



Garment District Crowd Sourcing

Arvind / Kate / Georgia
Crowd Sourced City
15 December 2010

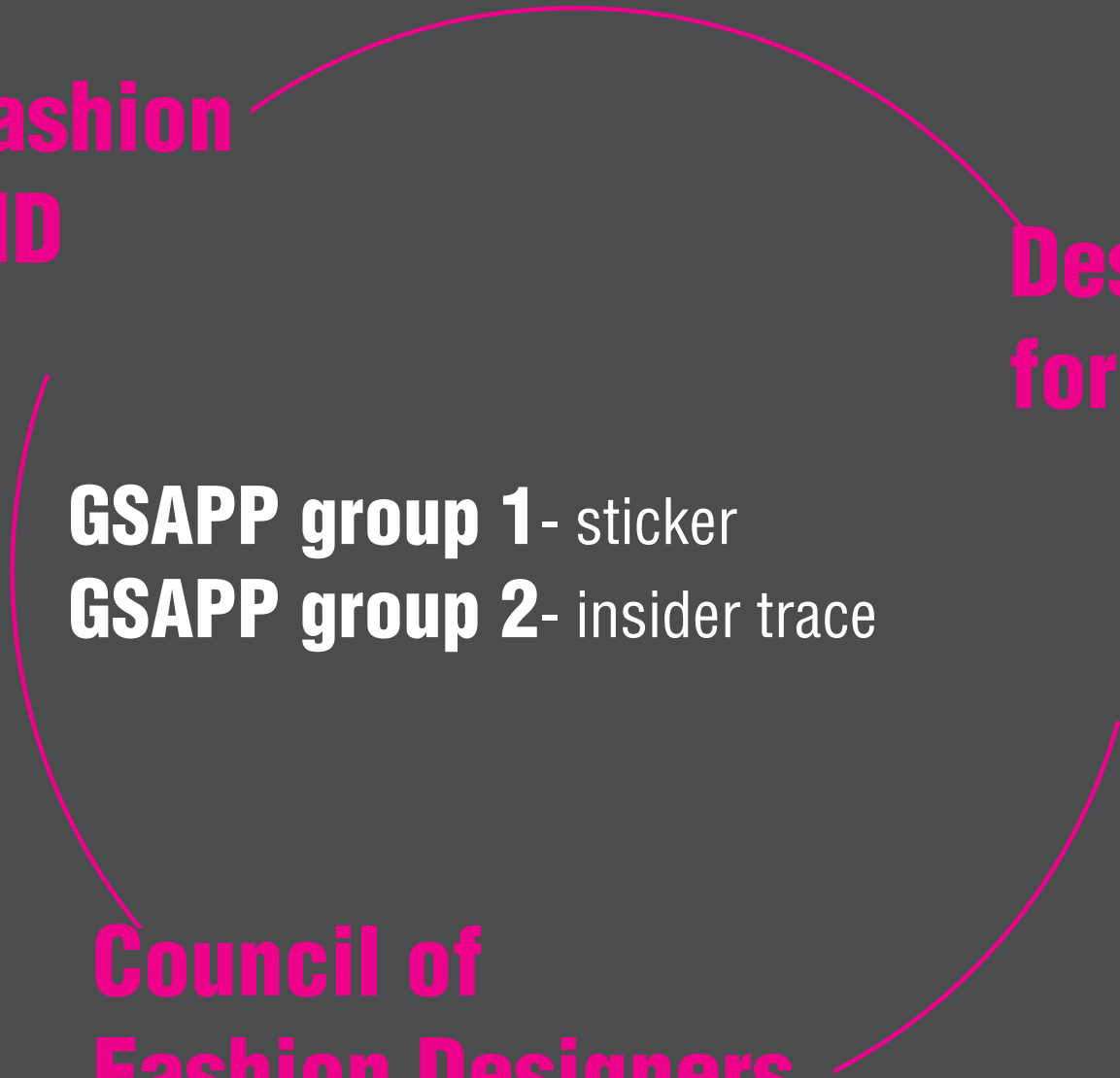
Clients

**Fashion
BID**

**Design Trust
for Public Space**

GSAPP group 1 - sticker
GSAPP group 2 - insider trace

**Council of
Fashion Designers
of America (CFDA)**



Clients- needs

What we need?

Public Perception of the
Garment District

-How much is the public aware
of the district?

-Nature of garment district?

Who to brand MIM to?



Precedent 1.- give a minute

Give a Minute *Who's listening? What is this?*

Hey Chicago, what would encourage you to walk, bike and take CTA more often?

What's your idea?

POST


SORT POSTS BY

Most Recent

Most Shared

← Older • Newer →


SMS from 60657 says—

 Share

take the cta more often if my bus would come more often at my stop instead of every 30-45 minutes i hate waiting in the cold

Posted 12.11.10 at 05:27pm via SMS

SMS from 60712 says—

 Share

my bike to the train station, unfortunately I have to ride on Irving park an avenue that does not have a bike lane, I hate riding to close

Posted 12.11.10 at 05:47pm via SMS


marta says—

 Share

safer stations

Posted 12.11.10 at 07:14pm via Web

Moi says—

 Share

more heated enclosures at L stations and bus stops

Tony says—

 Share

Catapults! Flinging me from destination to destination!

Leah says—

 Share

more accurate bus schedules so I'm not standing in the weather 20 minutes. also more

www.giveaminute.info

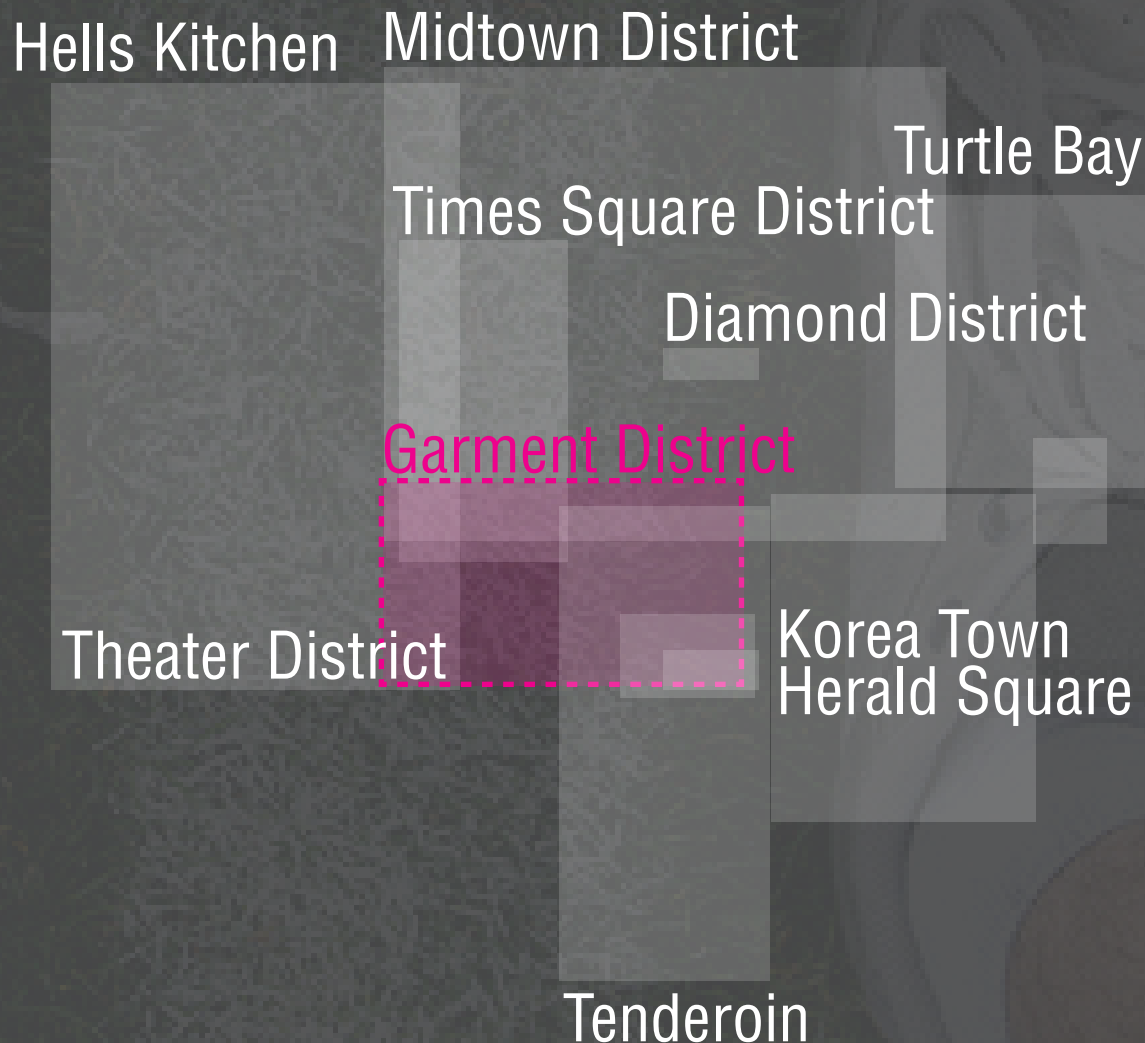
Precedent 2.- cripplebush



www.cripplebush.org

Project Transition- initial proposal

What are the perceived boundaries of the Garment District?



Project Transition- initial proposal

Stickers



**Are you in the
GARMENT DISTRICT?**

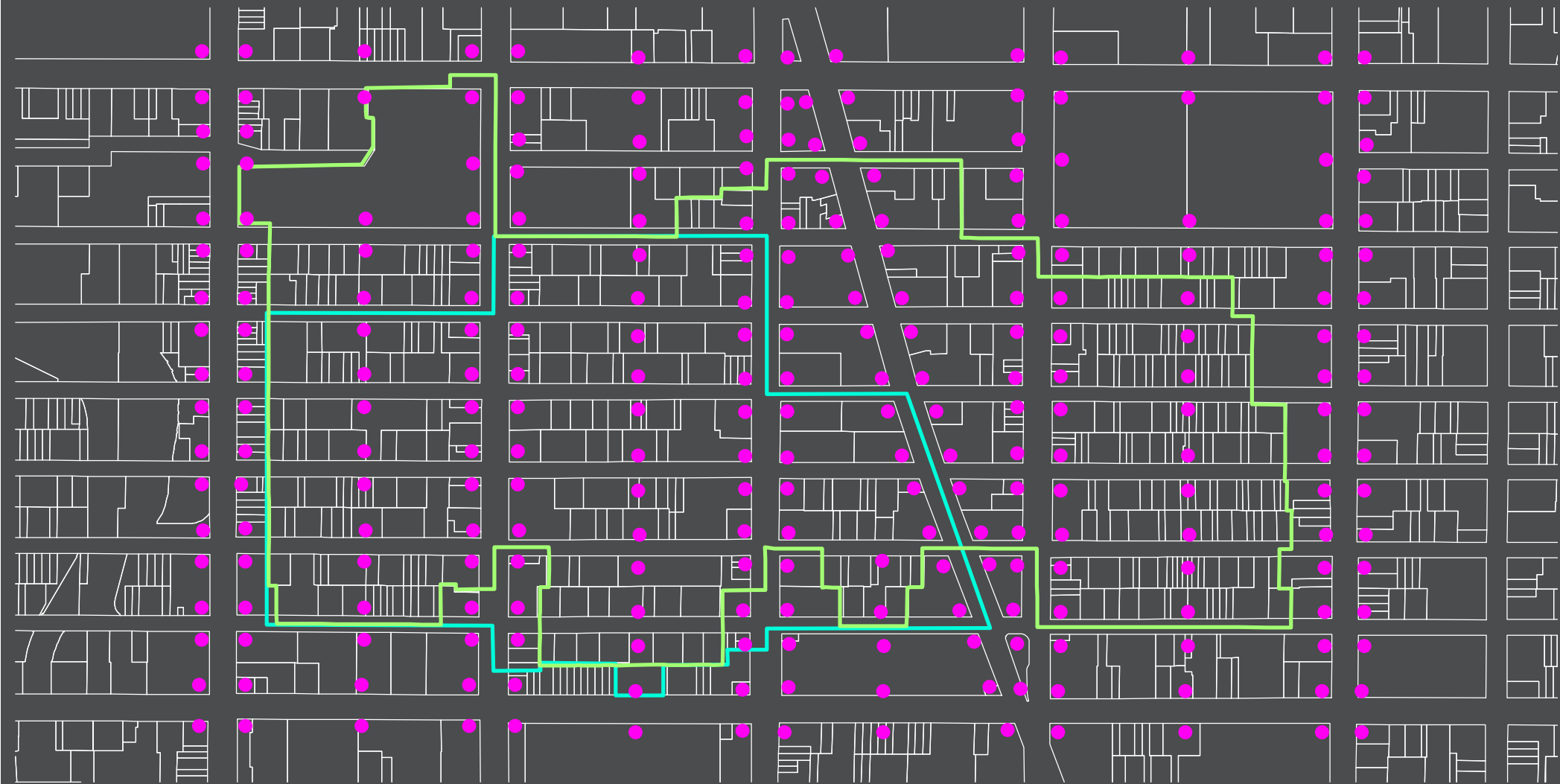
**Please Text Y/N Response with 4 digit code to:
000.000.0000**

For More Information visit:
www.xxxx.com

4 digit code:

Project Transition- initial proposal

Sticker Location



 Fashion Bid Boundary  GC Boundary  Sticker Location

0 125 250 500 Feet

Final proposal

going back to the initial question..

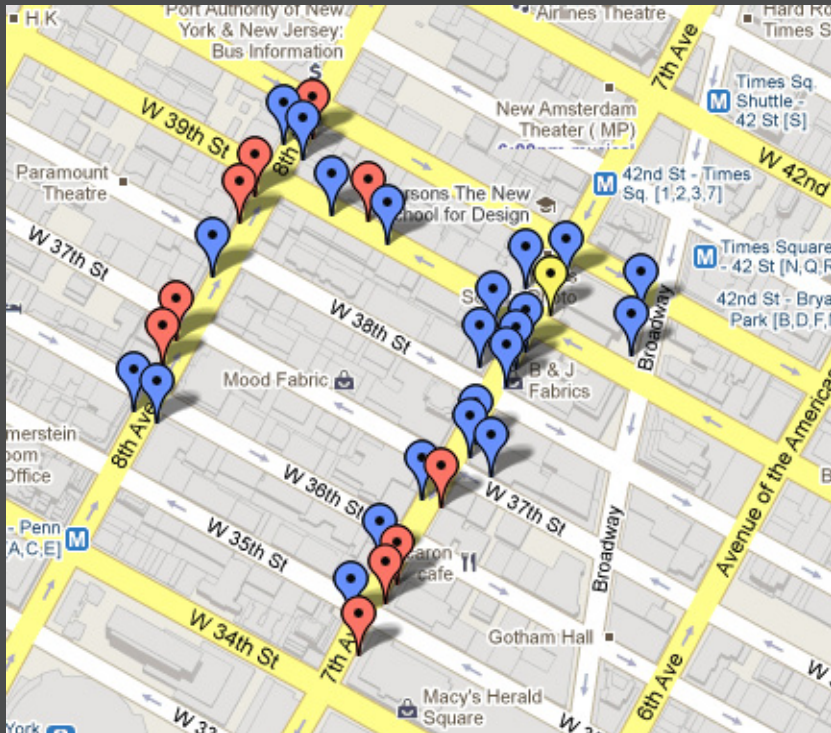
**What do people know about the district?
Who's coming through?**



Final proposal -methodology 1

Guess who's here?

Sticker/ SMS



Facts= Blue

0411= Red

1111-info kiosk= Yellow



To find about who/what is here,
please text your guess along with
four-digit code below.

T) 312-607-2547

We will text you back with a **SECRET!**

4-DIGIT CODE :

Final proposal -methodology 2

FashionsecretsNYC

Website- www.fashionsecretsnyc.com

Members ▾

Search

FASHION SECRETS NYC

HomeCommunityAbout UsInsider TracesPosts

RECENT COMMENTS

Fashion Center BID on Who or what happens here?

textmessage on Who or what happens here?

textmessage on Who or what happens here?

Leigh Harvey on Who or what happens here?

Christine Bullen on Who or what happens here?

Christine Bullen on Who or what happens here?

Christine Bullen on Who or what happens here?

Submit a Guess!

What do you think is happening upstairs? Tell us what your guess is!
To guess – Click on a pink dot, and leave a comment on the "Who or What happens here?" post.



Final proposal -results

SMS response

Mon

Tue

Wed

Thu

Fri

Sat

Sun

3

4

5

Sticker Posting

6

7

8

9

10

11

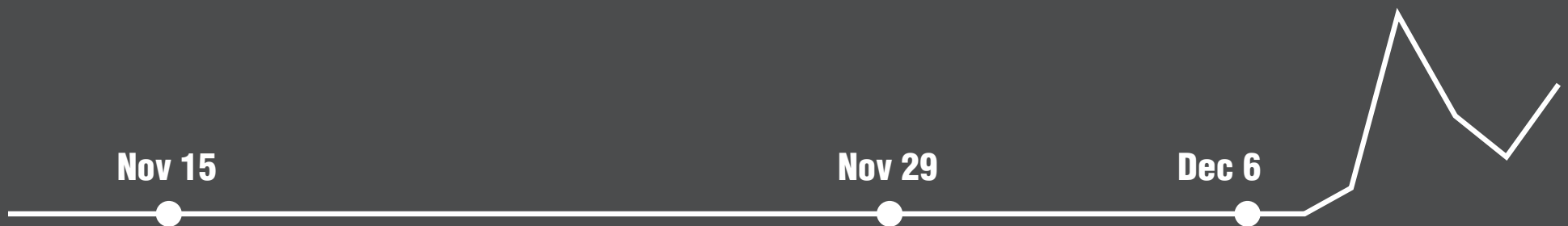
12

6 Text Response
from 2 numbers

Final proposal -results

Website Participation

Nov 13,2010- Dec 13, 2010



Visit	Unique Visit	Page/ Visit	Avg. Time on Site	% New Visits	Bounce Rate
151	120	4.94	00:05:32	79.47%	22.52%

Final proposal -results

Website Participation

Nov 13,2010- Dec 13, 2010



Direct Traffic 64%

97 visits,00:07:47 on Site

Referring Site 35%

- FaceBook 51 visits,00:01:32 on Site
- Mobile FB 1 visit,00:01:08 on Site
- Twitter 1 visit,00:00:00 on Site

Search Engines 1%







1 visit,00:01:57 on Site

Final proposal -results

Website Participation

Nov 13,2010- Dec 13, 2010

9 of 11 comments: from Project Members' network

<input type="checkbox"/>	 Leigh Harvey fashionsecretsnyc.com/members /thefashioncenter/ lharvey@fashioncenter.com 68.236.167.143	2010/12/13 at 2:14 pm Jones Apparel, Danskın, Levi Strauss, Charlotte Ronson, Jockey
<input type="checkbox"/>	 Leigh Harvey fashionsecretsnyc.com/members /thefashioncenter/ lharvey@fashioncenter.com 68.236.167.143	2010/12/13 at 2:03 pm couture hand bead work & embroidery; fabric manipulation, pleating, pin tucking, shibori
<input type="checkbox"/>	 The Fashion Center BID fashioncenter.com lharvey@fashioncenter.com 68.236.167.143	2010/12/13 at 11:30 am The Fashion Center Information Kiosk (aka 'the big button') makes it easy to figure out which companies are located where. Located on Fashion (7th) Avenue and 39th Street, the Kiosk is the first fully-staffed, walk-in information center to provide sourcing information and industry-related services to fashion professionals, students, hobbyists, visitors, and shoppers.
<input type="checkbox"/>	 Isuru isurusen@gmail.com 207.38.188.235	2010/12/12 at 1:16 am Lord and Taylor
<input type="checkbox"/>	 Prostate Cancer Symptoms prostatecancersymptomshelp.com/ dyernejitmede@gmail.com 188.143.232.39	2010/12/11 at 10:05 am Beneficial info and excellent design you got here! I want to thank you for sharing your ideas and putting the time into the stuff you publish! Great work!
<input type="checkbox"/>	 admin sew@alum.mit.edu 69.86.157.192	2010/12/10 at 5:14 pm The New York times.... not sure of any fashion in the building...

Issues & Limitations

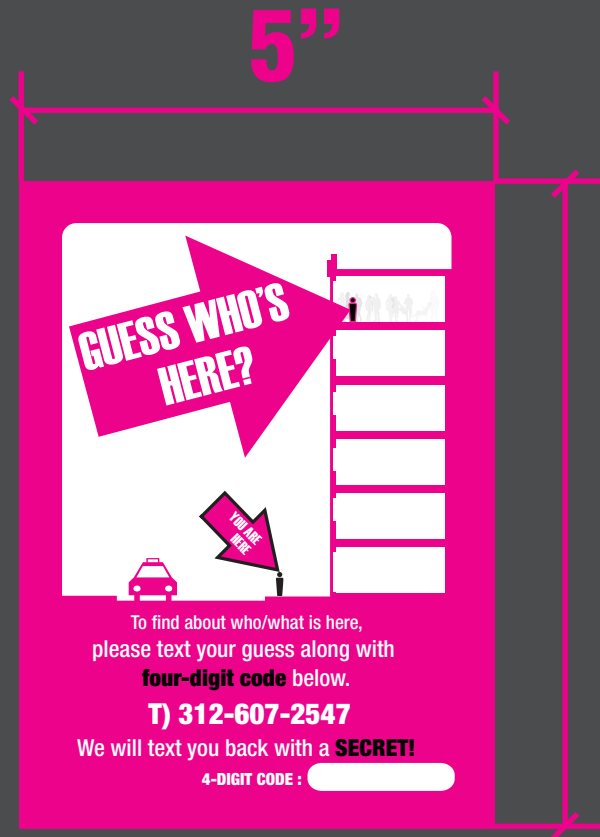
Visual Noise & Sticker visibility



7" x 33 → newspaper stand
scaffolding
info kiosk

Issues & Limitations

Visual Noise & Sticker visibility



7" x 33 → newspaper stand scaffolding info kiosk

Issues & Limitations

Visual Noise & Sticker visibility



7" x 33



newspaper stand
scaffolding
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Visual Noise & Sticker visibility

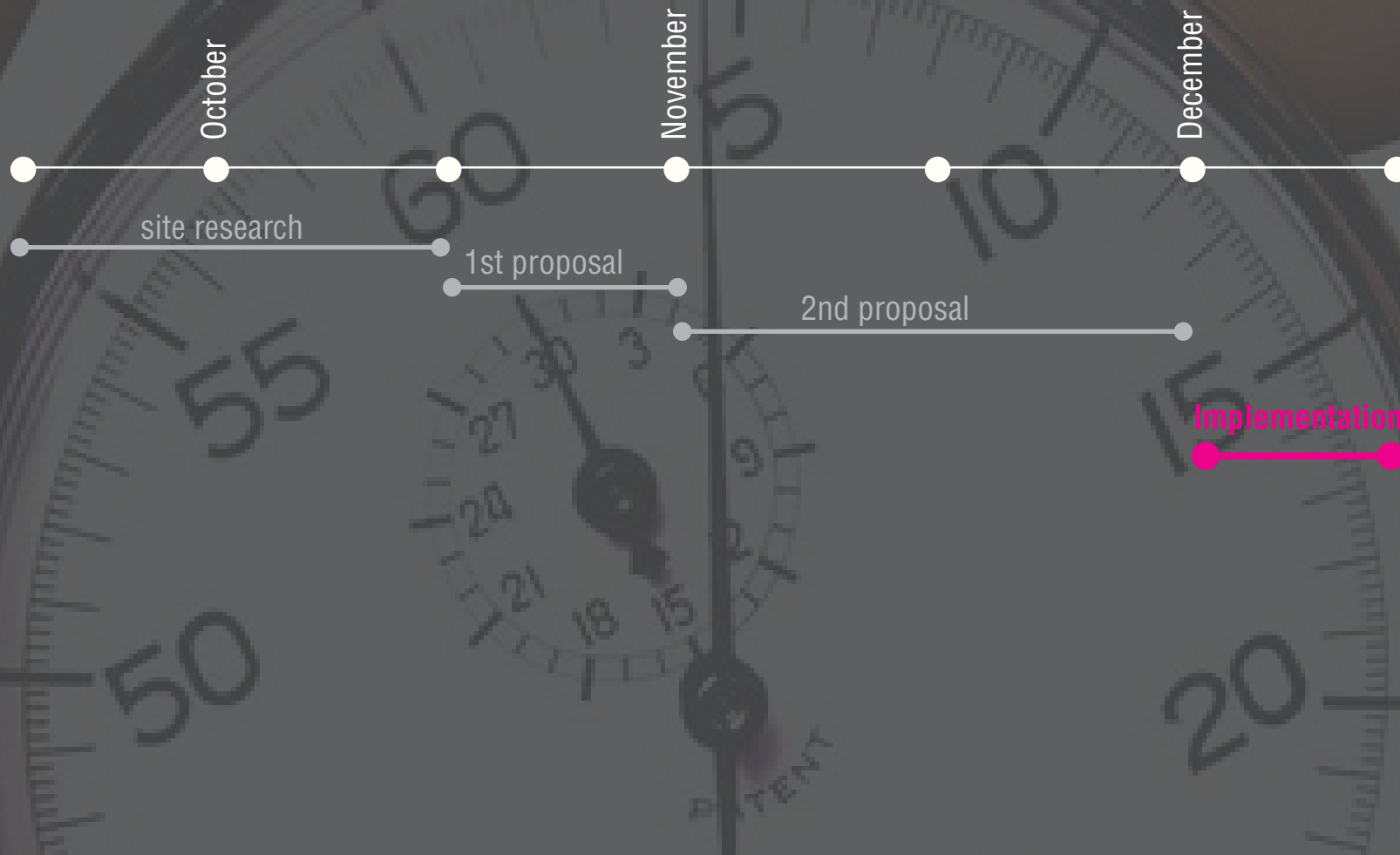


7" x 33 →

newspaper stand
scaffolding
info kiosk

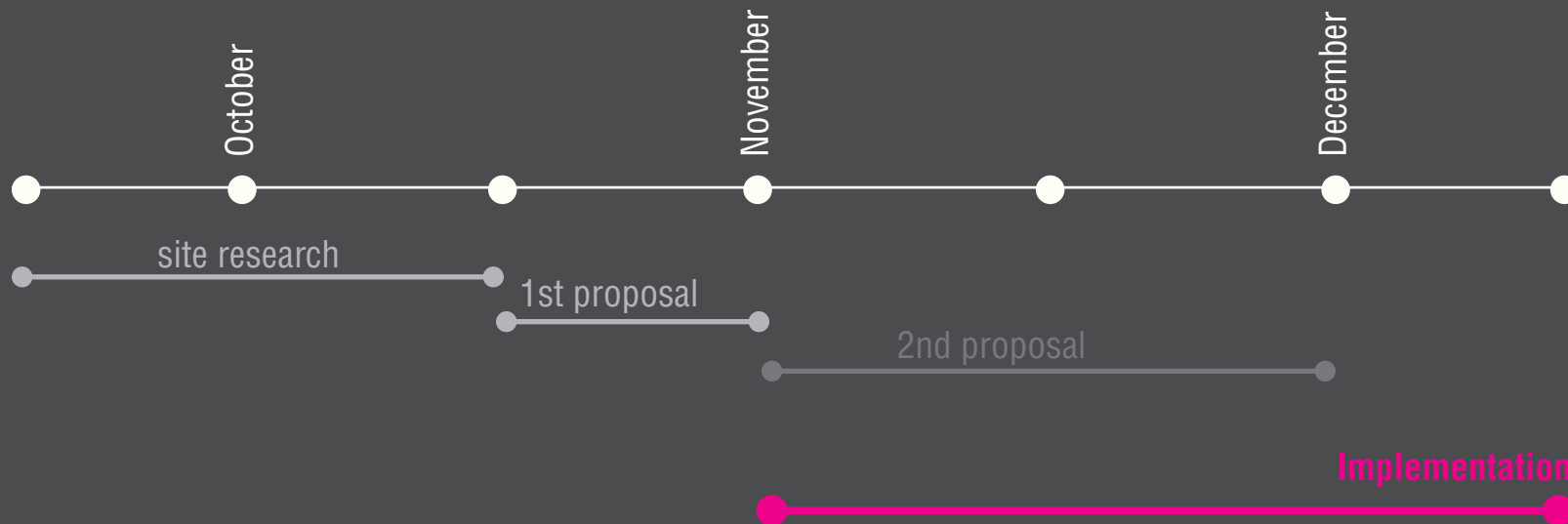
Issues & Limitations

Implementation period



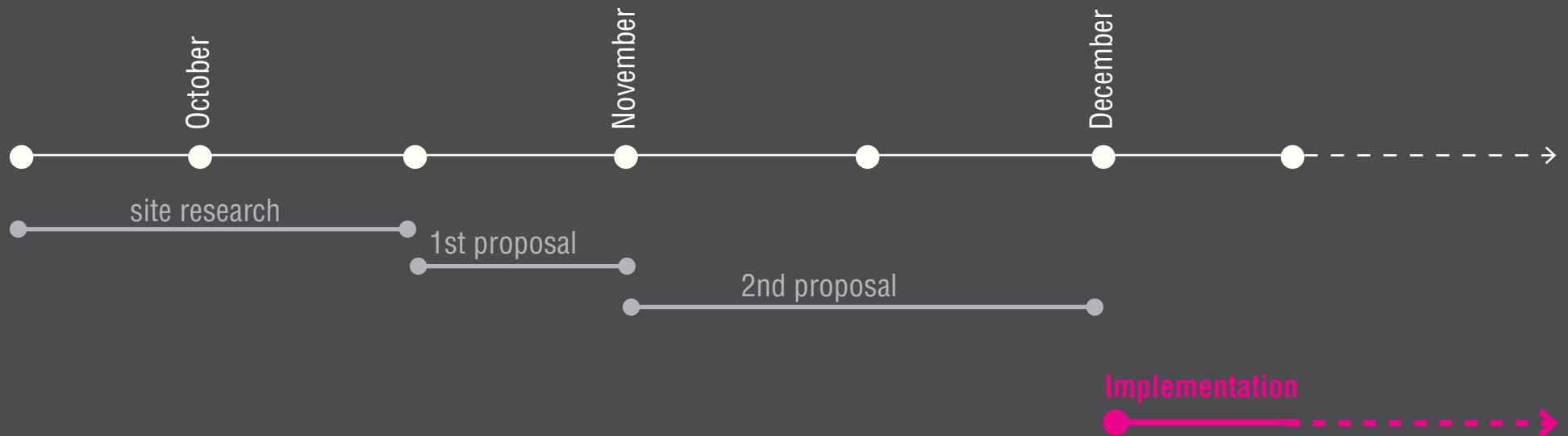
Issues & Limitations

Implementation period



Issues & Limitations

Implementation period



Issues & Limitations

target audience vs. outreach method



recommendation

- Compelling trigger for an active participation





recommendation

- **Compelling trigger for an active participation**
- **Define the Target**

Public

- **Game Format**
- **interesting Reward**

Community

- **Fulfill Community needs**
- **Useful Reward**



recommendation

- **Compelling trigger for an active participation**
- **Define the Target**

Public

- **Game Format**
- **interesting Reward**

Community

- **Fulfill Community needs**
- **Useful Reward**

- **Useful advocacy / Marketing tool**



Questions?
Comments.
Concerns.