



UNLEASH THE POWER OF PLAY

**Turbocharge Your
Engagement Strategies
with Playful Facilitation**

We do play differently!



PLAY[®]
CE

Placemaking through play

Why Play?

All people play, and lack of play limits how we interact with the world around us and our capacity to shape it.

- Play contributes to cognitive growth which, in turn, grows capacity.
- Every human plays regardless of their age, ability, culture, or language.
- Participants become collaborative problem solvers.
- Play builds the required trust and empathy to explore possibility!
- Play comes naturally to people even when they don't think so.
- Play allows us to suspend risk which allows us to be more authentic.

13 Benefits of Play - According to Science

Play scientists have proven through observational evidence that all people benefit from play, in the following ways. Through our playful placemaking methodologies, we leverage those benefits to support community empowerment through engagement. We often lose sight of the benefits of play as we age, thinking play is only for children, however play is a natural human state that is valuable at any age.

We are out to change public meetings as we know them today through play.

Let's look at how we can help turn it into a playground by taking advantage of these benefits of play.



Dr. Stuart Brown

the "Grandfather of Play"

"In play, we can imagine and experience situations we have never encountered before and learn from them.

We can create possibilities that have never existed but may in the future.

We make new cognitive connections that find their way into our everyday lives.

We can learn lessons and skills without being directly at risk."



Types of Play

Movement Play

- Movement is primal and accompanies all the elements of play
- Movement fosters learning, innovation, flexibility, adaptability, and resilience
- We encourage play at every stage of the placemaking process
- Movement Play Experiences
 - Team building and kick-off games
 - Site tours on foot, bike or boat
 - Exploring the site with toys and props
 - Markets, festivals, community events



Social Play

- Parallel play & cooperative play
- Being able to jump to different mutual play opportunities is the backbone of developing empathy
- Observing the contributions of others to the overall value of an experience supports their understanding of other points of view
 - This mutual play is the basic state of friendship
- Social Play Experiences
 - Team building and kick-off games
 - Exploring the site with toys and props
 - Try It On- tactical urbanism activities
 - Recognizing and acknowledging your play partners



Object Play

- Humans and animals both find joy and value in object play
- Early manipulation skills expand to tinkering and building creating more complex brain circuits
- Object Play Experiences
 - Team building and kick-off games
 - Exploring the site with toys and props
 - Try It On- tactical urbanism activities



Storytelling - Narrative Play

- Storytelling is directly related to brain function
- A critical function of the brain is to create stories about why things are the way they are
- We share information through story and analogy and more information is retained when we can personally relate to a story
- Storytelling-Narrative Play Experiences
 - Draw a Moment Games
 - Collaging as storytelling
 - Card Games as story
 - Cover Story Visioning Game



Creative Play

- Through creative play, people use their playfulness to innovate and create
- Creative play stays with us throughout our lifetime and forms the backbone of creative endeavors
- Creative Play Experiences
 - Collage as visioning
 - Community art activities
 - Try It On- tactical urbanism activities and programing opportunities
 - Community Conversations with music and food



Strategies for Playful Engagement

Invite People to Play

Review previous strategic plans and documents. Engage your people - elected and community leadership, business owners & stakeholders, chamber of commerce, community youth, and older adults.

Explore Your Site

Use team building games to explore location, opportunities and constraints, and the site's past and present story in the community.

Play & Listen

Begin hosting your community conversations and building trust by meeting the people "where they are" and playing games to learn from the community.

Tour & Analyze Your Site

Build trust through play while exploring and documenting the site together through careful facilitation of tours and games.

Share Your Vision

After the community conversations and site analysis tours, draft your site diagrams and initial plans and present to the public to highlight what's been done and gauge community alignment and identify priorities.

Try It On for Size

Create a fun-filled and activated tactical build-out, and invite the public to play while testing the proposed designs through temporary tactical urbanism. This engagement improves the design by making adjustments in real time.

Design from the Data & Prioritize

Each time you are playing a game, you are collecting valuable input resulting in data that will guide and inform the project.

The public becomes champions, guiding the prioritization and implementation ensuring short-term and long-term success. The design team delivers an implementable plan for the project utilizing the community's data and prioritization. Working with a qualified professional, such as landscape architect, architect, urban planner, or engineer that is well-versed in these social science methodologies may increase likelihood of success in your playful placemaking.

We hope this guide serves you well in delivering playful engagement to the communities you serve and live in. You can find more information and resources on our website.

*Thank You &
Happy Playing!*



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PLAYCE Studio is a small, women-owned business that is out to change the world.

We aim to empower collaboration between communities, their agents, and design professionals to create beautiful, meaningful environments for all.

If you like our content, we invite you to become a member or apply to be accepted into our coaching program where you will learn and apply playful facilitation strategies to your own projects.

Learn more at:
www.playcestudio.com