

It's Child's Play



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PHASE/ 01. Research and Design Analysis

Inspired by:
Creatable World Doll
Barbie
Play panels



Princess Diana Memorial Playground



- Firm believer in the power of young people
- The innocence of childhood
- Large queue to get in
- “specially designed to create an area where less able and able-bodied children can play together and seeks to provide for their physical, creative, social and educational development”
- magical environment encourages children to explore and follow their imaginations, learning whilst they play.
- For the safety of the children, only adults supervising children up to the age of 12 will be admitted.



Jay Malik

Age: 6

Jay lives in London and goes to the park everyday with his family. He enjoys playing on the equipment and running around with his friends. When he grows up he wants to be a Pokemon trainer



Dorothy Silva

Age: 43

Dorothy enjoys watching her triplets play as she rests at a nearby bench. She is an art historian and often visits the Serpentine gallery nearby with her kids and colleagues.

Agnes Wong

Age: 10

Agnes is visiting from Scotland with her parents. She likes to play with the sand and go on swings. She loves interactive equipment like the flip panels. She wants to be an artist when she grows up.



Jackie Troy

Age: 21

Jackie is a solo traveler from Idaho who is visiting London for study abroad. She decides to visit all the popular parks and sites of London. Passing by this park inspires her to write her honors thesis.



Field trip to the Diana Memorial Park

- Connected to career day
- School facilitated



Picnic with Parents

- Kensington Gardens event advertised through pamphlets, eNewsletter, and to nearby libraries
- This event can also be expanded to the other Royal Parks

Baby alphabet-block keychain at gift shops

- Visitors can buy a baby block that matches the first letter of their child's name
- The back of the baby block has a QR code about the Dreambuilder project



PHASE/ 02. Concept and Design Proposal

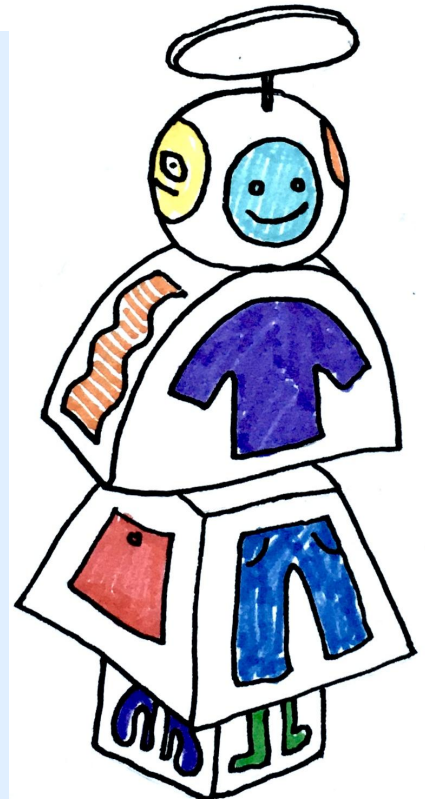
Goals and objectives:
Help children imagine their future career holistically and free from career stereotypes or expectations. Make children feel comfortable expressing themselves. Reframe ideas of careers around how the careers (doctor, teacher, engineer, artist), make the individual, and the people around them, feel. Get children excited about a colorful vision of adult life!

Concept: Four columns of differently-shaped rotating blocks, each column representing a common occupation, are spaced apart from each other in a grassy area of the Princess Diana Memorial Park. Each block within an arrangement displays a funky adaptation of occupational clothing that can be mixed and matched (only one occupation per block column). Block columns are accompanied by a statement which uses positive emotional language to suggest the career being represented: I HEAL PEOPLE = doctor, I TEACH PEOPLE = teacher, I BUILD FOR PEOPLE = engineer, construction worker, I INSPIRE PEOPLE = artists. Kids turn the blocks as they wish, creating arrangements that get them excited for the possibilities of a vibrant life within the given career. An abstract, colorful, and playful style sparks kids' imagination and subverts stale stereotypes. The exhibition draws on ideas of dress-up and doll play, where kids take initiative to visualize lives they want to lead. Questions on the back of each column's career panel (e.g. What do you love? What brings you joy? Who do you want to help? Where are the places you want to go?) prompt further exploration, as well as connection between children and parents.

Massing study



Early sketch playing with color and shape



Later sketch ft. funkier shapes



The Shape of Play, Boston
public art
exhibition for kids
– “different-sized
rectangles and
squares made of
thick, untreated
plywood sitting in
the grass”
inspiring
imagination with
simple forms

Toys – small scale, not
exhibitions, but share
aims of expanding
possibilities for children’s
vision of career and future



PHASE/ 03. Detailed Design Solutions



Rotatable stack of cube blocks with different occupational clothing paintings on them, set up in a kids park.



Rotatable stack of cube blocks (abstract shape) with different occupational clothing paintings on them, set up in a kids park.



Rotatable stack of cube blocks with different career clothing paintings on them from head to shoulder first block a hat, second block a face, third block a shirt, and fourth block pants and shoes, set up in a park.



Rotatable stack of cube blocks with different career clothing paintings on them from head to shoulder first block a face, second block a face, third block a lab coat uniform, and fourth block pants and shoes, set up in a park for kids to play with.

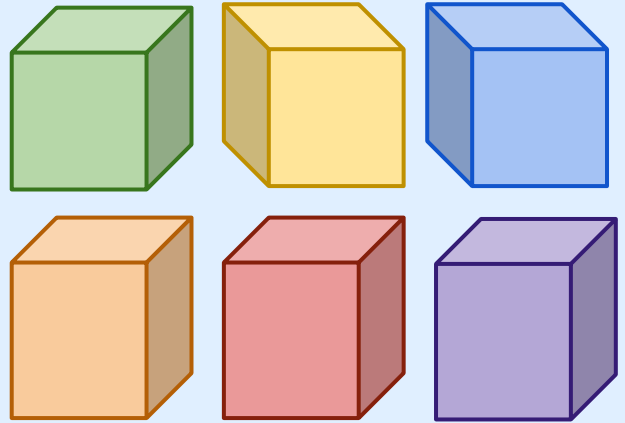


Rotatable stack of cube blocks with different career clothing paintings on them from head to shoulder first block a face, second block a shirt, third block a tie, and fourth block pants and shoes, set up in a park for kids to play with.

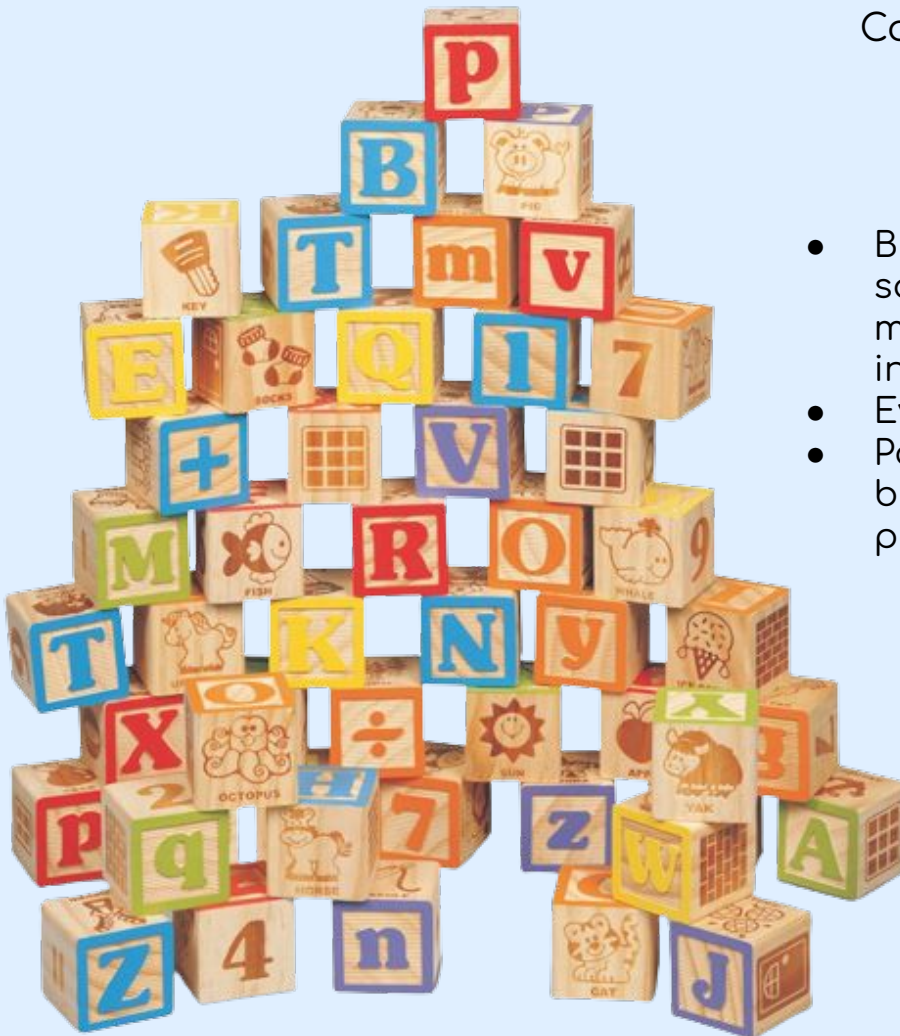
Font:

Comfortaa

- Rounded easy to read
- Popular font for children's books

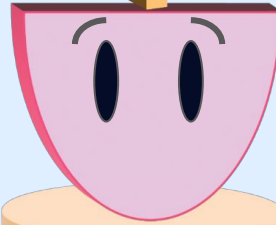
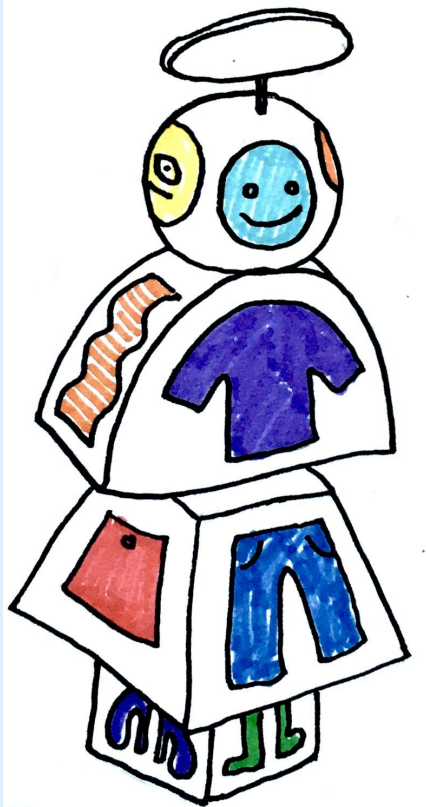


Color Palette
Pastel



- Brighter but less saturated colors are more welcoming and inviting
- Evokes comfort
- Pops out against the brown and green color palette of the park

PHASE/ 04. Design Documentation and Intent



3D
rendering
of
turnside
panel

