

Kimmel Center Public Space Project
Moderator Notes
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Group "Yellow"

Each person in the group gave up to five votes for the most important stakeholders and up to five votes for the most important activities. The number of votes for each idea is noted in blue.

Who Are Users/Stakeholders?

Theater and concert go-ers (subscribers and non subscribers)	(5)
Concessionaires	
Architects and Engineers touring building	(1)
Restaurants in Area	(1)
Art students	
Entertainers	(1)
Promoters/Event Planners	(3)
Conference Planners	
Meeting Attendees	
Workers	

Who Are Potential Users/Stakeholders?

Community non subscribers	(3)
Students of Tourism & Travel (e.g. Temple hospitality program, Kimmel not on tour)	(2)
Indoor Playground Attendees (young families)*	(2)
Mall Walkers*	
Budding musicians*	(5)
Dance Instructors *	
Wall Climbers*	
Club go-ers*	
Café go-ers	(1)
Neighbors *	(3)
People taking classes*	(1)
Young professionals	(5)
School district children	(2)
Visitors to the City who use the visitor's website	(1)

*** See activity list under "What Will They Do"**

What Will They Do?

Neighborhood hangout in a café atmosphere
 Take dance lessons
 Watch young bands
 Watch performance artists
 Take classes as part of University of the Arts
 Participate in young professional night (e.g. similar to Museum of Art)
 Relax
 Spend money
 Meet old and new friends
 Find out what is going on around the city
 See Videos of performances
 Participate in interactive games (play with the orchestra?)
 See roving exhibits
 Concert event (4)
 Hear speakers, conductors
 Attend book signing
 See open mike performers (3)
 Sidewalk painting
 Outdoor café
 Eat-restaurant (3)
 Have cocktails (2)
 See free daily events (5)
 Summer solstice event (2)

What Enables These Activities in the Current Space?

Other theaters
 Size and scope of space
 Wide sidewalks
 Current scheduled events drawing people to and through the space
 It's free
 Landmark building
 Shop and restaurant
 Location
 Information booth
 Beautiful space
 Different space
 Cool roof
 Transportation
 Easy Access
 Current tours of the building
 Access from 2 major streets

What Are the Obstacles To These Activities in the Current Space?

Bar in the corner is not inviting and hidden
 Lack of money for people who might attend
 Lack of Knowledge as to what is there and how to use it
 Walk past the Kimmel and can't tell whether it is open or not
 Uninviting space, not warm
 Coat room not accessible
 Bathroom is not accessible
 No escalators
 Hidden elevators
 Seating is strange-can't face anyone
 People who don't attend concerts and events don't know the space exists
 Hard, flat floor space not conducive to sitting and watching any event in the space
 Lack of places to sit
 What are operating hours? Who knows about them?
 Need a nightly, regular event to maintain interest
 Web server for the Kimmel (Strand/Perlman) not working and/or accessible
 Need to know something is always going on
 Poor advertising
 Are they reaching the right audiences?
 Artwork should be on the first floor
 The information booth should be more centrally located
 Put a webcam in so people can see current activity over the internet
 Be part of the Sunoco Welcome America event and marketing

What Principles Should be Used in the Design?

Space must be visible to outsiders and insiders
 Inviting
 Warm
 Dramatic lighting
 Programs and events to attract current and future stakeholders
 Soft colors
 Non institutional materials and impact'
 Should craft an image
 Mixed Use-restaurants, café, music performances
 Target different demographics
 Be true to public space and regulate retailers and restaurant alliances to fit image/needs
 and price point
 Incorporate elements to demonstrate the pride in Philadelphia and its neighborhoods
 and residents
 Create a dense space where people do and things happen