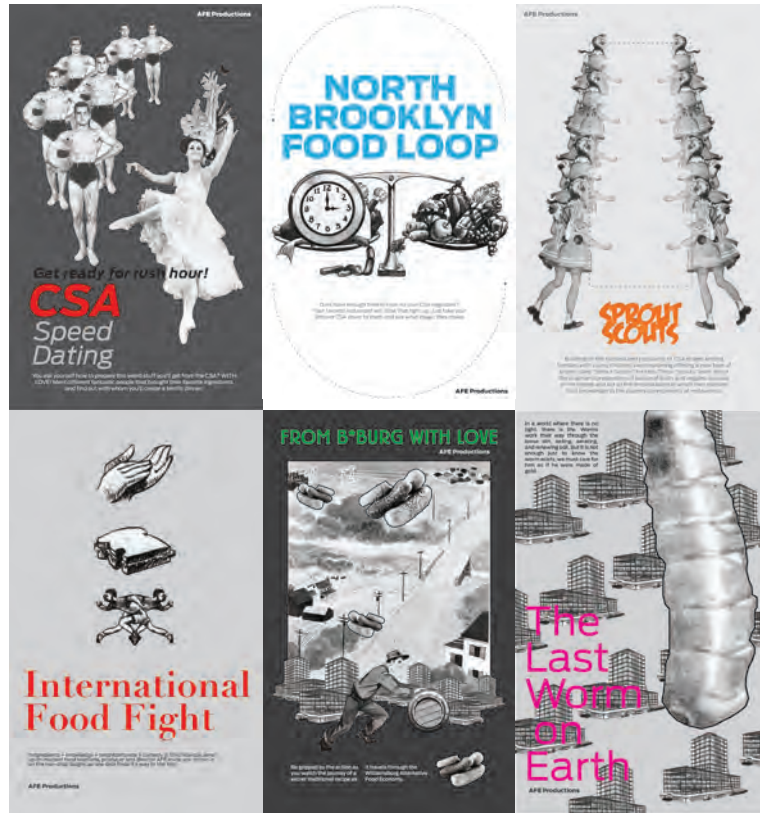


ALTERNATIVE FOOD ECONOMY

BROOKLYN'S EATING MOVEMENT

AARON CANSLER + AMY FINDEISS + MAI KOBORI + ANKE RIEMER + GRACE TUTTLE



CONTEXT

There is an existing food movement in North Brooklyn where people are creating innovative ways that address and challenge issue of the existing food system. There are restaurants that own a Farm update and grow their own fresh locally grown produce to directly source to their restaurant. There is a microcosm that emerges at McCarren Park on Saturdays every week. This ethos is a product of community activists creating various organizations that address issues of food from production , distribution, consumption, and disposal. Other organizations overlap at this intersection not only bringing the environmental conscious minded demographics but also various other ethnic groups who live in the neighborhood.

SERVICE IDEA

Brooklyn Alternative Food Economy is a service that helps identify how you can be a part of an existing food economy that is local, healthy, convenient, and cheap based on your lifestyle and needs?

How might we...

- How can the models of participating communities be scaled appropriately to inform new models for non-participants?
- How can we ensure that various levels of the alternative food economy are equally accessible to people using different currencies?

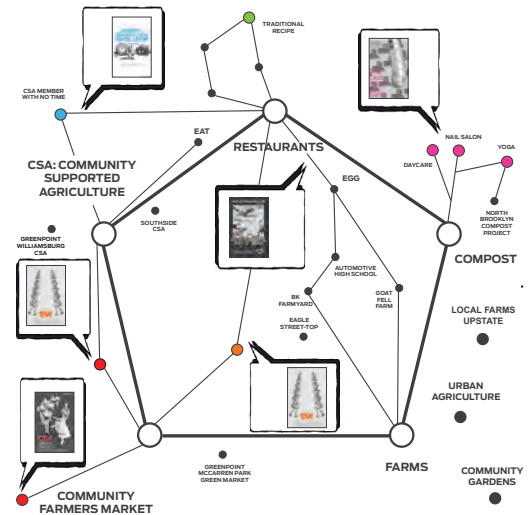
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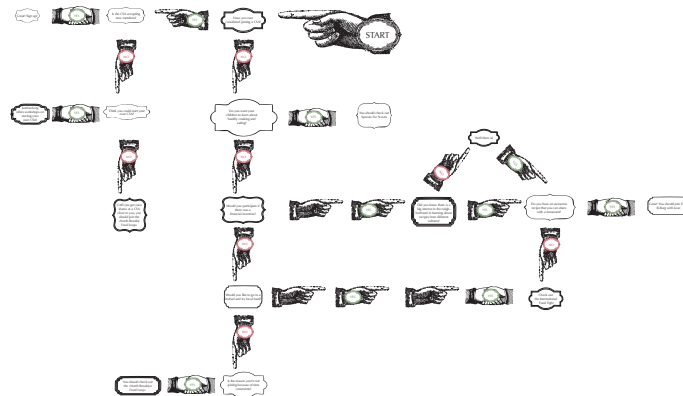
ALTERNATIVE FOOD ECOSYSTEM

The System The five main players within this food ecosystem are: Farms (Urban Agriculture + Community Gardens), Farmers Markets, Community Supported Agriculture, Restaurants, and Compost Projects. Within these categories, we have designed opportunities that amplify social food innovation in North Brooklyn: From B'burg with Love, North Brooklyn Food Loop, Sprout Scouts, CSA Speed-dating, International Food Fights, and The Last Worm on Earth.



CUSTOMIZED JOURNEY

Choose your own adventure A simple engaging game allows each resident of North Brooklyn to find out how they might become a part of the Alternative Food Economy.



ENTRY POINTS

The various designed options in which each member of the community can enter in the Alternative Food Economy is based on individual needs (time, cost, culture, and motivations).



BK STOOP

FRANCIS CARTER, HOWARD CHAMBERS, JACQUELINE COOKSEY, AMANDA LASNIK,
KIERSTEN NASH, JAYSON RUPERT, KELLY TIERNEY



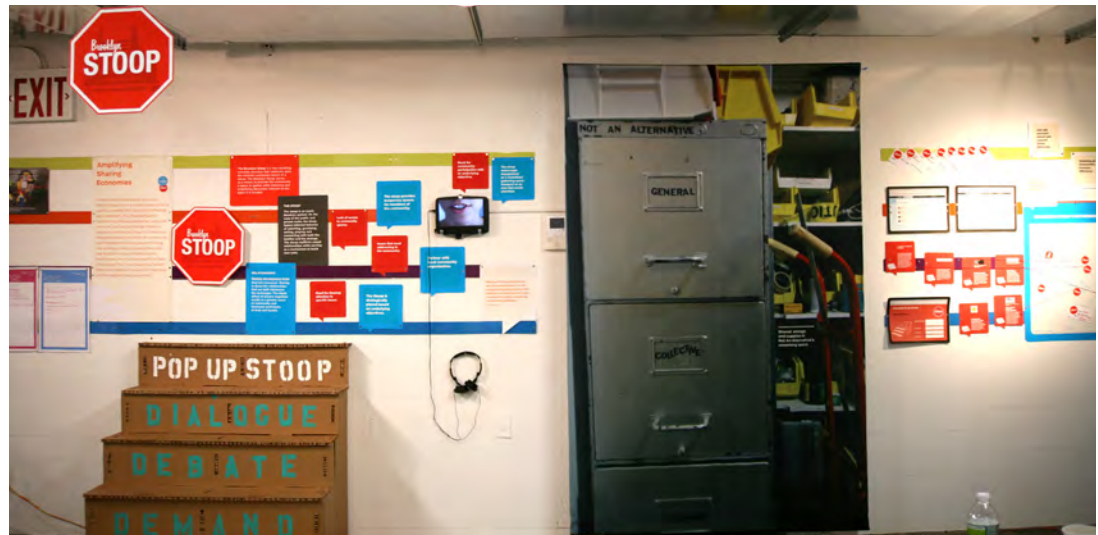
What if Sharing encompasses more than just resources. Sharing is about the relationships that are built in between the exchanges. The ripple effect of sincere negotiations results in a greater sense of community and increased sentiments of trust and loyalty.

BK STOOP

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SYSTEM

The BK Stoop The stoop is an iconic Brooklyn symbol. On the cusp of the public and private realm, the stoop fosters informal behavior of watching, gossiping, selling, playing and connecting with both the familiar and the strange. The stoop reaffirms casual relationships while serving as a mechanism to build new ones. The Brooklyn Stoop is a free-standing, movable structure that catalyzes upon the inherent communal nature of a stoop. The Brooklyn Stoop serves as a means to provide the community a space to gather while fostering and amplifying discussion relevant to the place it is located.



INTERACTIONS

Housing Development The Park Tower Group Housing Development requested the Brooklyn Stoop be placed across from a new development project that promises to bring 4,000 new residents into the area, while not adding the necessary infrastructure to support this increase in population – such as expanded green space or extra parking. The Stoop is serving as a visual cue to show that the community is watching the development as it proceeds and is already discussing the ripple effect of the project.

INTERFACES

Book Swap Due to the budget crisis, New York Public Libraries have reduced their hours by closing earlier and not opening at all on Sundays. The Brooklyn Stoop is currently sitting across from the library with aims of reinforcing the purpose for libraries – to further the potential that comes from human thought and action.

BK STOOP

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INTERFACES

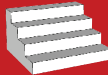
The Locations Examples of the locations of where the Stoop could be placed to raise awareness of various issues affecting the community.

BROOKLYN STOOP PARTNERSHIPS



GREENPOINT MCCARREN PARK GREENMARKET

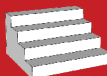
This much-loved Saturday market, bridges the burgeoning Williamsburg community and long-time Greenpoint Polish communities who come to shop, mingle with neighbors, and enjoy McCarren Park. The Stoop offered more opportunities for skill share and conversation.



Neighbors Allied for Good Growth
110 Kent Ave, 2nd Floor • Brooklyn NY 11211
718-364-2244

PARK TOWER HOUSING DEVELOPMENT

The Park Tower Group Housing Development requested the Brooklyn Stoop be placed across from a new development project that promises to bring 4,000 new residents into the area, while not adding the necessary infrastructure to support this increase in population - such as expanded green space or extra parking. The Stoop is serving as a vital cue to show that the community is watching the development as it proceeds and is already discussing the ripple effect of the project.



Brooklyn Public Library

Brooklyn Public Library: Greenpoint
107 Norman Avenue, NY
(718) 548-3304

BOOK SWAP

Due to the budget crisis, New York Public Libraries have reduced their hours by closing earlier and not opening at all on Sundays. The Brooklyn Stoop is currently sitting across from the library with aims of reinforcing the purpose for libraries - to further the potential that comes from human thought and action.

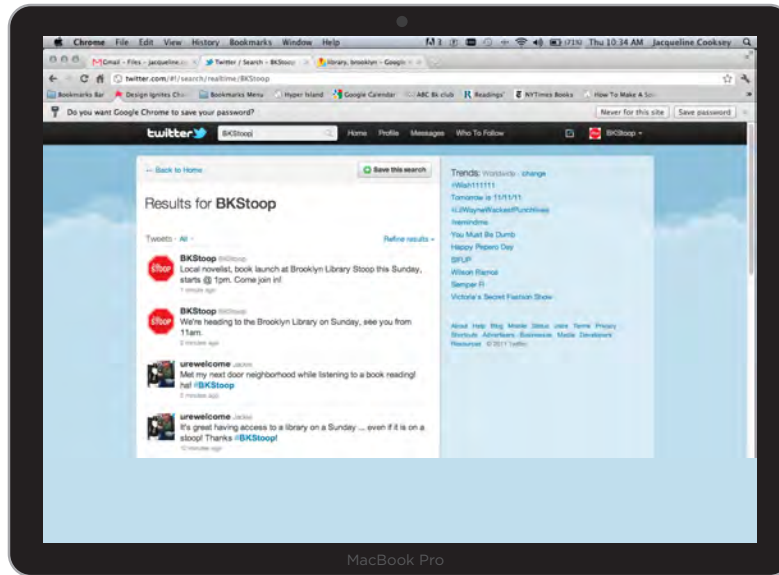


BK STOOP

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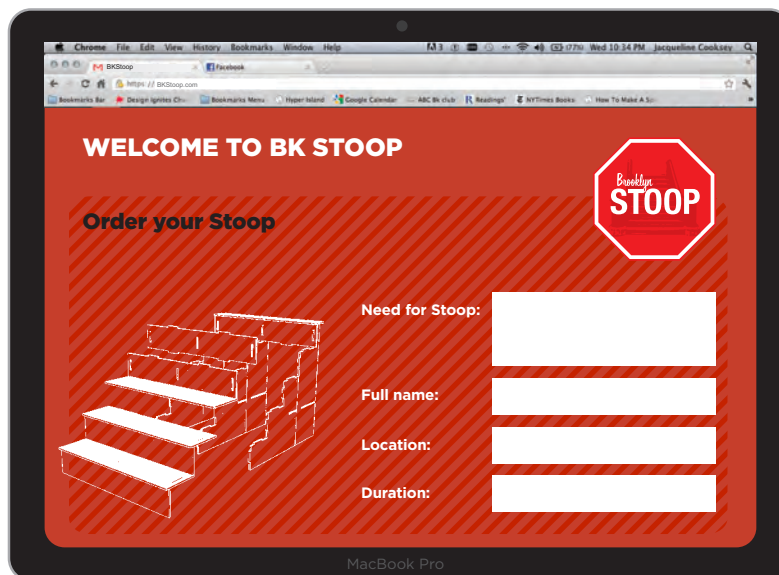
INTERFACES

Digital Platform The BK Stoop blueprint is available for download online and is designed to be easily reproduced and assembled. A twitter account also tracks each Stoop's location for easy access and a live discussion about the issues the Stoops are raising.



People
standing on
a giant stoop
in Brooklyn???
#BKstoop

Watching an
intersection.
Random.
#BKstoop



Just saw
someone
almost got
runover!
Damn!
#BKstoop

I'm at the
NAG Stoop,
come join me!
#BKstoop

BK STOOP

FRANCIS CARTER, HOWARD CHAMBERS, JACQUELINE COOKSEY, AMANDA LASNIK,
KIERSTEN NASH, JAYSON RUPERT, KELLY TIERNEY



SLOWSCAPE

ELIE KAHWAJI + AABHIRA ADITYA + BEN WINTER + BLAND HOKE + JAYSON RUPERT



CONTEXT

GETTING AROUND IN WILLIAMSBURG can be a highly political act. Many people identify with certain modes of transportation and oppose others (even when they may use multiple modes themselves). This leads to territorial confrontations, in which interest groups compete for the use of transportation infrastructures instead of leveraging them for collective benefit.

IDEA

WHAT IF TRANSPORTATION WAS NOT SO POLITICAL? What if people helped each other get around instead of standing in each other's way? What if they shared the right of way?

HOW MIGHT WE:

Make transportation less political by making it more creative?

Develop new rules or rituals that foster mutual respect among people who use different modes of transportation?

Make mutually beneficial alterations to the streetscape that encourage better sharing of space?

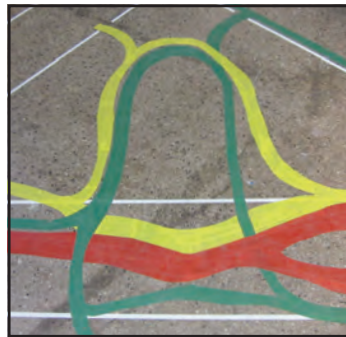
Build empathy by recognizing and reframing the identities people form around modes of transportation?

SLOWSCAPE

ELIE KAHWAJI + AABHIRA ADITYA + BEN WINTER + BLAND HOKE + JAYSON RUPERT

SYSTEM

SLOWSCAPE is a detour from the normal transportation experience. This alternative streetscape encourages drivers, cyclists, and pedestrians to slow down and be more aware of each other by presenting them with playful new ways of moving and interacting with each other. By provoking nonverbal spatial negotiations, it aims to defuse the decisive rhetoric and de-escalate the rancorous debate surrounding mixed-use transportation spaces in Williamsburg.



INTERACTIONS

COPIOUS CAUTION

Upon entering, drivers, cyclists, and pedestrians encounter a surprising number of caution signs all in a row. This provocative juxtaposition of warnings alerts everyone to be aware: the rules of the road are about to change.

SQUIGGLE STREETS

Gradually, the street, sidewalks, and bike lane begin to undulate and intertwine. Curves, colors, forks, bumps, and eventual crossings cause everyone to slow down and take note of who is moving around them.

ROCK, PAPER, SCISSOR SECTIONS

Intersections are regulated by stop signs marked with familiar imagery from the game "rock, paper, scissors." These signs provide playful new rules for negotiating the right of way.



INTERFACES

EXPERIENCE SLOWSCAPE in different ways: as a permanent platform on which artists and activists can engineer and explore new transportation exchanges, or as a series of temporary infrastructural interventions which travel and scale out to new locations.

PARK IT

STEVEN DALE + EULANI LABAY + MINH LE +
RACHEL LEHRER + KIERSTEN NASH + KELLY TIERNEY



CONTEXT

What if neighborhoods could ‘park’ their desires on their neighborhood block? We all own the streets and yet only 33% of North Brooklyn-ers park their cars on them. The use of cars costs every man, woman and child in New York City the equivalent of \$105 a year. How can that cost be redistributed to benefit more people than just those with cars? Our team investigates the notion of community health and wellness through the act of reclaiming car infrastructure for community use.

SERVICE IDEA

PARK IT is a mobile garden disguised as vehicle that can be moved to accomodate alternate side parking regulations. Park It has 4 wheels, a platform with raised sides, ropes to pull it, soil and brakes. Our Park It needs to be pulled by two or more people to accomodate street cleaning shedules are resides in a nice fuzzy legal loophole.

STEVEN DALE + EULANI LABAY + MINH LE +
RACHEL LEHRER + KIERSTEN NASH + KELLY TIERNEY

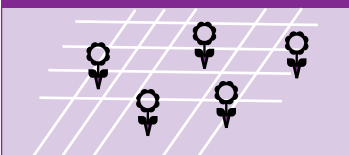
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COMPONENTS



STAKEHOLDERS

Existing Social Media



PARK IT

STEVEN DALE + EULANI LABAY + MINH LE +
RACHEL LEHRER + KIERSTEN NASH + KELLY TIERNEY

INTERACTIONS

Over time the interactions with Park It will increase once community members realize that the Park Its belong to them. We expect Park Its to travel throughout the community in many forms. From a singular Park It on a residential street to an entire block of temporary Park Its, the benefit of Park Its can be far reaching. If your Park It gets moved just find it on Foursquare or go hunting for it!

Here's just one scenario:



Bridget is a newcomer to Greenpoint and misses spending time in the gardens and parks so prevalent in her old Upper West Side neighborhood. She asks her neighbor about gardening.

PARK IT

Seeds & Wheels

STEVEN DALE + EULANI LABAY + MINH LE +
RACHEL LEHRER + KIERSTEN NASH + KELLY TIERNEY

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Bridget and her roommate pick up a Park It in an industrial zone in Bushwick.



They tow their Park It back to Greenpoint

PARK IT

STEVEN DALE + EULANI LABAY + MINH LE +
RACHEL LEHRER + KIERSTEN NASH + KELLY TIERNEY

I N T E R A C T I O N S

4



Bridget picks up some free compost from the North Brooklyn Compost project, gets some seedlings from her neighbor and gets to work every morning growing an edible garden.

5



One day Bridget wasn't able to find a spot on her street though she did find an available spot on an adjacent street in front of a restaurant that just picked her fresh mint for their cantaloupe salad.

PARK IT

STEVEN DALE + EULANI LABAY + MINH LE +
RACHEL LEHRER + KIERSTEN NASH + KELLY TIERNEY

I N T E R F A C E S

6



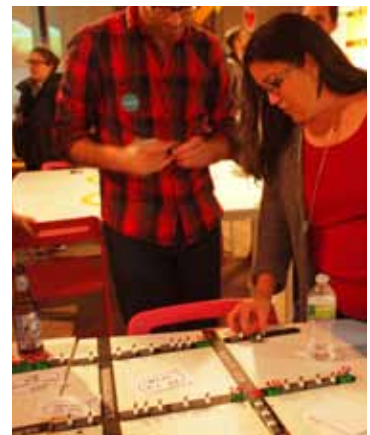
Every Tuesday morning Bridget goes out to the Park It and watches for familiar faces to help her negotiate pulling it across the street. Bridget and her neighbors work together to maintain the new resource on their block. A few times a year Bridget pulls her Park It to a metered spot and participates in Parking Day.

PARK IT

STEVEN DALE + EULANI LABAY + MINH LE +
RACHEL LEHRER + KIERSTEN NASH + KELLY TIERNEY

INTERFACES

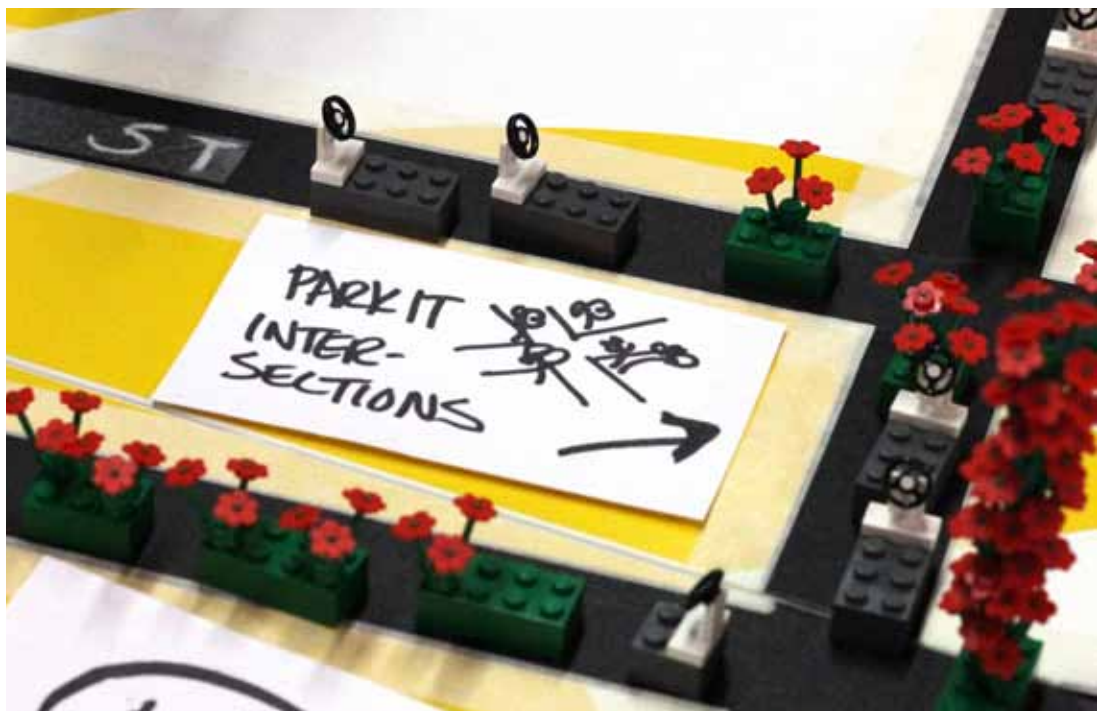
URBAN INTERFACES We asked others in the community to decide for themselves where they would like to see Park It, so we asked them, “How would you Park It?” With this interactive mini-map and mini-Park Its, individuals were able to voice their opinions. Here were some of their responses:



PARK IT

STEVEN DALE + EULANI LABAY + MINH LE +
RACHEL LEHRER + KIERSTEN NASH + KELLY TIERNEY

INTERFACES



PARK IT

STEVEN DALE + EULANI LABAY + MINH LE +
RACHEL LEHRER + KIERSTEN NASH + KELLY TIERNEY

INTERFACES



PARK IT

AARON CANSLER + STEVEN DALE + EULANI LABAY + MINH LE +
RACHEL LEHRER + KIERSTEN NASH + KELLY TIERNEY

T E A M

