

Having Trouble Reading This Email? | [View in browser](#)



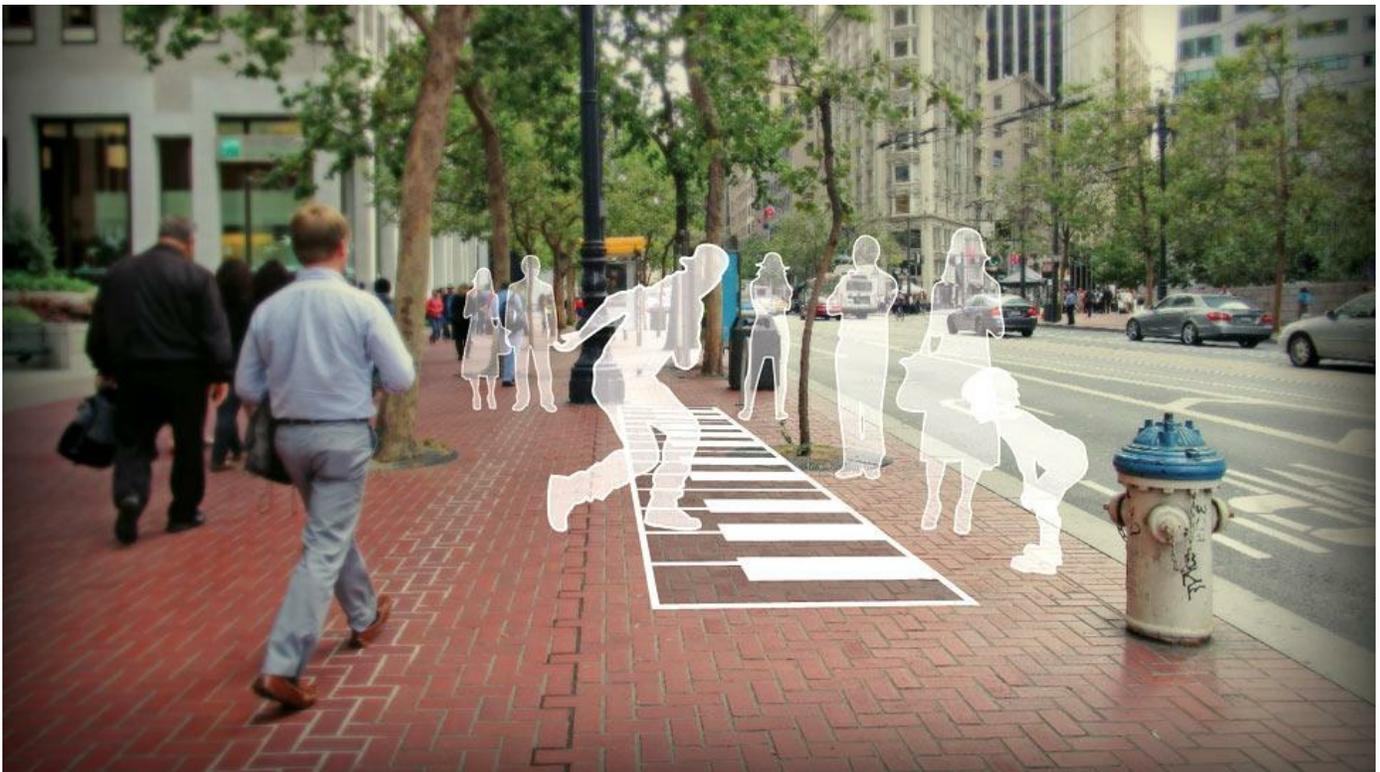
**MARKET ST
PROTOTYPING
FESTIVAL**

FOR IMMEDIATE RELEASE

Media Contacts:

Voleine Amilcar 415.978-2700 ext. 116; vamilcar@ybca.org

**Yerba Buena Center for the Arts and the San Francisco Planning Department Host the
2016 Market Street Prototyping Festival**



**Featuring more than 30 prototype projects by Bay Area artists and makers
Thursday through Saturday, October 6–8, 2016**

SAN FRANCISCO – (September 19, 2016) –[Yerba Buena Center for the Arts \(YBCA\)](#), in partnership with the [San Francisco Planning Department](#), presents the return of the [Market Street Prototyping Festival](#), a three-day festival featuring temporary interactive installations conceived to make Market Street a more engaging and vibrant destination. Spanning three districts—Central Market, Retail Heart, and

Embarcadero—Market Street will come alive with more than 30 prototype projects as well as other projects that have been in incubation for two years. Festival-goers are invited to walk the entire route, check out the installations, and provide instant feedback to the designers on their creations. The **2016 Market Street Prototyping Festival** runs **11 a.m. to 7 p.m., Thursday, October 6, through Saturday, October 8, 2016.**

The festival is part of a larger effort to redesign Market Street, San Francisco's civic backbone. Since 2011, multiple city agencies have focused their attention on improving and enhancing Market Street's public space through the [Better Market Street](#) project, led by San Francisco Public Works.

One of the most important goals of the festival is to cultivate connection and empathy. "It's about igniting citizen engagement by asking people what they want to experience in their streets and sidewalks and what they want the longer-term design to be," remarks **Deborah Cullinan, YBCA's CEO**. "We are looking forward to welcoming people from all over the Bay Area to the festival to experience joy, inspiration, and connection in public life."

"The festival is a grand display of city making," adds **Neil Hrushowy, manager, City Design Group, from the San Francisco Planning Department**, "featuring the work of artists, activists, and others who are passionate about blending community, art, and innovation with redesigning public space. They receive mentorship from designated district design captains who are experts in the field to help design, fabricate, and implement the best version of their projects. The festival puts their hard work on display with a possibility of its becoming a permanent part of San Francisco's footprint."

The temporary installations on display in this year's Market Street Prototyping Festival range from performance spaces to relaxation zones, dynamic art pieces, and more. **Central Market (7th Street to 5th Street)** will host the **Inside Out Dance Studio**, designed by Alonzo King LINES Ballet, which is intended to raise awareness of the arts and encourage people to explore their own movement, and a **Pop-up Forest** by Friends of the Urban Forest, a uniquely immersive "forest" experience that engages passersby in a dialogue about trees, adjacent neighborhoods, and the larger city. Central Market will also host the two special initiatives: **Excalibur**, a youth prototype developed in partnership with [Youth Art Exchange](#), who led a design and architecture internship for 14 high school students from across San Francisco to create a prototype for the 2016 festival, and **Swallowtail**, a community prototype design based on the insights and expertise of the Central Market Think Tank, a collaborative of community stakeholders based in the immediate area.

The **Retail Heart (4th Street to 3rd Street)** will feature **Metro Moods**, an artwork comprised of the collective, changing moods of people moving along Market Street, visible both on site and globally; **PlayStation**, an immersive on-sidewalk experience that encourages fitness, play, competition, and laughter, enhancing the usually dreaded experiencing of waiting; and **Vote with Your Feet**, which provokes participants to answer crowdsourced questions by walking through one of two doors.

Embarcadero (Beale Street to Steuart Street) will include **Glimmer**, a dynamic installation that invites passersby to enter, touch, and interact with a plush thicket of colorful suspended filaments; **StreetSpeak.SF**, an open invitation to connect with your neighbors and create a narrative time capsule of San Francisco—a collaborative platform that joins the city's diverse communities through an ever-growing collection of personal stories; and **Sea Level Stories**, a data visualization and narrative collection device, spreading awareness of

how sea level rise affects San Francisco and how local residents perceive its impacts.

As part of the [Urban Prototyping Research Lab](#), ten projects from the 2015 festival were selected to participate in a six-month incubation program with Gray Area and Autodesk. These projects will be redeployed in a phased roll-out plan for semi-permanent installation for up to two years. Five of the prototypes from last year's festival have completed the incubation phase and will be on display during the three-day festival, including the popular **peepSHOW**, an urban viewing station that focuses the gazes and thoughts of passersby onto obscure or concealed street scenes; **Ember**, an installation that explores community through a circle of wooden seats that remember a visitor's presence; **Strange Lenses**, a set of lenses that distort the faces of amused pedestrians; **Common Ground**, a sidewalk installation with pairs of seat and floor panels that activate a surprise feature when stepped on simultaneously by two strangers; and **The People's Table**, an artistically designed ping pong table promoting real connections between people of diverse communities through play and art, focusing on areas with a need for positive social and civic engagement. The remaining prototypes will be rolled out over the course of the year.

In addition to the explosion of large-scale interactive public art, the festival offers performances and programming to further engage the community. **Swallowtail** will feature performances by Skywatchers with residents of the Tenderloin community, and Tenderloin Votes will be on site for voter registration. **Zero Waste Trading and Mending Cart** will offer daily workshops where people can bring their old garments and a technician will help them sew and repair their beloved items. **Play Hear** will lead instrument-making workshops and feature special guest performers. **The Sidewalk Library** will host an array of programs, including BiblioBistro, a photo booth, and a Hoola Hula. **Urban Thump's** "The Tribe of Thump" band of musicians will perform daily on its installation. And **Sunset Piano** will connect the Embarcadero to the Retail Heart district by programming six pianos in the Financial District with the help of professional musicians; it will also organize a special Beatnik's Corner program in Mechanics Plaza.

For the complete list of prototypes and general information about the Market Street Prototyping Festival, visit <http://marketstreetprototyping.org>.

Yerba Buena Center for the Arts (YBCA) is one of the nation's most innovative contemporary arts centers. Founded in 1993, YBCA's mission is to generate culture that moves people. Through powerful art experiences, thoughtful and provocative content, and deep opportunities for participation, YBCA is committed to creating an inclusive culture that awakens personal and societal transformation. YBCA presents a wide variety of programming year-round, including performing arts, visual arts, film/video, and civic engagement. YBCA venues include the Forum, Screening Room, Galleries, and the Yerba Buena Center for the Arts Theater. For tickets and information, call 415.978.ARTS (2787). For more information, visit ybca.org.

San Francisco Planning Department

The San Francisco Planning Department plays a central role in guiding the growth and development of our city. The department works with other city agencies and the community to help achieve great planning for a great city. The mission of the San Francisco Planning Department, under the direction of the [Planning Commission](#), shapes the future of San Francisco and the region 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.

###

[Unsubscribe](#) | [Forward](#) | [View in browser](#)

YBCA sends messages to our email subscribers to let them know about upcoming events and offers. If you would like to no longer receive these sorts of messages, please unsubscribe below.

701 Mission Street San Francisco, CA, 94103