

Kimmel Center Public Space Project
Moderator Notes
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USERS:

- seniors
- children
- arts community
- students
 - performing arts
 - any
 - college level
- people on lunch break
- performance companies
- teenagers in the neighborhood
- social groups/clubs
 - sponsored by KC
 - non-sponsored by KC
- people watchers
- people who want to sit and enjoy the space
- curiosity seekers
- clubs and social groups
- patrons of the arts (e.g., TKTS)
- tourists
- staff
- visiting performers
- school field trips
- suburban folks

USES

- meet people
- read books
- cocktails
- games tables
- climbing wall
- people watching
- gallery – show local artists in new /big gallery space
- wireless access – students study, local use
- arts shows
 - different display areas
 - themed
- juggling shows and demonstrations

- see concert/show
- artist marketplace
- place for performing artists/buskers to be
- aerobics indoors (e.g., tai chi)
- physical activity: e.g., walking course, scavenger hunt
- previews of concert groups
- flea market
- art classes
- film screening (where “Lenny” picture is)
- exhibit student work
- story tellers
- public readings – adult and child
- place for parents with young children to come in the winter
 - tie into events for them
- display emerging technology
- meeting for local civic associations
- town hall meetings
- public access to computers (computer stations)
- regional uses/attraction
 - bring in suburban performers
 - professional (Haddonfield Symphony Orchestra)
 - community
 - school groups
 - school events
- camping in the Kimmel
- institutional/corporate exhibits
- auctions
- fashion show
- weddings/bar mitzvahs
- collection/distribute unwanted instruments
- hub for music/clearinghouse
 - performances
 - music
 - instruments
 - etc.

VALUES

- supporting and cultivating arts
- education (wide variety uses)
- promote community involvement and congregation
- diversity of space and uses
 - flexibility of space

- recognition of beautiful public space
- seeking thrill and excitement of entertainment
- generational alliances and interactions
- reduce delinquency by giving things to do
- mixture of classes (SES, ethnicity, etc.)
- therapeutic (music calms)
- hospitality
- all weather uses /all seasons
- generosity – inclusiveness

INHIBITING FORCES

- not clear public space
 - lack signage
 - Spruce Street impervious/Small opening
- Un-inviting
 - No welcome sign (or indicators)
 - Confusing
 - Workers unfriendly look
 - Poor lighting
- Times not clear
 - How much/when open for public use/looking
- Who will be invited/outreach
- Name not easy to see
- Side walk dark – Broad Street, 15th Street, Spruce Street
- Area inactive – Broad Street, 15th Street, Spruce Street
- Neighboring buildings dark
 - Need to light street
- Not inviting:
 - Inside colors dark, gray
 - Not many places to sit
 - Seats not moveable
- Roof top garden – need places to sit
- Deadens in building
- Rules to use space must be simple and clear
- Outsiders think it's elitist
- Nothing says "hang out" or "sit, stay"
- Outward facing ottomans unfriendly
- Outside doesn't tell you what's inside or to come in
- No marquee
- Elitist – feel, look, image

SUPPORTS

- Location

- Volume for lots of uses
- Image a draw – artists want to be here
- Thrill of seeing it

TENSIONS

- Public space <> more formal space
 - E.g.,: Too small as public space and too big as private space

PRINCIPLES

- Scale – related, human
- Engage outside with inside
 - Open to neighbors
 - Work on entrances
- Make it warm/inviting and welcoming
- Downplay geometry to increase the organic –
 - soften hard edges
 - Hardness starts outside
- Ease transitions
 - Out ↔ in
 - Within
 - Move ticket counter
 - Move bar/café to a transition area with outside
 - Enliven street with café
- Cooperation of organizations/users
- “It’s about the public” as an operating principle
 - pipe live music outside
- focus on how the public circulates – not one focal point
 - need way-finding signage
- signs say “don’t” and need to say “welcome.”
- Connect to other places like it in the world.