Idea 2
URBAN STORIES

Stories can be disseminated throughout the urban environment as murals, art installations and sculptures.

Apart from a beautification effect, they have potential to trigger learning and curiosity in young children and can be used to foster interactions with caregivers.

Every place has its stories, so it also contributes to strengthening a community and can be adapted to any context.

At a glance...

<table>
<thead>
<tr>
<th>COST</th>
<th>MAINTENANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>$$</td>
<td>$$</td>
</tr>
<tr>
<td>$$$</td>
<td>$</td>
</tr>
</tbody>
</table>

GOVERNMENT INVOLVEMENT
- Social Services
- Education
- Health
- Parks
- Planning
- Transport

MINIMUM SCALE
A few square meters

EXISTING IMPLEMENTATION LEVEL
Tested and implemented
OUTCOME AREAS

- Increased frequency and efficiency of public space usage
- Increased sense of safety
- Increased profits for local businesses

REAL WORLD EXAMPLES

- In Melbourne, Australia, a series of images relating a story from the Aboriginal community painted as a mural along a street can be easily interpreted and followed by children as well as used as a support for storytelling interactions between caregivers and children.

- In Ciudad Bolivar, Bogotá, Colombia, a local project of neighbourhood improvement named Crezco con mi barrio and led by a local community organisation in partnership with the municipal government, has resulted, among other interventions, in a 95-cm-tall mural painted by local inhabitants. It relates to local stories as well as marking out physically the height of a 3 year old, serving as a reminder of their vulnerability to traffic.

- In Accra, Ghana, the Playtime in Africa team of the Mmofra Foundation is creating a ‘toddler exploration’ journey in a park. Some of the play elements use local storytelling features such as local instruments, games or design patterns. Intergenerational and relying on natural structure, the play area also develops social skills, and provides a unique opportunity for children from different socio-economic backgrounds to interact.

RELATED IDEAS

- Behavioural prompts
- Design for play
- Safe, interesting and playful transit

RESOURCES

- Playbox – moveable play space in Brussels
- Play Everywhere Playbook by KaBOOM