



CxE FALL 2019 | DEVEENA SOOD, VEDIKA KUSHALAPPA, ANSHU TUKOL



P A R K & P A I N T

is a public art installation that allows people to come together and collectively create a piece of art. We conducted pop-up events at Washington Square Park where we set up a temporary structure and provided art supplies. This facilitated a space for people to paint on a large canvas. The result of this process is a collaborative painting made up of individuals' contributions.

THE TEAM

Anshu Tukol.

An Integrated Design major & Film Production minor with a passion for illustration
Likes sprees in her chair



Vedika Kushalappa

An Integrated Design and economics major who is interested in the intersection between art, technology & design

Overall good vibes person.

Deveena Sood.

An Integrated Design major interested in fine Art & Design consultancy

Can't speak Hindi but knows the lyrics to every Bollywood song

DESIGN PROCESS

IDEATION



DEVELOPMENT I



PROTOTYPE

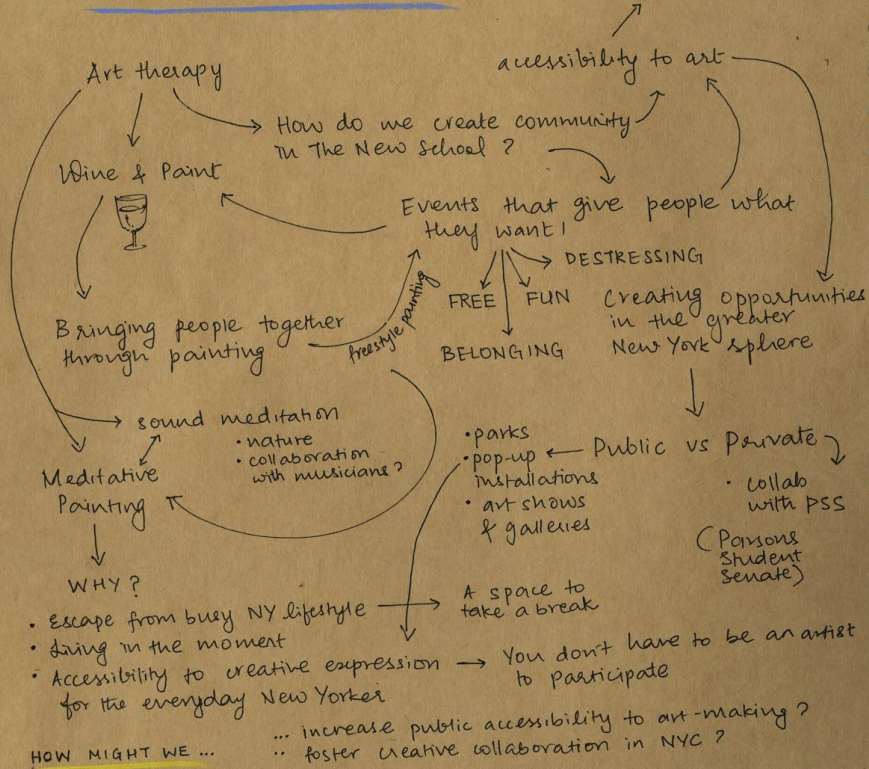


DEVELOPMENT II



PROMPT: COMMUNITY

"every child is an artist!"



HOW MIGHT WE ...

- ... increase public accessibility to art-making?
- ... foster creative collaboration in NYC?

WHO

Anyone in Washington Square Park

WHEN

On a day with good weather

HOW

Within a constructed environment

WHERE

On the concrete in a visibly open area

WHAT

Painting

INSPIRATION

solid,
organic
shapes
↓
mimics paint
blobs

simple,
clear
typography
(SANS SERIF)
- informal
- friendly

brief & accessible language



Bold & bright
colors

playful color
scheme
secondary colors
↓
vibrant but not
jarring

BRANDING

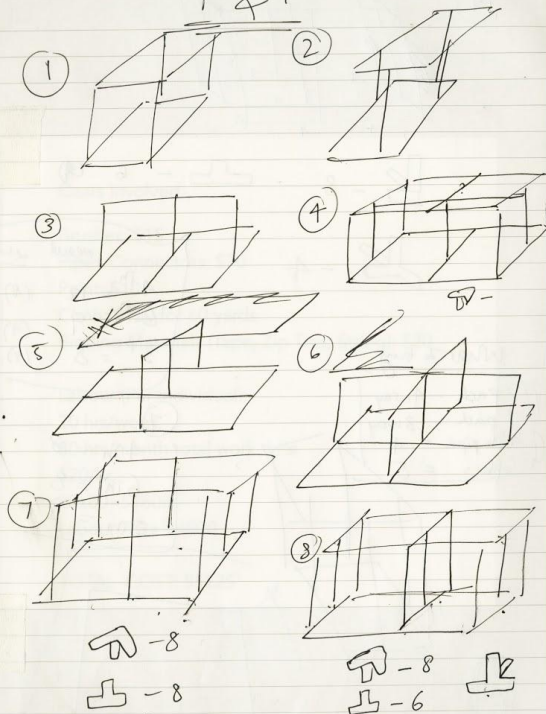


MENLO
P&P

Avenir
A space to paint for free



P & P



ask Robert for gallery space

Initially we thought we could set up on the grass

Placing muslin on grass to paint seemed unprofessional & non-representational

A physical structure would be more attractive & accessible for public to move in & out

We wanted the muslin to be hung vertically to enhance UX by preventing fatigue

We aimed to create a pop-up structure that integrates itself with WSP while also being enclosed enough to create a sense of intimacy

MATERIALS

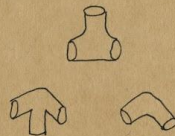
PVC PIPES

- lightweight
- affordable
- detachable
- versatile in length & size



CONNECTORS

- these connect pipes which allow for experimentation with various geometric shapes



PAINTS

- acrylic paints worked well on muslin & dry fast.



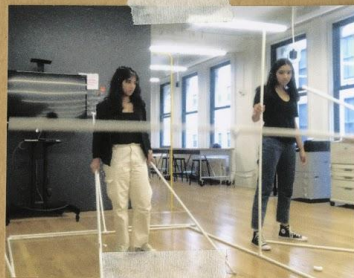
- affordable
- texture & color have a more relaxed & crafty look
- thin and lightweight



FLIP!

TEST 1 (INDOORS)

Experimenting with the various shapes we could make



- Certain shapes were not stable due to the wind

- People were curious while we were setting up

TEST 2 (OUTDOORS)



- Scouted for locations with high traffic.



- Total setup time took 30 mins, including walking to the park & building.

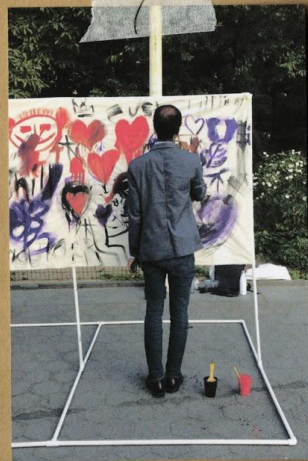
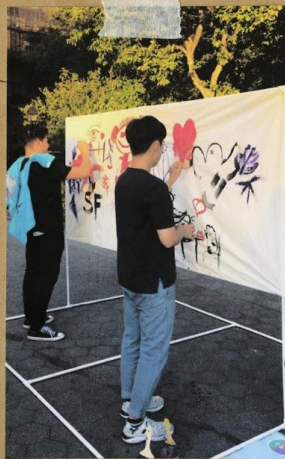
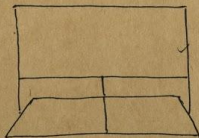
EVENT 1

SEP 19 2019

This being our first prototype, we were nervous!
We weren't sure how people were going to react.

Initially we planned to set up in a secluded spot on the grass but we decided to set up on the concrete near the WSP arch. This location was more visible, had more traffic and the concrete provided the structure with stability.

We chose to stick to a simple color palette of red, purple & black.



This man is from the UN!

OBSERVATIONS

- Some people were hesitant at first, but upon encouragement were happy to participate.
- The poster was successful in providing additional context.
- We were unsure of our level of interaction, with the participants. We didn't want to intimidate people by standing too close while they were painting.
- Supplies ran short.



end outcome

Event 1 = success!



EVENT 2

SEP 26, 2019



This was the only picture we had of this event because we were so disappointed with the response



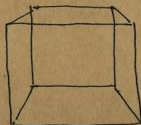
We resorted to painting in it ourselves to create hype

MODIFICATIONS

- Provided more supplies
- We tried to maintain a distance to give people space but this backfired

EXPERIMENTATION

- We tried a new shape.



OBSERVATIONS

- Gloomy weather led to poor turnout
- Timing was too late for us to be noticed
- Muslin on one side of the cube led to structural imbalance due to wind
- Cube was intimidating for people to step into



EVENT 3

SEP 29, 2019

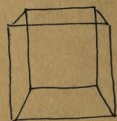


MODIFICATIONS

- Hung muslin on opposite corners of the cube
- Set up on a sunny day

EXPERIMENTATIONS

- We used all the colors we had
- It was a weekend!

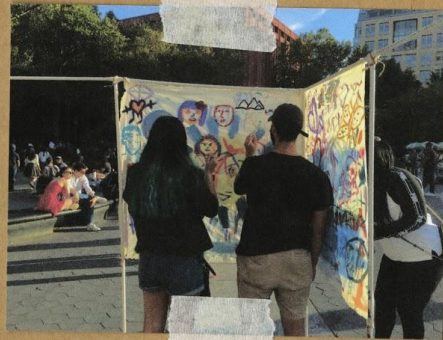


OBSERVATIONS

- Wind still made the structure unstable
- Held on Sunday = more happy people, more families & more time spent.
- High demand caused us to run out of paint & brushes midway
- People were responding to each other's work, creating a visual dialogue



→ our most successful day yet!

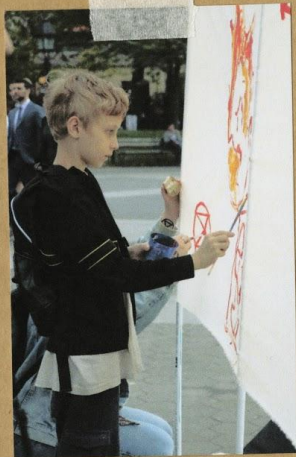


→ this structure facilitated more collaboration between participants

EVENT 4

OCT 8, 2019

He was the first participant. He painted a flaming earth which informed what others painted.



MODIFICATION

- Single-panel structure because it was windy

EXPERIMENTATION

- Analogous fall color scheme

OBSERVATIONS

On this day, the extinction rebellion event was going on in WSP which we were unaware of before setting up.

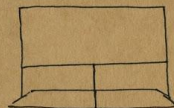
We had a lot of interesting conversations because people directed their anger at us assuming that we were part of a political protest.



The energy was different due to the politically & emotionally charged audience

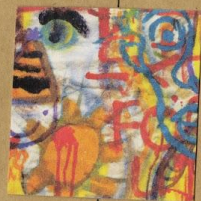
Controversial signs were painted leading us to think about censorship

the colors were misinterpreted as a means to express rage.



Single panel structure ended up looking like a banner which made us look like protestors

A R T P R O J E C T



P O T E N T I A L B U S I N E S S

Through our prototypes, we had conversations with people who made us question the future of Park & Paint and the possibility of us transforming it into a business

W H A T → Pop-up Event Management

B U S I N E S S M O D E L → LLC

C H A N N E L O F D I S T R I B U T I O N →

Business to Business

S E R V I C E O F F E R E D → Collaborating with businesses/organizations to provide tailored painting events to meet the company's needs.

We offer unique creative direction as to how the business can cater the experience to itself

T A R G E T A U D I E N C E →

Brands that want team-building activities for their employees

Brands that are launching their products/services
Old age homes, Health services, Schools

EVENT 5

OCT 13, 2019

MODIFICATIONS

- Back to cube shape
- We moved closer to the WSP fountain because we felt brave!

EXPERIMENTATION

- We used Blickrylic paints which was funded by Parsons Student Senate.

We loved ~~to~~ seeing the collaboration among all age groups.

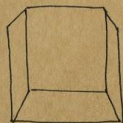


OBSERVATIONS

- People were inclined to write rather than paint due to brushes being thinner
- Many kids were left unattended which created chaos. This made the painting and floor messy

We encountered some disrespectful people who abused our supplies.

This made us realize that an event like this opens us up to all kinds of personalities and we must be prepared to handle the situation.



BUSINESS OUTREACH



We wanted to keep our Instagram page fun, staying away from it being too curated or corporate.

SOCIAL MEDIA MARKETING

Created an Instagram page to create more visibility and gain traction

EMAIL MARKETING

Reached out to clients from our target audiences such as Sugar Hill Museum, India Home & Wide Rainbow.

UNIQUE SELLING POINT

We make creativity accessible.

ART

We promote mindfulness

MEDITATION

We bring people together.

COLLABORATION

CLIENT 1: INDIA HOME

India Home is a senior care center for South Asians over the age of 60, based in Queens, NY



We conducted a collaborative painting event for their Creative Aging program.



We noticed that the elderly were more shy as they hadn't painted on such a large scale before



We printed out examples of previous Park & Paint events to give them context as they were lost at first

At the start they stuck to their individual parts of the canvas & did not collaborate.

We didn't stick to a color scheme to give them total creative freedom

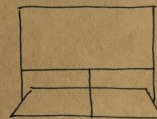
Most of the elders painted more realistic imagery & less abstract or expressive shapes

They were scared of "ruining" the canvas and hence were more cautious while painting



Most of the elders painted images inspired by nature

We played calming soundscapes & instrumental tracks to create a calming, meditative atmosphere



Considering our target audience, we built a flat, open structure for easy accessibility for the seniors



Towards the end, upon encouragement, they began to collaborate and let go of their inhibitions



Overall, great response from all the participants!

FUTURE PROSPECTS

We developed two separate packages for our 2 major target audiences

PACKAGE 1

- Non-profits, charities, government organizations
- Marketed as a community event for non-corporate settings.
- These organizations typically have smaller budgets.
\$300 - \$500 / event.

PACKAGE 2

- Larger ~~corp~~ corporations and organizations.
- Marketed as a team-building activity for employees
- Corporate spaces are fast-paced & stressful environments we will offer destressing through our services
- \$5000+ / event depending on the scale of the organization.



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