



## #CITYchalk

### The Opportunity:

CITYchalk was an opportunity to implement one of the unique ideas that were submitted during the Postcard Project: to use chalk and color to animate the downtown. We also collaborated with the Edmonton Art Council (EAC) *Happenings* Program to animate Centennial Plaza, behind Stanley A. Milner Library.



### What We Did:

For the event, CITYlab supplied chalk, Lego, fortune cookies and place making specialists (the CITYlab team); EAC provided their ping-pong tables, chess and checkers sets, basketball nets, and music. CITYlab also invited Jennifer Poburan, a local artist who attended the event and provided a distinct skyline mural of her favorite places in Edmonton, which attracted on-lookers and engaged the public in many discussions about placemaking. CITYlab gained permission for these chalk murals and drawings from the EAC *Happenings* Programmer and Transportation Operations.

We promoted CITYchalk primarily through our social media channels: @PlanEdmonton, using the hashtag #yegCITYlab, and the City of Edmonton's Facebook Page. A news release for the event was also sent out.



The CITYchalk event began with EAC staff and the CITYlab team setting up for the day's festivities. Jennifer also arrived early to start the mural and to attract passersby. The CITYlab team oversaw the afternoon and encouraged people to participate and create chalk drawings of their favorite places in Edmonton or build them using Lego.



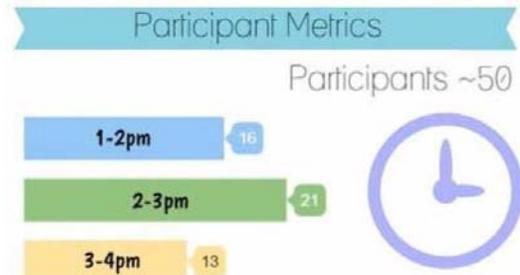
### Project Results:

Centennial Plaza is the summer location for the EAC *Happenings* programming when Churchill Square is used for other festivals. Located behind Stanley A. Milner Library, the plaza is sheltered on three sides and is less visible than Churchill square. The weather was fairly overcast and included some intermittent



rain throughout the morning. Despite the weather, visitors continued to stop by the event with approximately 50 participants and no less than 13 participants at any given time.

In addition, a large number of people stopped to admire the artwork. Our situation at the western side of the plaza, where the plaza meets the sidewalk provided a lot of visibility and awareness for the event. As Jennifer worked, the chalk mural provided a key draw for pedestrians to stop and learn more about the event, CITYlab, and the other placemaking projects such as #DIYcity Day we are collaborating on. CITYlab was also able to provide over 20 chalk enthusiasts with CITYlab branded chalk so they could continue placemaking all over the city. We think this chalk event helped to increase recognition for CITYlab and helped to animate another space in Edmonton. Overall, despite the overcast weather, the event was a success.



### Media Metrics



### Chalk Inventory



8.5lbs of chalk used

### Some Lessons Learned:

- Having both active (Lego, chalk drawing activities) and passive (examining drawings, and inquiring about the mural) methods of engagement were important to attract a broad range of participants
- Utilizing a strategic location and orientation along a pedestrian pathway led to a sense of inclusivity to attract passersby
- EAC *Happenings* Programmer and Transpiration Operations provided approval to draw and illustrate on public sidewalks and the plaza
- Partnering with a well-known, community organization (EAC) and a local artist (Jennifer Poburan) for support and mutual benefit aided in the overall success of the event

### CITYchalk in the Media:

[CITYlab brightens public spaces: CTV Edmonton](#)

[Bringing public spaces to life: CTV Edmonton](#)



...thanks, Edmonton, for getting out and chalking about your city!!!

