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1. Introduction: [SB]

- Hi, we are Sandro Beti and Nemo Brigatti, and we will present you our thesis project “Werkstadt”, we are finishing our studies at the departement of Interaction Design at ZHdK, and have been mentored by Mona Neubauer and Dr Roman Kirschner.
- *potential Collaboration partners, Date?*

2. Short Summary: [SB]

- In our project “WerkStadt”, we examined the dynamics surrounding parking spaces in Zurich neighbourhoods. Parking cars make it possible to privatise public space. However, we believe that everyone should have a right to this space. Together with residents, we have worked out various possibilities for the reuse of neighbourhood streets and summarised our most important findings in a guide. Accompanying it, a bicycle trailer has been built that enables an easy and accessible repurposement of these spaces.

3. Extended Summary: [NB]

- In the course of our project, we Prototyped around many different issues regarding our topic. Following, I will describe some of the most important actions we undertook and tested our prototypes and concepts with.
- One was the “Park-Kafi” where people can meet up on a parking space, discuss opinions or ideas around their street and be motivated to realise them.

- Another one was the “Velowerk” where we repaired peoples’ bikes together with them.
- The places on which these actions took place on are marked with analog and digital traces. Through that, people can discover our project, explore our actions and leave a review or an idea as a contribution to the project behind.
→ (show the reviews?)
- This trailer was developed as a toolkit to reactivate public space. With its visual character, it communicates our intention of productivization and works as a visual counterbalance to the surrounding cars. It sparks discussions around our conceptional intentions, and is already communicating them.

4. Background Research: [SB]

- (...)

5. Experiments / First Tests: [NB]

- One of the first experiments we conducted, was to design and play a roleplay-game to examine the dynamics in street-planning and possible behaviour changes when having different power distribution. Key learnings were:
- Giving more power to the residents resulted in a Street with fewer parking spaces and more “public” infrastructure, green space and meeting places.
- Giving more power to the institutions resulted in a more autocratic decision process, more parking spaces, and noticeably fewer “public infrastructure” and green space.
- From this we realised that we had to empower residents and work from the ground up instead of choosing the top-down approach.

6. Decision-making process: [SB]

- (...)

7. User-studies: [NB] *Who are your users, how did you involve them and how their input helped you make decisions for your project?*

- All the people that we encounter in a street. Residents, walkers and the neighbourhood communities. Among the learnings we had were the following:
- Aesthetics of invitation and “occupation” play a big role in activation → Being well chosen, they communicate our concept without prior explanation

and lead to initialising many discussions with passing people.

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8. Reflections: [SB]

- (...)

9. Impact & Further Development: [NB]

- We hope to have shifted the perspective of some people in regards to the use and shaping of public spaces.
- We hope to have inspired a few people to use parking spaces for a more productive purpose, and will happily lend out our trailer for follow-up-actions.
- Our Trailer will find a home at the GZ Affoltern that will use it for neighbourhood work and Communitybuilding in their Vicinty. Although not primarily focussed on Parking spaces, it might help revive some public space and lead to the exchange of skills and will serve as a meeting point for people.
- This Afternoon, we will lend it out to them for their first action with it,... It is going to (...)

Notes:

- ☐ Anfangen mit Parkplatzfakt
- ☐ Mehr zum Wagen. weniger Präsentation. Kleine Flyer.
- ☐ Active part bei Brings uf d Strass.
- ☐ Überblick
- ☐ Begriffe über Bilder
- ☐ Aktivierung und Permanency
- ☐ Ende mit Nutzung von Trailer bei GZ
- ☐ among the learnings we had was: (...)
- ☐ public discussion mehr konkretisieren.
- ☐ impact and achievements nicht verdoppeln.
- ☐ Fragestellung: → Erkenntnisse kondensieren sich, EINE von vielen möglichen Antworten.

- ☐ Wieso der Trailer? → playfulness
- ☐ Mehr noch Tagging erklären.
- ☐ USER-STUDIES → Alle Aktionen und verschiedene Learnings bei gleichen Aktionen.
- ☐ Bilder bei Key-Learnings.
- ☐ Bei Referenz-Projekten mehr auf Bedeutung zu unserem Projekt eingehen.