O’Farrell’s vision of Market Street as San Francisco’s “civic spine.”
Market Street is San Francisco’s “civic spine” or Grand Boulevard which started with O’Farrell’s Authentic and Official Plan of San Francisco in 1847.

Better Market Street Project

**Phase I**
- Public visioning, existing conditions studies and conceptual planning and design.

**Phase II**
- Conduct environmental review and preliminary engineering.

**Phase III**
- Design and begin construction.

SHARE YOUR IDEAS FOR MARKET STREET

MORE PLAY?

WWW.MARKETSTREETPROTOTYPING.ORG @MARKETSTREETPF /MARKETSTREETPROTOTYPING MARKETSTREETPF
SCALE

300,000
PEOPLE

+200
SUBMISSIONS

50
PROJECTS

3
DAYS
Festival Timeline

May 27
Open Call Announced

October 10
Open Call Closed

October 29
Selections Announced

Design

Fabrication

April 9-11 2015
Prototyping Festival

Bringing Community, Capacity & Connection to Market Street

Almost There!!
SUBMISSION DETAILS

DESIGN PRIORITIES + GOALS

- Spark engagement between Market Street's populations
- Invite people to relax, socialize and enjoy
- Tell the "story" of Market Street's diverse neighborhoods
- Connect neighborhoods and improve the navigation experience
- Welcome underrepresented populations

- Address micro-climates along Market Street
- Improve streetscape aesthetics
- Be scalable and easily replicated
- Utilize sustainable and environmentally friendly materials with minimal impact
- Be able to withstand the elements
GOALS

**CONNECTION**
Bold and imaginative projects that create a vibrant public space along Market Street, increasing connections and social interactions.

**COMMUNITY**
Designing with and for community.

**CAPACITY**
Designed to increase collective capacity.
FESTIVAL PROCESS
DESIGNED TO EMPOWER THE COMMUNITY
FESTIVAL STRUCTURE

DESIGNED TO INCREASE COLLECTIVE CAPACITY
5 DISTRICTS

- Civic Center
- Central Market
- Retail Heart
- Financial District
- Embarcadero
CIVIC CENTER
CIVIC CENTER

IDEA GENERATION
5-7 minute free sketch session & group discussion

EXPLORATORIUM PRECEDENT EXHIBITS
create curiosity through layering / varied densities / selective revelation

Duck into Kalaeidoscope - surprising and intimate space for social interaction

Bob Miller Shadow Studies - gives new understanding to everyday phenomena

Monochromatic Room - filtered light experiences within an intimate social space

Out Quiet Yourself - audio experiences are dampened or enhanced in small spaces

unexpected discovery / interaction w/ new people / recalibrate urban scale to human scale

MSPF
climbing sculptures "prototype materials quilt"

EMBER PLAY

LIVING ROOFS AT YOUR FEET!

GUERILLA STREET MUSEUM

SF72 NEIGHBORHOOD PREPARDNESS UNIT

BOOKMARK

LIVING ROOFS AT YOUR FEET!

MYCELUM THEATER

ORDER FOR LIFE

FOGPLANE

PLAY EVERYDAY

GHOST FLUJOS

MARKET STREET PROTOTYPEING FESTIVAL

SF72 NEIGHBORHOOD PREPARDNESS UNIT
IDEA GENERATION
5-7 minute free sketch session & group discussion

EXPLORATORIUM PRECEDENT EXHIBITS
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unexpected discovery / interaction w/ new people / recalibrate urban scale to human scale

MSPF
climbing sculptures"prototype materials quilt"
analog tweets on Twitter Bldgdata counts/feedback
visual kinetic projections of bikers

CIVIC CENTER DISTRICT
studio for public spaces

PROTOTYPE EXPERIENCES
someone standing inside
draws others to explore
open top
open bottom
square shapes project the sun's circular shape
learn to walk on gravel as quiet as possible
light reveals colorful objects
daylight filtered light

TREE SITTING

MARKET ST
POLK ST
LARKIN ST
10TH ST
9TH ST
10TH ST
8TH ST
7TH ST
6TH ST
5TH ST
4TH ST
3RD ST
2ND ST
1ST ST
HAYES ST
GROVE ST
HYDE ST
SF PUBLIC LIBRARY
SF72

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CENTRAL MARKET

DESIGN CAPTAIN:
STUDIO FOR URBAN PROJECTS

COMMUNITY COHORT:
- CENTRAL MARKET CBD
- NORTH OF MARKET TENDERLOIN CBD
- HOSPITALITY HOUSE
CENTRAL MARKET

- Art Central - Shimmering Stars
- Market Scene
- Market Street as Habitat
- Peepshow
- Public Ping Pong Tables
- Show Box
- Street Sketch
- Tenderloin Exertrail
- Timber Valley
RETAIL HEART

DESIGN CAPTAIN:
GENSLER

COMMUNITY COHORT:
- UNION SQUARE BID
- YERBA BUENA CBD
- MARKET STREET ASSOCIATION
RETAIL HEART

ACTIVE REST

ADAPTIVE PLAYSCAPES

MEETWALL

ROOM FOR THOUGHT

MOBILE SELFIE BOOTH

RAINBOW PRISMATIC EXPERIENCE

UNSILENCE THE NEWSBIN

SMALLER AND UPSIDE DOWN

WALK MARKET STREET
RAINBOW PRISMATIC EXPERIENCE
(Suspended 7' above sidewalk not to impede through path of travel)

12' x 12' x 12'

MEETWALL
9' x 4' x 9'

ACTIVE REST
8' x 8' x 10'

ROOM FOR THOUGHT
30' x 6' x 10'

GENSLER EXCHANGE PORTAL (1 of 6)
7' x 6' x 8'

GENSLER EXCHANGE PORTAL (2 of 6)
7' x 6' x 8'

GENSLER EXCHANGE PORTAL (3 of 6)
7' x 6' x 8'

GENSLER EXCHANGE PORTAL (4 of 6)
7' x 6' x 8'

GENSLER EXCHANGE PORTAL (5 of 6)
7' x 6' x 8'

GENSLER EXCHANGE PORTAL (6 of 6)
7' x 6' x 8'

WALK [MARKET ST]
15' x 4' x 3'

MOBILE SELFIE
4' x 4' x 4'

TINY AND UPSIDE DOWN
12' x 12' x 12'

UNSILENCE THE NEWSBIN
(within newsrack)

ROOM FOR THOUGHT
10' x 6' x 10'

GENSLER EXCHANGE PORTAL (1 of 6)
7' x 6' x 8'

GENSLER EXCHANGE PORTAL (2 of 6)
7' x 6' x 8'

GENSLER EXCHANGE PORTAL (3 of 6)
7' x 6' x 8'

GENSLER EXCHANGE PORTAL (4 of 6)
7' x 6' x 8'

GENSLER EXCHANGE PORTAL (5 of 6)
7' x 6' x 8'

GENSLER EXCHANGE PORTAL (6 of 6)
7' x 6' x 8'

MARKET ST

O'FARRELL ST

GRANT AVE

POWELL

MUNI/BART

PATH OF TRAVEL

RETAIL HEART

W I N S T O N

4 T H  S T

YERBA BUENA L A N E

Y E R B A B U E N A

RO S E K N O X

4 N T H S T

O'FARRELL ST

GRANT AVE

MARKET ST

4TH ST

STOCKTON

RETAIL HEART

WWW.MARKETSTREETPROTOTYPING.ORG

REQUEST FOR HANDLE BARS ON NEWSPAPER RACKS:
N-000014 + N-00015

PATH OF TRAVEL

N

PRINTED 3.27.15
FINANCIAL DISTRICT

DESIGN CAPTAIN:
CALIFORNIA COLLEGE OF
THE ARTS

COMMUNITY COHORT:
- JUSTIN KELLY - HOK
- STEVE KALICH - MASSMUTUAL
- SAN FRANCISCO CHAMBER
  OF COMMERCE
**FINANCIAL DISTRICT**

**BENCH-GO-ROUND**

**DAILY BOOST**

**MINERAL BENCHES**

**DATA LANTERN**

**UNDERSTORY**

**IT'S NEWS TO ME**

**SOUND OF EMOTION**

**PEAK EXPERIENCE**

**PROTO HOUSE**

**TAG TUNNEL**
EMBARCADERO

DESIGN CAPTAIN:
AUTODESK

COMMUNITY COHORT:
- PACIFIC WATERFRONT PARTNERS
- PORT OF SAN FRANCISCO
- HYATT REGENCY
EMBARCADERO

ARENA I PLAY

COMMON GROUND

CHIMESF

MUSICAL PEDALS

RELAX

NEUROFLOWERS

THE CEPHALOPOD

THE ZEN DOOR

TREE OF CHANGES

a walkthrough refresh ritual
EMBARCADERO

FINANCIAL DISTRICT

SUTTER ST

SANSOME ST

MONTGOMERY

MUNI/BART

MINERAL BENCHES

DATA LANTERN

PROTOHOUSE

DATA LANTERN

YBCA TAG TUNNEL

DAILY BOOST

CCA ANCHOR

UNDERSTORY

PEAK EXPERIENCE

SOUND OF EMOTION

NEWS TO ME

DROWN ZELLERBACH PLAZA

DROWN ZELLERBACH PLAZA

PROJECTS ON PRIVATE PROPERTY

PATH OF TRAVEL

PATH OF TRAVEL

NEEDS ELECTRICAL

NO ELECTRICAL

PRINTED 3.27.15

KNOCK STOP MUSIC

SLOW MUSIC
KEEP BRIGHT

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MARKETSTREETPF
FESTIVAL EVALUATION

METHODS

• IN-DEPTH INTERVIEWS WITH DESIGN CAPTAINS AND CITY AGENCIES
• 400 IN-PERSON SURVEYS OF PARTICIPANTS DURING FESTIVAL
• SOCIAL MEDIA SURVEY “VOTE FOR YOUR FAVORITE PROTOTYPE AND WHY”
• PEDESTRIAN VOLUME COUNTS, BEFORE AND DURING (ELECTRONIC AND MANUAL)
• OVER A DOZEN VIDEOS, DOCUMENTING TEAMS, PROCESS AND FESTIVAL
• FESTIVAL REPORT, SUMMARIZING FINDINGS
The Data Lanterns are a network of sculptural civic totems that reveal and illuminate layers of urban data. They create poetry out of infrastructure and celebrate the ebb and flow of the city with animated beacons of flowing light.

“... that longing to weave together perceptions, to affirm the richness of us as human beings both as performers and audience members.”