

REMBRANDT PLEIN

‘What may we suggest that promotes the use, experience and perception of the Rembrandt District as safe and welcoming for visitors and inhabitants of Amsterdam?’



Facilitate mutual acceptance between
Tourists and Locals



PROTOTYPE EVALUATION

POSITIVES

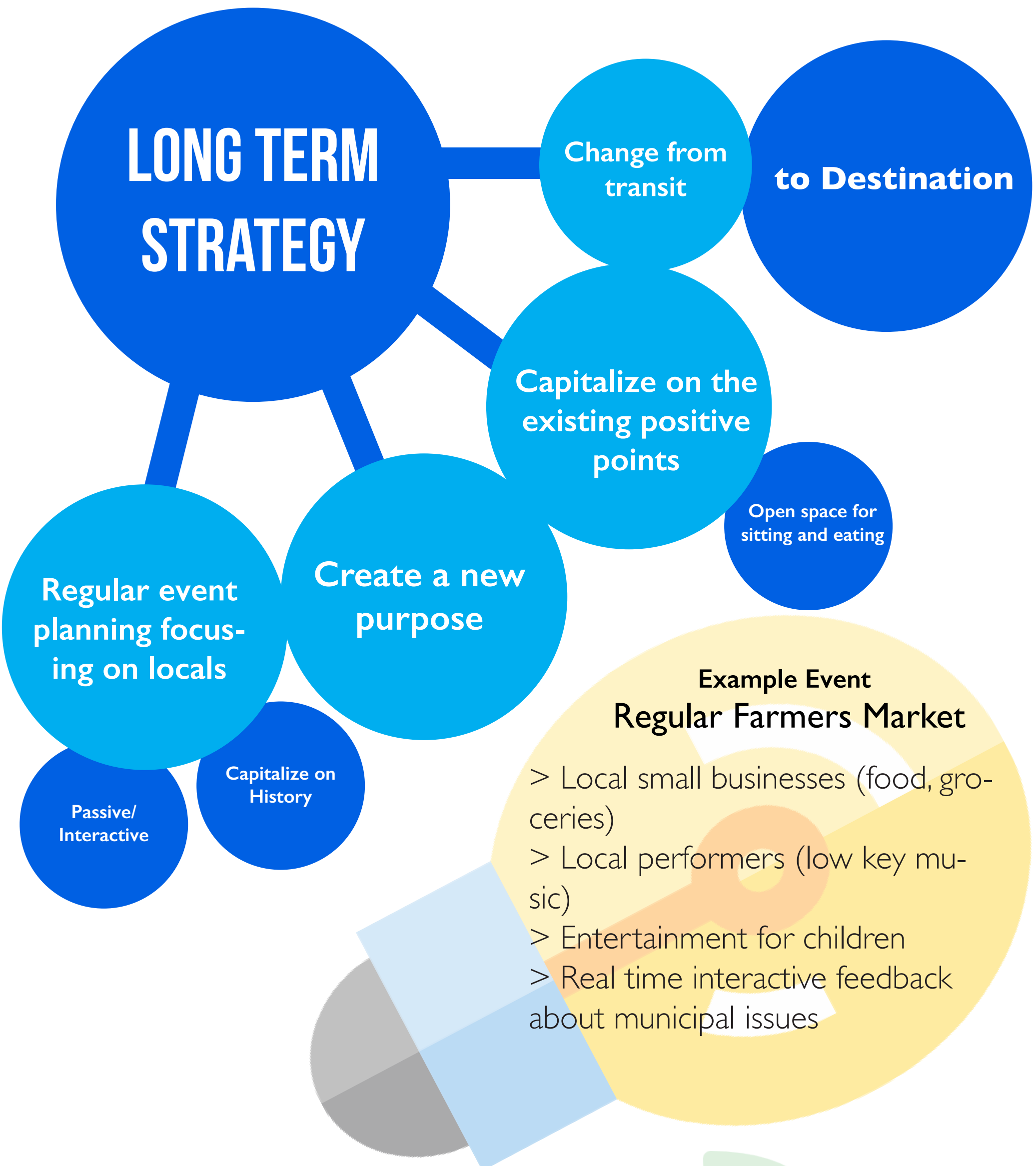
- > Aesthetically pleasing
- > **Appealing to families and children**
- > Peaked interest of those in the area
- > Started conversations between participants (in some cases)
- > **Provided entertainment - good for people watchers**
- > participants felt it was enjoyable

IMPORTANT LESSONS FOR STRATEGY

Passive and indirect interaction	More obvious data visualisation	Inclusive games for different ages
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- > Disjointed link between games/data visualization (These serve different user groups)
- > **Invasive and a public nuisance** at times (popping balloons)
- > People didn't realized that it was free a
- > Limited in approaching people, **failed to attract locals, and the majority at the square**
- > No instructions on how to engage with design
- > **Unsuccessful and unclear message of visualization.**

NEGATIVES



WINTER (ACTIVATION OF STAKEHOLDERS)

- > Get local farmers on board, starting with small businesses
- > Approach and advertise to up and coming performers
- > Offer slots and create a calendar - frequency depending on business's interests
- Advertise the events towards spring

SPRING (ACTIVE PHASE)

- > Run the events
- > Constantly evaluate (leave room for changes) and advertise towards locals

SUMMER (SLOW DOWN)

- > Leave passive installation (perhaps interesting facts about the place for tourists?)
- > Evaluate the year, plan for next one
- > Stop events unless there is a high demand

AUTUMN (PASSIVE/RESEARCH PHASE)

Gently slow down the pace of crowds by creating an installation (i.e. photos, art, and exhibition)

- > Repurposes the square
- > Give a chance to upcoming artists and/or highlight a current issue
- > Spread around the square

Meanwhile research stakeholders and events:

- > What types of events are popular with locals across A'dam
- > Types of events residents would actually take part in
- > Ways in which daytime businesses could take part in the events