Persona

BACKGROUND

- Hispanic
- Med Student @ UIC
- Rent House
- Single
- Commute

GOALS

- Want to show his friends his culture

BACKGROUND

- White
- >$60k
- Rent House
- Dating
- Car

GOALS

- Want to find a place to hang out

BACKGROUND

- Black
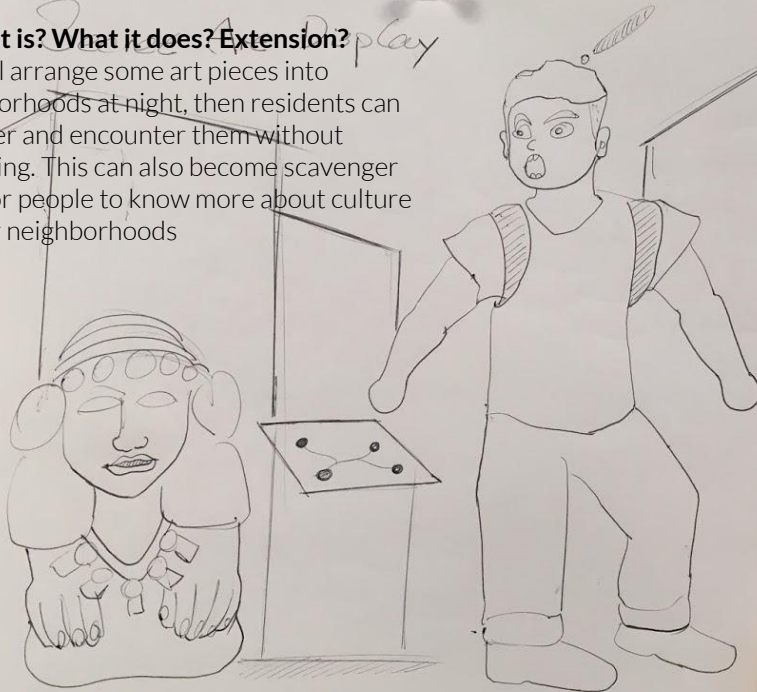- > $ 200k
- Own House
- Married (lesbian)
- Car

GOALS

- Want to meet some new people

What it is? What it does? Extension?
We will arrange some art pieces into neighborhoods at night, then residents can discover and encounter them without expecting. This can also become scavenger hunt for people to know more about culture in their neighborhoods

Concept Name
Secret Art Display

User (for whom)
Residents who don't care art

Value (Why/Who wants to)
Display art pieces into neighborhoods without informing residence, people can encounter art pieces nearby their home
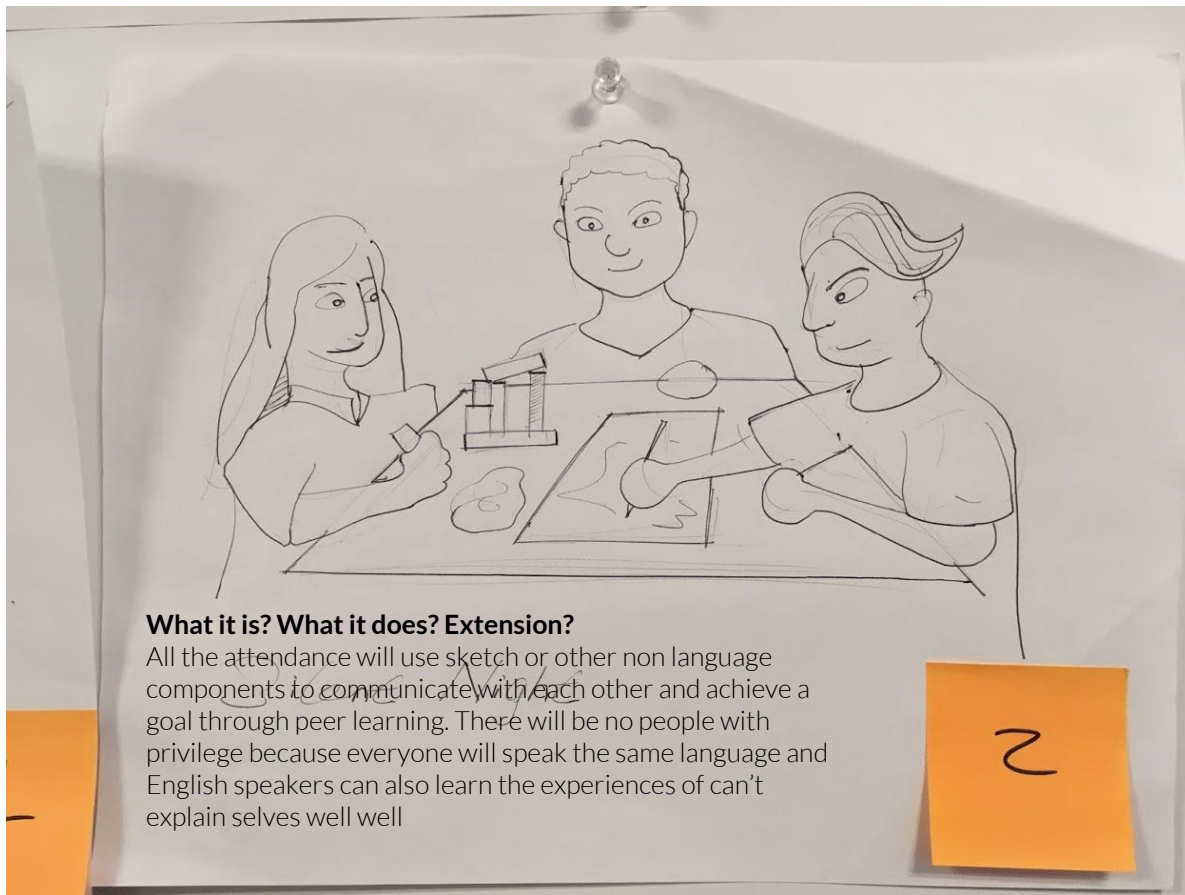
Partners (By whom)
Local artists
Local businesses
Local schools

Benefits (What for)
People don't need to go for art pieces, but art pieces enter their neighborhood. People have more chances to encounter art and share their experiences out of surprise

Concept 2

What it is? What it does? Extension?
All the attendance will use sketch or other non language components to communicate with each other and achieve a goal through peer learning. There will be no people with privilege because everyone will speak the same language and English speakers can also learn the experiences of can't explain selves well well

Concept Name
Silent Night

User (for whom)
Residents looking for experiences

Value (Why/Who wants to)
New experiences for people speak English as first language and not. They can learn about each other better without language barriers

Partners (By whom)
Local artists
Local schools
Different ethnic associations

Benefits (What for)
People can learn each other better by using a language everyone can understand. We can bring people into places they may not familiar

What it is? What it does? Extension?
People design the mascot of the library (community) through the components AIC provides. People can be inspired to combine or come up with new features to create their own mascot for the community. There may be multiple mascot, and they will evolve following the time
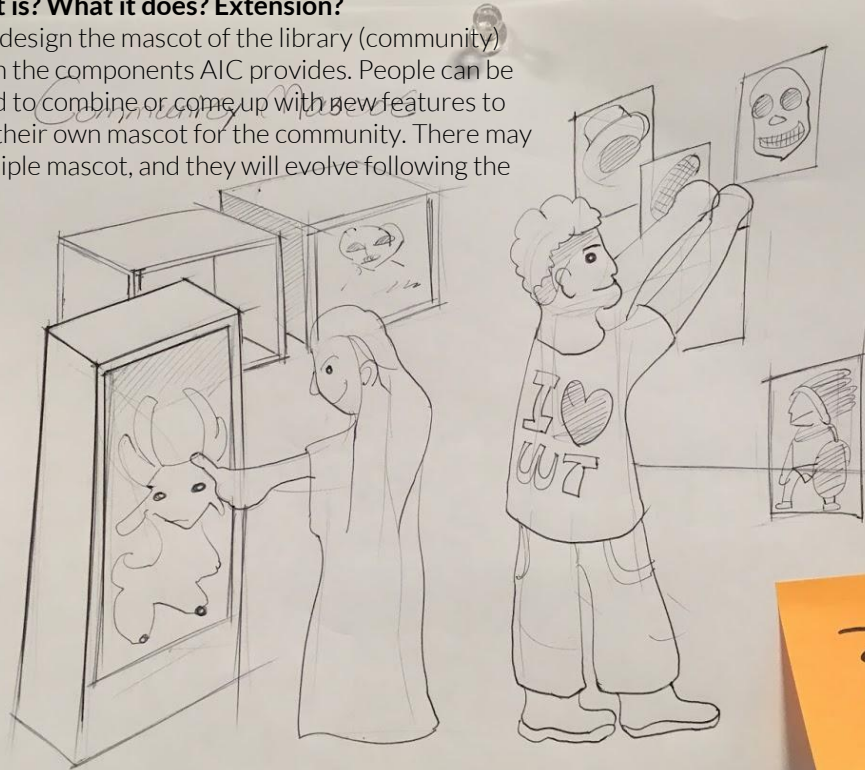
Concept Name

Community Mascot

User (for whom)
Residents live in the community

Value (Why/Who wants to)
Everyone can make his/her voice heard, and build a stronger community bond through working together and talk with each other
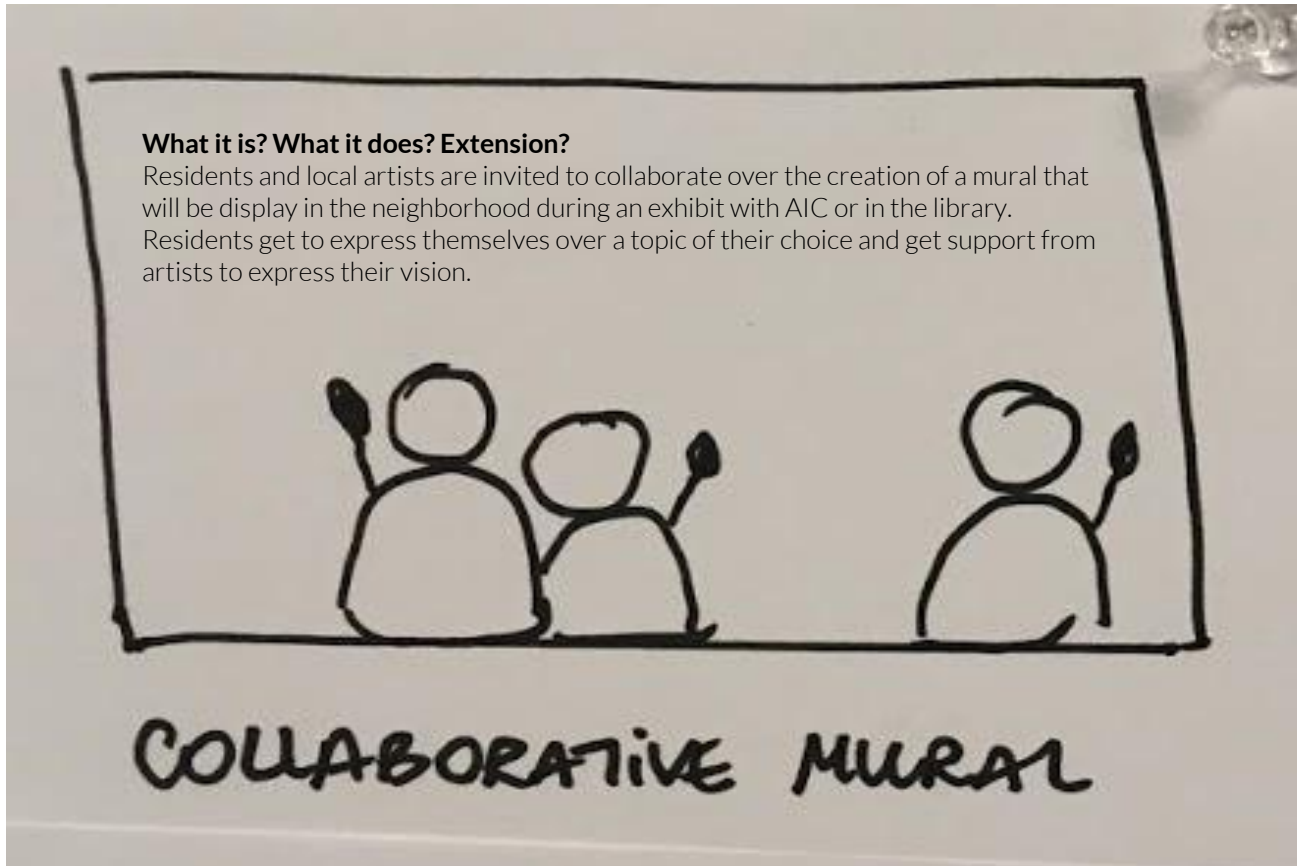
Partners (By whom)
Local artists
Local businesses
Local schools

Benefits (What for)
People can have more ownership of "my neighborhood" and "my library" and build stronger connections with the library and their neighborhood

What it is? What it does? Extension?
Residents and local artists are invited to collaborate over the creation of a mural that will be display in the neighborhood during an exhibit with AIC or in the library. Residents get to express themselves over a topic of their choice and get support from artists to express their vision.

Concept Name
Collaborative Mural

User (for whom)
Residents, families, art enthusiasts

Value (Why/Who wants to)
- Creating an art piece and collaborating over time to engage and socialize more.
- Flexible project. Residents can join the project anytime depending on their schedule and get to choose their level of engagement.
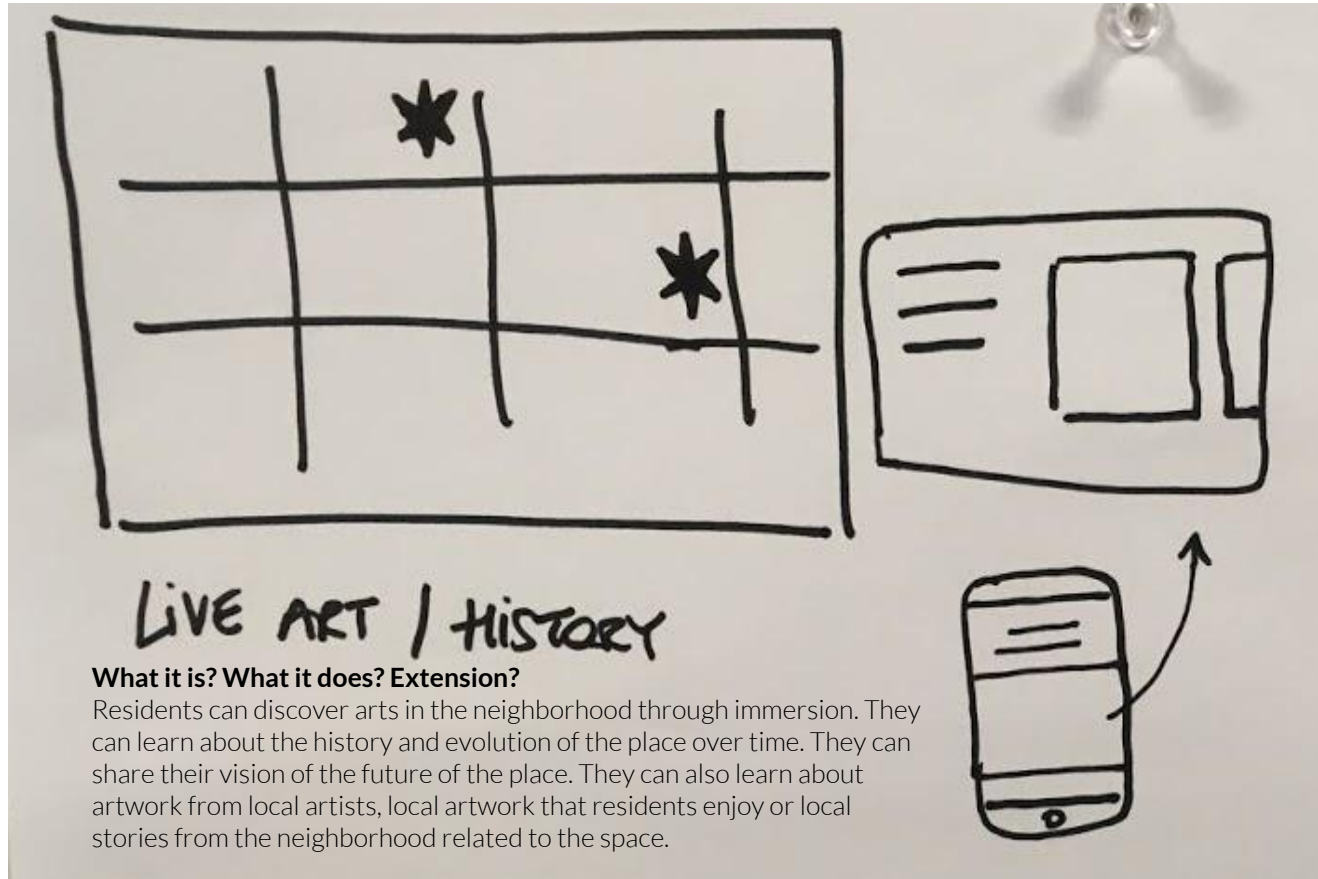
Partners (By whom)
Local artists, CPL, AIC, residents

Benefits (What for)
- Connection with local artists and West Town community
- Creating a piece with support from professionals

LIVE ART / HISTORY

What it is? What it does? Extension?
Residents can discover arts in the neighborhood through immersion. They can learn about the history and evolution of the place over time. They can share their vision of the future of the place. They can also learn about artwork from local artists, local artwork that residents enjoy or local stories from the neighborhood related to the space.

Concept Name
Live art history

User (for whom)
Residents or tourists who want to explore and learn about the neighborhood while being immersed.

Value (Why/Who wants to)
Context of an open space. The neighborhood is an live and permanent exhibit is.
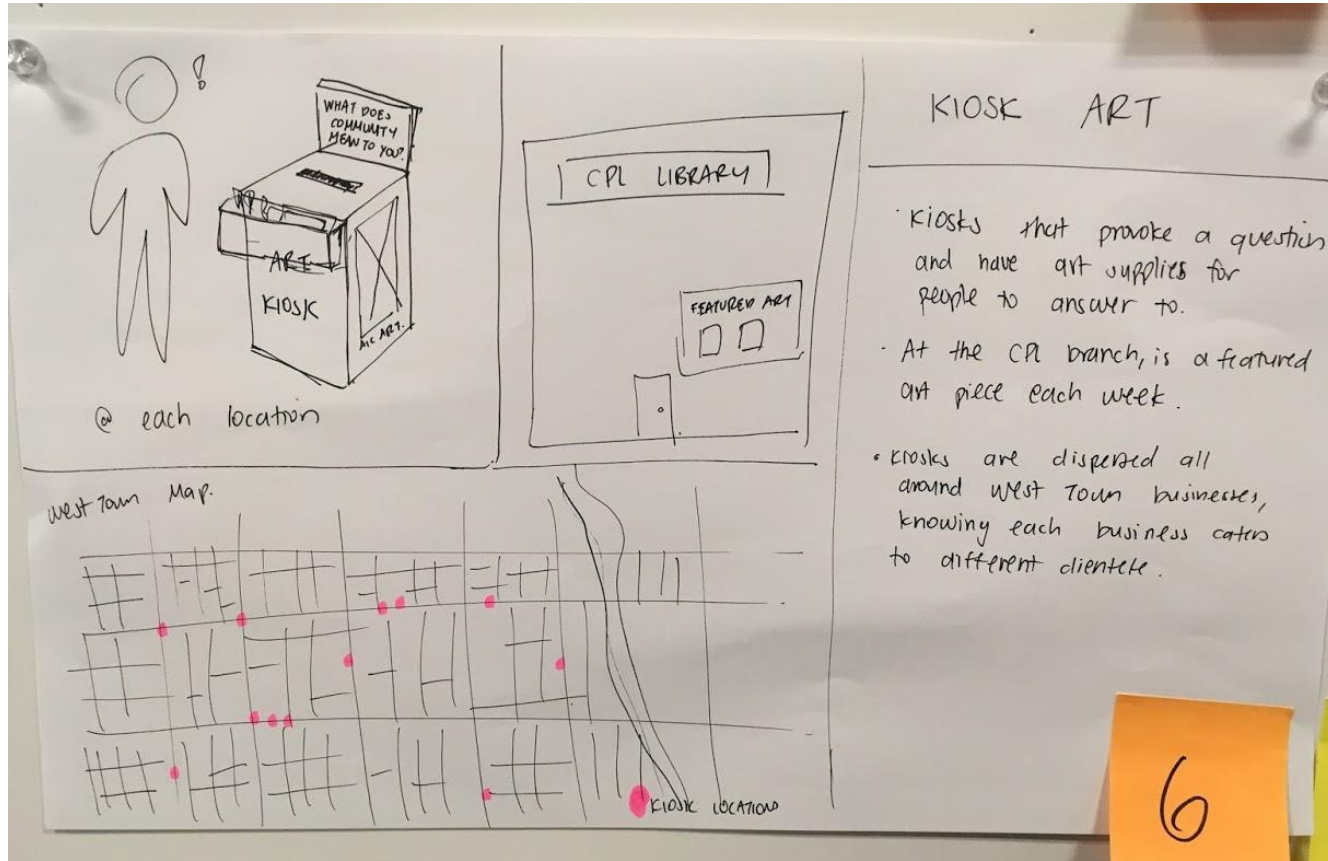Digital experience
Immersion

Partners (By whom)
Residents, artists, library, AIC and the city of Chicago

Benefits (What for)
Immersive storytelling and history of the neighborhood
Extension of space outside the library or AIC
Participative knowledge.

Concept Name
Kiosk Art

User (for whom)
Anyone, of all ages and abilities, who pass by and want to participate

Value (Why/Who wants to)
To contribute to a community piece, to get to be the featured piece of the week

Partners (By whom)
AIC + CPL for resources and topic expertise; local businesses to house the kiosks; neighborhood organizations

Benefits (What for)
Community engagement and participation. Understanding of the neighborhood together.

Concept Name
Drink & Draw

User (for whom)
Millennials and other adults in the neighborhood + local artists or AIC artists

Value (Why/Who wants to)
Multi-tasking entertainment with friends and family (takes into account the successful poetry slam the West Town branch had at a bar)
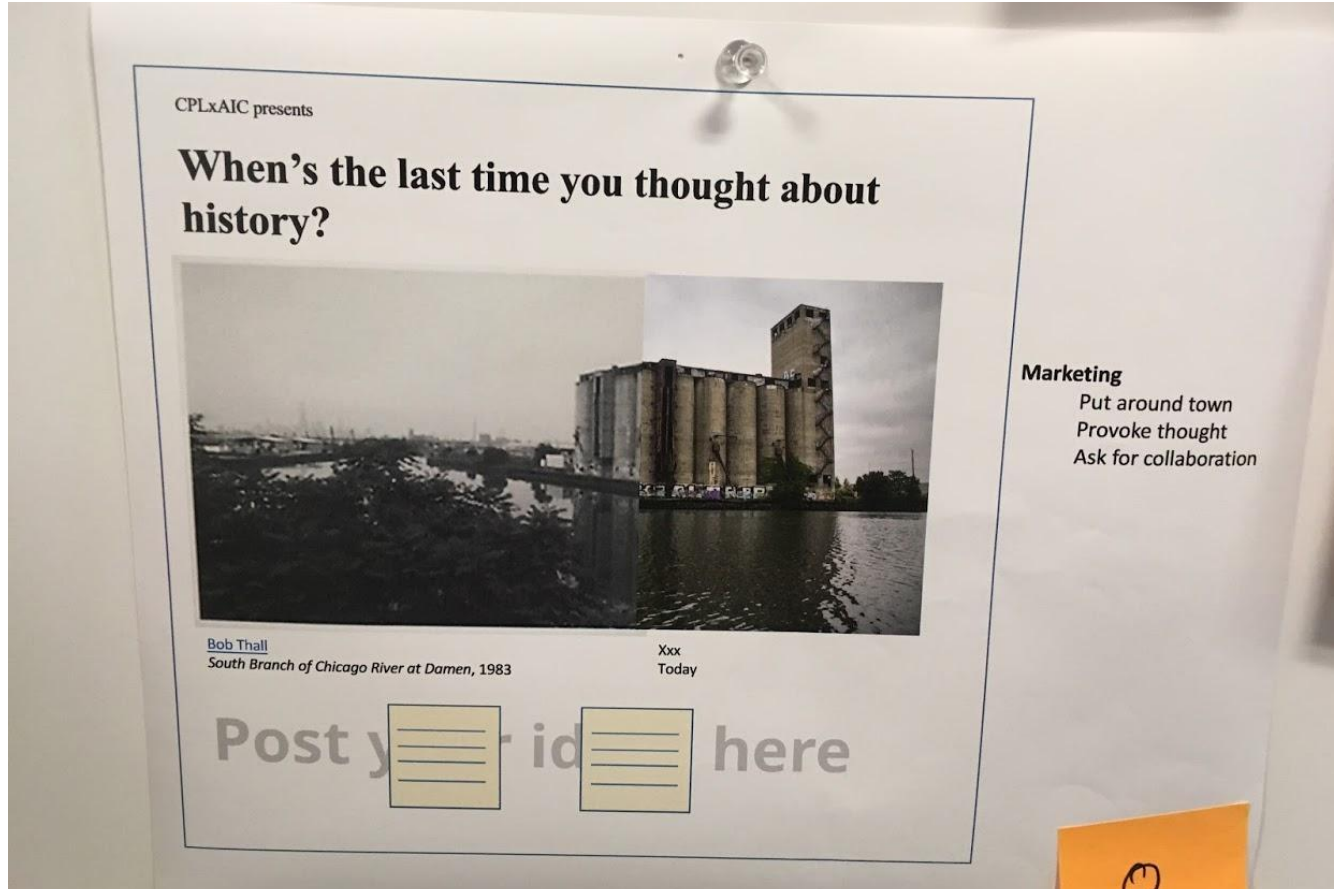
Partners (By whom)
Local bar; CPL + AIC; local artists; local patrons

Benefits (What for)
Drink, be merry and maybe learn a little bit of history while making something you can take home

Concept Name
Historic Overlay

User (for whom)
Local patrons or anyone walking by the poster

Value (Why/Who wants to)
Provokes thought; gives a nod to history and gives perspective

Partners (By whom)
West Town neighborhood organizations; CPL creates events; AIC provides resources/pieces for materials

Benefits (What for)
Attempts to make art/history relevant

Concept Name
Art Forum

User (for whom)
Adults who want to learn more and discuss meaningful topics

Value (Why/Who wants to)
People looking for a space to discuss important issues

Partners (By whom)
AIC + CPL; local business for help advertising/place to be

Benefits (What for)
Gives the opportunity for CPL + AIC to be more relevant to the times; to show that they are willing to take on important issues; to show trust
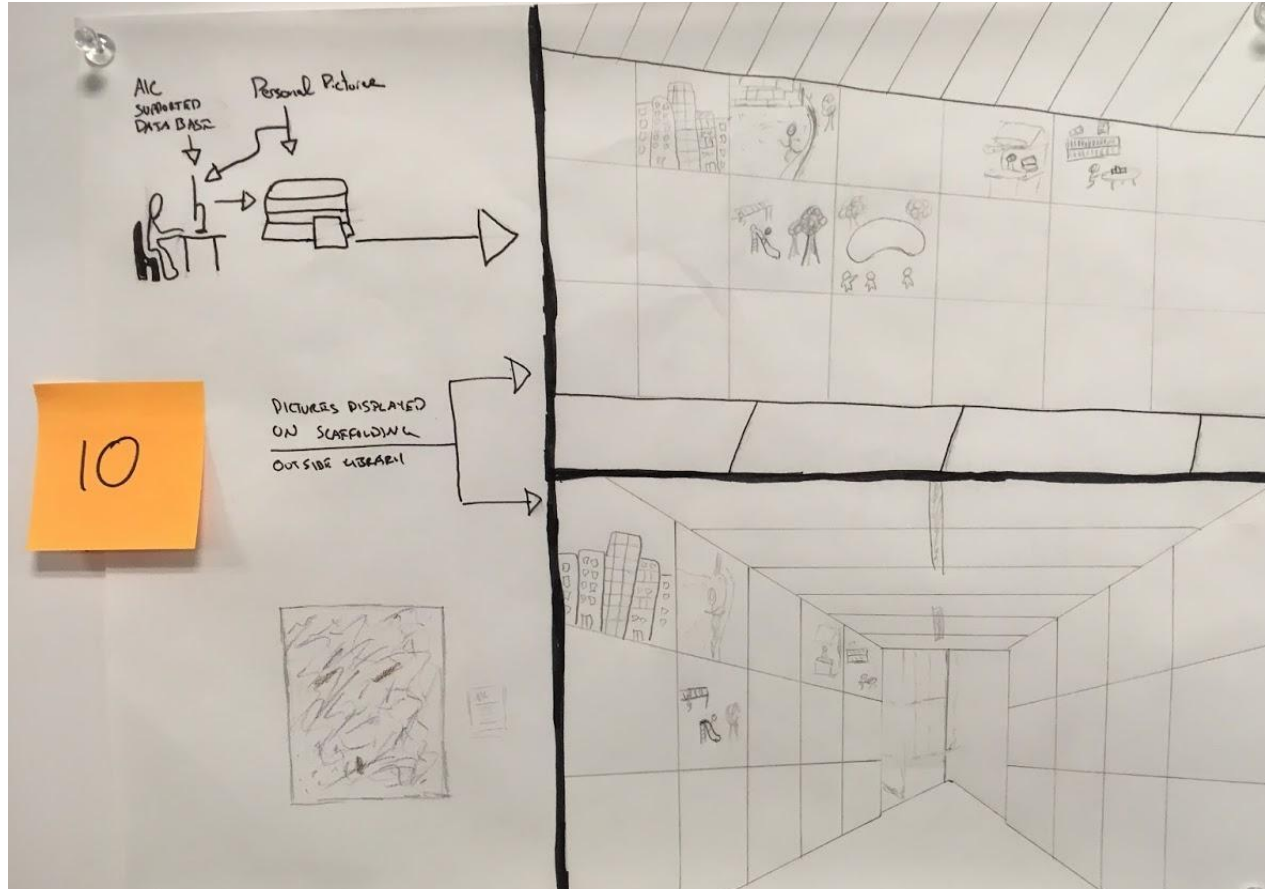
Concept Name
Dressed Scaffolding
(scaffolding located in front of library)

User (for whom)
Anyone / adults that see the scaffolding as a nuisance.

Value (Why/Who wants to)
It will enable the community to turn the scaffolding into something meaningful.
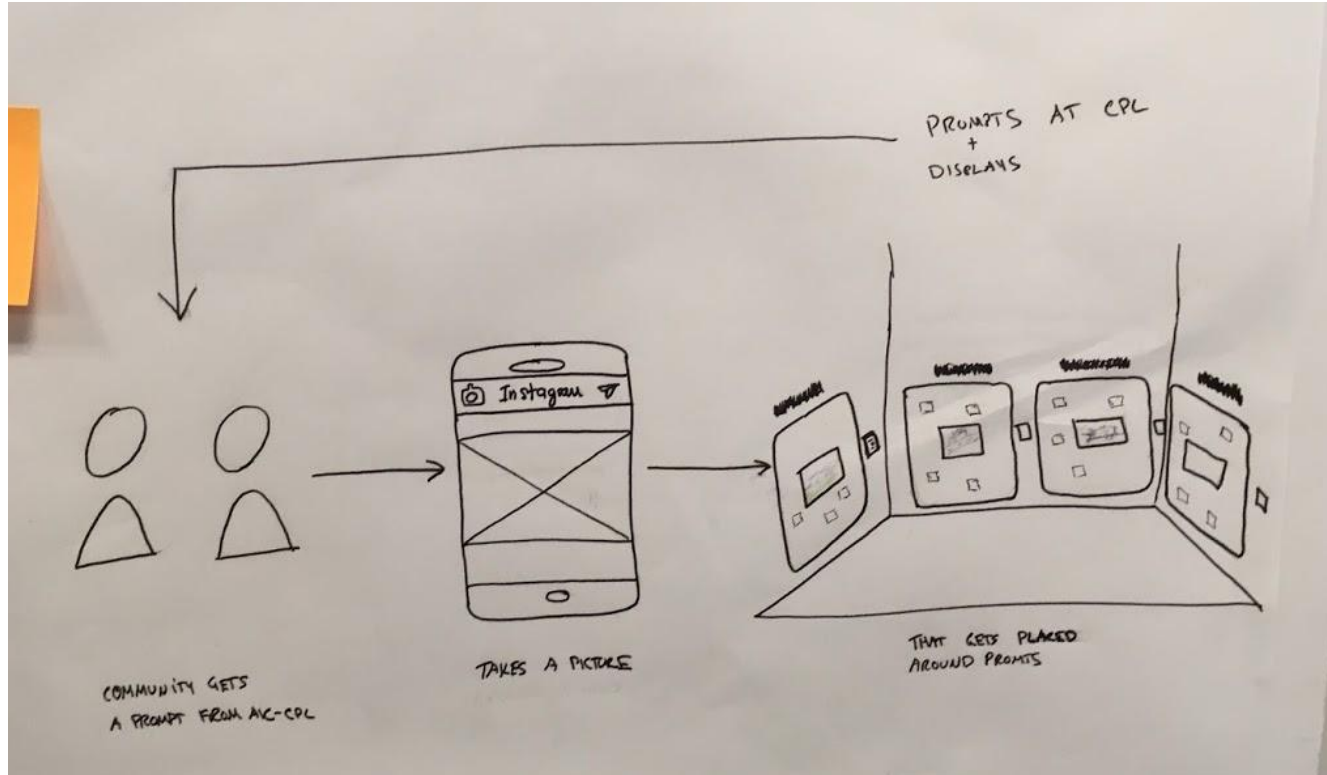
Partners (By whom)
AIC + CPL

Benefits (What for)
Creates meaningful display and attracts community to library.

Concept Name
Dynamic Social Media

User (for whom)
Anyone / adults that use social media

Value (Why/Who wants to)
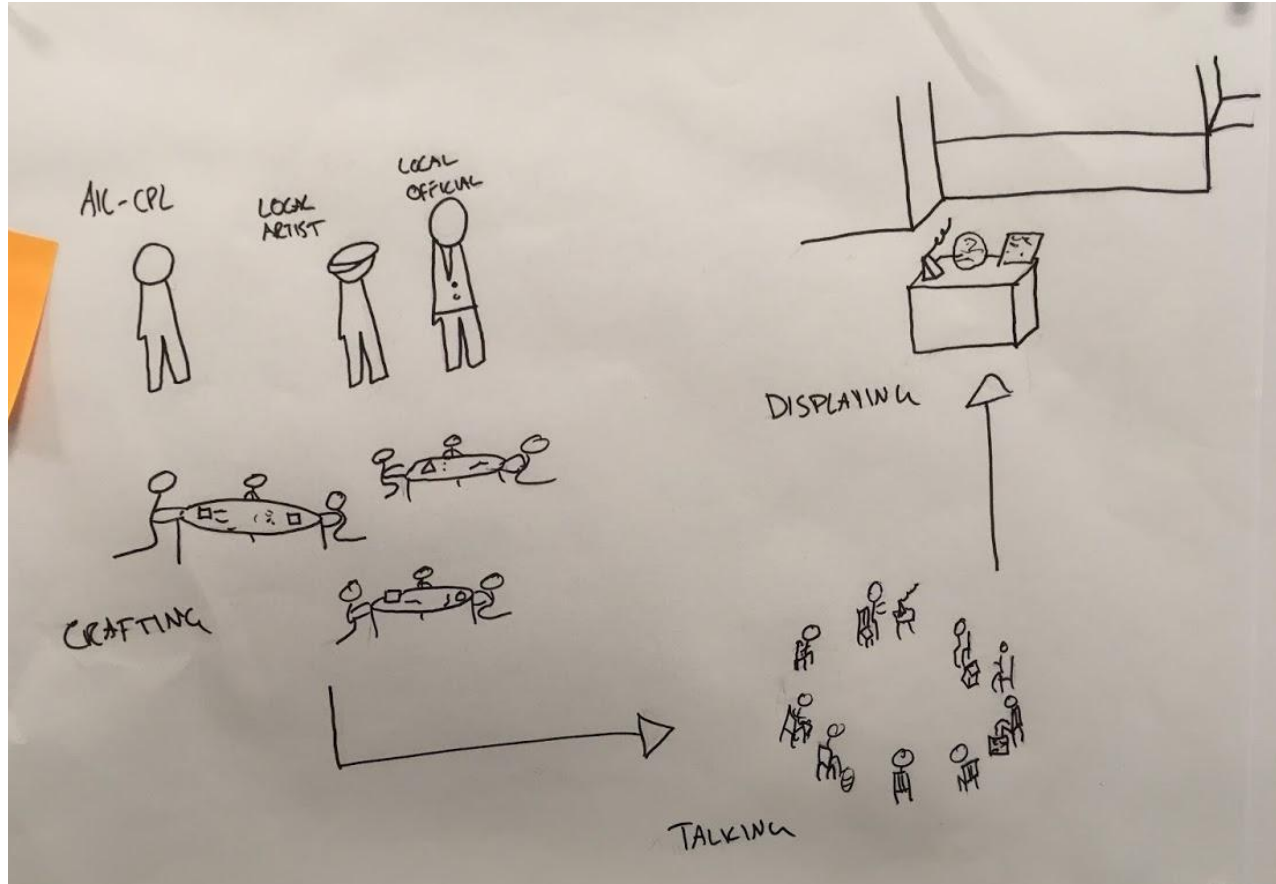It provides people with a pathway to interact with art, and reflect on their community.

Partners (By whom)
AIC + CPL

Benefits (What for)
Research says that adults often want to express themselves but don't know how. This is an opportunity to do so.

Concept Name
Crafts series

User (for whom)
anyone

Value (Why/Who wants to)
People can make crafts around difficult topics, and be guided by a host, who understands the issue.

Partners (By whom)
AIC + CPL, local artists, local officials, leaders in organizations.

Benefits (What for)
Is a physical display of community attitudes, which adds to character of library.