

Knitting the Commons

The Trust for Public Land, Knits for Life

Visual Arts Commission
April 19th, 2017



GOALS

VISUAL CONNECTION

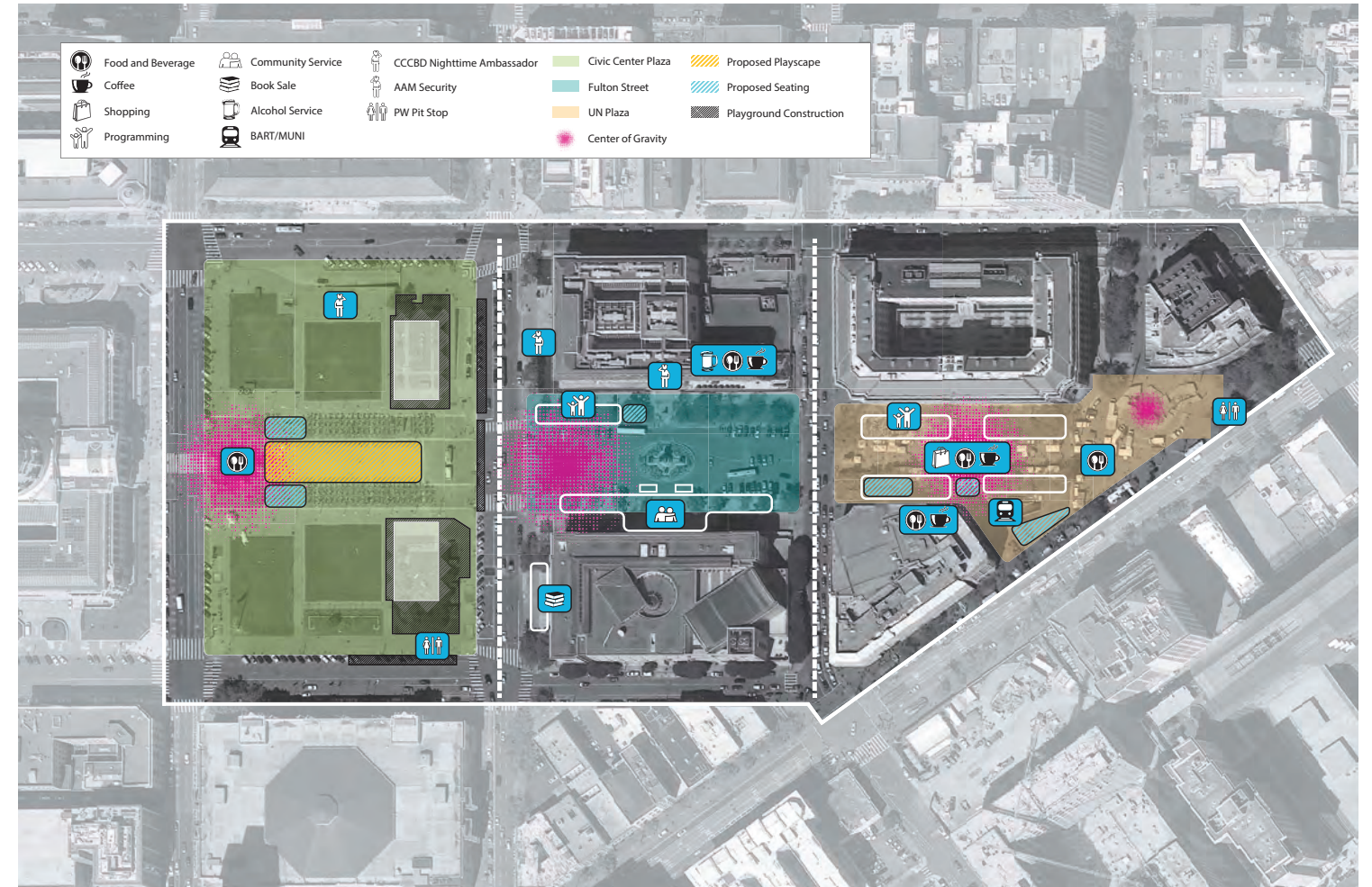
- High visibility
- Present in all three spaces
- Colorful

POSITIVE ACTIVATION

- Children and families
- Art Groups
- Tourists
- Lunchtime visitors

MAINTAINING MOMENTUM

- Boeddeker Park
- Helen Diller Civic Center Playgrounds
 - (under construction)
- Tenderloin Wellness Trail (in progress)
- Sound Commons (June 2016)
- Pop Up Playground (April 2017)
- Asian Art LIZ (under construction)



HOW

FUNDING

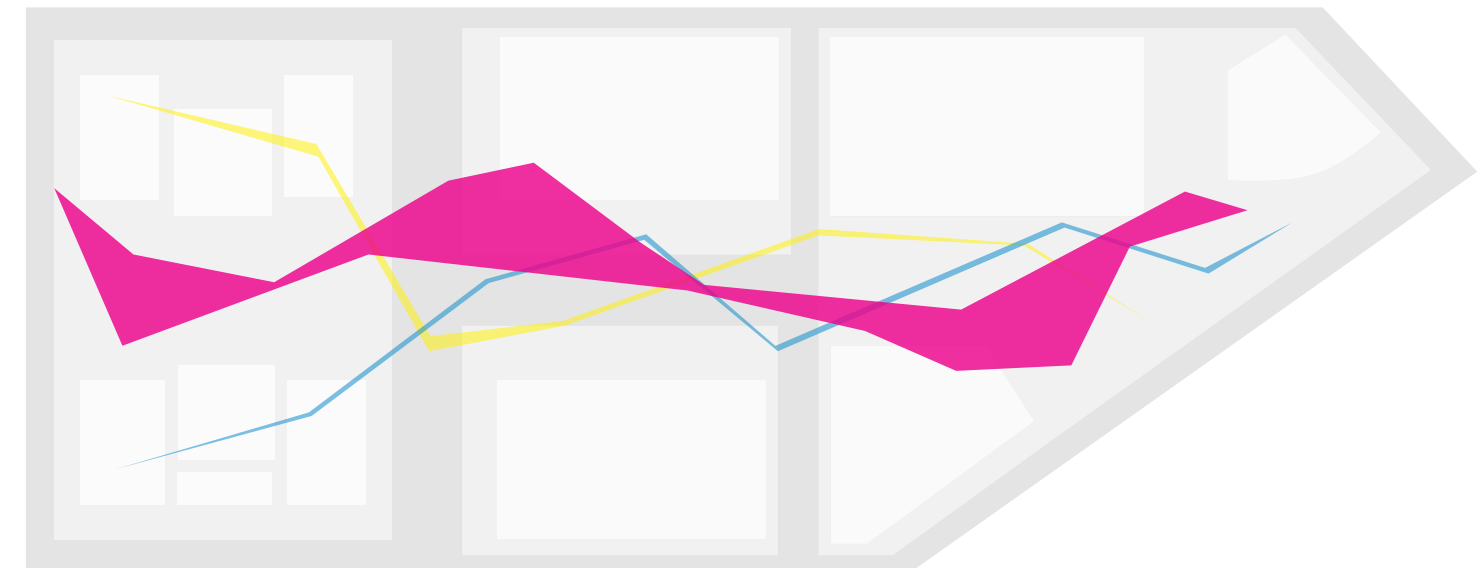
- Discretionary Funds from a local family foundation to The Trust for Public Land

LEVERAGE EXISTING RESOURCES

- Tivoli Lights
- Tables and Chairs
- Regular Programming
- Hunters Point Family
- Downtown Streets Team

STAKEHOLDER ENGAGEMENT

- Cross Sector committees of public and private stakeholders
- Library
- Asian Art Museum
- SF DPW
- SF Recreation and Parks
- Planning Department
- Tenderloin community organizations
- Area CBDs
- & more



OPTIONS EXPLORED



TREE WRAPPING

ADVANTAGES

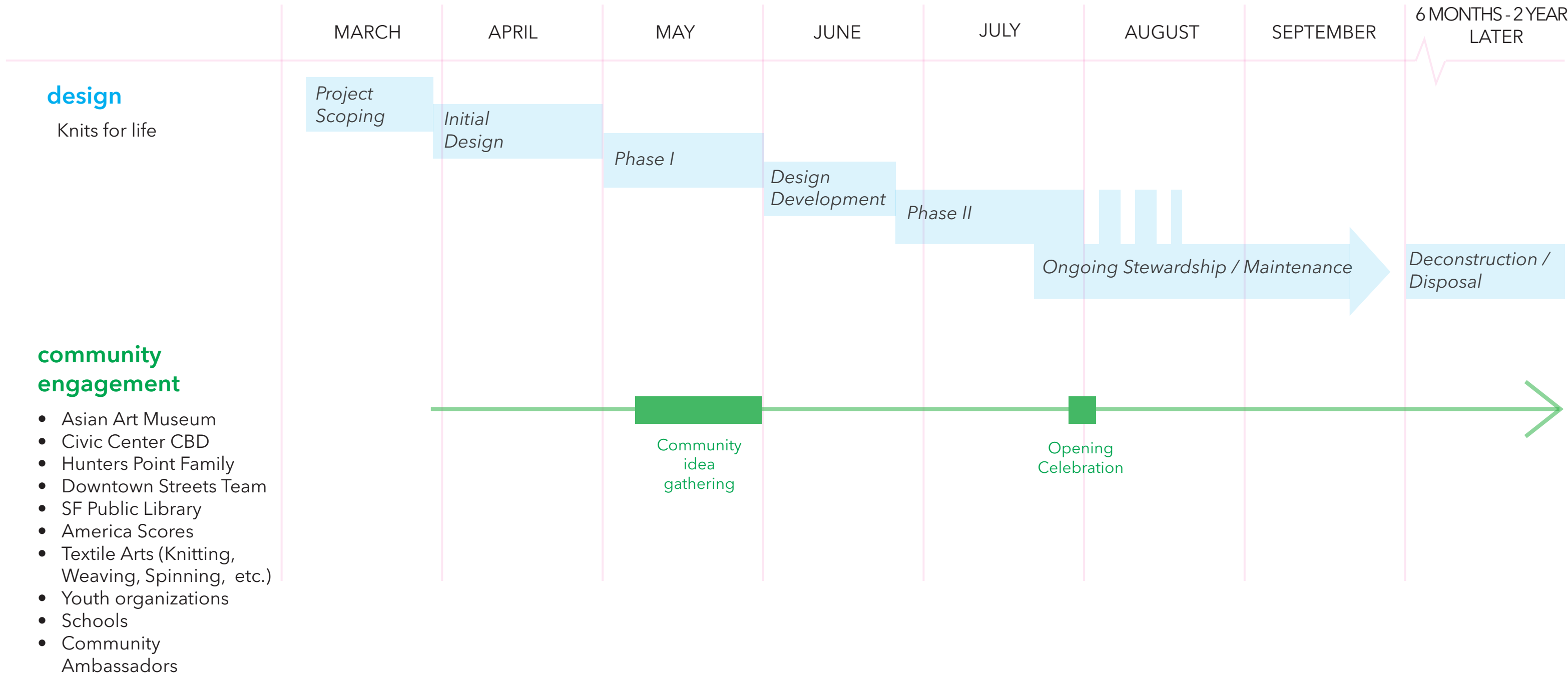
- **Tree Wrapping** identified as an intervention to pursue
- Low impact / easily removable
- Unifying
- Flexible
- Colorful
- Fun and Playful
- Opportunities to Integrate with Programming
- Could catalyze future projects

CONCERNS

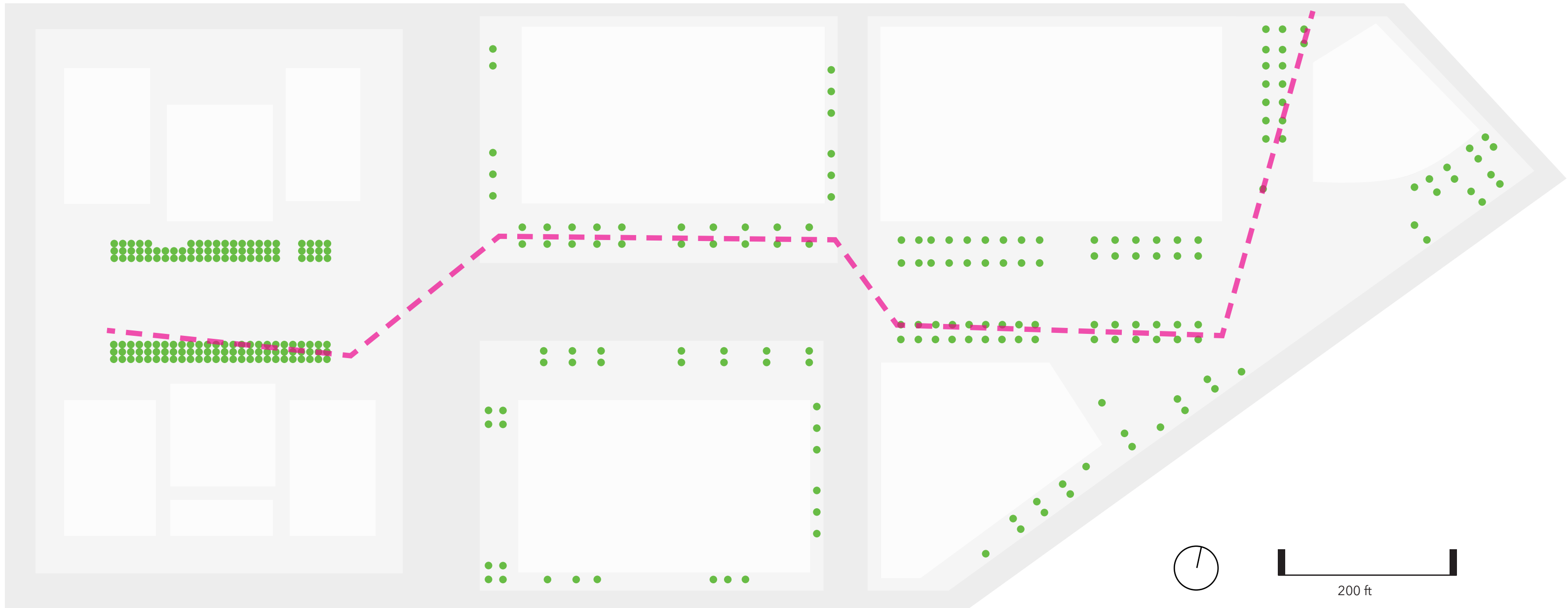
- Durability - must look good to be impactful
 - Depends on exposure to the elements
 - Knitting lasts ~1-2 years with variations in color fade
- Vandalism
 - Knits for Life can repair holes and cover up tagging, etc.
- Impact on trees
 - No impact on tree health, in some cases wrapping can protect from sun damage



PROCESS



PHASE 1 - CONNECTING THREAD



KEY

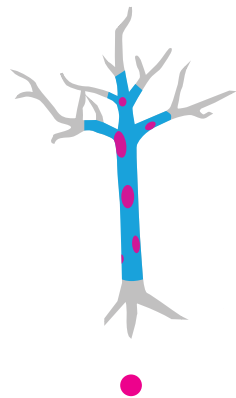
 Trees

PHASE 1 - CONNECTING THREAD

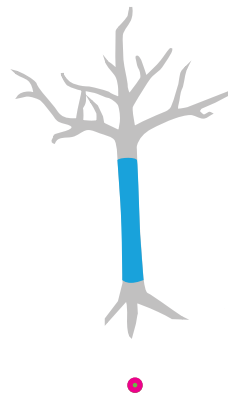


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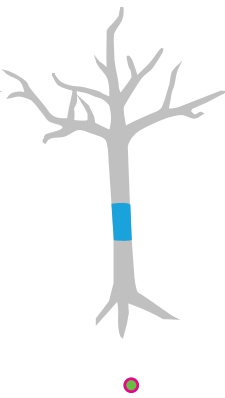
● ● Trees



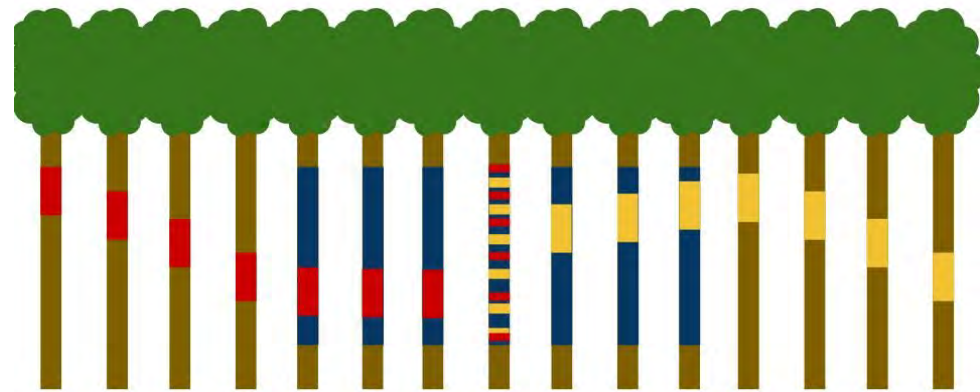
\$2,000



\$200

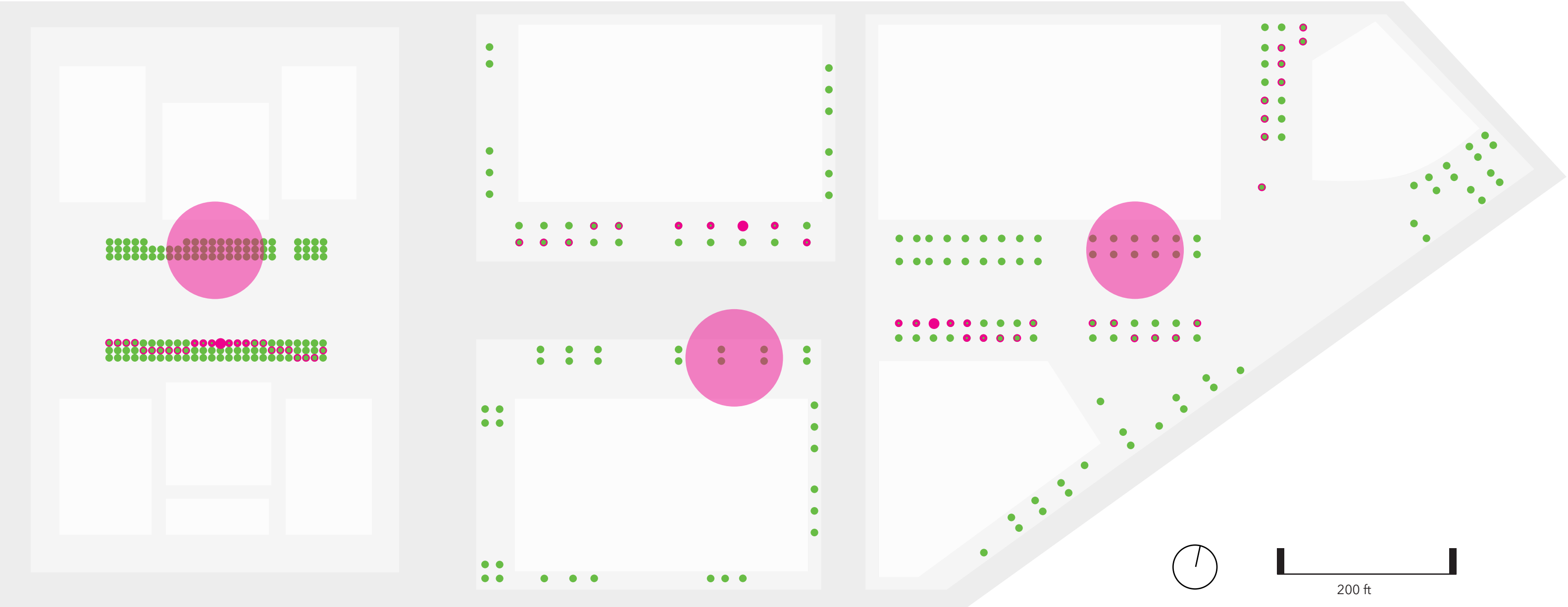


\$100



THE TRUST FOR PUBLIC LAND

PHASE 2 - CLUSTERS



KEY

 Trees

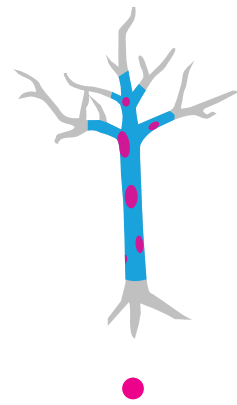
PHASE 2 - CLUSTERS



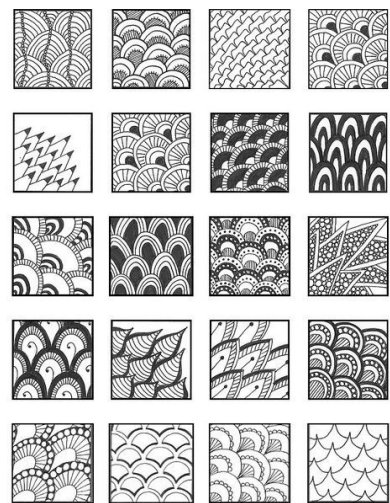
KEY



Trees



\$2,000



Zentangle Patterns



Monster Totem Poles



Land, Sea and Air Creatures

THE TRUST FOR PUBLIC LAND

KNITS FOR LIFE

@KnitsForLife

Lorna & Jill Watt

- Installation art
- Knitting & crochet design

Award-winning

- Clio award for Visual Merchandising, 2016
- Artist in Residence, Downtown San Mateo Bus. Assn., 2014

Clients

- Twitter
- Target
- Old Navy
- Meow Mix
- Fisherman's Wharf
- Visit Oakland



Longevity + Repairs

Colorfastness

- Fading varies with exposure
- UV spray treatments available but are costly and require repeated application

2 years

- Indirect sunlight all day
- Full tree canopy



1 year

- Direct sunlight all day
- No tree canopy



Holes

Causes

- Vandalism
- Accidents

Prevention

- Durable yarn withstands weathering and does not fray
- Custom fit and strategically placed light-duty staples remove slack
- Recommended length above dog level

Repair

- Hand-sewn invisible seams
- Handmade matching patch
- Cost varies by damage



Vandalism

Incidence

- One instance in our 5 years of experience
- Likely to be more common in a high-traffic, urban area

Repair

- Color-match spray paint to fabric and paint over tags
- Must open seam, place backing under fabric to prevent overspray, re-sew seam
- Cost varies by damage



Tree health

“I believe yarn bombing is a great opportunity to bring awareness to trees. I can’t foresee anything in general about yarn bombing that could harm well-established trees in good health.”

Mark Camfield
Certified Tree Specialist
City of San Mateo, Calif.

Before



After

