

Park(ing) Day 2012

What is Parking Day?

Park(ing) Day is a worldwide event that invites activists, artists, architects, engineers, and other citizens to transform metered parking spaces into temporary pop-up public parks. Meant to make us think a little about the uses of public space, Park(ing) Day 2012, held on September 21st, is the fifth annual Philadelphia version of the event, which was founded by Rebar, a San Francisco art and design studio in 2005 with the stated goal of raising awareness of the need for green spaces in urban environments. Last year saw a Philadelphia record 30 organizations participate, this year in Philadelphia, 49 teams from design firms, city agencies, and advocacy organizations signed up to create 59 mini-parks out of every day parking spaces. It's a great way to demonstrate the possibilities for creating pedestrian-friendly spaces in urban areas.



How KSE became involved

As the participating firms in the event skewed heavily towards planning and design, both public and private, the event represented a unique marketing opportunity and public awareness event for our Philadelphia office and we were determined to make the most of it, and by all accounts that is exactly what occurred.

With five of the nine office personnel in the Philly office living in the city, the office is uniquely tied into the pulse of the city. Drawing on our personal and business connections with contractors and local businesses, and relying on the talents of our staff, KSE Philly was able to fabricate planters, benches, and a table from used pallets. The plantings were borrowed from a nearby gardening boutique.

Due to the woodworking talents of one of our staff, our office was able to produce an eight foot wooden skyline which a local New Jersey high school art class donated it's time to paint. For a finishing touch, KSE created an old fashioned, rustic street sign on which we listed several of the more important Philadelphia locations, including the KSE Philly office.



How the day went

With temperatures in the mid 70's, and shaded by street trees, our pop-up park was nestled comfortably on Market Street in Old City, between restaurants, cafés and boutiques. We were visited by tourists from all across the globe, local celebrities and business owners.

The entire staff was able to enjoy lunch together in the pop-up garden, seated at the rehabbed pallet table and a local shop owner donated free beverages for our staff to enjoy.



We setup a favorite outdoor game, ladder ball, to attract pedestrians passing by to stop in and ask about the parklet. Our staff was very willing to offer their opinions on the parklet and spread the “green” word on how KSE has been involved in creating real life size urban green spaces throughout the City.

The event was very successful in that the KSE staff was able to promote the awareness for the need of urban green spaces by participating in Parking Day. Furthermore, we were able to meet many of the local business owners in the Old City and adjacent neighborhoods and discuss what KSE brings to the neighborhood – good people and work.

