

Project Description

Unexpected and inspired neighborhood slogans are continuously regenerated by children exploring an interactive play station involving freezer magnets.



Inspired by block puzzles for young kids and SF Parks & Rec signposts, the play station features magnetic phrase tiles that are interchanged in slots to create new Precita Park slogans.



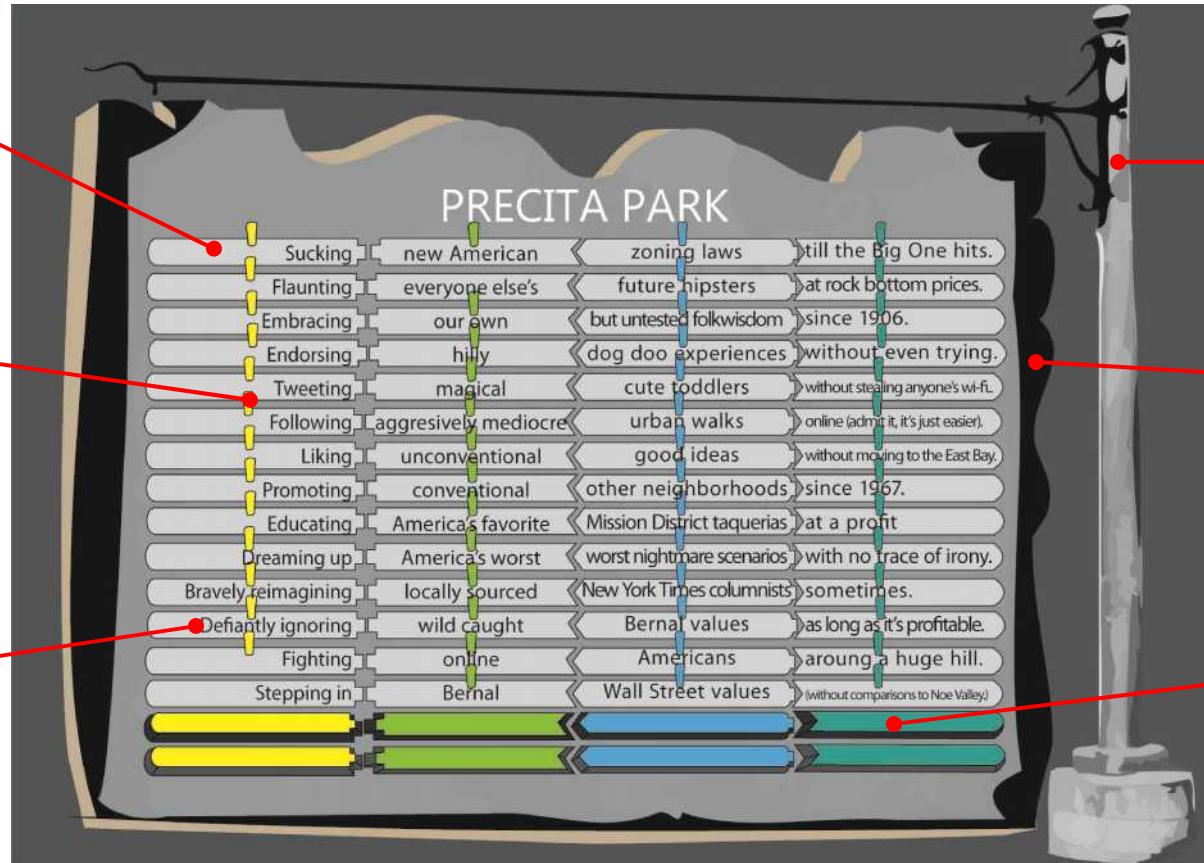
TILES

Cut to fit
inside slots of
matching shape.

Easy to grip
color coded peg
handles.

EXAMPLE PHRASES

Screenprinted
on the tiles.
Slogans create
themselves line
by line.



SIGNPOST

White line
drawing on
chalkboard

SIGN

Raised wood
piece with
fitted slots
for tiles.
(magnet/ removable)

EMPTY SLOTS

Reveal color
coded
cavities. Only
correctly
shaped tiles
will fit.

Features

1. Magnetic phrase tiles are interchanged between fitted slots by shape and color.
2. New slogans create themselves on each line with each new tile configuration.
3. Fitted slots have been designed to force logical grammar but encourage versatile wording.
4. Extra slots facilitate flexibility.
5. Safe, easy to grasp pieces invite participation from almost every age.
6. Placement by the cash area provides a diversion for waiting customers.

Example Phrase Bank

A collection of fragments that reference Bernal
Living, San Francisco history, and a lighthearted take
modern Bay Area life.

ACTIONS (col A)

Sucking
Occupying
Unoccupying
Investing in
Divesting from
Endorsing
Educating
Exemplifying
Selling
Buying
Bussing In
Embracing
Drawing inspiration from
Retweeting
Barking
Meowing
Raising
Clicking
Moving Up
Promoting
Still Hatin'
Loving
Following
Liking
Cornering the market on
Giving birth to
Fighting
Fearlessly reimagining
Shamelessly exploiting
Stepping in to change
Defiantly ignoring
Reappropriating
Congratulating
Developing
Dreaming up
Taking a cue from

ADJECTIVES (col B)

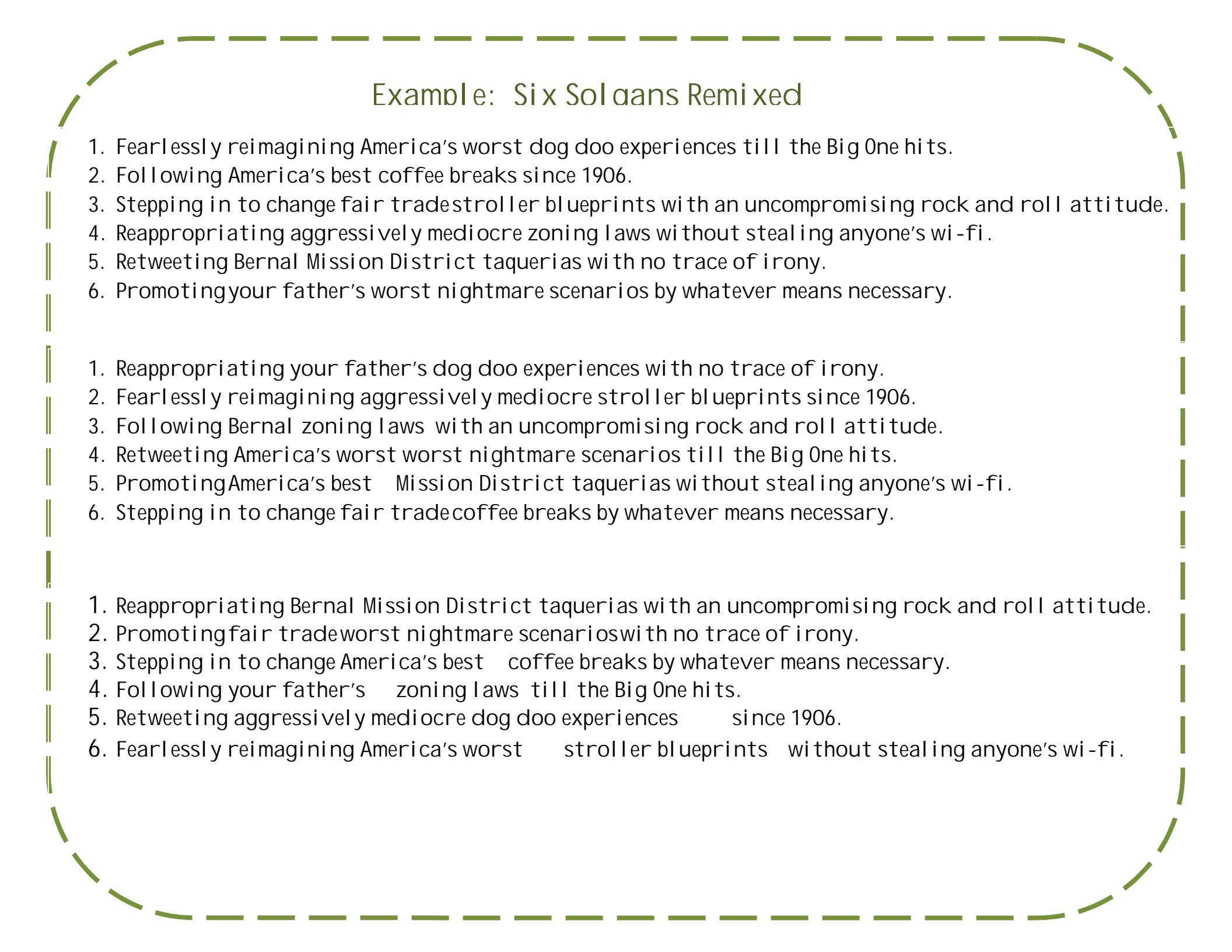
unconventional
cute little
happy
awesome
hilly
sweet
Bernal
predictable
young
the same old
up and coming
online
affordable
hurtful
ordinary
your father's
your favorite
your least favorite
America's best
America's worst
America's favorite
locally sourced
wild caught
fair trade
fresh
new American
great American
everyone else's
our own
shady
magical
surprisingly reasonable
weirdly conventional
aggressively mediocre
hella oakland

NOUNS (col C)

intercontinental
thermonuclear ballistic
missiles
haircuts
future hipsters
tax-free donations
hate speech
but untested folk wisdom
grades
zoning laws
preconceived notions
rainbows
citizens
other San Franciscans
Americans
family values
Mission District taquerias
dogfood
worst nightmare scenarios
coffee breaks
new york times columnists
wall street values
main street values
other neighborhoods
dog doo experiences
good deeds
bad deeds
free puppies
cute toddlers
stroller blueprints
baristas
urban hikes
real estate deals
joy-filled lives
the San Francisco experience
last minute foreclosures

ADVERB PHRASES (col D)

unapologetically.
with no trace of irony.
with our tails tucked between our legs.
triumphantly.
from the top down.
from the bottom up.
since 1906.
at a profit.
for a net loss.
to the detriment of ourselves and those
around us.
sadly.
sometimes.
every day but Tuesday.
till the Big One hits.
at rock bottom prices.
without even trying.
since 2008.
since 1967.
since 1988.
with an uncompromising rock and roll
attitude
until they take us over.
until they beg us to give someone else a shot.
in a safe, drug-free environment (except
pot).
(without ever comparing ourselves to Noe
Valley).
with a nod to Fellini.
as long as it's profitable.
without stealing anyone's wi-fi.
around a humungous hill.
online (admit it, it's easier).
without moving to the East Bay.



Example: Six Solsaans Remixed

1. Fearlessly reimagining America's worst dog doo experiences till the Big One hits.
 2. Following America's best coffee breaks since 1906.
 3. Stepping in to change fair tradestroller blueprints with an uncompromising rock and roll attitude.
 4. Reappropriating aggressively mediocre zoning laws without stealing anyone's wi -fi .
 5. Retweeting Bernal Mission District taquerias with no trace of irony.
 6. Promoting your father's worst nightmare scenarios by whatever means necessary.
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1. Reappropriating your father's dog doo experiences with no trace of irony.
 2. Fearlessly reimagining aggressively mediocre stroller blueprints since 1906.
 3. Following Bernal zoning laws with an uncompromising rock and roll attitude.
 4. Retweeting America's worst worst nightmare scenarios till the Big One hits.
 5. Promoting America's best Mission District taquerias without stealing anyone's wi -fi .
 6. Stepping in to change fair tradecoffee breaks by whatever means necessary.
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1. Reappropriating Bernal Mission District taquerias with an uncompromising rock and roll attitude.
 2. Promoting fair tradeworst nightmare scenarioswith no trace of irony.
 3. Stepping in to change America's best coffee breaks by whatever means necessary.
 4. Following your father's zoning laws till the Big One hits.
 5. Retweeting aggressively mediocre dog doo experiences since 1906.
 6. Fearlessly reimagining America's worst stroller blueprints without stealing anyone's wi -fi .

Tiles

Cut by computer controlled router.

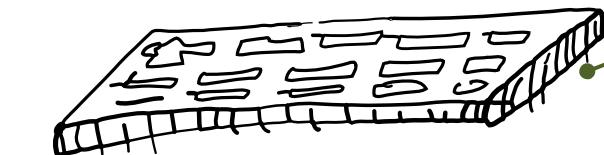
Disc magnets are embedded in cavities on the bottom



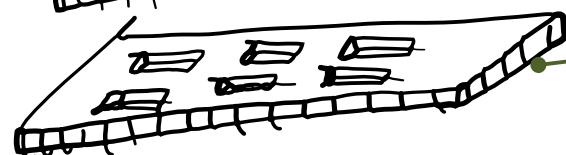
magnets in holes



Budget and Materials



Computer cut wood tiles \$125-\$150



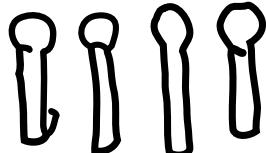
Computer cut Park sign with cavities \$100-\$150



magnets \$60



wood pegs \$20



total installation cost: \$305-380

PPC could fund the entire project or we could split the cost with a long-term exhibition arrangement. This is flexible.