

So many ideas came out of our trip. In order to get them all out in a somewhat comprehensible manner I created a hierarchy. This document is set up in three sections, what I felt were the areas of importance. They are:

- Culture (includes local history)
- Color
- Local Environment

Within these sections I have brainstormed ideas. Some are very similar some completely different.

This is a document of divergent thinking. All these ideas came from a series of handwritten pages and notes and have been organized as best they could.

The resources and the audience/participation are pretty much the same throughout. The projects will need money, time, and commitment. The players must be the local trusted institutions: churches, local restaurants, stores, schools, police, fire dept, local landowners, and especially the existing community the people living right there in the Middle Main area. There will also be a need for local institutions; museums, hospitals, libraries, universities, Barrett's Clayworks, Bardavan Opera House, MTA, etc. from time to time.

# CULTURE

Ideas and thoughts based on the desire to get to really know the face of the community, their responses and what they love about their neighborhood, what makes them smile, and also to bring forth the Poughkeepsie history.

A campaign of the community's culture.

## **Our Voice or Nuestra voz Smile/Desire or Sonrisa/deseo**

The objective is to highlight the positive community feelings that already exist and get to know the residents, their neighborhood and what they love and desire for their community.

First, Pose the following questions:

What is one thing that makes you smile when you think about your neighborhood/Community? Examples could be a restaurant, a dish, a night of the week, time of year, a special neighborhood person, dog, the creek, etc

What is one thing you desire for your neighborhood/community?

What is one thing you desire for your kids or the neighborhood youth?

All we ask is that answers are honest, clean and not obscene. They will be anonymous, no names need to be attached to the answer.

Second, Once sufficient answers are compiled they will be used to create a two-tiered community campaign, Our Voice or Nuestra voz; Smile/Desire or Sonrisa/deseo.

The campaign will use the answers, verbiage, provided from the community. Working with text and typography the visuals will become a powerful community statement. There may be an opportunity to incorporate portraits of the community as well. The campaign may utilize a number of print venues billboards, banners, murals. As well as marketable items such as tote bags, t-shirts, etc. It will also find a home on [www.middlemain.com](http://www.middlemain.com).

The result is that the campaign although local will take on a universal theme, and others outside the community will want to own something with the positive message that the campaign provides.

It will involve local trusted institutions such as churches, local businesses, schools, police, etc., to provide the venue for the question boxes, etc.

The resources required are: \$\$, space and commitments from community leaders

A campaign of the community's culture.

## **Larger than life Community and Artist made Scrabble Game**

The objective is to create a giant scrabble board that is handmade by artist and the community and can be played on the grass of either the lot on Main Street or one of the other fields, or the parking lot by the creek. The tiles will be handmade and may be as large as 3'x3'. These tiles could be made out of wood, balsa wood, paper mache in the Alebrijes tradition, or ceramic. They would be colorfully decorated and unique.

Scrabble events would be held in the local community and advertised to the wider communities both locally and through the internet. The scrabble events would be uploaded to the internet in realtime thereby allowing the online scrabble community to participate and view. The result would be to create an interactive, global reach within the local community, and bring people from all over the area to Middle Main to attend and participate in a scrabble event. The events could be theme based. For example, there might be a Spanish language, local history or texting theme, etc.

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## **Salsa Shake up Under the Stars** **An evening Salsa Marathon**

The objective is to create an event that provides free salsa lessons to the surrounding communities and afterwards a marathon salsa shake up to raise money for a storefront drop-in tutoring and study center. There will be contests, food, and a whole lot of fun. Local restaurants would provide the food.

The event would utilize one of the empty lots, preferably the one by the laundromat on Main street. This would require a commitment from the present owner. If this was not doable there is the other lot by the creek with the parking lot set up for food stalls, etc.

A campaign of the community's culture.

## **Film Series**

### **Against the Brick**

A community run and selected film series. Inviting the extended communities to come down and see a movie against the walls. Movies that have a connection to the community. I noticed an abundance of Dish network dishes on the side of buildings. Ideally, Dish Network could sponsor the event as well as other

A campaign of the community's culture.

## **Skate and bike park**

That back parking lot by the creek could be a great location for a skate, bike park and a shady hang out. A Mural wall could be created separating the heavy traffic from the activity. The mural wall could be two sided, graffiti artist could be sanctioned to create imagery on both sides for the community and the passing community. The murals could be temporary and change out from time to time.

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## **BBQ, Mole and other assorted delights**

### **A Community food event**

The objective is to create a local contest for the Best BBQ, Best Mole, Best dishes. The community enters their favorite unique BBQ, Mole or accessories (potato salad, cole slaw, etc.) recipes.

The evening would provide a forum for the community to showcase their best recipes, and be judged. The judges would come from the Culinary Institute, local school, government, and restaurant owners.

The 25 best recipes would be compiled and created into a book that can be sold online and at local establishments. etc. The proceeds from the book would go into a fund that Middle Main Revitalization established for a yet unknown community need.



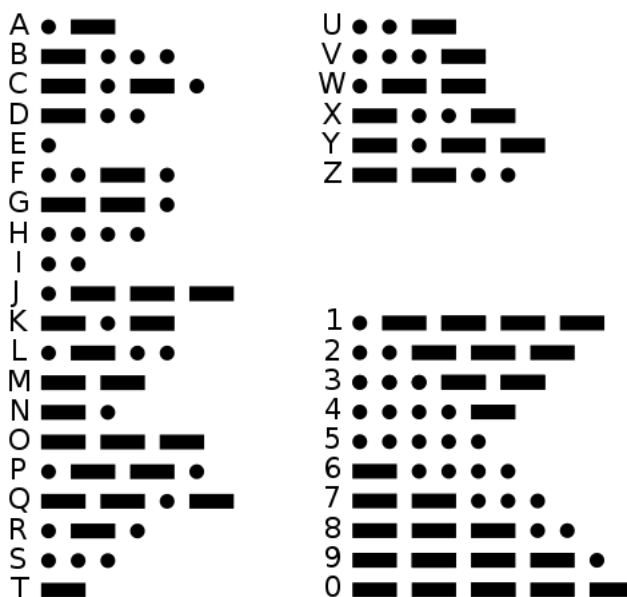
A campaign of the community's culture.

## Poughkeepsie from Morse to Computer code

The objective is to create a graphical walking tour of the adventures of communication from morse and computer code - Dots and dashes meet ones and zeros. A beautiful designer graphical tour de force into the history of communication and codes and what they mean to cultures. Jumping off from Morse and Computer the tour will delve into the language of communication and communication styles. It will be intended to create a destination tour on a subject that starts with local history but really becomes bigger than the local history. The idea will team up with the local university's and children's museum and will utilize the Middle Main area as the stage for the permanent destination exhibit. The area will in essence become the exhibit.

## International Morse Code

1. A dash is equal to three dots.
2. The space between parts of the same letter is equal to one dot.
3. The space between two letters is equal to three dots.
4. The space between two words is equal to seven dots.



A campaign of the community's culture.

**Tibor Kalman, Immigrant and Designer/Artist**  
**His story Illustrated on the buildings by Maira Kalman**

Tibor Kalman was an immigrant from Hungary whose family fled to escape the soviet invasion. His family settled in Poughkeepsie. He is an immigrant story, and a name in the design field for doing what he loved. He died in 1999 but his wife Maira Kalman is a well known and respected illustrator.

MY vision is to do something with her in regards to immigration and the stories of people like her family and her late husband, illustrations based on the stories within the community.

A permanent installation exhibit that also raises money to create a rotating, utilizing the vacant storefronts, workshops/classes. The local youth could take intensive illustration and design curriculum.

# COLOR

Ideas and thoughts based on the desire to bring color into the neighborhood. The Middle Main Street is grey and colorless. Actually the streets have a nice feel and the sidewalks are wide, but my quickest observation was that it needed some color, pop.



A campaign of Colors.

### **Poughkeepsie's 11 Honey Bee campaign**

The objective is to create an economy by raising honey bees, Apiary, for local honey. The honey bee will be Poughkeepsie's painted cow. Each 11 honey bees will be created and painted by an artist (as yet undetermined) and auctioned off to raise money to create a small apiary cottage industry that provides local honey. A local Apiarian will come in to train a selected group of dedicated community members and help set up the hives and the surrounding flower fields.

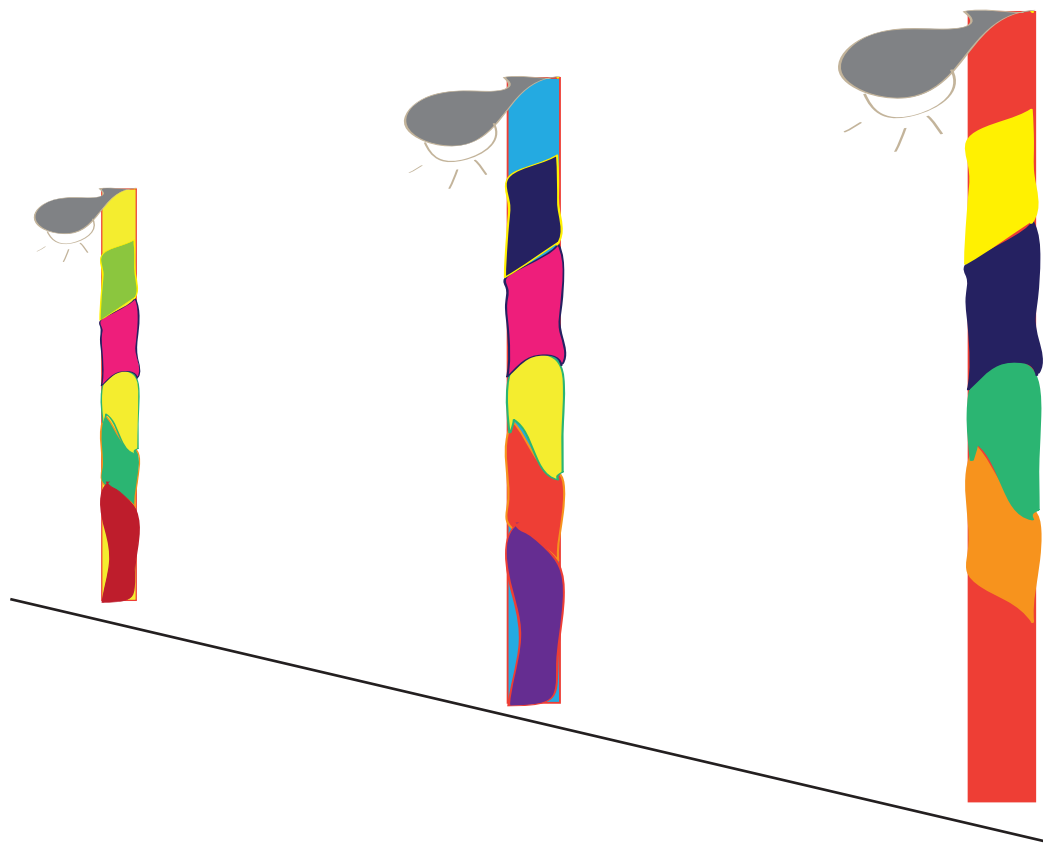
As well, the community will create their own colorful honey bees that will be positioned along a route and as a wayfinding and point of interest marker.



A campaign of Colors.

### **Festive Handmade Trees An evolving exhibition**

The objective is to create a Middle Main Street Multi-color tree campaign. A display of handmade trees lining Middle Main Street. The trunk and the branches are made from either paper maiche, wood (following in the tradition of the Oaxacan Craft) or some other material. Perhaps, a multi color translucent resin. The leaves are bought as a donation to the Middle Main Revitalization which will set up a fund for some as yet unknown community endeavor. The leaves are made of a light weight translucent material and adhere to the branches most likely with velcro. They come in a rainbow of colors. No two trees would be alike. The result would be a series of beautifully multi color handmade trees lining the sidewalks of Middle Main.



A campaign of Colors.

### **Festive Light poles**

#### **Coloring the grey (an age old problem.)**

The objective is to creating colorful unique poles using the existing a light poles. The commitment from the utility company would be required. Local politicians and leaders would need to get involved.

We could have a decorate a light pole donation request. Also, artist and community members might work together to decorate a series of poles. No two poles would be the same.



A campaign of Colors.

### **Colorscreens for the Vacant Windows**

The objective is to use the vacant storefront windows to bring a splash of color to main street.

Last semester I created a product called Luce Colorscreen for Vis Comm I. Initially my market is a fairly well off urbanite.

After visiting Main Street it struck me that this idea would be perfect fit for the vacant store fronts. A classroom, community center or individual could design and install their pattern on the windows.

# LOCAL ENVIRONMENT

Ideas and thoughts based on the desire to cultivate  
and access the local environment.



A campaign of the local environment.

## **Siesta on the creek**

The objective is to create locations along the creek where people can sit in solitude, relax and just take a siesta. Maybe with hammocks, or float boats. Can have locations of entry and departure that are open at certain times and people can rent a float boat and just drift along the creek. It's simply an oasis, a place where people can go to get away. It would also provide a local economy because the points of entry would be open at certain times and people would rent the siesta float boats for an hour at a time. It is promoting relaxation, communing with nature and access to the creek.

A campaign of the local environment.

### **Siesta spots**

Another idea that could go hand and hand with Siesta creek float boats is the idea of siesta spots along the banks where one could sit and just relax, take a nap, read a book. It might be a hammock made by local artist, or permanent zany, unique, catchy chairs made by local artist, tying into the color theme and the paper mache material.



A campaign of the local environment.

### **Cultivation economy**

Along my commuter train ride, in an area of Queens, there are these beautiful rectangular plots of land (see photo above), butt up against the MTA property, that are being cultivated by the apartment dwellers. These are back lots, where they were once garbage heaps. The people cleaned them up and now these plots produce vegetables, etc. for these small urban farmers. I am always fascinated each time we go by.

Certain areas around the creek and on main street that could be used in this way - cultivation plots. Raised beds could be used if the soil or ground is contaminated or poor, or the community could utilize the extra width of the sidewalk or abandoned, vacant concrete lots.

The objective is to create plots of land that can be cultivated for the community to create milpa agriculture and produce a small quantity of maize, beans, and squash. “A milpa is a field, usually but not always recently cleared, in which farmers plant a dozen crops at once including maize, avocados, multiple varieties of squash and bean, melon, tomatoes, chilis, sweet potato, jícama, amaranth, and mucana.... Milpa crops are nutritionally and environmentally complementary. Maize lacks the amino acids lysine and tryptophan, which the body needs to make proteins and niacin;.... Beans have both lysine and tryptophan.... Squashes, for their part, provide an array of vitamins; avocados, fats. The milpa, in the estimation of H. Garrison Wilkes, a maize researcher at the University of Massachusetts in Boston, “is one of the most successful human inventions ever created.” excerpt from <http://en.wikipedia.org/wiki/Milpa>