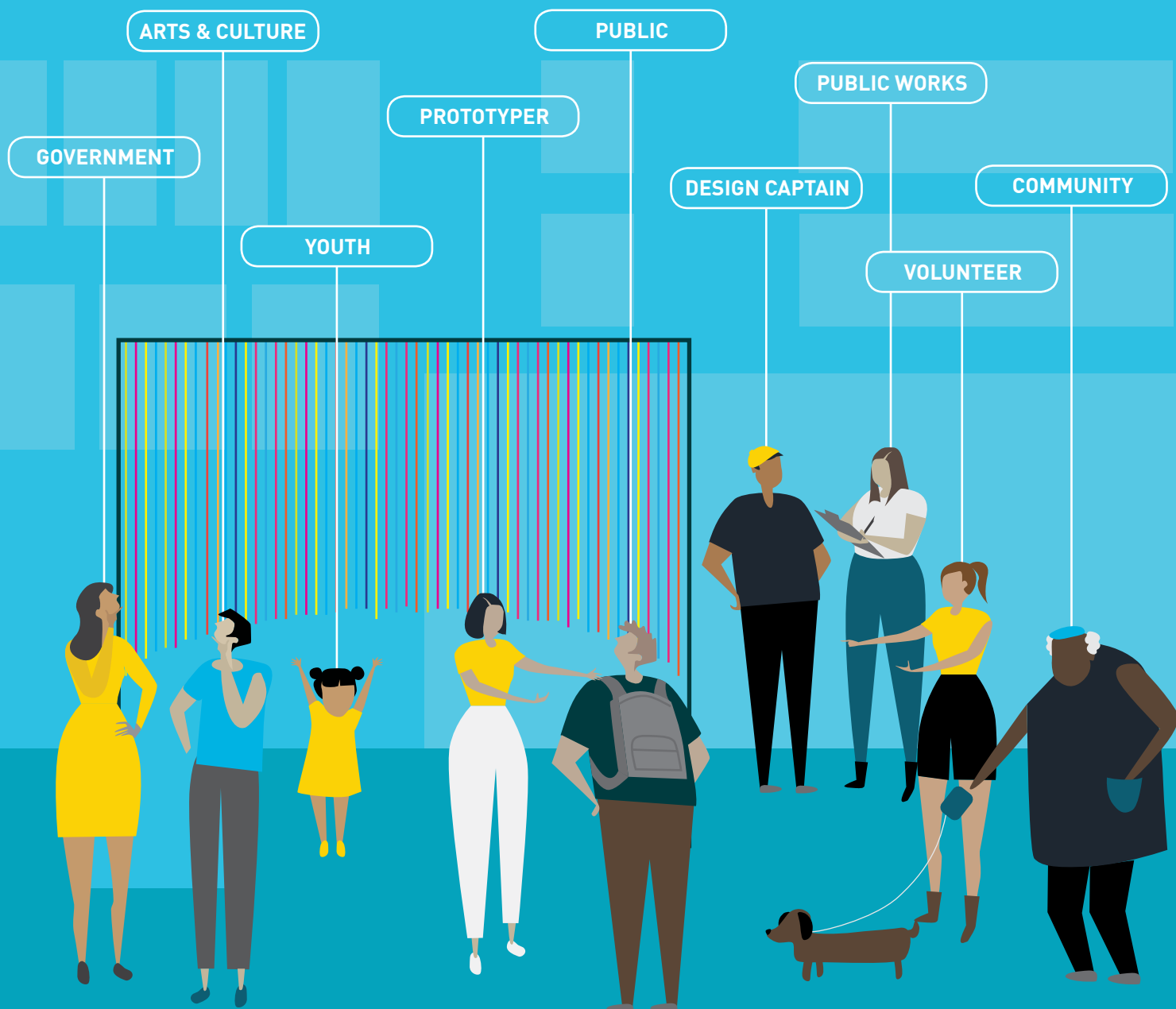
DEMOCRATIC DESIGN
Design by and with the community.
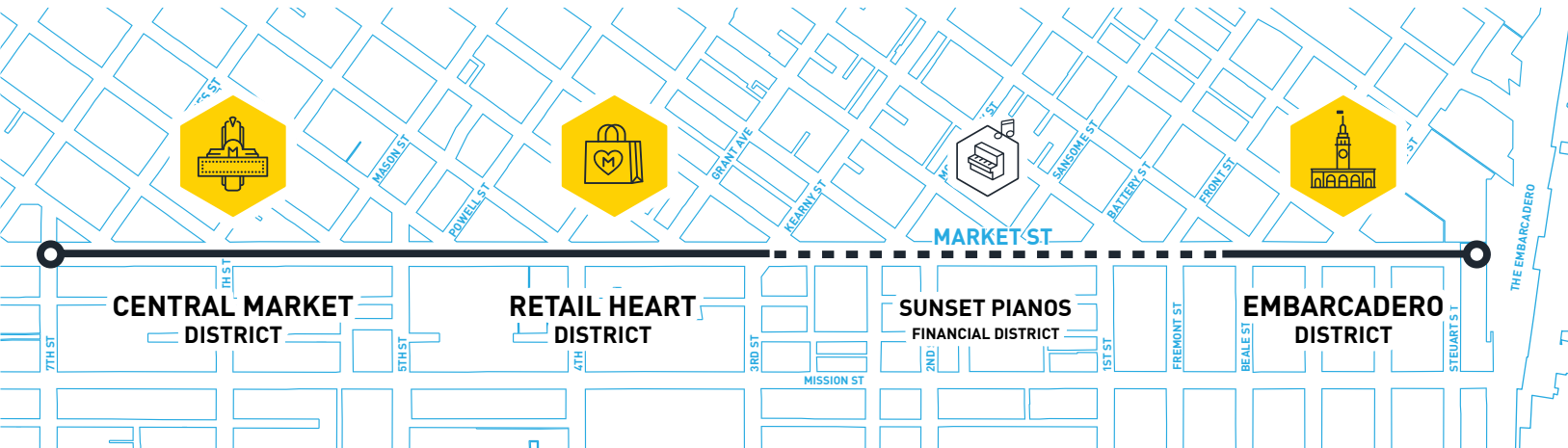
INSPIRE ACTION
Inspire more decisions to be made in partnership with the public.

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.

ARTS & CULTURE

PUBLIC

PROTOTYPER

PUBLIC WORKS

GOVERNMENT

DESIGN CAPTAIN

COMMUNITY

YOUTH

VOLUNTEER

FESTIVAL AT A GLANCE

CENTRAL MARKET DISTRICT

RETAIL HEART DISTRICT

SUNSET PIANOS FINANCIAL DISTRICT

EMBARCADERO DISTRICT

MARKET ST

2016
October 6-8
3 DAYS

130+
PROTOTYPE SUBMISSIONS FROM THE PUBLIC

35
PROTOTYPES

635
VOLUNTEER HOURS

5,956
VOTES FOR PEOPLE'S CHOICE AWARD

328
PROTOTYPE USER INTERVIEWS

80
VOLUNTEERS
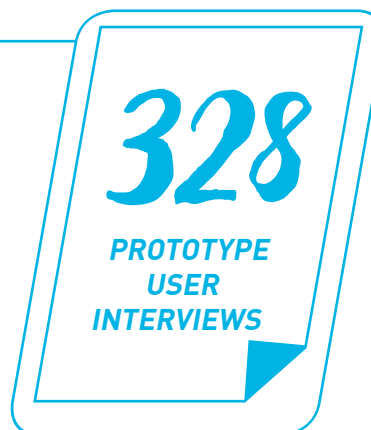
33% ↑
MORE PEDESTRIANS COUNTED ON MARKET STREET

- PROTOTYPE -

Highlights

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

Discover

"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
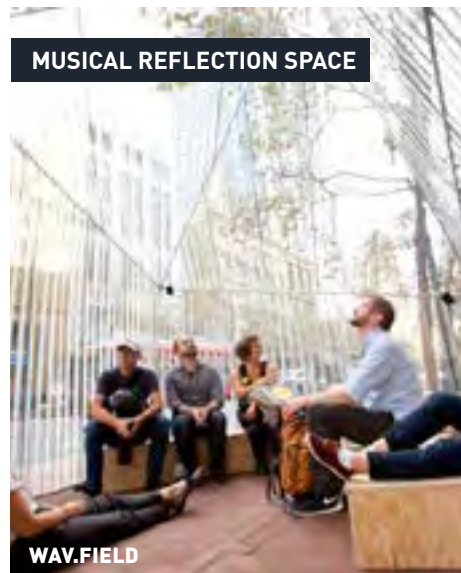*See right*

PLAYFUL HANDS-ON PAVILLION

GLIMMER

PORTAL OF MIRRORS

PEEPSHOW

INTERACTIVE HISTORICAL MARKER

27 STEPS

REFLECTIVE PILLARS

PILLARS OF REFLECTION

MUSICAL REFLECTION SPACE

WAV.FIELD

RESPONSIVE LED DISPLAY

FOLLOW
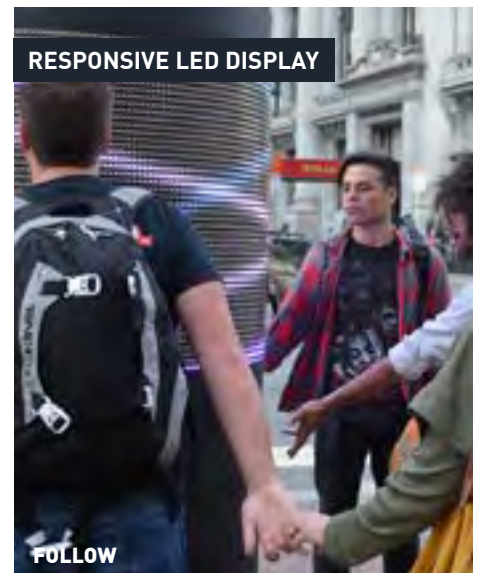
What do you think?

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."

"...Inspirational, uplifiting, getting SF's soul back."

"...Mediocre & amusing"

"Cool"

HOW DO THESE PROTOTYPES MAKE YOU FEEL?

320+ prototype comments over 3 days.
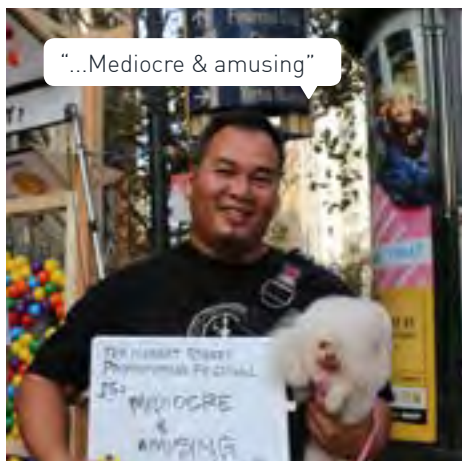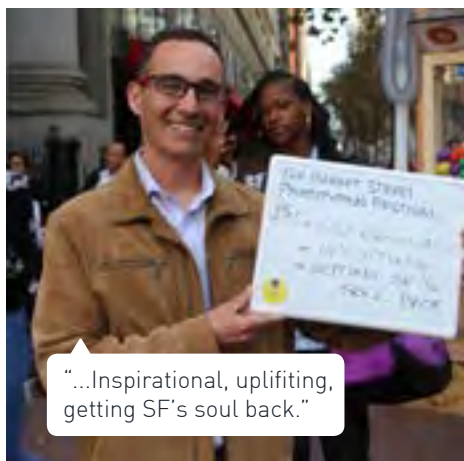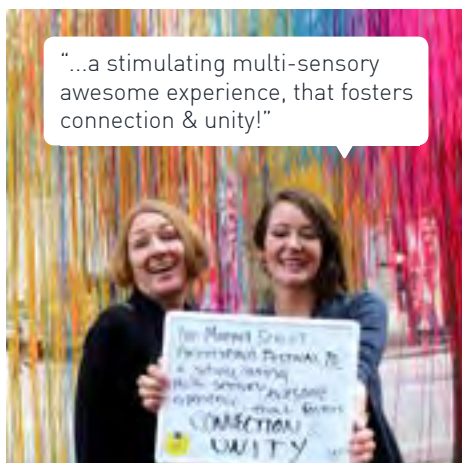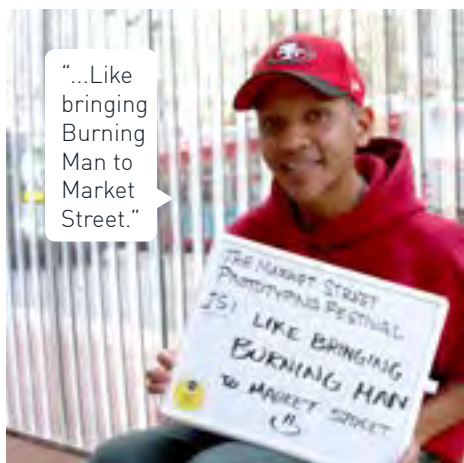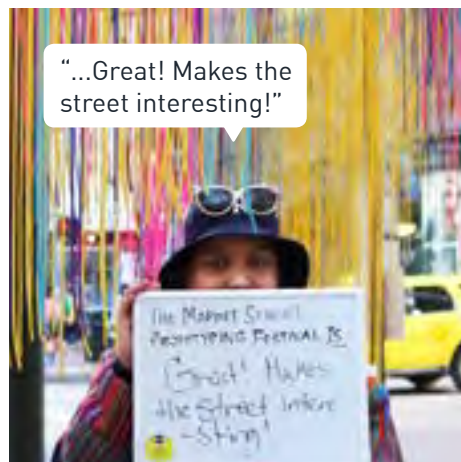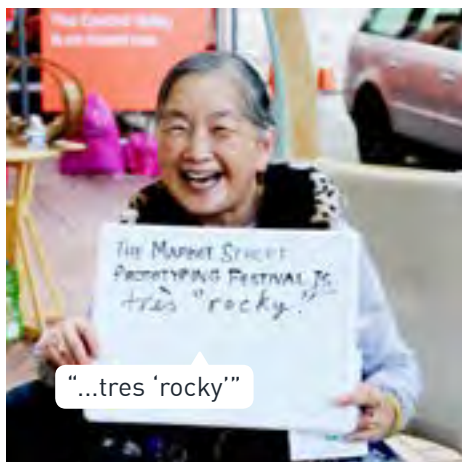
> "I think all public spaces should be think tanks like this one was. The most underrepresented communities in that area really do spend the most time and energy in that area. I think it's really important to collaborate and get all of these different perspectives when we're installing anything that 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

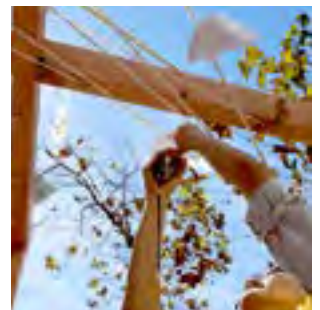Swallowtail was a multi-functional gathering space for services and performances. This community prototype was designed based on the insights and collective local expertise of the Central Market and Tenderloin community.

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
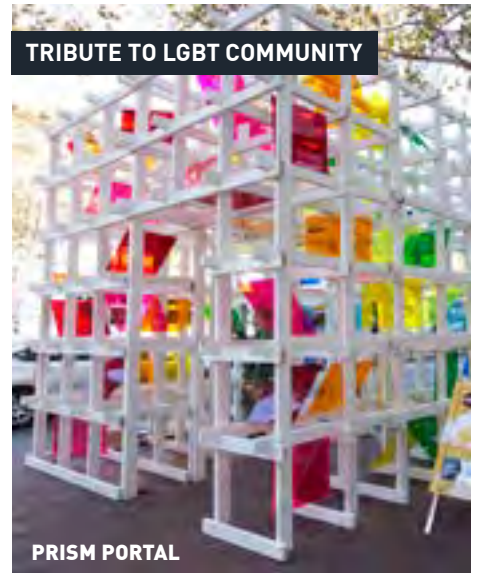**INSIDE OUT DANCE STUDIO**

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.

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.

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 interations.

New Features

Designs are refined in many ways, such as placing interactive elements at various heights, ensuring wheelchair accessiblilty, and accomodating for multiple languages.

All prototypes at the Festival were ADA compliant.

OCTOBER 2016

ADA inspection during the Festival.

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

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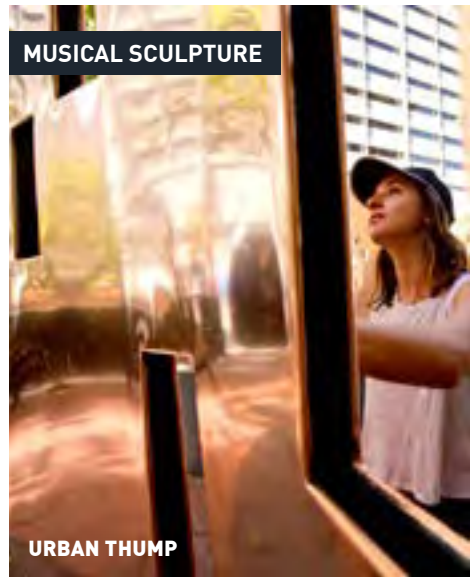
"Had some technical issues, but was a beautiful, creative, and thoughtful installation."

- 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
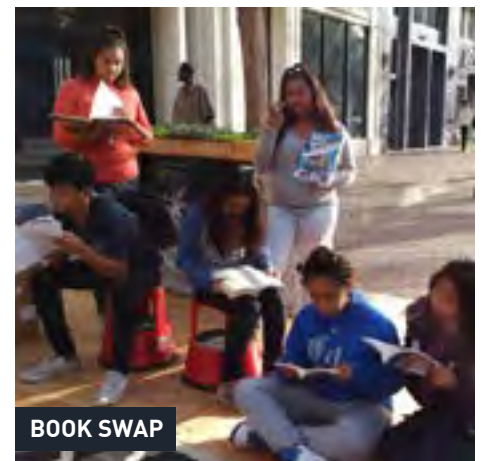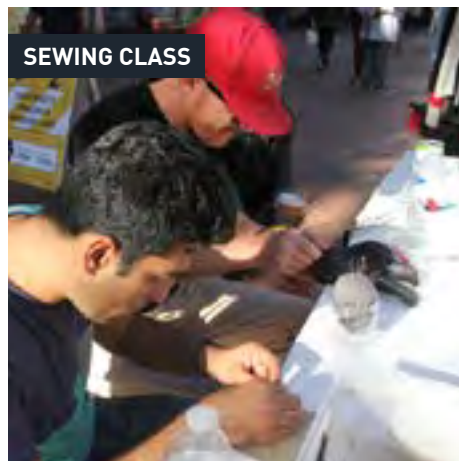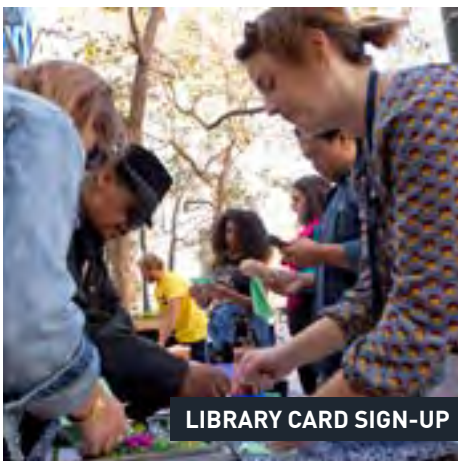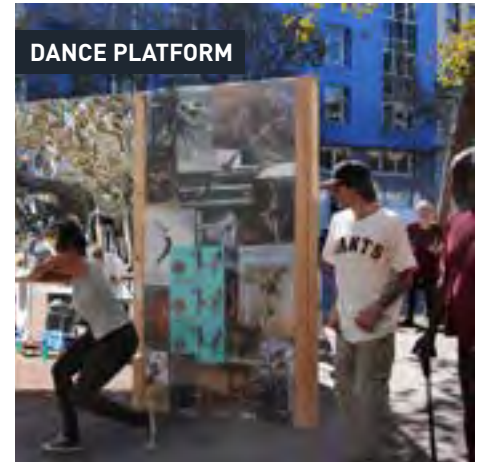
"I think I learned a lot, what it takes to just build not even a whole city but also just a chair or something it takes a lot of people's opinions. Another important part of it also is teamwork and just learning a lot about your community which is something that I feel like I really didn't know."

-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."
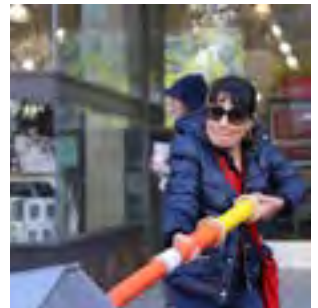
WORKSHOP $\longrightarrow$ MODEL $\longrightarrow$ FESTIVAL

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
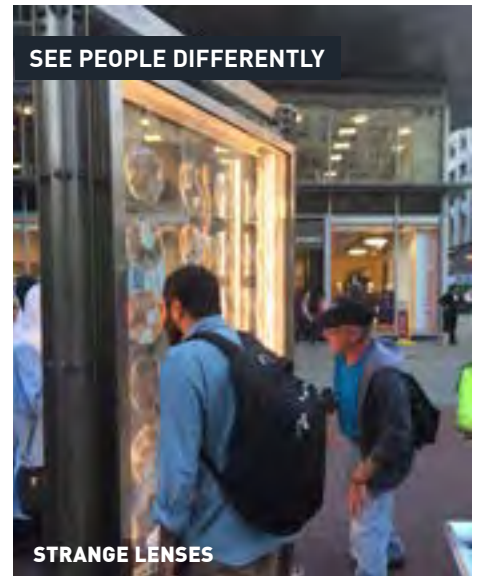
SEATING WITH A TWIST
COMMON GROUND

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.

**Code:
Art**
Palo Alto, California
2016

**16th Street
Prototyping Festival**
Denver, Colorado
2016

**River Balcony
Prototyping Festival**
St. Paul, Minnesota
2016

**D-Lab
Festival**
Mesa, Arizona
2017

**Place Makers
Prototyping Festival**
Rochester, New York
2016

**Public:
Platform**
Perth, Australia
2016

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?
29% Prequel
234 votes
71% Original

CLINTON OR TRUMP?
26% Trump
1,013 votes
74% Clinton
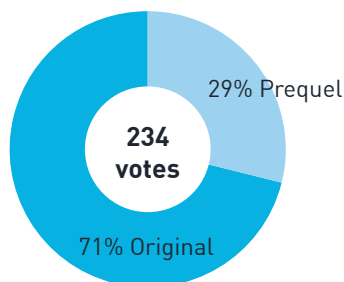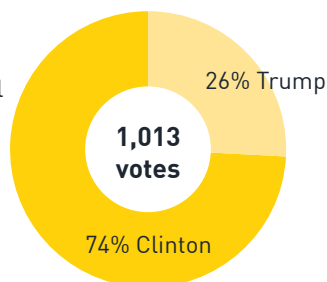
BUILD MORE HOUSING?
23% No
417 votes
77% Yes
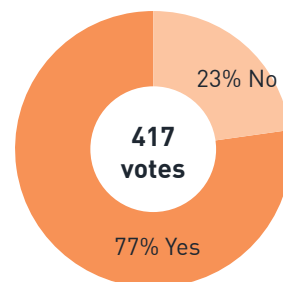
Learn About Your City

"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

SEA LEVEL RISE INFO BOOTH
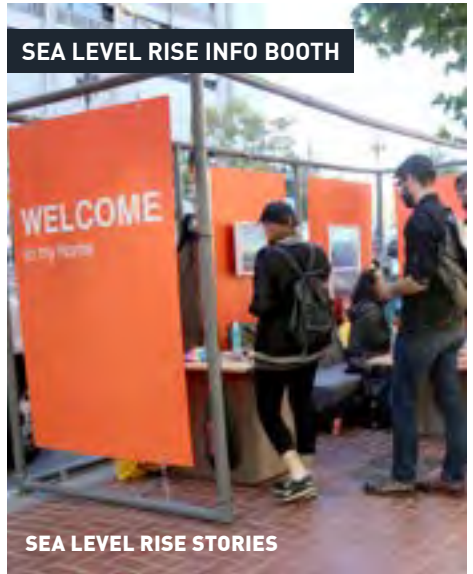
SEA LEVEL RISE STORIES

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
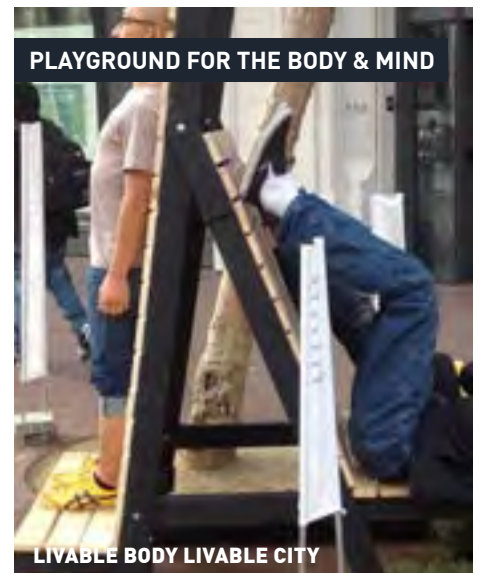
PLAYGROUND FOR THE BODY & MIND

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 critera.

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.

Note: No data collected for Follow.

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

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.

*Evaluation methodology by Gehl Institute.**

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

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

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CENTRAL MARKET

STREETSPEAK.SF

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ROCK ROCK AROUND THE BLOCK

MAPS OF SAN FRANCISCO

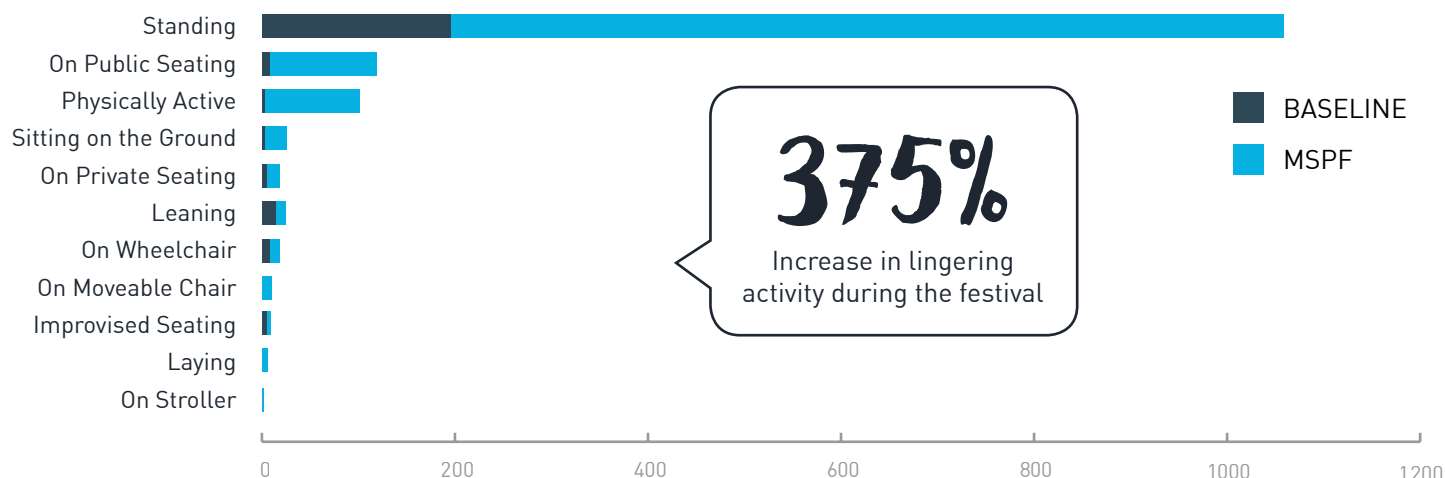Evaluation methodology by Gehl Institute.*

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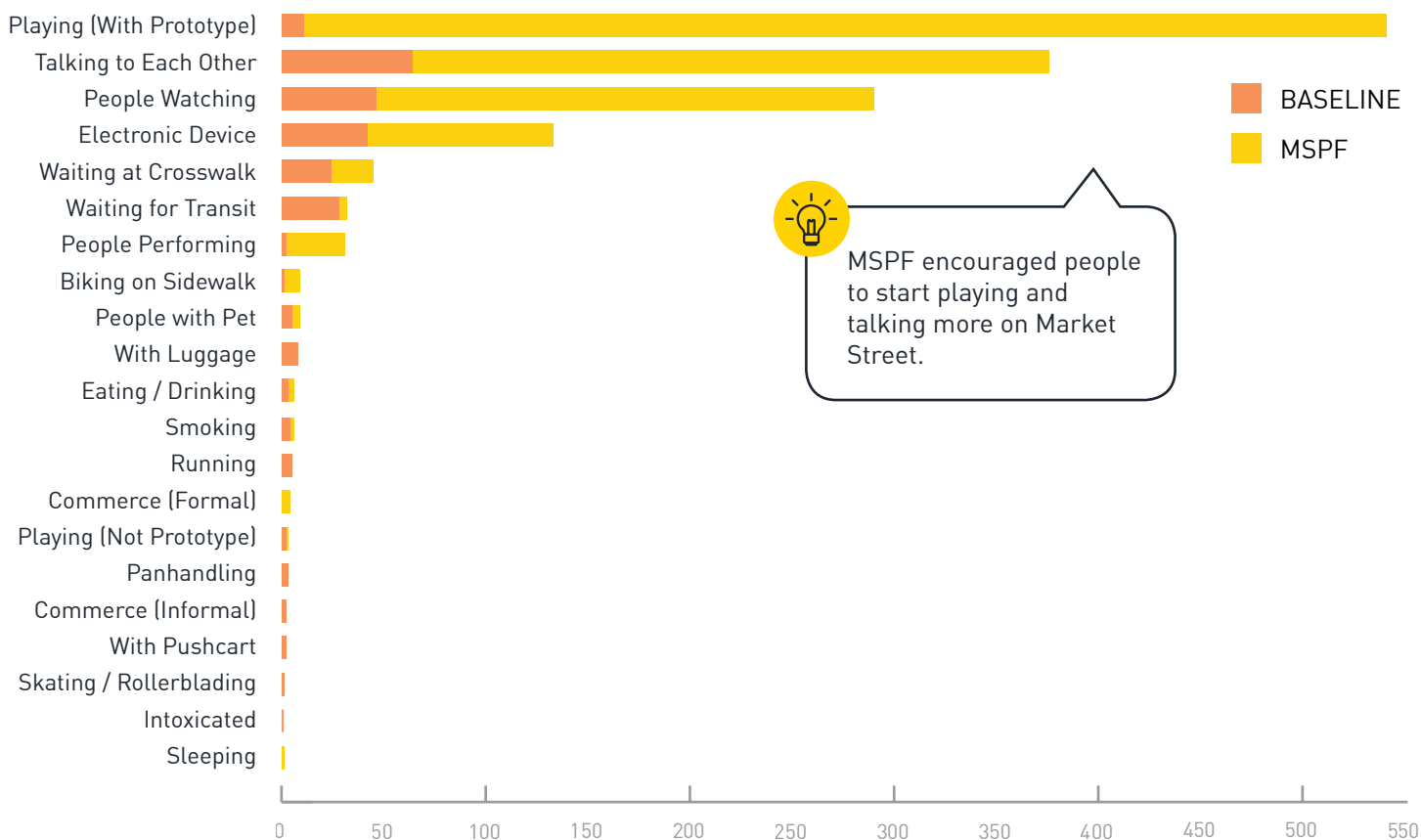
Method:
Evaluation team recorded pedestrian posture and activity at each prototype once per hour, from 11-2pm and 4-7pm.

POSTURE

Standing
On Public Seating
Physically Active
Sitting on the Ground
On Private Seating
Leaning
On Wheelchair
On Moveable Chair
Improvised Seating
Laying
On Stroller

■ BASELINE
■ MSPF

375%
Increase in lingering activity during the festival

0   200   400   600   800   1000   1200

ACTIVITY

Playing (With Prototype)
Talking to Each Other
People Watching
Electronic Device
Waiting at Crosswalk
Waiting for Transit
People Performing
Biking on Sidewalk
People with Pet
With Luggage
Eating / Drinking
Smoking
Running
Commerce (Formal)
Playing (Not Prototype)
Panhandling
Commerce (Informal)
With Pushcart
Skating / Rollerblading
Intoxicated
Sleeping

■ BASELINE
■ MSPF

MSPF encouraged people to start playing and talking more on Market Street.

0   50   100   150   200   250   300   350   400   450   500   550

Evaluation methodology by Gehl Institute.*

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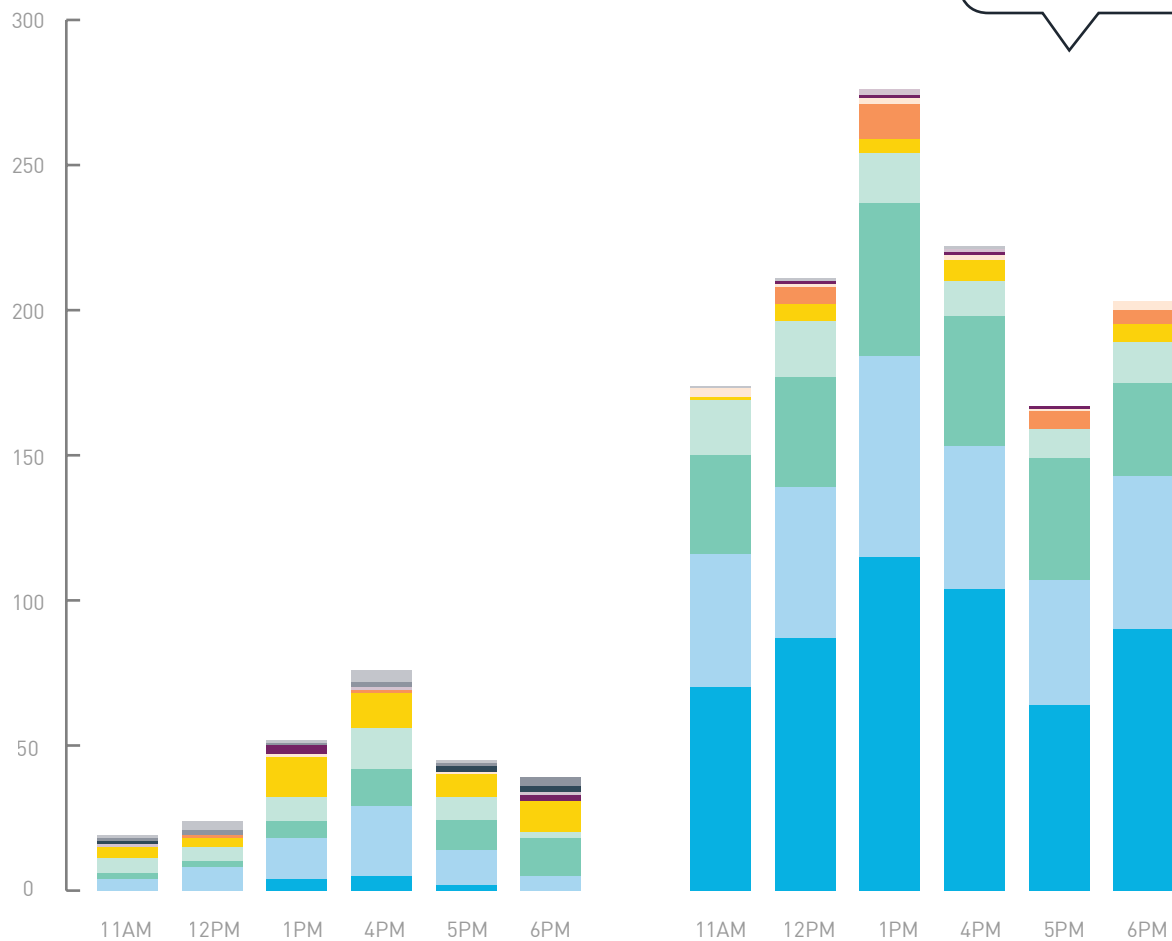
Legend:
- Playing (With Prototype)
- Talking to Each Other
- People Watching
- Electronic Device
- Waiting at Sidewalk
- Performing
- Physical Activity
- People with Pet
- Eating or Drinking
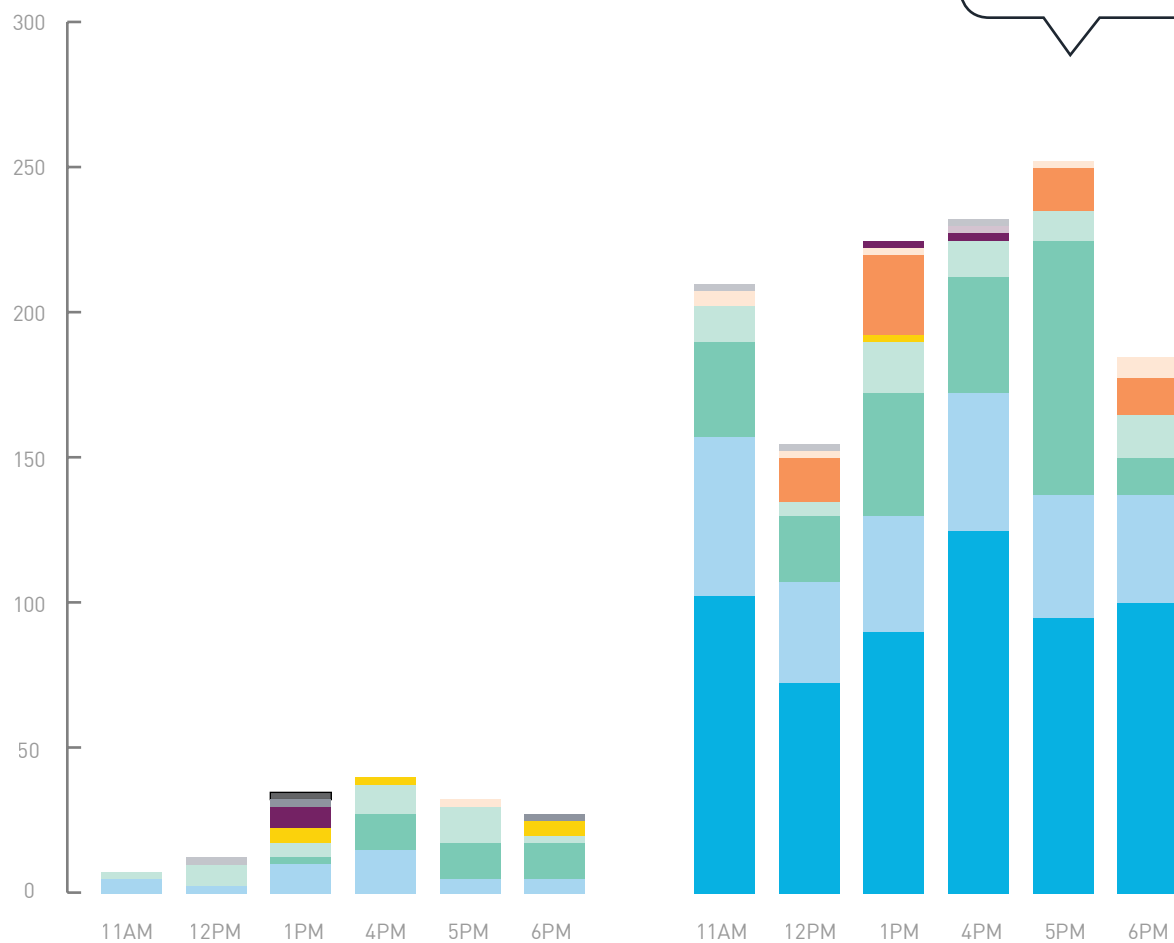- Commerce (Formal)
- Object
- Nuisance

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

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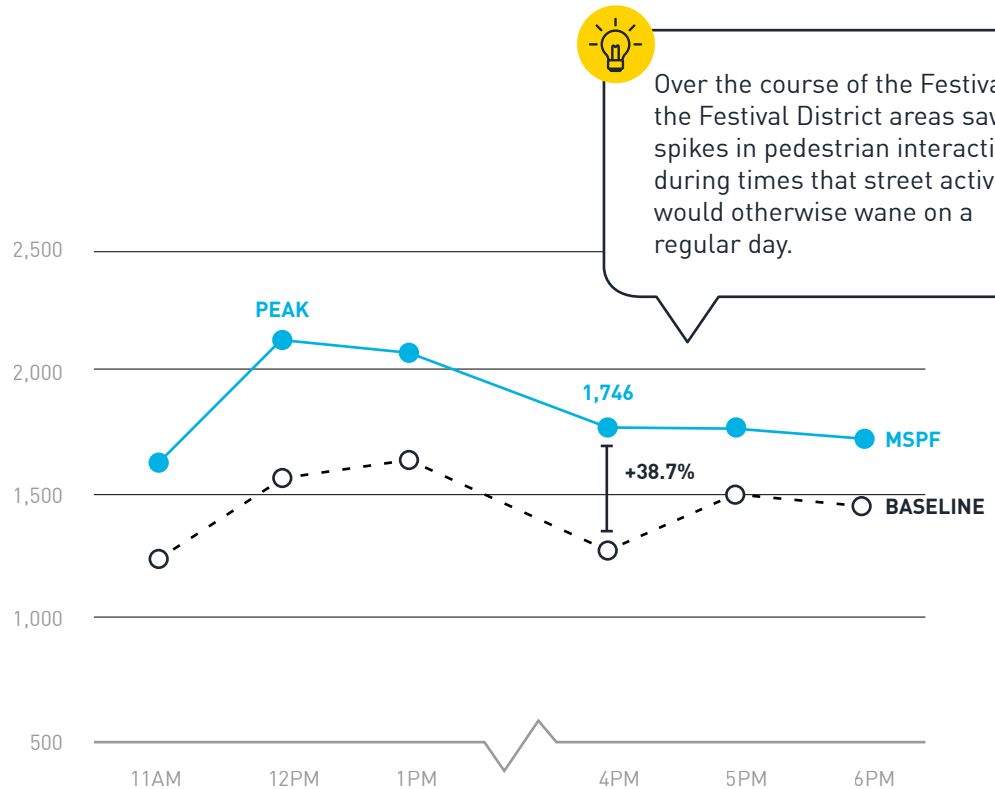- Nuisance

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.

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.
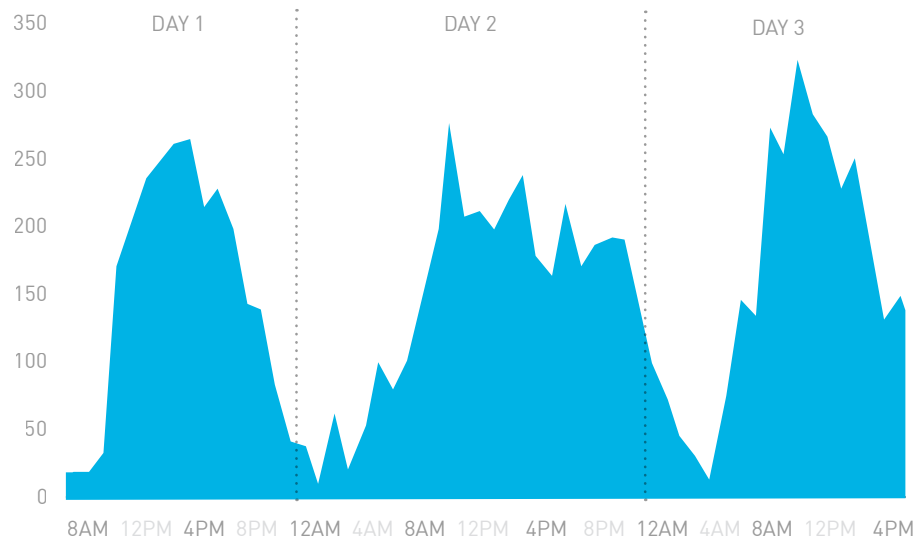
PEDESTRIANS PER HOUR

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.
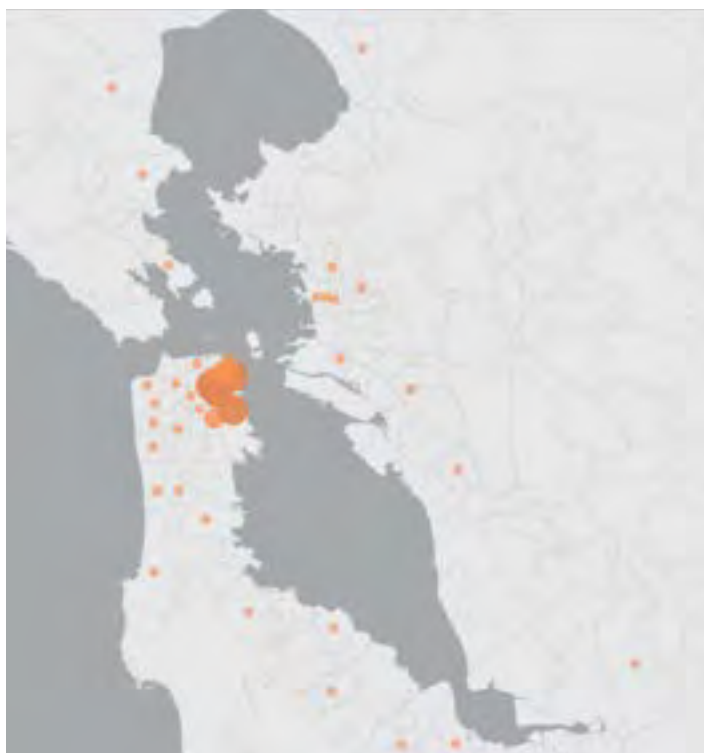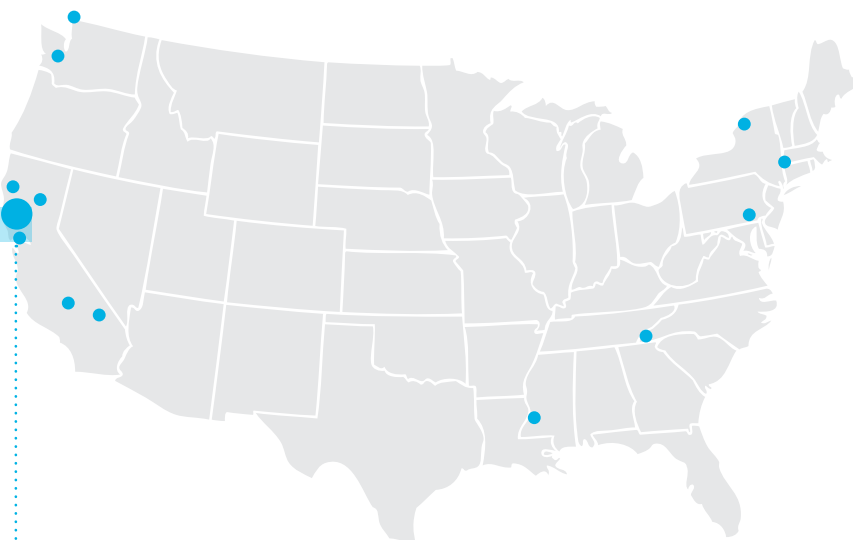
REPRESENTATION
BY WORK ZIP

REPRESENTATION
BY HOME ZIP

> 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, 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 Chaygneaud-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 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.

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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Metro Moods on Market by Paul Jamtgaard.
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27 Steps by Nish Kothari. Photo by Kay Cheng.
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Swallowtail: Community Prototype by Central Market Think Tank.
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Rock Rock Around the Block by Cindy Jian. Photo courtesy of artist.
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For more info, contact info@groundplaysf.org
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