

WAF Parking Space Design Lab: *P.S. You Look Swell!*

REGISTER [ONLINE](#) THROUGH MONDAY, JUNE 24

PROJECT SNAPSHOT:

Waterloo Arts is designating up to 25 Parking Spaces (10 x 20 ft) throughout the Waterloo Arts Fest as temporary urban design experiments for creative individuals and teams who want to investigate various aspects of our urban environment and how to help our cities become more healthy, beautiful, sustainable human habitats. You will present your Design Lab P.S. at the Waterloo Arts Fest on Saturday, June 29 and festival attendees will vote on their favorite P.S. for the “Best of the Fest” award of \$500. The project is open to any artist, urban designer, entrepreneur, neighbor, friend or family who want to create an installation and explore how our urban space could better encourage social interaction, recreation or artistic expression. Each team will be given an \$100 stipend to offset expenses but we encourage participants to look for resources in their community, materials on hand or borrowed, and things that can be put into reuse or recycled after the event. Participants must pre-register and follow P.S. protocol and lead team members must be over 18 yrs.

WHY ARE WE DOING IT?

In the early part of the 20th century, we began to redesign our urban space to accommodate the use of the increasingly popular automobile. Since then, a proliferation of inexpensive parking in cities has contributed to increased traffic, pollution, and sprawl. These urban planning policies, among others, have inadvertently left once walkable neighborhoods disjointed and created socially isolating, economically fragile communities.

Changing our cities starts with each one of us and our imagination. Strong communities are built by active citizens who envision a healthier, more beautiful, culturally vibrant, and economically resilient place to live. Each of us has something to contribute to making our communities better places and we challenge you to think about our urban fabric and what would improve it in this open-source mini design challenge.

This project was inspired by [PARK\(ing\) Day](#) which was invented by [Rebar](#). Motivated by the desire to activate the metered parking space as a site for creative experimentation, political and cultural expression, and unscripted social interaction, Rebar offered PARK(ing) Day as a prototype for open-source urban design accessible to all. In response, thousands of people around the globe-working independently of Rebar but guided by common core principles-have created hundreds of “PARK” installations and formed an annual international event that happens on the third Friday of September.

QUESTIONS TO GET YOUR CREATIVE JUICES FLOWING:

- What do you want to see more of in your city?
- What elements do you need in a space to:
 - draw someone in and have them linger?
 - create a social interaction?
 - create a restorative place of peacefulness and contemplation?
 - create an inspiring space of beauty
 - create a playful or innovative space?
- Do you have a talent or skill you can share with others?

- What excites you about a place you love to visit?
- What can you do in a short period of time with a small budget? Tuck away that more elaborate idea for next year when you will have more time to prepare.

EXAMPLES:

Set up a bike decorating booth and hand out LED lights to anyone who rides their bike to the festival.

Create a comfortable space to listen to stories and recruit grandparents to tell a story of their childhood.

Make a beautiful origami installation and teach people how to fold origami.

Create a peaceful setting and lead 2 minute meditation sessions.

Make a photo booth with a painted backdrop or fun cut outs to pose with.

Create a funky, retro setting and bring board games for people to play.

Create a beautiful art installation.

Make a giant chess board.

Start a cardboard city and let people add to it.

Make a see-saw or other play equipment.

Create a parklet.

Make a lovely arch and get married (we will provide a complimentary JP and reception!).

(see full guidelines below)

WAF DESIGN LAB PROTOCOL (*IMPORTANT!*):

1. Signup [Online](#)

- a. Limited space available - only sign up if you fully intend to participate.
- b. Must be over 18 or partner with an adult who will assure the project is completed.
- c. Individuals and teams may register. The space is not for commercial or nonprofit promotion. No signs, pamphlets or logos promoting your brand or services. No sales of any kind.

2. Plan your space

- a. Brainstorm with friends and family.
- b. Think about what elements are needed to create a space people want to be in - shade, seating, something interesting to look at. Think about a talent you have that you might want to share with the community. Think about creating a way for people to play, enjoy or interact with others in the space.
- c. Sketch out some ideas and measure out a 20 x 10 ft mock space so you can test out your plan.
- d. How your space looks is important even if your project is based on sharing a talent. Be sure the space is interesting, inviting or beautiful to look at and allows attendees a way to engage.

3. Gather Materials

- a. These are temporary spaces so try not to add to the landfill. If you purchase items, think about things that can be reused, donated or recycled after the event.
- b. Talk to friends, family and local businesses to see what you can borrow or rent. If you want live plants, you may have a neighborhood willing to spit some perennials or a nursery who will rent you a tree.
- c. Ground Cover - Remember you will be on asphalt so you might want to consider a more comfortable, visually appealing ground cover - astroturf, carpet, quilts, sand. *Please no live sod unless you plan to reuse it!*
- d. Shade - There is no way to predict the weather but if it is hot, Waterloo Road does not offer much shade so you may want to incorporate a tent, umbrella, tree or some other form of shade.
- e. If your materials are large, make a plan for transporting them.

4. Setup at WAF (*more detailed instructions will be emailed before June 29*)

- a. Setup is Saturday, June 29 from 9 - 11 AM
- b. You must enter the festival at Waterloo Rd and E 161st Street. Waterloo Rd is closed to traffic at 7 AM and you will only be able to enter with a vehicle from 9-11 AM at E 161st. Vehicles are only permitted to travel east to west during setup.
- c. At the entrance you will stop and the Festival Coordinator will give you a Parking Space number and general directions. *You will not receive your P.S. number before arriving at the event.*
- d. Please be patient and use caution when driving on festival grounds. Spaces will be marked with chalk on the ground.
- e. Unload your materials and then park your car. We will give you some parking options but street parking outside the festival is usually an easy option at that time in the morning.

- f. Return on foot to your space and set up. Volunteers will be available to help.
- g. Your setup should be complete before the start of the event at noon.

5. During the WAF

- a. We don't expect you to stay at your space all day. Depending on what you plan, you can leave clear signage to help visitors enjoy your space, you can leave a schedule of when you will be at the space and you can recruit some friends to take turns and help out or keep you company. You must keep your space constructed for the entire festival.
- b. Programming should not include profanity and not be used for commercial promotion. Programming should be family-friendly. No sales of any kind and no pamphlet distribution.
- c. Participants must agree to have their self and their Parking Space installation photographed and used for promotional purposes by Waterloo Arts.

6. Win a prize!

- a. Festival attendees will vote on their favorite Parking Space for an audience favorite award of \$500. Remember a space that is hosted by you or is easy to navigate is likely to get more votes.
- b. We will provide a number sign for P.S. and a stack of ballots. Festival Attendees may vote once and can turn ballots into the info booth at Waterloo Rd and E 156th St.
- c. Voting will end at 6 pm. After the ballots are counted, the winner will be announced on the Waterloo Arts stage at 6:30 PM.

7. Leave no trace

- a. At 7 PM, we ask that you begin to break down your P.S. and move items to the sidewalk.
- b. Re-enter with your car at E 161st St and slowly proceed to your P.S.
- c. Load your car and throw any trash in waste bins. Please be sure all items are removed and groundcover is swept up. Festival staff will provide brooms.
- d. Remember to reuse and recycle!

8. Stipend

- a. If the above guidelines are met, Waterloo Arts will send a \$100 stipend to the main contact listed on the registration form one week following the event. Waterloo Arts reserves the right not to issue the stipend if the participant does not follow project guidelines or if the festival is cancelled due to inclement weather.