

EXPLORING KENT'S CAMPUS PARK

shuffling up community engagement



This project highlights the approach used in AHBL's outreach methods to gather public feedback. This graphic approach allows for an easy to understand and interactive method suitable for all ages and languages to support the goal of community input.

Having an engagement process which allows community members to lay out their design ideas in an fun, interactive, and accessible way encourages ownership of space. We've done this in a way which borrows from 'Loteria' (or Mexican Bingo) which is a traditional Mexican family game played with cards and a bingo-style board. As traditionally played, every player has a preferred playing board, so community members are asked to create their ideal board with all the amenities they would like to see at Campus Park.

Through this game as a base, we're able build clearer answer to the questions we designers always ask:

Where do you want to sit?

Where do you want to play?

Through interactive, tailored, engagement, it allows us to better able to connect with users and meet their spatial and movement needs and build the space they want. This small inclusion to our engagement process has ushered in a world of change for the way we're able to communicate ideas with our communities.