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Market Street Prototyping Festival

**Thursday, April 9 – Saturday, April 11, 2015, 11am-7pm
Market Street from Embarcadero to Van Ness Avenue**

For three days, Market Street will come alive with ideas for making this iconic street a more connected & vibrant destination.

SAN FRANCISCO – (March 13, 2015) Market Street runs through the heart of San Francisco, yet it can feel uninviting and disconnected to the communities that surround it. Last fall, San Francisco residents were invited to submit their innovative ideas to turn Market Street's sidewalks– from the Embarcadero to Van Ness Avenue – into more engaging places for our citizens to connect. Led by

Yerba Buena Center for the Arts (YBCA), the San Francisco Planning Department, and the Knight Foundation, the open call received over 200 project proposals.

This first-ever community-driven project resulted in 50 enthralling design ideas that will be on display as prototypes during the Market Street Prototyping Festival, taking place **Thursday, April 9 through Saturday, April 11, 2015, 11am-7pm, with some installations also being available for night viewing.**

Submitted ideas were reviewed by a diverse group of makers, artists, thought leaders and community stakeholders and chosen based on their creativity, sense of community, potential to make Market Street a more engaging public space and ability to identify Market Street as uniquely San Francisco.

All of the ideas came from San Francisco citizens and organizations, reflecting their desires of what they want Market Street to be vs. what City officials may decide is appropriate. Community residents also viewed work-in-progress prototypes at public events last November and January, providing creators with valuable input to help improve their designs.

“The creativity of our communities should be reflected in our streets. By submitting an idea, or coming to the festival and voicing their thoughts, our citizens are shaping the city’s future to be more beautiful, meaningful and inclusive,” said Deborah Cullinan, chief executive officer of Yerba Buena Center for the Arts. “A community collaboration of this scale and nature has never been done before and is being studied by the Knight Foundation as a model for cross-city learning and neighborhood redevelopment.”

Throughout the festival the public will be able to interact with the installations and to give their comments and opinions on them, via social media, by using #MSPF. Based on current foot traffic in the area, over 300,000 people are expected to attend.

Prototypes include: **The Show Box** by Jensen Architects – a variable set of cardboard tubes strapped together to form a playful terrain for seating and performance. **Daily Boost** – a series of platforms for learning affirming poses and postures, a kind of gym for the soul. **Meet Wall** by AMLGM – a sensing wall that flexes open to become more transparent when people approach, encouraging interaction and performance, and Future Cities Labs’ **Data Lanterns** that will translate data from transit systems (buses, trains, ferries) into animated beacons of light via light posts and signaling poles. Other ideas focus on stunning interactive light installations, sidewalk gardens and mobile amphitheatres.

The entire list and descriptions of all of the winning prototypes can be found **[here](#)**.

Matched with one of five festival districts on Market Street (Civic Center, Central Market, Retail Heart, Financial, and Embarcadero), the selected prototype teams have been working directly with community members and design leaders to

shape their projects and take into account diverse community preferences. The design leaders who have signed on as “Design Captains” are Autodesk, The Exploratorium, Studio for Urban Projects, Gensler, and California College of the Arts.

After the festival, a smaller group of the ideas will be selected to move from prototype to reality as part of the City’s **Better Market Street** initiative, and will be part of the redesign phase of Market Street currently scheduled for 2018.

This year during the festival, the John S. and James L. Knight Foundation is [supporting the 2015 Urban Prototyping Summit](#) inviting 32 representatives from [communities where Knight invests](#) to San Francisco. These representatives will meet with civic innovators from across fields to discuss innovative practices for people-centered, citizen-engaged city-making, to bring these lessons back to their communities.

“Public places that are designed to reflect the needs and desires of local residents encourage the type of connections and interactions that are vital to building a strong culture of civic engagement,” said Carol Coletta, Knight Foundation vice president for community and national initiatives. “The Market Street Prototyping Festival will expose changemakers from across the country to best practices in using public space to build more vibrant and livable cities.”

The event’s model was inspired in part by the 2012 Urban Prototyping Festival, guided by San Francisco nonprofits Gray Area and Intersection for the Arts. Meetings will be held during the festival at Autodesk Gallery, The Village on Market Street, the Exploratorium, The Hall on Market Street, and YBCA.

Additional information about the Market Street Prototyping Festival can be found at marketstreetprototypingf.org.

Market Street Prototyping Festival Associated Projects

Detour Touring App

A special location-based audio tour is being created specifically for the Market Street Prototyping Festival by Detour. Developed by Groupon founder and former CEO Andrew Mason, Detour will help tourists and locals in San Francisco enjoy the festival in a very unique way just by using their smartphones. Each Detour will take participants at their own pace, on their own schedule, alone or synced with friends. The Market Street Prototyping Festival Detour will go live in conjunction with the festival and will be available via the Apple App Store.

Location-Aware Music by Hays and Ryan Holladay

Musicians and brothers, Hays and Ryan Holladay are known for creating site-specific sound installations, interactive concerts and GPS-based compositions for sites across the United States. They particularly focus on projects where art and technology intersect and are developing with support from Dolby Laboratories, a new album for the Market Street Prototyping Festival that will give listeners, through a free iPhone app, a customized soundtrack to listen while attending the

festival. To date, the Holladay brothers have composed pieces activated by the National Mall in Washington DC, Central Park in New York City and they're currently working on a piece inspired by Route One in California.

Funding

The Market Street Prototyping Festival is supported by District Sponsors Autodesk, Dolby Laboratories, San Francisco Department of the Environment, Wells Fargo, and Verizon. Event Sponsors PG&E, Millennium Partners, and San Francisco Federal Credit Union. In partnership with Make Your Market, Gehl Studios, and Techshop along with in-kind sponsors The Village, Neighborland, Open Plans, Twitter, and Spur. Supported, in part, by Silicon Valley Community Foundation, The Seed Fund, and The James Irvine Foundation.

About Yerba Buena Center for the Arts (YBCA)

Yerba Buena Center for the Arts (YBCA), located in San Francisco's Yerba Buena cultural district, is one of the nation's leading multidisciplinary contemporary arts centers. With a belief that contemporary art is at the heart of community life, YBCA brings audiences and artists of all backgrounds together to express and experience creativity. The organization is known for nurturing emerging artists at the forefront of their fields and presenting works that blend art forms and explore the events and ideas of our time. As part of its commitment to the San Francisco Bay Area, YBCA supports the local arts community and reflects the region's diversity of people and thought through its arts and public programming. For more information, visit ybca.org.

About the John S. and James L. Knight Foundation

Knight Foundation supports transformational ideas that promote quality journalism, advance media innovation, engage communities and foster the arts. The foundation believes that democracy thrives when people and communities are informed and engaged. For more information, visit KnightFoundation.org.

About San Francisco Planning Department

The San Francisco Planning Department, under the direction of the Planning Commission, plays a central role in shaping the future of our City by generating an extraordinary vision for the General Plan and in neighborhood plans; fostering exemplary design through planning controls; improving our surroundings through environmental analysis; preserving our unique heritage; encouraging a broad range of housing and a diverse job base; and enforcing the Planning Code. For more information, visit www.sfplanning.org.

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