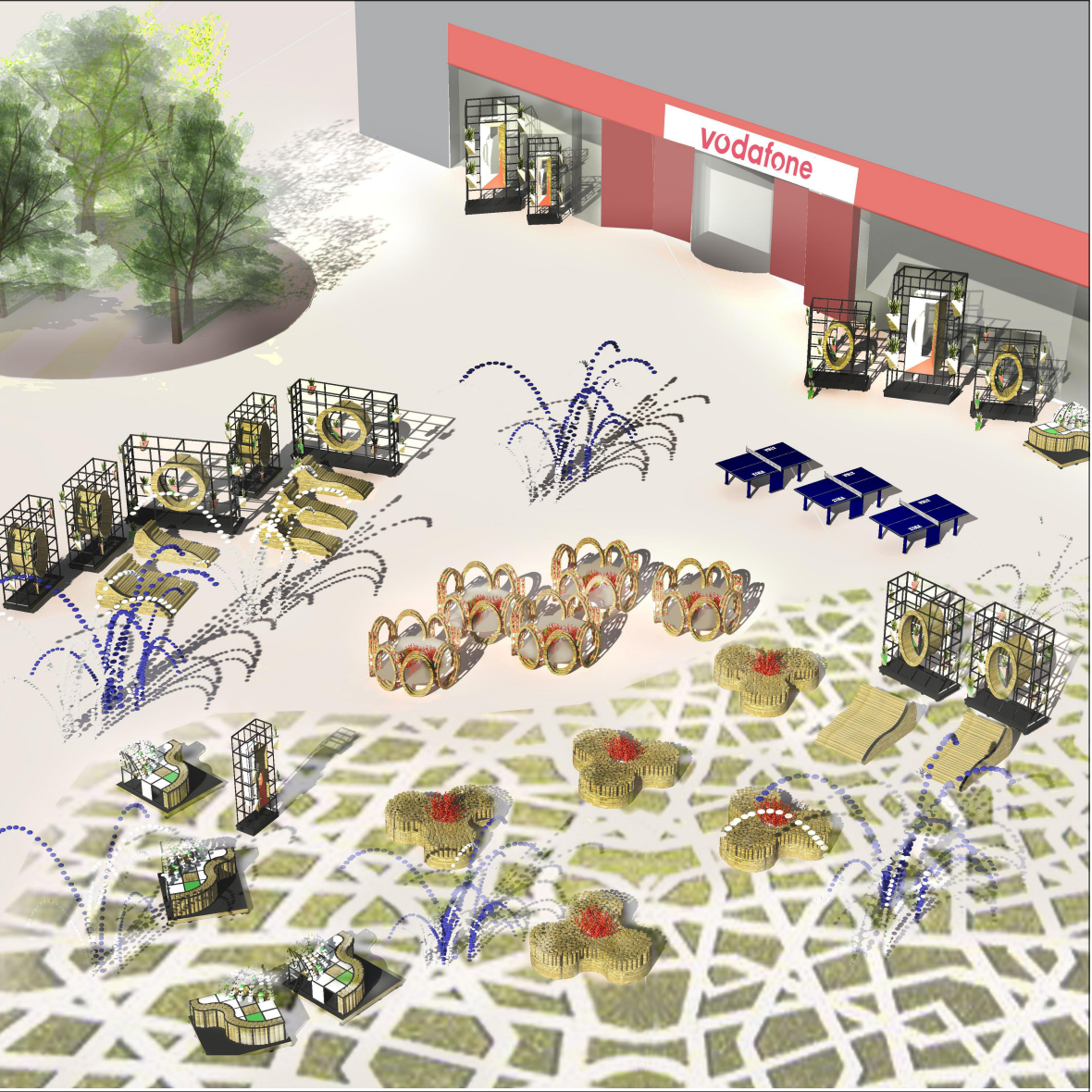


Public space makeover sequence with design choices & assamblagable street furniture.  
Leaving the footprint of corporate brand Identity.

Imagined place - next to corporate office entrance



In the current situation, public space design is completely made by designers. Of course it has a professional look, but this situations doesn't leave any chance for design choicemaking and self expression for local inhabitants and every day bypassers.

The idea is a method, that consists of sequeptive actions - combining interdisciplinary approaches (marketing, urban design, product design, social integration, communication and teambuilding), for public space makeover. The key actions are: assamblagable street furniture design options (several design choices) created by designers are offered to society, voting process for designs and layouts, and the final placemaking event, when the chosen designs are assambled. As a result, an attractive public space with unique identity is made.

There are large companies seeking for new and innovative ways for advertising, and who would like to stand out between competitors.

This kind of marketing activity in front or near the company's entrance, can be a powerfull tool, because of its uniqueness and long lasting effect.

Gains: social, commercial, design innovation:

New Place Identity, made by public choice

Common memories to be experienced daily

Teamwork. Collaboration

Professional look. The fun of DIY action

24/7 Advertisement for initiator company

Flexibility of the design layout

<div>Place:</div> <div>Can be anywhere near process initiator businesses entrance. empty parking lot/ park/ plaza/ sidewalks etc.</div>	<div>Next step:</div> <div>corporate initiated home page with design choices of public furniture and layout. Professional designers offer design choices of assamblagable street furniture. Spetial APP is created for design choice making.</div>	<div>Marking the place:</div> <div>with large screen on the "place" - showing design options and voting process realtime.Voting process takes place on the home page.</div>
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Design choices for assamblagable public furniture: colour, shape, layout options

Seating - made of plastic tubes

Movable grid - plantbox holder

Styled bench - made of metal band, filled with vertical wood posts

Attractive plantbox from cross laminated timber ellipses and plastic spheres

Connection detail  
Eliptic shaped frames made of CLT, with plastic spheres in-between, connected with threaded rod

Movable grid bench  
CLT, metal, wood posts,plastic-on wheels

Teamwork. Creating public involvement

Discussion on platform/ webpage about the designs. Options to customize some parts of the public furniture.

Public furniture is designed in a way that it can be put together/ assambled from smaller parts. Many people can participate in the assamblage process. This is also a new way of teambuilding experience.

The BIG Placemaking Event. Approaches to activate public participation. For example, a lottery to stimulate participating in design discussion, choice making and taking part on assamblage event.

I would choose table tennis ir salad green colour

Yes! I'd like to have some tube lounge chairs next to it.

Vote...vote.vote

Layout choices

Design choices

Placemaking event

Conceptual change

