

# ASLA 2023 SCALE UP

Conference on Landscape Architecture  
OCTOBER 27-30 | Minneapolis, MN



## CHILDREN'S OUTDOOR ENVIRONMENTS

### Professional Practice Network

PLAYCE is more than a placemaking methodology; it is an empowering approach to a better world - delivered through the universal language of play. PLAYCE teaches placemakers to break down barriers, build trust, and design spaces that are wholly authentic to their communities.

We deliver on our purpose and deploy the PLAYCE approach by empowering and coaching anyone who is or aspires to become a facilitator in public engagement. PLAYCE transforms its trainees into experts in designing authentic spaces through the proven formula of playful placemaking: Listening with intent, building trust and consensus, and distilling data derived from play.



**PLAY**CE<sup>®</sup>

Placemaking through play



CHERYL  
SALAZAR

*We do  
PLAY  
differently!*

Learn more at:  
[www.playcestudio.com](http://www.playcestudio.com)

# Why PLAYCE?

**PLAY FUELS THE MIND**  
ELEVATES ENGAGEMENT &  
MOTIVATION  
**JUMP STARTS IMAGINATION**  
& CREATIVITY

**CULTIVATES EMPATHY**  
**IMPROVES DECISION-MAKING**  
CREATES CONSENSUS  
QUICKLY

“In play, we can imagine and experience situations we have never encountered before and learn from them. We can create possibilities that have never existed but may in the future. We make new cognitive connections that find their way into our everyday lives. We can learn lessons and skills without being directly at risk.”

– Dr. Stuart Brown, Play

## Playful Placemaking Methodology

### Community Conversations

Meet all the different stakeholders where they are already convening.

### Site Analysis Tours

Bring your stakeholders along to share with you what they love about their place.

### Team Building Games

Play games to increase trust, collaboratively problem solve, build consensus and generate champions

### Try It On

Create a fun and festive atmosphere to test out designs in real time.

## Four Magic Questions

1. What's holding you back?
2. If that obstacle were moved out of the way, what could be possible?
3. What's it going to take?
4. What partners, tools or resources do you see you need?

## Success in 10s

What does success look like/What can you put in action or accomplish in the next:

- 10 Minutes
- 10 Days
- 10 Weeks
- 10 Months
- 10 Quarters (2.5 yrs)
- 10 Years



## Case Study 1: Westminster, CO

- Playground was a victim of arson, community invited to reimagine not only playground but the park space surrounding it.
- Community alignments were focused on activation and inclusion (ages, cultures, abilities) to increase participation as well as safety.
- Workshop Play Experiences
  - Roles and Contribution
  - 4 Magic Questions
  - Cover Story Visioning Game
  - Collaging as storytelling and Frequency matrix
- Unique Outcomes because of PLAY
  - Live translation was included in the event, allowing diverse voices to be ACTIVE in the MOMENT. At the end the translators shared they had never experienced such interaction before
  - Newly introduced community members were overheard offering to share tools and resources, setting up times to meet up in the community.



## Case Study 2: Bailey Green Buffalo, NY

University studio course, empowering the community to reimagine 7 vacant parcels in the neighborhood

Outcomes found in play that guided direction of project. Through design:

- A shared sense of responsibility could be possible
- Forgiveness could be possible
- Workshop Play Experiences
  - Roles and Contribution
  - 4 Magic Questions
  - Collaging as Vision
  - Prop Play
  - Community Faire
- Unique Outcomes because of PLAY
  - Neighborhood sceptics became champions
  - University course completed in May, but Community activated a single parcel with activities to create a garden from June- Aug
  - In Sept the community re-activated its Block Club after 20 years
  - Community Garden remains strong the following year



# Resources

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