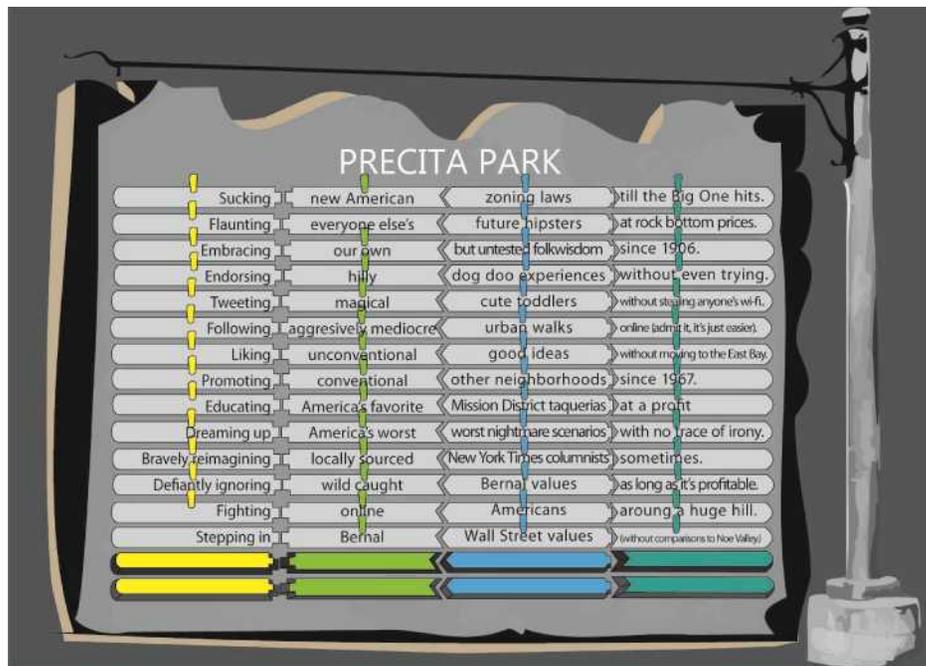


## Project Description

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.



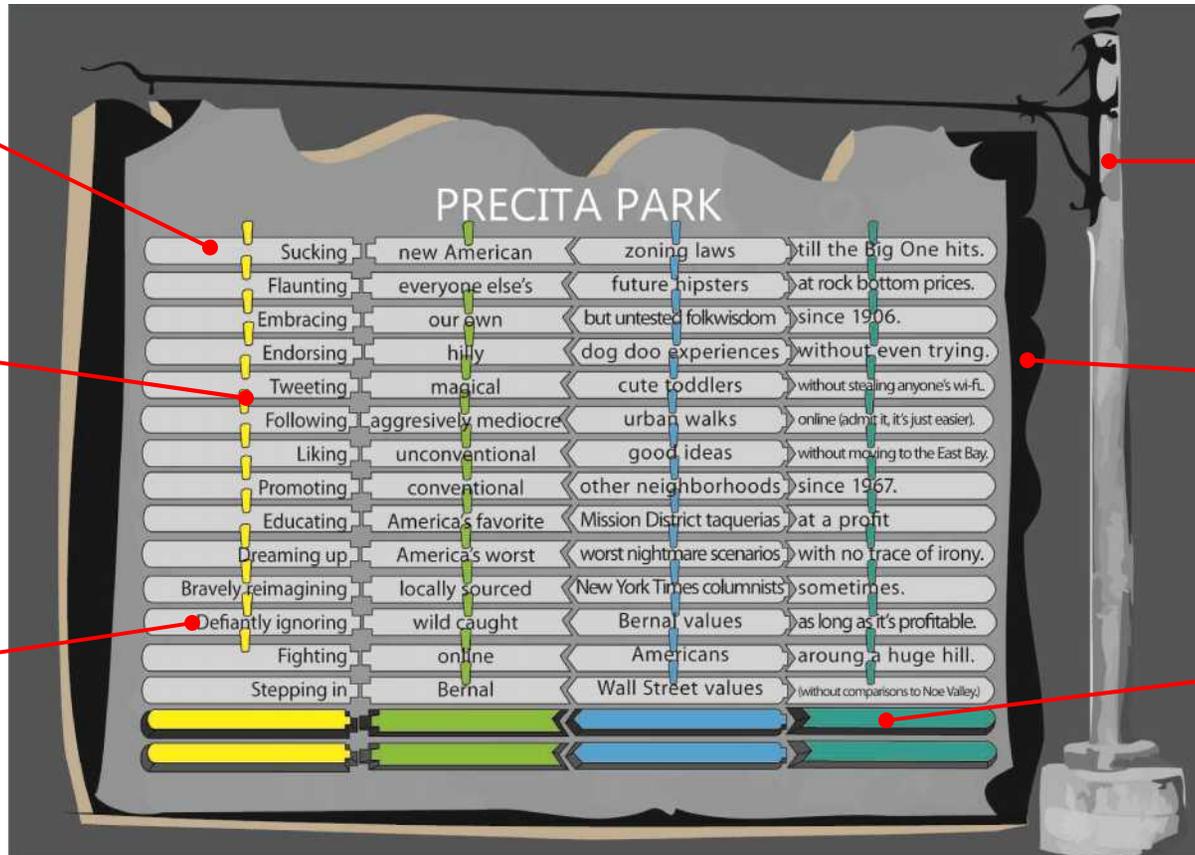
## TILES

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 Solcans Remixed

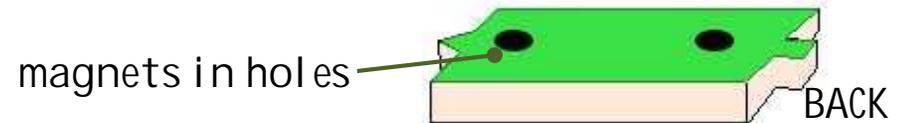
1. Fearlessly reimagining America's worst dog doo experiences till the Big One hits.
2. Following America's best coffee breaks since 1906.
3. Stepping in to change fair tradestroller blueprints with an uncompromising rock and roll attitude.
4. Reappropriating aggressively mediocre zoning laws without 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.

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.

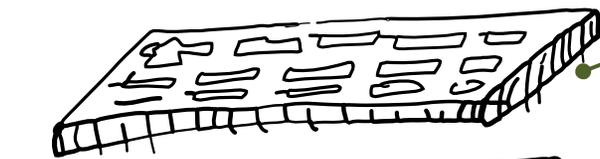
1. Reappropriating Bernal Mission District taquerias with an uncompromising rock and roll attitude.
2. Promoting fair tradeworst nightmare scenarios with no trace of irony.
3. Stepping in to change America's best coffee breaks by whatever means necessary.
4. Following your father's zoning laws till the 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

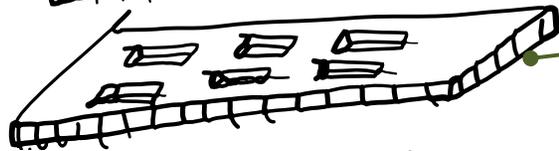


## Budget and Materials



Computer cut wood tiles \$125-\$150

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



magnets \$60

blackboard vinyl at PPC



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.

