



HIDDEN TREASURES

Silver Jewelry, Handmade Rugs, Handcrafts
Indian Nepali Tibetan Thai Afghani African

FITS FASHIONS

1011

STORE CLOSING
Everything Must Go

Sale!

Wholesale

SFC

STOP
HERE ON
RED

DONUT



LIVING INNOVATION ZONES

Light Up Central Market



WHAT IS A LIZ?

A Living Innovation Zone (LIZ) is a temporary installation that activates a public space on Market Street. The program is structured to seed cross-disciplinary collaborations that result in place-based experiences. LIZs can serve as opportunities for testing new ideas, projects, and technologies. They are intended as enhancements to the public realm, encouraging people to connect with each other and their city. Learn more at www.sfliz.com.



SFLIZ.COM

THE PROJECT TEAM

Each LIZ is a collaboration between the City, participating creative and cultural organizations and the communities in which the LIZ is sited.

Luggage Store Gallery PROJECT LEAD

Hyphe Design Laboratory and Nighthouse Studio DESIGNER

Creates and installs the LIZ; responsible for the technical maintenance of the installations.

Tenderloin CBD COMMUNITY LEAD

Holds the LIZ permit and helps with daily maintenance of the installation.

The City's LIZ Team CITY AGENCIES

Co-led by the Mayor's Office of Civic Innovation, the Planning Department, San Francisco Public Works and The San Francisco Arts Commission (SFAC).

The Hall is the Fronting Property Owner, and they are also a key project stakeholder. While the Project Lead and CBD are responsible for the daily upkeep, The Hall helps to keep an eye on the space and ensure everyone feels welcome.

FUNDING THE LIZ

The Light Up Central Market project was awarded the Imagining Central Market \$100,000 grant by the Kenneth Rainin Foundation, and this funding will support the development and installation of one seating installation.

Per the grant timeline requirements, the project should be installed and unveiled to the public by Fall 2015 and will need to remain up for a minimum of one year.

SITING THE LIZ

The Hall has proven a transformational investment at 6th and Market, bringing much needed life and vibrancy to the street. The LIZ installation is intended to build on this activation and extend it further into the sidewalk.

While LIZs are open to the public, the bench will likely serve as an informal meeting place for their patrons and extension of The Hall's seating.

Longer term, the intent is to add additional seating between the Hall and the Powell Street BART station. Collectively, these benches would function as a corridor to pull pedestrians between from the BART station into Mid-Market.

Based on our experience with the first LIZ at Yerba Buena Lane, we anticipate the impact of the LIZ to prove beneficial to The Hall and surrounding neighborhood.



THE FIRST LIZ

PAUSE ON MARKET STREET



Pause on Market Street LIZ is composed of two exhibits designed and fabricated by the Exploratorium that encourage social interaction and play: a pair of giant parabolic "whispering dishes" amplifies and focus a user's conversation, making it audible to a person sitting in an opposite dish placed roughly 60 feet away, and "singing bench" that plays music when users complete a circuit by touching it's armrests. Over 20,000 pedestrians pass by the installation everyday, which means the project is seen over 7 million times per year. Anecdotally, we've heard that adjacent businesses (like MOMA Store, The Coffee Bean and Bluestem Brasserie) have noted a significant shift in the number of visitors to the area, referring to the LIZ as a new "icon" in the neighborhood.