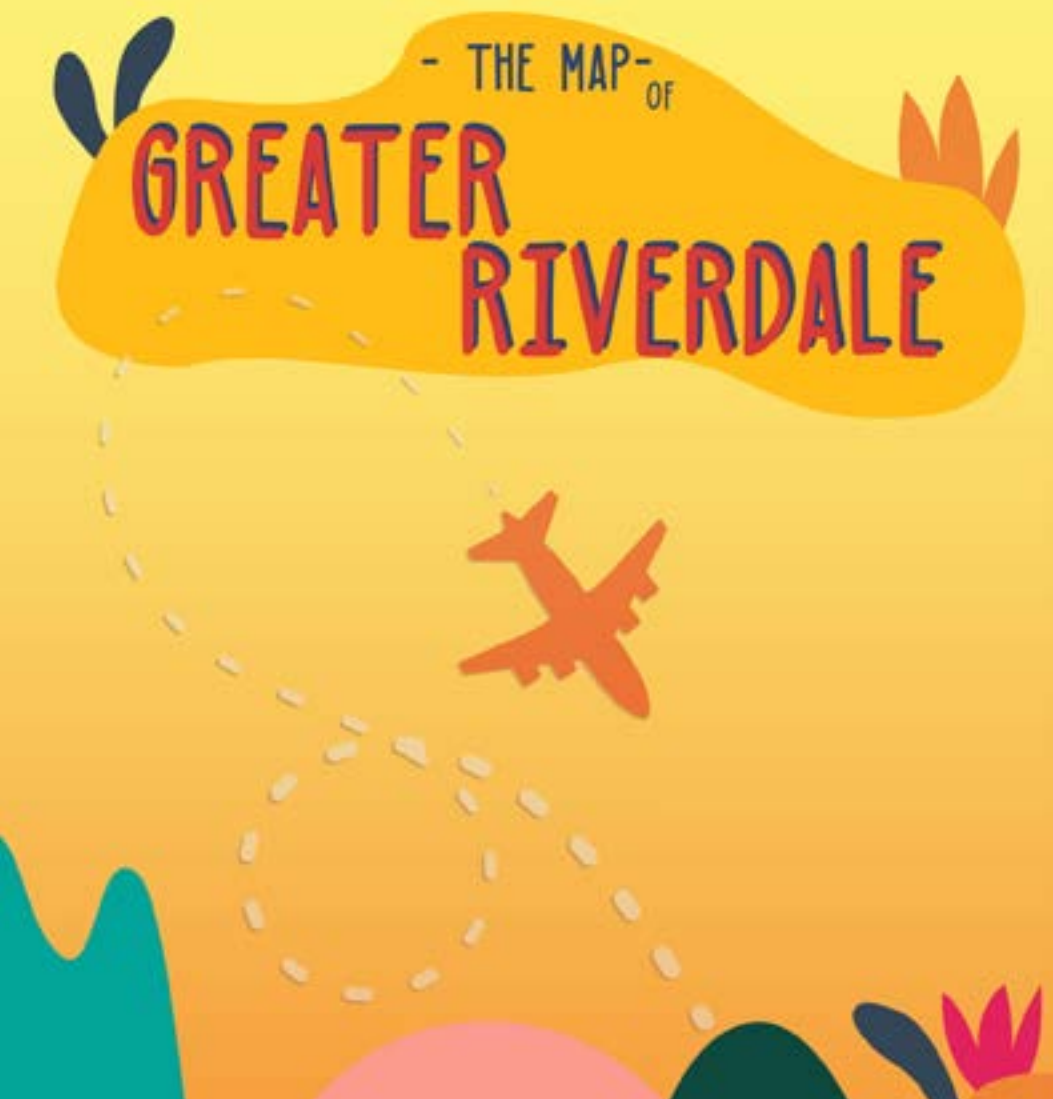


Ignite Your Taste Buds Tour



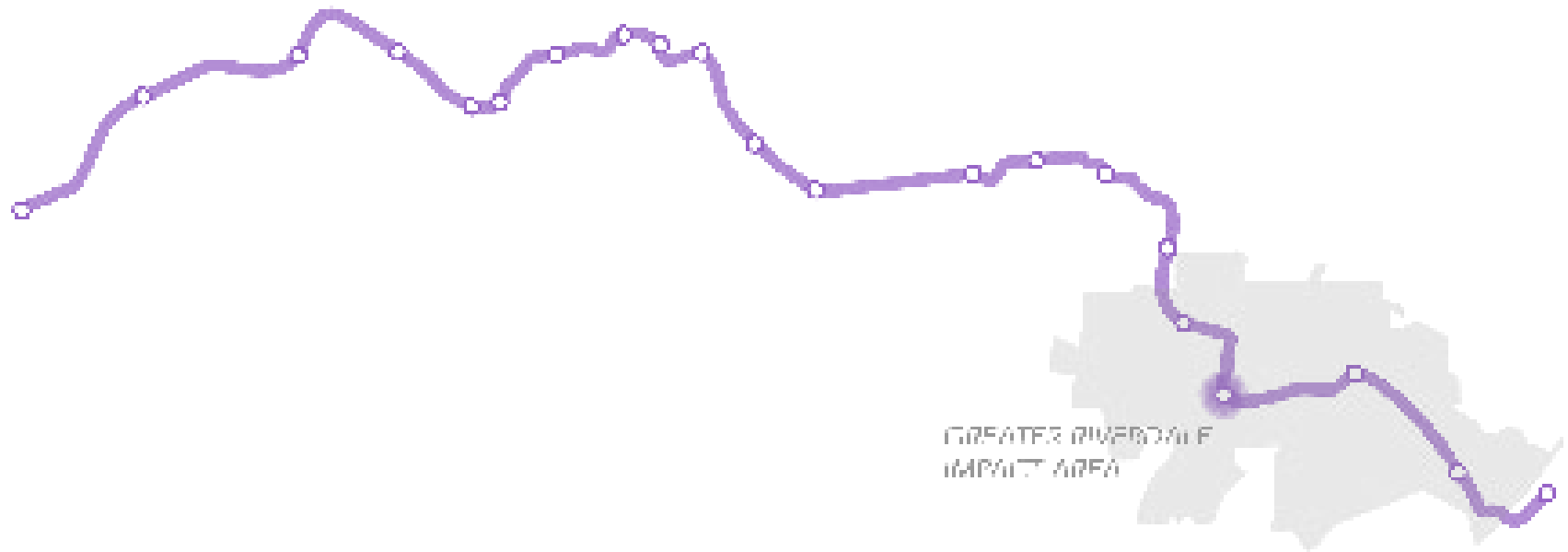
SCHOOL OF
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PURPLE LINE
CORRIDOR
COALITION

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- *Riverdale Tour: Made in May*
- *Conclusion: Reflections & Impact*



The Purple Line & Riverdale Park

The Purple Line Construction;
Ongoing Issues;
Possible Future Threats due to purple line stations
Helping the community, preventing vulnerability as a result...
- can be found in doc with goals (from next spread) incorporated

Our Goals

To support Riverdale's local restaurants, cultures, and business ecosystem.

To spark curiosity, play, joy, and pride, encouraging people to patronize the local restaurants.

To suggest ways to activate spaces and encourage dreams, offering both practical and magical visions that celebrate Riverdale's assets.

To provide a scaffolding to help spark the ongoing work of community building and public dialogue in support of the Greater Riverdale Plan.



Zakiya Frye

Sweet Dreams of Riverdale's Future

VISION

- Envisioning a dreamlike future for the restaurants we worked with and their sites to use as inspiration for our designs

UMD Placemaking Studio Spring 2022
Students

Dreamscapes

RIVERDALE, MD

Dreaming

WILL EDIT THIS SECTIONS
TEXT

Before diving deep into design proposals for Riverdale Park, our studio visited various areas on site and took photos. We then created digital collage “dreamscapes” with our photos. These collages showcase our visions of the are; thinking about how we can activate unused spaces, bring the multicultural environments we see inside local stores outside.

Here are some before and after images from the students.



Before



After

Cole Broomfield



Before



After

Magnolia Mozayeni



Before



After

Marce Defngin



Before



After Alice Mulongo



Before



After Sergio Gomez



Before



After Ploy Pipatpongsa



Before



After

Ben Plugge



Before

Dreaming

will add a conclusion



After

Chuen-chi Loh



Before



After

Sai Radhakrishnan



Weaving



RIVERDALE
PLAZA

Weaving Cultures & Communities Together

VISION

- Design spaces that fit the **community's needs** and **encourage interaction** between cultures.
- **Amplify** and **empower different cultural voices** of Riverdale.
- **Revitalize** the **unused** parking lots and **abandoned** spaces.
- **Connect local restaurants** with the **purple line** through **pedestrian paths** and **greenspaces**.

Chuen-chi Loh, Magnolia Mozayeni
Deisy Velasquez, Renzo Moran





It all started with a dream ...



... to weave Riverdale's cultures together and publically celebrate this rich heritage throughout the plaza.

Discovering Riverdale



El Sitio, Queensway, and Casa Dora restaurants are located in Riverdale Plaza, near the future Purple Line station, Greenvale Canal, and surrounding residences. The complex comprises diverse cultural groups and businesses, but lacks interaction, is disconnected from its surroundings due to the vast, lifeless parking lot and canal, and has non-distinguishable, monotonous storefronts. The restaurant interiors vastly contrast their exteriors, revealing their rich cultures. We learned from restaurant staff that they were negatively impacted by COVID-19, lacked seating, hoped to attract more customers, cater towards families, and bring their dance events back. Each restaurant had unique cultural decor; El Sitio, a South American restaurant, had Spanish tile roofs, vibrant colorful lights, and a soccer game playing on TV, Queensway, an African and Caribbean restaurant, had African pattern curtains and tiles, and Casa Dora, a Mexican restaurant, had Spanish textiles, plant wall, and modern light fixtures.



Site Proposal



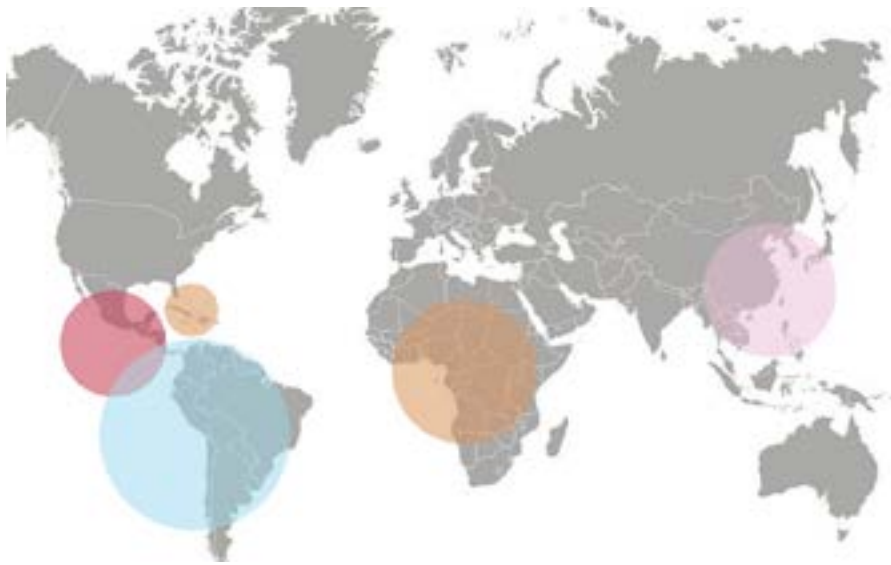
Casa Dora



Queensway



El Sitio

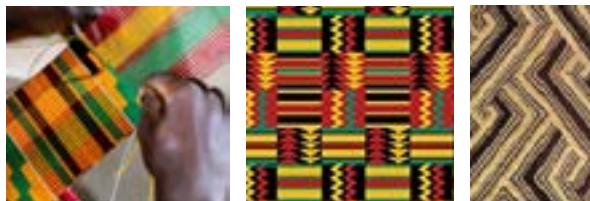


**RIVERDALE
PLAZA**

Integrating Cultures

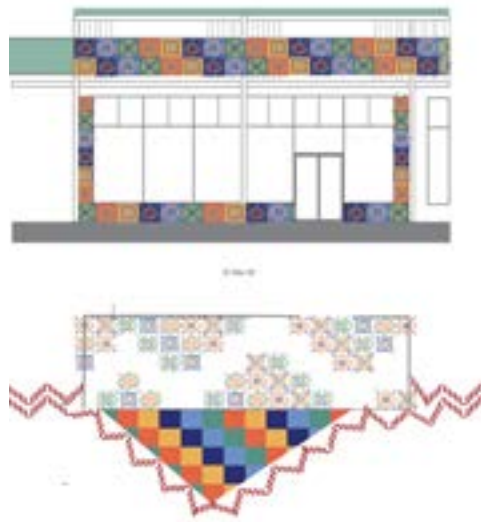
Our visit inspired us to amplify the cultures in the complex, promote cultural interactions, and design pedestrian friendly, inclusive, community activity spaces. We discovered that South American, African, and Asian artwork share weaving practices, so we found common geometries in their textiles and applied them to the smaller restaurant scale and larger parking lot scale. We wove these scales with ripple paths, preluding to the Anacostia River and inspired by Chinese calligraphy for "river". With African and South American textiles in mind, we developed our own textile that would represent both regions and overlaid this pattern throughout our site. We then intertwined the river and ripple ideology into a textile form and developed a Riverdale Plaza logo representing a weaving path from restaurants to the Purple Line.

The colors of the logo represent different areas on our site; the purple represent the Purple line, violet represents the Canal Park, blue represents El Sitio and the flow through the site, yellow represents the Activity Island, burnt orange represents Queensway, fuschia represents the Theater Island, peach represents the Casa Dora Pergola, and red represents Casa Dora.

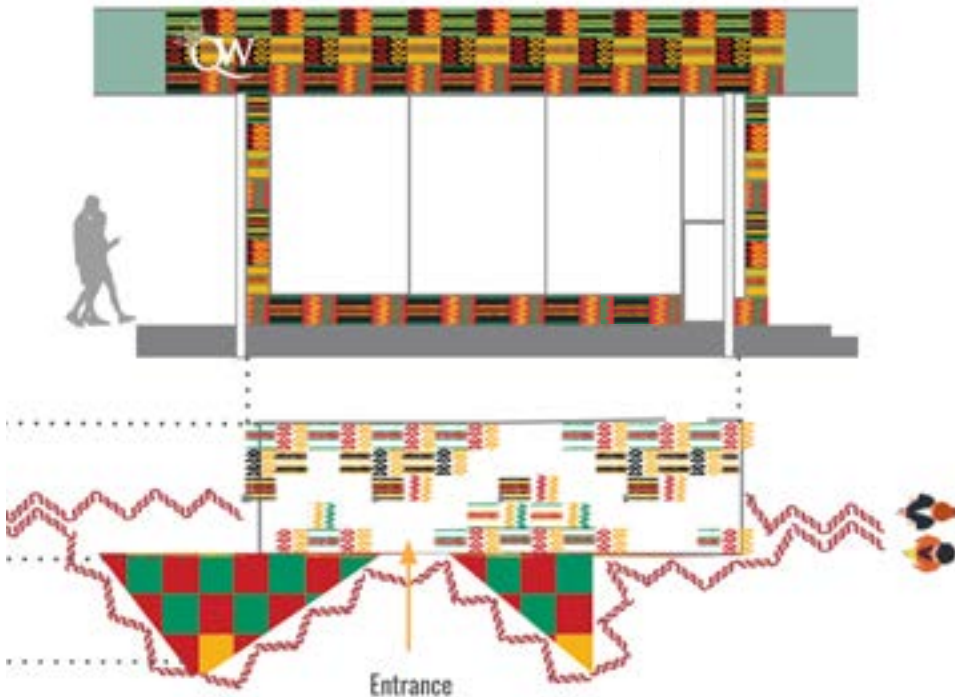


Small-Scale Weaving

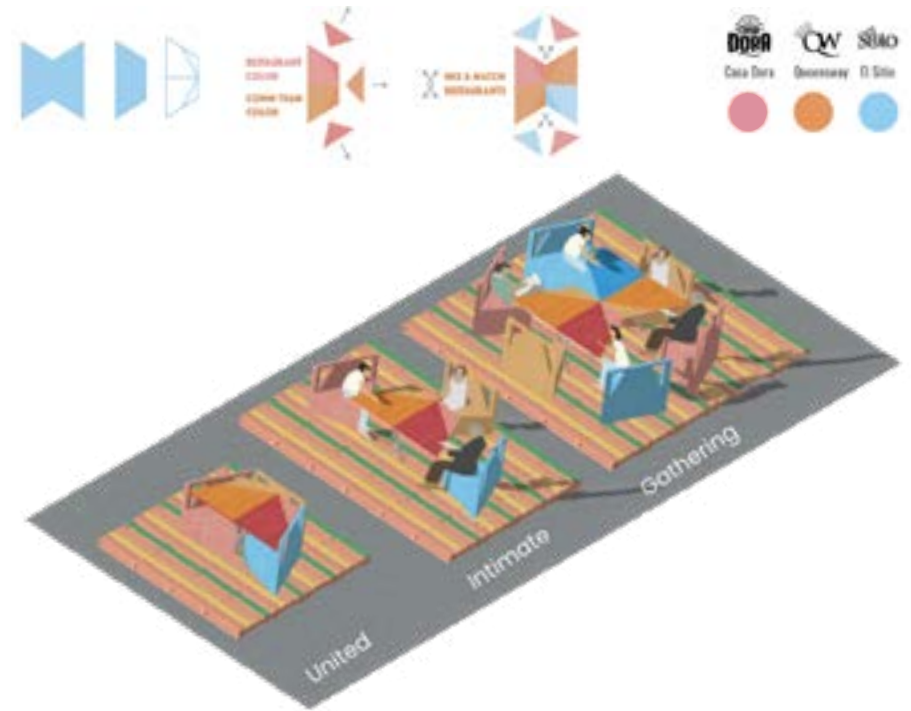
Along the storefronts we imagined bringing cultural textiles from the interior to painted on the facades and having the textile threads unwind into pavement paths, to encourage people to weave through the site, and unfold into diverse furniture that can be arranged in various ways to account for intimate activities to playful and engaging ones.



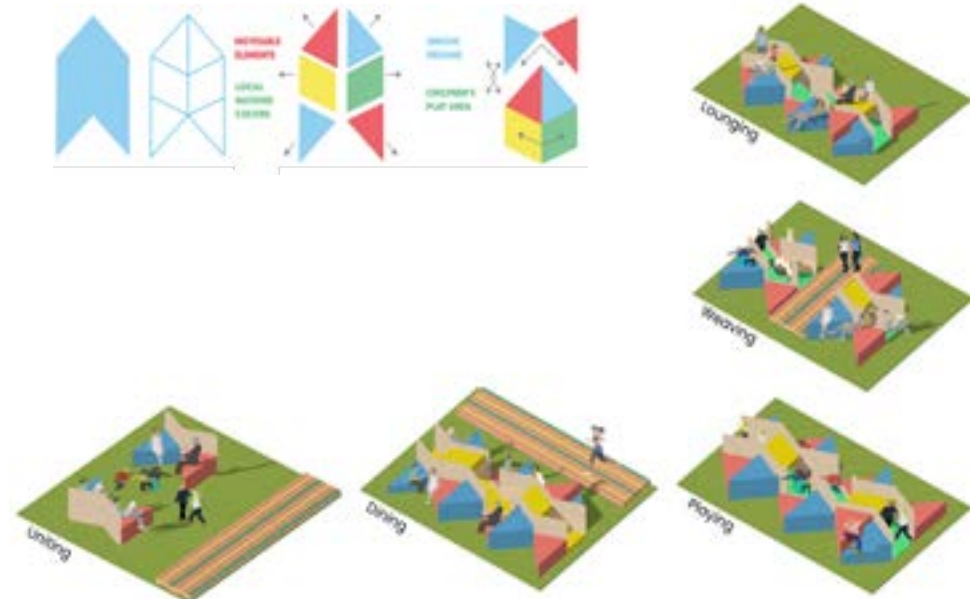
El Sitio facade and path diagram



Queensway facade and path diagram



Weaving in Furniture: Combinations of various pieces of furniture shown inspired by restaurants' characteristics.



Play & Seat Design Diagram

Large Scale Weaving

To revitalize the complex and provide more space, we unwound the threads of cultural diversity and vegetation into the larger parking lot scale and formed inclusive, pedestrian friendly islands embroidered with cultural patterns and our logo. Follow along as though you're a visitor getting off the Purple line at Riverdale Plaza.

All these elements are woven together through diverse patterns, colors, activities, and vegetation to connect people to the restaurants and purple line, empower and promote interaction between community members, and provide inclusive spaces for all.



A Day Unwinding Through Riverdale Plaza

12pm
Greenvale
Canal Park



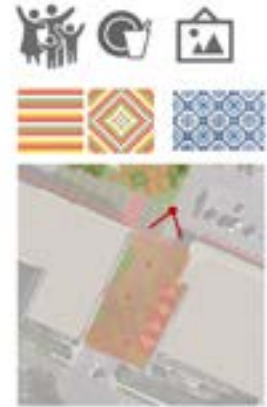
After getting off the purple line, friends and families hang out and explore the cultural patterns and canal

4pm
Activity Island



Visitors playing in a South American inspired soccer cage, walking along the boardwalk, and playing on furniture

6pm
Pergola Path



Visitors eat, play, weave through the shadows of the Pergola, inspired by arabesque textiles and papel picado

7pm
Theater Island



Different groups dance, perform, and watch movies along the boardwalk in front of an abandoned theater



We continue to dream for Riverdale... and invite you to do the same.

Mapping

Tour the World in Greater Riverdale



VISION

- Showcase Riverdale's **diverse cultural fabric**.
- Provide a sense of **traveling without moving** in a pandemic.
- Create a **fun and welcoming environment** for the Riverdale community and visitors.
- Design an **accessible to people of all ages** map showcasing local restaurants.

Alexandra Atienza, Austin Register, Aysel Ciger, Natalia Salmon



Mapping Design

This small community contains various global foods and experiences that we wanted our map to reflect. Initially, we designed a to-scale map that locates each participating restaurant and nearby transportation routes to direct people the area. Later, we realized that we needed to emphasize the cultural backgrounds of these restaurants and the enrichment they bring to Riverdale. To emphasize the cultural backgrounds, we designed our map in resemblance of a passport when fully folded and as a map of the world, showcasing each restaurant's country of origin, when opened. Other points of interest such as art sculptures, traffic box wraps, and Restaurant Tour way-finding poles are highlighted on the map, encouraging visitors to support local artists and our initiative.



The foundation of the map consists of a network of guiding roads.

Riverdale Park: Site Analysis

The configuration of Riverdale falls short of giving its community the engagement and appreciation they deserve. Our experiences with Riverdale's street grid, restaurants, and community inspired us to further connect them while celebrating their diversity. While the streets and shop exteriors are unassuming and bare, their interiors showcase a lively atmosphere with upbeat music and rich, unique aromas that ignited our senses upon entry.

The restaurant owners were excited to share their delicious cuisines and form connections with patrons. Experiencing these strong connections inspired us to share this energy with the rest of the community and surrounding areas. We decided to reveal the oasis of global cultures in a physical and digital map form, aiming to display an authentic perspective of the area and encourage people to support local restaurants.



The multi-dimensions of the map; restaurants, wayfinding poles and digital map

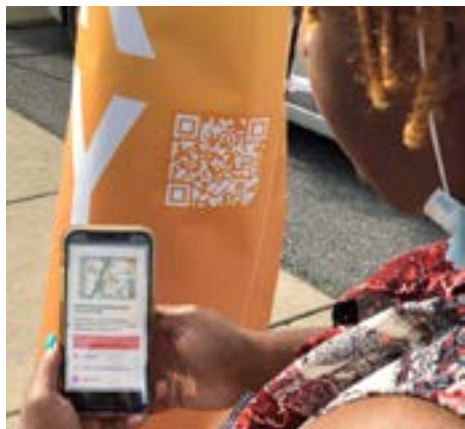
Restaurant Tour

Visitors can use the map to find each restaurant and feel like they are traveling the world while touring Riverdale. In addition to the maps, the restaurants were provided stamps with their restaurant's logo to stamp visitors' passports and verify that they visited the restaurant. After collecting five stamps, visitors can earn discounted prices at participating restaurants, further incentivizing them to tour these global restaurants.

The map's graphics were designed to be engaging for everyone that wishes to participate and accessible both in-person and online.



Visitors "travel" different countries as they visit participating restaurants.



QR code on a banner leads to the digital version of the map



Global map online highlights the restaurants' countries of origin



The printed map is stamped with custom restaurant logo stamps



Reaching Out

In order to reach a wider audience, we developed QR codes on the posters and banners that link to an easily accessible website and we designed postcards for visitors to share with their loved ones.

The website is designed to give visitors an in-depth glimpse into each participating restaurant with their business information on their own dedicated page. We created an additional interactive digital map displaying where these cuisines and cultures originate.

Additionally, each postcard has a “dreamscapes” of what the future of Riverdale could look like. Soon, we hope that this initiative will inspire hope and joy in community members and spur up patronage for the restaurants that need support.

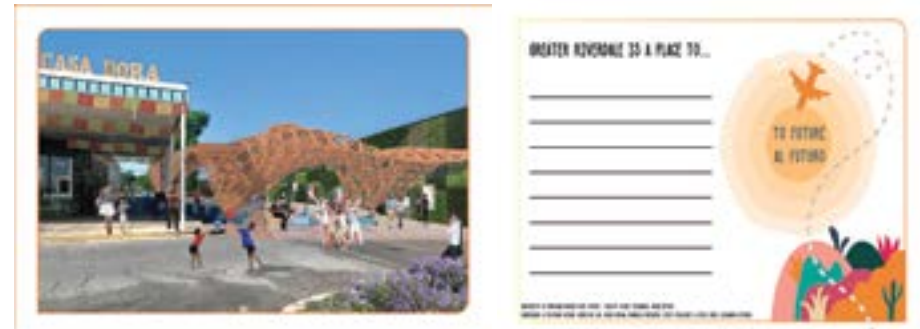
We hope this map inspires others to undertake similar projects to strengthen the Greater Riverdale community.



The backside of the map features a comprehensive view of Riverdale, transportation information, and a QR code to the digital map.



Restaurant banners with QR codes



Postcards with “dreamscapes”, QR code, and feedback area





Wayfinders

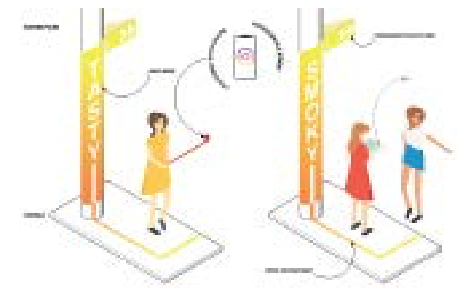
VISION

- **Include community members** within the project by introducing actions; following paths, scanning QR codes, sharing images online.
- Create excitement for the future by making the members feel **involved and incorporated** into positive changes.

Alice Mulongo, Cole Broomfield, Frednel Creer, Hamza Rashid, Marcelino Defngin



We identified problems and explored potential solutions. It was prevalent that there was a dominant latino population in the area, followed by Caucasian, African American, and Asian. This diversity allows the area to attract visitors and business from a variety of backgrounds, but they lacked the resources to advertise for themselves. So we aimed to give Riverdale restaurants the resources to market their products to a wider range of people, thus bringing in customers who may not have been previously aware of these restaurants.



Banners as instagrammable spots



Banners pointing towards restaurants

Riverdale Park: Site Analysis

As the communication team, we aimed to use and create a variety of verbal and non-verbal communication methods to engage Riverdale's community members, attract new visitors online and in-person, support local restaurants and promote their delicious food, and promote harmony in the area. We observed the strengths, weaknesses, opportunities, and threats of Riverdale to come up with a design best suited for the Riverdale Community. With a combination of temporary signage and a website, we hope to bring Riverdale's local restaurants the opportunity they deserve in its less fortunate times.

In order to get a well-rounded understanding of Riverdale, we initially aimed to learn about its community through physical engagement and research.



"Saucy" banner being installed

Design & Implementation

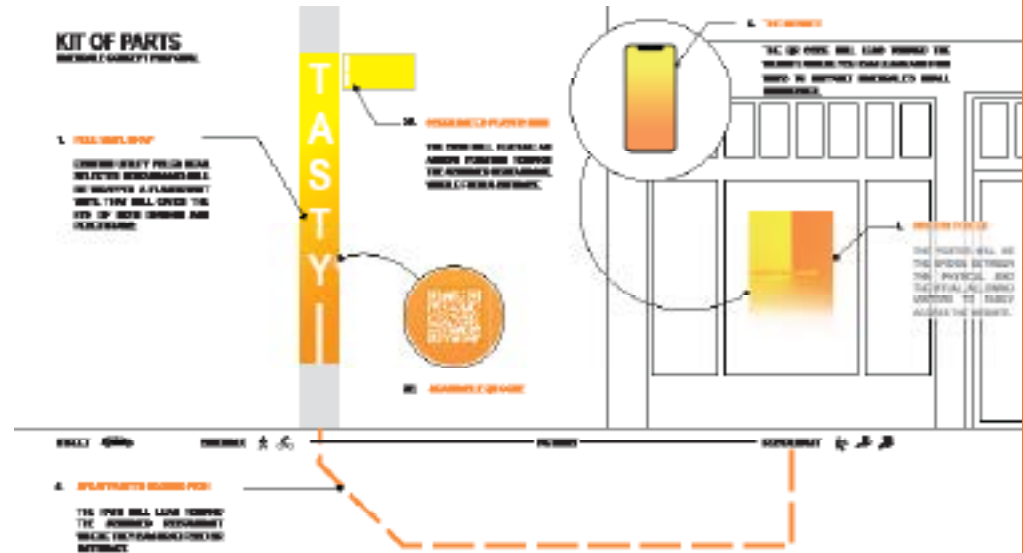
After identifying the problem and what needed to be done, we developed installations and advertisements to attract more business to Riverdale. For the participating 12 restaurants, we identified a utility pole in close proximity to each restaurant and wrapped them with bright orange and yellow gradient wrap, to catch the eye of passersby. We printed the catchy words, "spicy," "smoky," and "tasty," on the poles to further draw people in. Below the pole we spray painted a dashed, gradient pathway that directs visitors to the restaurant's entrance. On the front entrance door or adjacent window, we taped an 11"x17" poster that contains a QR code and a description of our project. The QR code allows people to scan it on their phone camera which then takes them to a website that contains a map of local Riverdale restaurants, their menu, directions to the restaurant, and information that you may need to have a quality restaurant experience.



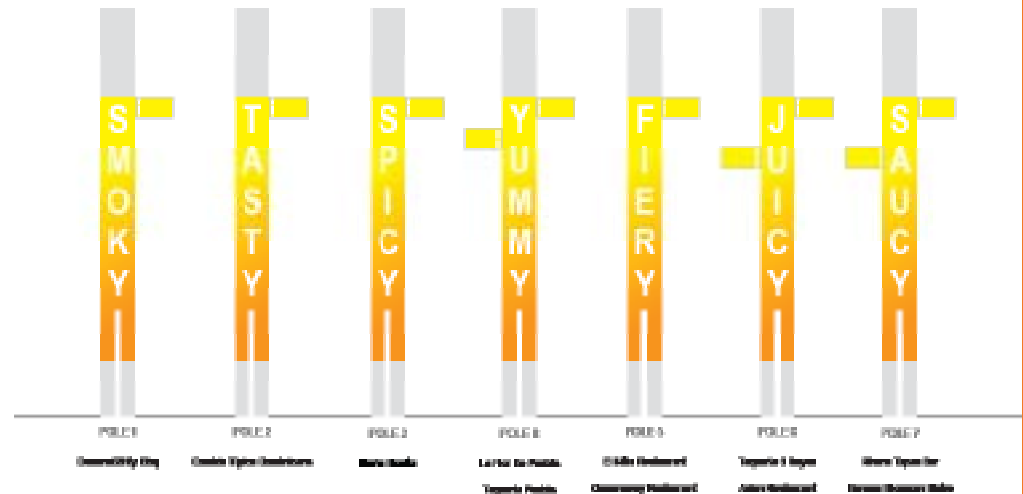
Poster with QR code



Website with digital map, events, restaurant and contact information



Kit of parts containing path, banner and poster with QR code directing to the website



Banners with catchy words directed towards restaurants

Universal Language

All components of the design follow the same orange to yellow color scheme allowing them to associate this color with the restaurants, create cohesiveness throughout Riverdale, and engage community members.

Future

Our hope for the project is to get the community involved and create excitement about what the future of the community could be. It could change the way these businesses advertise themselves in the future, especially with the introduction of the purple line that will bring more attention to the area.

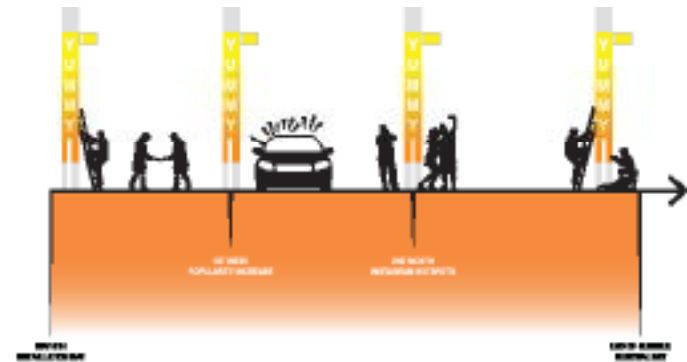
Combining the physical community with the online community emphasizes Riverdale's strengths by communicating the cultural variety of these restaurants in a simple manner that the community wasn't aware of.



"Yummy" banner directing towards restaurants



Chalk paint applied on the ground



The banner installation timeframe for the Greater Riverdale Restaurant Tour



Tour the World

Riverdale Market

Engaging the Community in Riverdale's Mixing Pot



VISION

- **Distribute maps to community members** at Riverdale Farmer's Market.
- Deliver maps, posters, and stamps to Riverdale Restaurants.
- **Promote** the Riverdale Restaurant Tour event, **encourage** people to visit restaurants, and **generate excitement**.

UMD Placemaking Studio
Spring 2021



Students painted the sidewalks with chalk spray paint.



Students painted the sidewalks with chalk spray paint.

Made in May

WILL EDIT THIS SECTIONS TEXT

Our studio's semester work was paid off in the month of May. Once studio's mapping and communications teams completed their designs, we worked quickly – energized by excitement – to get the maps, stamps, signs, and pole banners out to Riverdale's community.

We handed stamps to restaurant owners. They were excited and hopeful for what this initiative could bring to their restaurants.

We delivered maps to community members at the Farmer's Market and they seemed delighted to receive them and begin their restaurant tour. We were able to engage with community members and got wonderful feedback.



Our team working on installing banners in May



orange paths also create a fun 'follow the lines' game for kids with a prize at the end; food.

The posters hung on the facade of the restaurants share information about the project, spreading curiosity around the community. They also catch the eye of the passers, creating more customer opportunities for the restaurants.



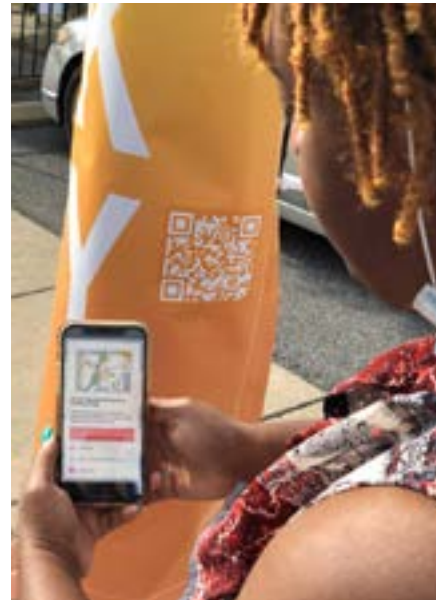
Little Farmer's Market visitors with their maps went on a quest following the clues.



A Quest for Food

Explanation after handing out maps at the farmer's Market.....

The bright orange chalk paint on the ground leads from the poles to the restaurants, making it easier for people to find them. The QR code on the poles lead to the website sharing information with people regarding the tour, the restaurants, and the map. The



From the QR Code to the digital map



Restaurant facades showcase the Tour posters with bright orange and yellow.



Entering the Restaurants

The Journey Ends... for Now

Visitors of Riverdale Park who found the landmarks on the map, followed the bright orange paths and scanned the QR codes on the poles to learn about the restaurant tour can now enjoy the delicious food participating restaurants offer.

They get a chance to win various prizes if they visit at least five restaurants and get their maps stamped. The prize in this year's tour was a discount from Dumm's and Fifty BBQ.



Food plate from El Sitio



Food plate from Queensway



Food plate from Casa Dora



Restaurant owner stamping customer's map

Reflections

Each Spring the Making Place Studio works with neighborhood groups and organizations along the Purple Line Corridor. Using the tools of Creative Placemaking and Public Interest Design, students develop ideas in order to advance a project's identified by the community. With inspiration from previous semesters and creative placemaking tools, the students of Spring 2021 Making Place Studio worked alongside Central Kenilworth Avenue Revitalization, the Purple Line Corridor Coalition, and Ochoa Urban Collaborative to implement and propose current and future designs that celebrate Riverdale's culture and support local restaurants to ensure their security while the Purple Line Station is in the construction process and once it'll start running.

The students visited Riverdale multiple times to observe and analyze the site of strengths, weaknesses, opportunities, and threats, and engage with community members and restaurant owners to hear their wishes for their community and restaurant. The class was split up into a Mapping, Communications, and four Restaurant teams, but collaborated with each other to create cohesive designs.

The Mapping team developed physical and digital maps, stamps, and postcards in collaboration with the Communications team who developed posters, QR codes, a website, and banners that were implemented in May 2021. The maps, resembling a passport, promote community members to explore Riverdale's restaurants and indulge in their delicious cuisines. After visiting a participating restaurant, customers will receive a stamp verifying that they visited the restaurant and if they receive five stamps they will be granted a discount at one of the restaurants. The maps were handed out to community members at Riverdale's Farmers Market, many of which were excited to begin their tour.

The banners were installed directing towards restaurants, and maps, posters, and stamps were given to restaurants who were thankful and hopeful of what this project would bring.

The Restaurant teams were assigned different sites and restaurants within Riverdale to ensure we were reaching as much of the community as possible. The Restaurant teams designed future proposals of what each restaurant site could be, once the Purple Line is complete, ensuring walk-ability, community engaging spaces, wayfinders, cultural patterns, areas for cultural events, and accessibility to all members of the community.



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