

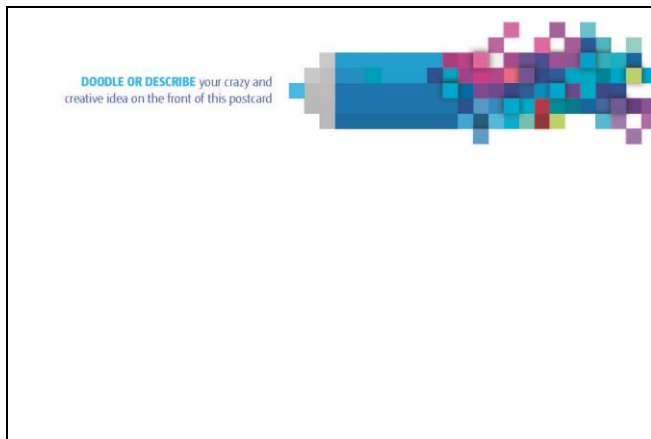
The Postcard Project

The Opportunity:

CITYlab was totally new, and we needed a way to introduce ourselves to Edmonton and to kick-start our little unit. But what to do? We wanted to be creative, surprising, and invite Edmontonians to participate in order to set the tone for our unit’s future work. Thus, the Postcard Project was born.

What We Did:

Between March 7 and March 15, CITYlab hid or handed out over 5,000 postcards all around Edmonton that asked people to “doodle or describe your crazy and creative idea to brighten up a public space.” From Churchill Square to Terwillegar, we hit all sorts of locations and neighbourhoods around Edmonton – and made sure to get postcards to people who asked specifically for them. We asked people to send them back by March 31 because we were using them to make some public art!



The display was up between April 13-30th in the windows of Enterprise Square (103 St and Jasper Ave).

Project Results:

Of the over 5,000 postcards distributed around Edmonton, we received 574 back – that’s about a 10% return rate! During the postcard distribution period there were 2,147 unique visits to the CITYlab website, and the media attention and social media chatter all demonstrated that Edmontonians were taking notice.

There were many great ideas written on the postcards. Some common ones included:

- Adding colour including painting downtown, sidewalk chalk, murals, and more flower planters
- Many postcards filled out by children talked about their love for playgrounds – especially slides!
- Adding more lights came up frequently, especially art installations involving projections
- Churchill Square was consistently nominated as a space for placemaking – one person even referred to it as “the heart of our city”



