Our mission is simple.
We create great places to play, inspire communities to promote and support play and drive the national discussion about the importance of play in fostering healthy and productive lives.
KIDS NEED CARING ADULTS TO THRIVE

PLAY IS A COMPETITIVE ADVANTAGE

PLAY IS CRITICAL TO A GREAT EDUCATION

PLAY HELPS ADDRESS TOXIC STRESS

All children need a balance of active play every day to thrive.
Play is Disappearing

- Only 1 in 4 children get 60+ mins of physical activity/active play a day
- Over a six-year period, children age 6 to 12 spent 24 fewer minutes per week playing, and children age 9 to 12 spent 54% less time per week outdoors

Our Kids are In Trouble

America's children are increasingly unhappy, unhealthy, and falling behind
- 1 in 3 kids are obese/overweight
- 1 in 5 have mental illness
- Children are not developing 21st century skills
- Children are experiencing higher levels of toxic stress

PLAY IS A SOLUTION

Research confirms that play – physically active, imaginative and interactive play – is a powerful healthy living solution to these problems because play benefits the whole child.

Play transforms children – from sedentary to physically active, bored to mentally active and solitary to socially active.
There are barriers to play ...

- Play can get lost in daily schedules
- It's hard to know if you're playing enough
- Play can involve hassle factors

The solution is a new standard for cities that puts families first

PLAYABILITY

Foster play everywhere
Make cities family-friendly
Create the corner store of play
What if cities were designed with families in mind?
• Play in Design
• Creative Play Spaces
• Transportation and Play
• Playful Art
Happy Lane (Get Ready, Get Set, Get Healthy) Playable Art
"I don’t think we can ever go back to a regular sidewalk again."

-Nes Fernandez, Telegraph Hill Center, ED
1 THE SETTING
San Francisco is the City of Hills

2 THE SITE
Market Street lacks views of San Francisco’s iconic landscape

3 THE OPPORTUNITY
Topography is an agent for interactive discovery, play & engagement

4 THE VISION
Establish a unique cultural corridor for Market Street
Yellow Brick Road Play Street
Streetscape Design + Transportation Infrastructure
“The Yellow Brick Road Play Street will become a replicable model for how to create safe and vibrant play streets throughout Richmond and beyond...”

-POGO PARK
Questions?

#playability
play matters for all kids