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

LIGHTS

PAINTING

MODULAR ELEMENTS

TREE WRAPPING
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**

**design**
- Knits for life

**Phase I**
- Project Scoping
- Initial Design
- Phase I

**Phase II**
- Design Development
- Phase II

**Ongoing Stewardship / Maintenance**
- Deconstruction / Disposal

**6 MONTHS - 2 YEARS LATER**

**community engagement**
- Asian Art Museum
- Civic Center CBD
- Hunters Point Family
- Downtown Streets Team
- SF Public Library
- America Scores
- Textile Arts (Knitting, Weaving, Spinning, etc.)
- Youth organizations
- Schools
- Community Ambassadors

**MARCH**
- Community idea gathering

**APRIL**
- Opening Celebration

**MAY**

**JUNE**

**JULY**

**AUGUST**

**SEPTEMBER**

- **THE TRUST FOR PUBLIC LAND**
PHASE 1 - CONNECTING THREAD

KEY

- Trees
PHASE 1 - CONNECTING THREAD

**KEY**

- Trees
- $2,000
- $200
- $100

Phase 1 Map

Civic Center Commons

Inspiration: Yarn Bombing

Design around Identity Tree

The Trust for Public Land
PHASE 2 - CLUSTERS

KEY

- Trees
- $2,000
- Zentangle Patterns
- Monster Totem Poles
- Land, Sea and Air Creatures

Trees

Inspiration: Yarn Bombing

Zentangle Patterns

This design directly inspires the community by teaching a tool for expressing the imagination. It engages the community by incorporating their imagined designs directly in the knit patterns in a kaleidoscope of colors.

Civic Center Commons

Inspiration: Yarn Bombing

Monster Totem Poles

Anthropomorphic animal features are layered in colorful segments onto each tree in this design, engaging the imagination and encouraging the community to stop, touch, photograph and smile.

Our yarn bombed eyeballs in trees at Maker Faire 2015 won an Editor's Choice award for engaging attendees in a creative way.

Our mailbox monster feet are such an icon in San Mateo that they garnered the city's first Snapchat geofilter.

Community engagement activities could include Doodle-a-Monster sessions with adhesive googly eyes. Community doodles can be directly incorporated into the yarn bombed tree designs.

Land, Sea, and Air Creatures

This design features a different theme in each of the three areas: land, sea, and air. Within an area, every tree in a cluster is transformed into a creature found in a habitat. Sea creatures can include our previously created Squid Tree. Land creatures can feature snakes in the branches or transform the branches themselves into snakes. Air creatures can include birds, bats, and insects.

Many opportunities for engaging the community around this idea exist, including using images of art from the Asian Art Museum as prompts for imagining creatures from each habitat.
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

<table>
<thead>
<tr>
<th>2 years</th>
<th>1 year</th>
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<tbody>
<tr>
<td>- Indirect sunlight all day</td>
<td>- Direct sunlight all day</td>
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<tr>
<td>- Full tree canopy</td>
<td>- No tree canopy</td>
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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.