

ARTISTS STUDIO COURTESY AND MORE ADAPTED COURTESY THE
1981 MARKET STREET SHOP PHOTOGRAPHY HISTORICAL SOCIETY BY APPROV 11/11/10

The Social Life of Small Urban Spaces (1980)
William Whyte,

“We have given a disproportionate amount of our street space to vehicles, and the time has come to start giving some of it back to the pedestrians from whom it was taken.”



SPACE IS A PRACTICED PLACE

-Michel de Certeau

Temporary Urban Experiments in Creating New Public Spaces

Street
Saturday, October 22 • 1 to 5pm

Location
Meet at Harry Bridges Plaza (Market Street at the Embarcadero)



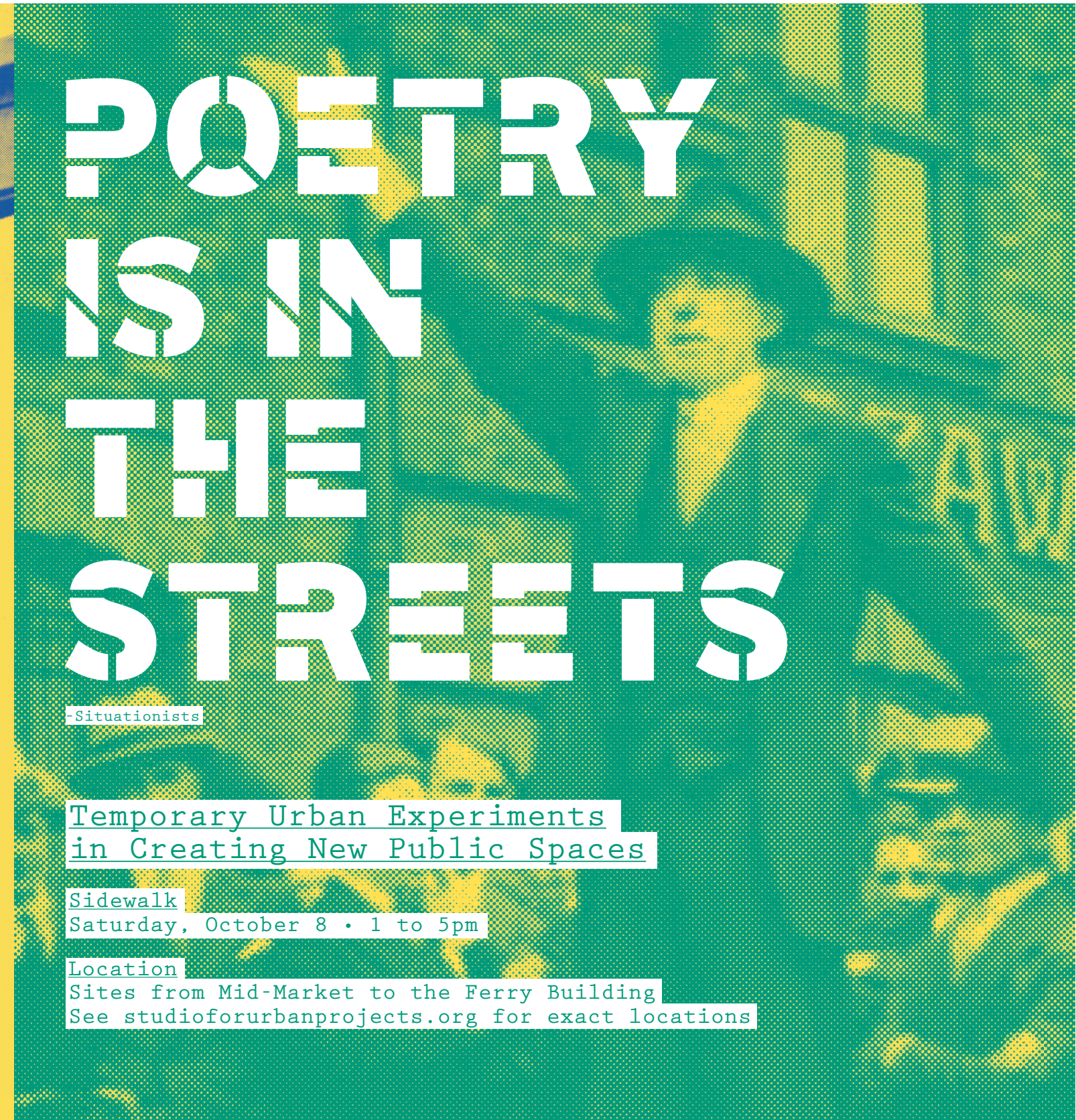
POETRY IS IN THE STREETS

-Situationists

Temporary Urban Experiments in Creating New Public Spaces

Sidewalk
Saturday, October 8 • 1 to 5pm

Location
Sites from Mid-Market to the Ferry Building
See studioforurbanprojects.org for exact locations



Can the street become defined through its patterns of use? Can the increasing numbers of cyclists down Market Street help to enact new ways of thinking about bike lanes, intersections and interactions between people on bikes, on foot, in cars or riding transit? Join us for a ride down Market Street where we will inscribe our route, charting this space for bikes in advance of better bike infrastructure. Over the course of our route we will look at the Market Street Bike Lane Trial, discuss plans in progress for future trials and gather ideas for how to design a better Market Street. Bike-share bikes will be available for use on a first-come, first-served basis. This event is free and open to the public. It is part of the exhibition Reclaim Market Street! created by the Studio for Urban Projects and exhibited at SPUR. Please visit the exhibition at 634 Mission Street, San Francisco.

Created in collaboration with Rebar, ULICU, the San Francisco Bike Coalition and the San Francisco Great Streets Project. This project is made possible through the generous support of SPUR and the San Francisco Municipal Transportation Agency.



How can we redefine the social life of the sidewalk? Amidst the hustle and bustle of commerce and business how do we slow to the pace of conversation, interaction or reflection? Can we create places to sit, make questions through a series of artists interventions along Market Street. The day will profile the work of Paul Benny, Michael Swain, Futurefarmers, Gemma Lentine, Joshua Short, and others. This event is free and open to the public. It is created by the Studio for Urban Projects and exhibited at SPUR. Please visit the exhibition at 634 Mission Street, San Francisco.

This project is made possible through the generous support of SPUR and the San Francisco Municipal Transportation Agency.

ACKNOWLEDGEMENTS

This project is made possible through the generous support of SPUR and the San Francisco Municipal Transportation Agency.

In addition, the Studio for Urban Projects would like to thank the following individuals and organizations for their help in developing Reclaim Market Street!

Individuals:

John Bela Sarah Karlinaky
Paul Benny Liz Keim
Lisa Beyer Brett MacFadden
Jennifer Caleshu Karen Munney Brodek
Chris Carlsson Blaine Merker
Noah Christman Gabriel Metcalif
Margaret Crawford Brady Moss
Brianna Curtis Matthew Passmore
Lisa Ruth Elliott Lisa Pratt
Courtney Fink Rick Prelinger
Pepin Galardi Karen Steen
Blaze Gonzales Melinda Stone
Clive Hacker Rachel Strickland
Teresa Herrmann Michael Swaine
Andy Hill Scott Thorpe
Gretchen Hilyard Amelia Watson
Kit Hodge Anton Willis
Heien Ip

Organizations:

Bay Area Discovery Museum
Futurefarmers
MacFadden & Thorpe
Rebar
San Francisco Bicycle Coalition
San Francisco Great Streets Project
San Francisco Recreation and Parks Department
San Francisco Planning + Urban Research Association (SPUR)
Streetfilms
Shaping San Francisco
ULICU

RELATED PROGRAMMING

Occupations of Market Street

Date/Time: October 1, 11:00am-3:00pm
Location: Meet at Harry Bridges Plaza (Market Street at the Embarcadero)
This event is free and open to the public.

Join us for a walking tour amplifying the street as the stage for history, political dialogue and activism. In what ways has Market Street been used for political ends throughout its history? How do we claim this space as we consider the street's future? This four-hour walk down Market Street will feature author, activist and historian Chris Carlsson, who recently edited *Ten Years That Shook the City: San Francisco 1968-1978*. He is also one of the initiators of Critical Mass and has spearheaded a San Francisco participatory history project titled *Shaping San Francisco*. Special thanks to Chris Carlsson and Lisa Ruth Elliott of Shaping San Francisco in developing this event.

The Social Life of Small Urban Spaces

Date/Time: Tuesday, November 15, 6:00-8:00 pm
Location: SPUR, 634 Mission Street, San Francisco
This event is free and open to the public.

Urban planner William H. Whyte's study *The Social Life of Small Urban Spaces* is a profound study of urban space. In the 1970s, using methods of direct observation—including photography, film and notation—Whyte and his research assistants compiled a survey of New York's plazas, streets and sidewalks, examining pedestrian behavior and dynamics. In *The Social Life of Small Urban Spaces* Whyte presents his witty and insightful views on what makes public space thrive. Please join us for a screening of this seminal film.

RESOURCES

Web Sites:

*Project for Public Spaces: www.pps.org
*The San Francisco Great Streets Project: www.sfgreatstreets.org
*The San Francisco Bike Coalition: www.sfbike.org
*Shaping San Francisco: www.shapingst.org
*The Prelinger Library: www.prelingerlibrary.org
*Streetfilms: www.streetfilms.org
*Velourium: www.velourium.biz
*Better Market Street: www.bettermarketstreetstaf.org

Books:

*Arvid Bengtsson (ed.), *Adventure Playgrounds*, Crosby Lockwood, 1972.
*Mia Birk, Joyride: *Pedaling Toward a Healthier Planet*, Cadence Press, 2010.
*Michel de Certeau, *The Practice of Everyday Life*, University of Minnesota Press 1998.
*Florian Haydn and Robert Temel, *Temporary Urban Spaces: Concepts for the Use of City*, Birkhäuser, 2006.
*Jeffrey Hou (ed.), *Insurgent Public Space: Guerrilla Urbanism and the Remaking of Contemporary Cities*, Routledge 2010.
*Jane Jacobs, *The Death and Life of Great American Cities*, Vintage Books, 1989.
*Ed Knabb (ed. and trans.), *Situationist International Anthology*, Bureau Of Public Secrets, 2007.
*Jeff Mapp, *Pedaling Revolution: How Cyclists Walk Down Market Street*, Oregon State University Press, 2009.
*Simon Nicholson, *How Not to Cheat Children: The Theory of Loose Parts*
*Peter D. Norton, *Fighting Traffic: The Dawn of the Motor Age in the American City*, The MIT Press, 2008.
*William Whyte, *The Social Life of Small Urban Spaces*, Project for Public Spaces Inc. 2001.

Temporary Urban Experiments in Creating New Public Spaces



PLAY IS FREEDOM

-Johan Hinziga

Temporary Urban Experiments in Creating New Public Spaces

Plaza
Saturday, October 15
Playspace: 1 to 5pm Screening: 7pm

Location
UN Plaza (Market between 7th & 8th Streets)



Can plazas be made more dynamic by serving different age groups and interests over the course of a day? Can children be better integrated into the life of the street, learning to become citizens through their participation in the city and protected by the watchful eyes of neighbors? UN Plaza will be transformed into a play space for children, parents and friends. By day, it will feature the *Imagination Playground* kit by David Rockwell. In the evening, this space will host a public screening of the 1966 film *A Trip Down Market Street* and its 2005 remake by Melinda Stone and Liz Keim. Archivist Rick Prelinger will show films from his collection focusing on the history of Market Street as captured by amateurs, newsreel cameramen and industrial filmmakers.

This event is free and open to the public. It is part of the exhibition Reclaim Market Street! created by the Studio for Urban Projects and Playground kit by David Rockwell. In the evening, this exhibition at SPUR. Please visit the exhibition at 634 Mission Street, San Francisco.

Created with the support of the San Francisco Recreation and Parks Department, *Imagination Playground* on loan from the Bay Area Discovery Museum, Sausalito, CA. Special thanks to Karen Munney Brodek, Dana Sorohan, Lisa Beyer, Brianna Curtis and Jennifer Caleshu. This project is made possible through the generous support of SPUR and the San Francisco Municipal Transportation Agency.



In 2015, Market Street will be remade as the culmination of a four-year public process called the Better Market Street Project. *Reclaim Market Street*, created by the Studio for Urban Projects, augments this ongoing community program by staging a series of interventions that engage the public in changing the street. Accompanying these events is an exhibition at the San Francisco Planning + Urban Research Association (SPUR) that provides context for these pilot projects by highlighting the many ways in which cities, nationally and internationally, are engaged in reimagining their public spaces through experimental urban planning.

Believing that artists can be provocative agents in helping us to reimagine our cities, the Studio for Urban Projects—in collaboration with artists, activists, designers and city officials—has created this project as a way of helping us to claim Market Street in this crucial moment.

Beyond commerce, business and the movement of the automobile, what do we want to use our streets for? Can we claim the street for conversation, action, play, lounging and making? Or can we use this space primarily for those who walk, bike or take public transport?

Can we prioritize the social life of the street? These efforts are part of a broad national and international movement in which people are claiming streets and making experiments, trials and prototypes. In Paris, a thoroughfare by the Seine has been turned into a beach. In New York, traffic has been cut off to Times Square, and now people lounge in chairs on the former roadway. In San Francisco, parking spaces are slowly being turned into parks.

All over the world people are closing roads to the automobile for a day, a week, a month or a year and exploring new ways to define our city streets. These experiments are being propagated by artists, advocacy groups and progressive city governments. Their interventions help us to imagine what is possible in our cities and become catalysts for permanent change.

We invite you to join us over the course of the exhibition to participate in changing San Francisco's Market Street. What we do here will inspire the new direction of our civic spine and create new models in the worldwide movement to make streets about people.

—Studio for Urban Projects

Founded in 2006 the Studio for Urban Projects is an art and design collective that perceives art as a means of advancing civic engagement and furthering public dialogue. Our interdisciplinary and research-based projects aim to provoke change by re-framing our perceptions of the city and physically transforming elements of the built environment. Engaging the broad themes of ecology and urbanism, our projects have taken the form of audio tours, interactive websites, exhibitions, urban interventions, and architectural environments. Through these projects we reflect upon the cultural dynamics that shape our urban landscapes.