

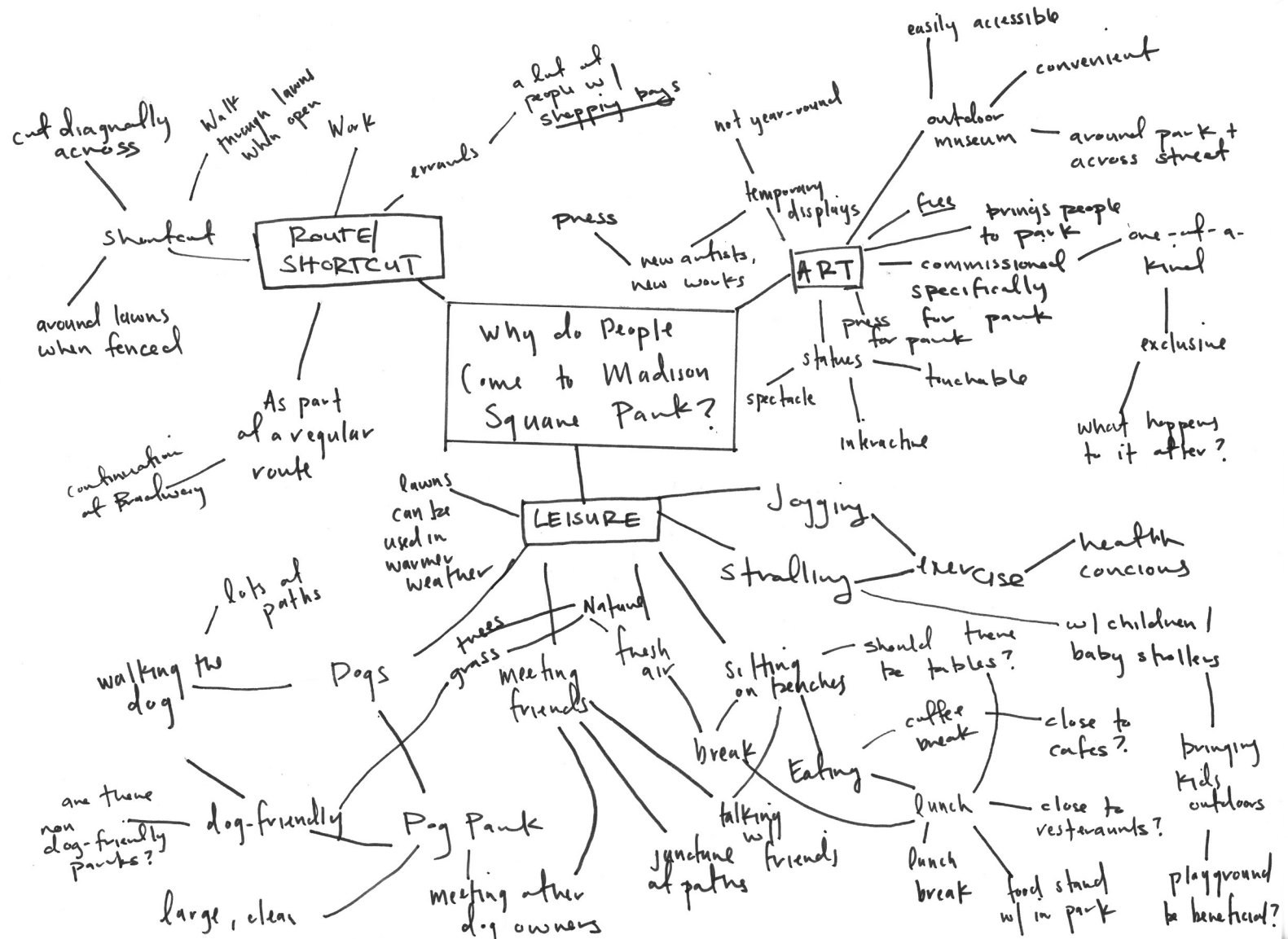
METHOD EXPLORATION: MADISON SQUARE PARK

PROPOSAL:

The art in Madison Square Park is essential to the space's attraction and identity. While the outdoor exhibitions have been successful in the past, weather conditions such as freezing temperatures and snow in the winter and scorching temperatures and rain in the summer, avert many potential viewers. Thus, I propose that the Madison Square Park Conservancy installs an indoor exhibition space made of transparent structures to maintain the outdoor feel. The indoor exhibition can coincide with outdoor installations while attracting people to the space despite undesirable weather conditions. This will also solidify the park's identity as a partner and supporter of the art community.

1. Mind Mapping

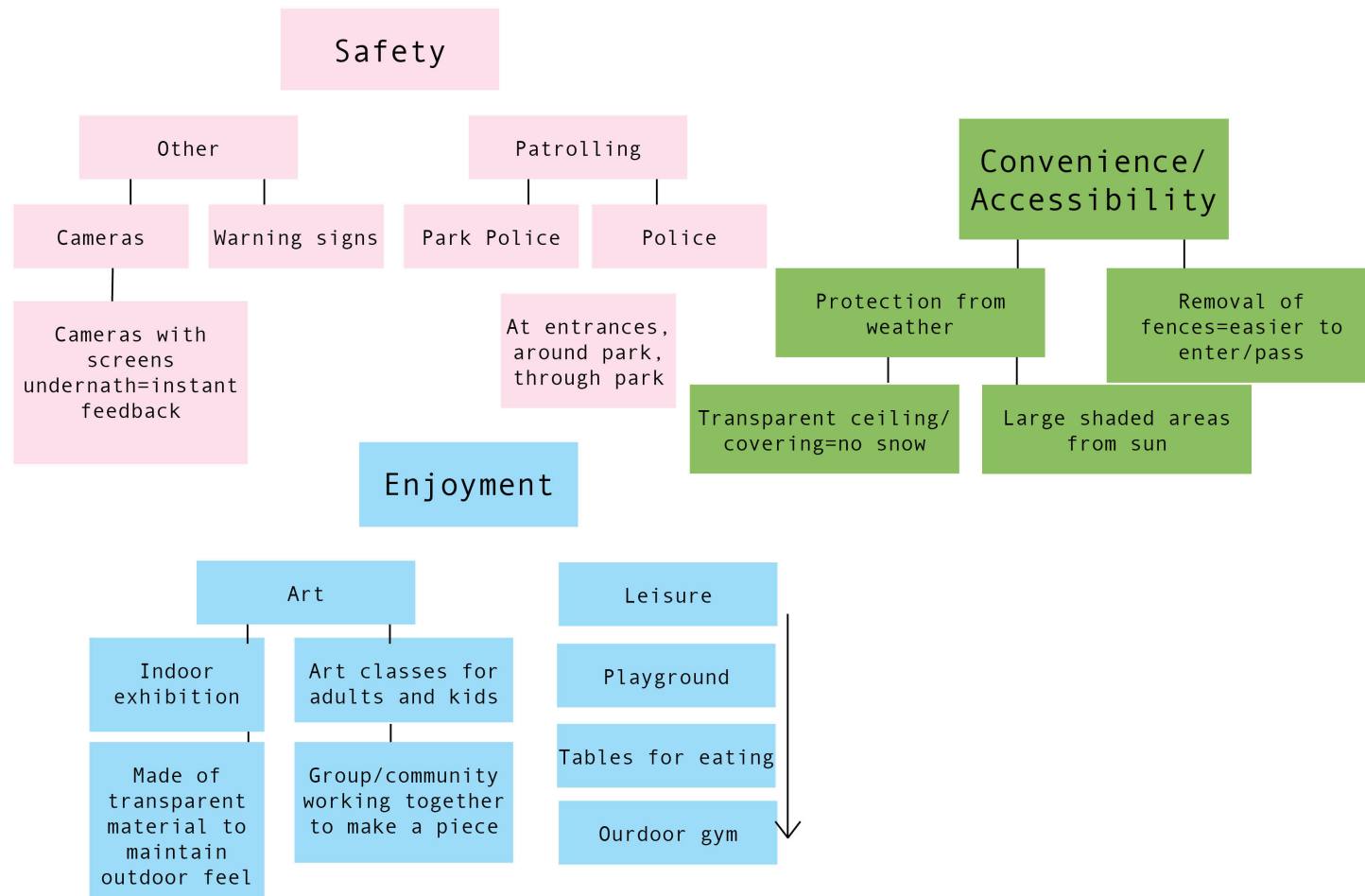
Mind mapping is about illustrating the process of thinking about a problem or question. Starting with a main idea, associations are drawn from it, and the process is repeated over and over again, making connections between ideas along the way. With this method, connections and ideas are made organically as the mind is free to wander, and the topic is expanded drastically, possibly to unexpected places. With the end result, we are able to see the bigger picture as well as all of the lesser components that go into it.



2. Brainstorm Graphic Organization

Brainstorming is about developing ideas pertaining to a particular problem or challenge. It is essential that all ideas are included, no matter how strange, to spread the horizon of associations. Graphic organization helps to make sense of the thought process and relations made in the brainstorm, illustrating the flow of ideas. Webs, tree diagrams, and flow diagrams are several types of graphic organization.

HOW CAN MADISON SQUARE PARK BE IMPROVED?



3. Stakeholder Maps

Stakeholder maps outline all of the people involved in a project or design. Their role, and potential experience and reactions are outlined. Initially, the stakeholders are theoretical, but as a project is developed further, real stakeholders can be referred to in the process.

