

COLLABORATIVE

PERSPECTIVE

A collection of thought processes

generated by your *perceptions and reactions*
that respond to your community of
Willmore City, Long Beach

a design construct that explores images,
thoughts, or sketches from your perspective.

This booklet is a *collection of what you see in your community* aimed at gathering and interpreting your responses through the use of various idea prompts. There is no right or wrong answer when responding to these questions.

There is a conceptual design direction currently being investigated, but specifics of the project have intentionally been omitted. Instead, *several perspectives* in the form of interviews and newspaper articles have been included identifying a major trend within the creative economy. The idea prompts are asking for your interpretation of your community and your observations that may coincide with these views or find them irrelevant. That is the base for this participation study.

This study is a part of an architectural thesis *exploring aspects of community, culture, mobility and technology*, how they may evolve as a result of evolving economies, and if they could play an important role in neighborhood revitalization. Your perspective will be *incorporated into the final architectural design* to be theoretically applied to the industrial zone at the corner of De Forest Avenue and Anaheim Street, Willmore City Historical District in Long Beach, California.



METHOD PROCESS & INTENT

Word-Concept Association
A Day in the Life
Affinity Diagram
Query
Community Profile
Ideal Community Profile
Five Whys?
React

8 methods and processes

Idea prompts to *evoke perceptions and responses* that do not specifically solve a problem but *abstractly inquire* about the concepts of mobility, community, the marketplace, and creative exchange.

As participant and observer, there are *no requirements*, simply personal points of view. Quoted interview segments are insights and impressions collected as *interpretations* of my design research. The design content of the thesis in question has been deliberately omitted to *freely explore various perspectives*.

There is no format. *Any media or approach* is appropriate and encouraged.

Returned responses and findings will be incorporated and credited within my architectural thesis at the NewSchool of Architecture & Design in San Diego, California.

The Make Good

Collective of artisans, designers and crafters
Jon & Sophia Hall-Owners
South Park in San Diego, California

PERSPECTIVES

While we're proponents of selling online and the virtual networked community that results, we've found that nothing replaces the reality of a brick and mortar business, one that tangibly embraces the concept of local. A local business that sells locally made merchandise to local residents makes contributions to the local economy in ways online selling simply can't. One in which people can meet one another, where customers can meet the artists who created the work they're buying, and we get to meet and interact with our customers.

We also see the community of South Park, like many other communities across the nation, enthusiastically embracing and supporting the concept of "local." From businesses like ours, to Community Supported Agriculture, the idea of local is taking root. We feel this is a significant movement that may well mitigate the unhealthy cycle of communities that experience gentrification, forcing out the creative element as property values increase, big-box stores move in, and the cycle ends up in a downward spiral.

The Urban Folk Circuit

Chicago Reader
October 23, 2010
Chicago, Illinois

The Urban Folk Circuit, a craft market series, was initiated in the summer of 2010 by two Chicago women, veterans of the independent craft community, as a means to promote fellow, local artisans and neighborhood establishments in a way that is sustainable and beneficial to both. The craft market series takes place at various bars to transition arts and crafts shows from summer into the drearier, but no less artistic, days of winter. Featuring 18 independent artists and crafters and four acoustic sets, the Circuit brings an old-fashioned awareness to a hip, urban market. It exists to support local livelihoods and reconnect mindful buyers to modern handmakers.

METHOD

1

Word-Concept Association.

Associating descriptive words with different concepts or features illustrating perspectives and issue values. Please list first impressions to the words listed below.

transportation

Los Angeles River

district

connection

industrial zone

nomad

gentrification

Agora [Ancient Greek marketplace]

shipping port

shopping mall

flea market

internet

The ***visual collection of perspectives*** observing impressions, circumstances, activities or context experienced within the community of Willmore City.

Please use the ***disposable camera provided*** and photograph how you see Willmore City during this walking tour. What do you think defines this neighborhood?

What are the ***positive and negative aspects*** of your community?

What makes your community ***vibrant and unique***?

What do you see?

If you would like, the ***following blank pages*** are for you to record or sketch any additional thoughts you would like to share about the Willmore City Historic District.

METHOD 3

Affinity Diagram

Corresponding intuitive relationships. The following word cloud is *selected from my thesis research*. What concept are you drawn to first? Please *cluster or link words* that you feel have or may have potential opportunities and connections such as *similarity, dependence or proximity*.



PERSPECTIVES

MICD25 Spotlight on Oakland, California

National Endowment for the Arts
City of Oakland Cultural Arts Manager Steven Huss, Interview
December 8, 2010
Oakland, California

Arts Building Communities Throughout Virginia

The Gazette-Virginian
Virginians for the Arts Article
January 28, 2009
South Boston, Virginia

NEA: Why is it important to have arts and culture at the table when planning community revitalization efforts?

HUSS: I believe the work and vision of artists is very effective in helping to define and crystallize the unique identity of a community. And we know that people choose to live in a place because of the culture that's present. It's an essential fact that the arts sector is a \$100 million per year industry in Oakland. This project is absolutely an economic development initiative—it will draw larger audiences into the district and increase revenues in many forms. In the case of the mobile gallery idea—which will have its genesis in the Uptown project seeded by the MICD 25 grant—we hope that it will be a boon to community revitalization through the arts in several neighborhoods of Oakland.

Virginians for the Arts (VFTA) has exciting news, especially in these challenging economic times: The arts are building communities all over the Commonwealth. With a grant from Altria, VFTA is helping generate a better understanding about the arts' significant contributions to Virginia's economy, educational system and quality of life with the media, the public and state legislators throughout the powerful art of storytelling. By sharing success stories with a broad audience, Virginians for the Arts demonstrates that the arts represent a valuable resource with potential to help stimulate the Commonwealth's economy.

METHOD 4

Query

Please visit the following links to *participate* in two short surveys that ask a *series of targeted questions* in order to ascertain particular characteristics and perceptions of *public space, our economy and our communities*.

Perceptions of Public Space and Commerce Survey

An exploration on how you see public space and commerce today focusing on the concepts of a traditional brick & mortar store, a community street market or fair, and online virtual storefronts.
8 questions

Public Space Response

An investigation of your preference for a traditional brick & mortar store, a community street market or fair, or online virtual storefronts, how you interpret community, and how the recession has affected your community's health.
9 questions

You may tear this page out along the perforated line to take home and refer to if you would like to participate in both surveys.

<http://www.surveymonkey.com/s/3RFRT9F>

__No thanks

<http://www.surveymonkey.com/s/G2R7F8M>

__No thanks

METHOD 5

Community Profile

List, diagram, sketch, map or describe the *existing aspects* of your community. What is working? What isn't working?
How does your community exist today?

METHOD

6

Ideal Community Profile

List, diagram, sketch, map or describe important aspects of your community that ***are missing***. What do you identify as important to making a community vibrant and healthy?

Does your interpretation reflect an existing community? Which one? _____

METHOD 7

Five Whys?

5 “Why?” questions in ***response to five consecutive*** answers.
This allows an examination and expression to underlying reasons for behaviors, attitudes or perceptions.

Perhaps the most important aspect my community needs or has is:

Why?

Why?

Why?

Why?

Why?

METHOD 8

React

What are your *first impressions* for each of the images below?

Industrial site and railroad right of way
De Forest Avenue and Anaheim Street



View towards downtown Long beach along
De Forest Avenue, abandoned railway



THANK YOU

Thank you for agreeing to be in and participate in my architecture thesis. I know we are all super busy people, but I really appreciate your **time, interest and creative thoughts** in support of my research.

Your responses to the idea prompts will be included in my findings and **incorporated** into a design thesis affecting the Willmore Historic District of Long Beach, California and the parts **community, culture, mobility and technology** play in today's recession.

If you have any questions or additional comments, please feel free to email me at ***amber.lake@student.newschooarch.edu***

Thank you again,
Amber Lake
Graduate Student
NewSchool of Architecture & Design
San Diego, California

About the participant:

I would like to acknowledge your participation in my thesis research.

Name _____

My Community _____

My occupation/interest _____