



**FARM  
'THIS**

**CROWD SOURCED CITY**

**FINAL PRESENTATION**

**FALL 2011**

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# CLIENT

## DESIGN TRUST FOR PUBLIC SPACE

IMPROVING PUBLIC SPACE FOR ALL NEW YORKERS



“We are **urban visionaries**, who think systemically about how cities work.”

# CLIENT OBJECTIVES

## DESIGN TRUST FOR PUBLIC SPACE

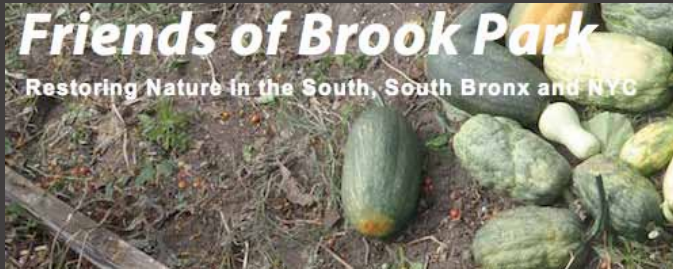
IMPROVING PUBLIC SPACE FOR ALL NEW YORKERS



FIVE  
BOROUGH  
FARM

- Improve public space and demonstrate its value
- Provide metrics to measure the impact of urban agricultures
- Work with a NYC farm

# BROOK PARK



- Increase awareness of urban agriculture
- Increase visibility of local farms
- Advance urban agriculture as a valuable alternative land-use

# IDEAS CONSIDERED

## URBAN FARMS CITYWIDE

- Urban Farm Online Network
- Waste/Compost Tracker

## BROOK PARK SPECIFIC

- Chicken Game
- Chicken Twitter
- I Was Here

## RELEVANT PROJECTS



- Cripplebush Ghost Hunt



- Fashion Secrets NYC



- The Go Green East Harlem Cookbook



- Landshare

# FARM THIS



A geo-tagged, community-generated **photo blog** of spaces that are identified as underused or uninviting, but have the potential to become an urban amenity.

# HOW TO FARM THIS?

## HOW TO



### 1 Visit your local urban farm.



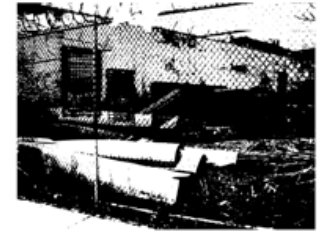
What makes this a great community place?

### 2 Walk your neighborhood.



Are there spaces lacking the qualities you liked about the urban farm?

### 3 Identify an underused space.



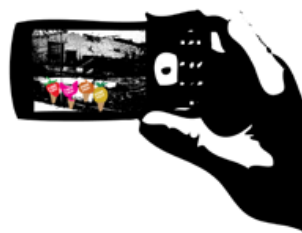
Where is this space located?

### 4 Plant your farm.



Stake your "Farm This" signs in the space.

### 5 Take a photo.



Make sure to get both your signs and the space in the photo.

### 6 Share your photo.



Text or e-mail your photo to [taipaib907@tumblr.com](mailto:taipaib907@tumblr.com). Don't forget to include the location of your farm.

### 7 See other farmed spaces.



VISIT  
[WWW.FARMTHIS.TUMBLR.COM](http://WWW.FARMTHIS.TUMBLR.COM)

Check out different places that others have farmed.

# TECHNOLOGY

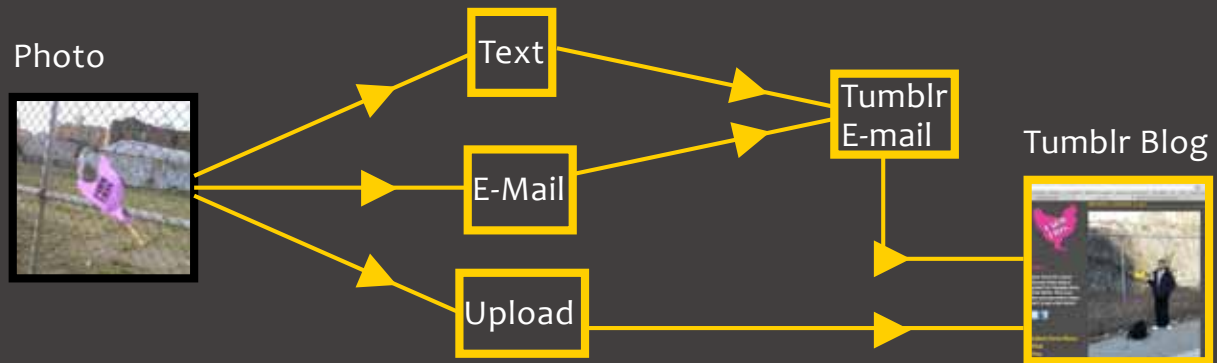
## PRE-LAUNCH

## LAUNCH

### PHOTO BLOG

- Set Up Tumblr

**TABAIB907@TUMBLR.COM**



### FARM FACTS

**(312) 576-5356**

- Set up Response Codes in Frontline SMS Database





# PROJECT LAUNCH



## PARTICIPANTS

- 9th Graders from the Charter High School for Architecture, Engineering, and Construction Industries (Brook Avenue and 3rd Avenue in the Bronx)
- Project was introduced as an assignment to students

# FARMTHIS.TUMBLR.COM

WEDNESDAY, DECEMBER 14, 2011



## About

Farm This NYC: Crowd Sourced photo blog to spread the message about urban farms. Plant your farm and see where others want to see urban farms!



## Submit Farm Photo

What

How

Who



# REFLECTION

- A dialogue about underused space
- Potential for large-scale replicability of project
- Clarity of process
- Technology Capabilities
- Time Constraints
- Text Message Database Correspondence

# OVERALL

## CLIENT GOALS ACHIEVED

- Provided metrics
- Demonstrated potential of urban space

## NEXT STEPS

- School Curriculum
- Urban Farms
- Design Trust Advocacy



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