

Futures of Death Alley II: Half Day Workshop Documentation

On Tuesday, August 14, verynice led a four (4) hour workshop, in collaboration with Pando Populus, LA Trade Technical College, and Five Points Youth Foundation, to articulate a vision and explore future concepts that will create impact in vacant lots of South LA. The following pages document the output of the workshop.

Key Takeaways

- The vision for the future is to create a *hub of resources* that activates *collective agency* and *strengthens the resiliency of underserved Los Angeles communities*.
- The long-term strategy is to build a *multipurpose “living building”* that is environmentally friendly and mobile.
- How we will achieve the long-term strategy is to start with *“living well”* tours that function as funding opportunity, channel to engage community members, and a platform to socialize the *“living building”* concept.
- Starting with the living well tours can enable the realization of the living building concept by providing a way to collect resources and support.

Long-term Strategy: Multi-purpose “Living Building”

This architectural concept combines the “living building” idea and the “multi-purpose, environmentally friendly container (“mobile flower”))” and seeks to uplift education, economic development, and community empowerment through providing a highly sustainable hub.

Opportunities	Risks	Methods to Test
<ul style="list-style-type: none"> • Provide arts programs for the community • Jobs, workshops, and entrepreneurship • Teach high technology training • S.T.E.A.M. training with local community engagement • Multimedia Broadcast Center • Wellness Center • Manufacturing • Educational opportunities • Homeless component • Environmentally friendly • Healthy living • Innovation • Energy • Water 	<ul style="list-style-type: none"> • Designing • No funding • No community awareness • Keeping it sustainable • Promotion and marketing • Progress • Predictability • Local sources 	<ul style="list-style-type: none"> • Community surveys • Do an instructional video for social media • Simulation • Water / meter rain

Short-term Win: “Living Well” Tours

The living well tour is an ongoing initiative that acts as a service for the community to gain the knowledge and skills, as well as connect with people, to create healthy, positive change in their lives.


Opportunities	Risks	Methods to Test
<ul style="list-style-type: none"> • Points of oasis • Opportunity to spread ideas • Build a kit/lab/roaming van that can create these spaces 	<ul style="list-style-type: none"> • Too focused on big picture that it's hard to make it work in one place 	<ul style="list-style-type: none"> • Van of Sir's • Make it work at FPYF • Bring in multiple areas of focus: <ul style="list-style-type: none"> ◦ Farmer's market approach ◦ Computer remake ◦ Repair cafe ◦ Make it fun ◦ Healthy food

Next Steps: Start with Living Well Tour

The immediate next steps are to focus on launching a branded, “Living Well” Tour, which will serve as an enabler of the long-term strategy of building a multi-purpose “living building”. Below are the next steps we brainstormed together for the “Living Well” Tour in the workshop.

Do Now	Do Later
<ul style="list-style-type: none"> • Socialize the idea with the community • Further develop the branding • Develop target audience segments • Develop ticket sales strategy • Begin to form community partnerships and connect with local initiatives (e.g. LA 2050) • Develop fundraising strategies • Test different revenue models • Create event structure 	<ul style="list-style-type: none"> • Work with Marcela's LATTC course on stage design • Procure equipment • Write a grant • Create products to generate revenue (e.g. music album) • Form an exit strategy

Appendix: Future Concepts

Future Concept Development Worksheet			verynice
<p>Idea Describe your idea and how it works.</p> <p>Community garden</p>			<p>Betsy Hunter Brittany John Bollinger</p>
<p>Opportunities What are the biggest opportunities?</p> <ul style="list-style-type: none"> cheap, healthy food for neighborhood create products \$ HAPPY GREENS Sister Salsa introduce environmentally sound practices create publicity for the 5 pts total project 	<p>Risks What are the biggest risks to anticipate?</p> <p>cost of soil preparation, plants, seeds, equipment, water</p> <p>will there be people willing to contribute time, needed</p> <p>offer space for free</p>	<p>Methods to Test What are all the ways we can test this idea?</p> <p>take a corner of property & make a garden!</p>	

Future Concept Development Worksheet

verynice.

<p>Idea Describe your idea and how it works.</p> <p>Portable Mobile stage</p>
--



marcel's
fcar

Opportunities What are the biggest opportunities?	Risks What are the biggest risks to anticipate?	Methods to Test What are all the ways we can test this idea?
1) Exhibit & attract local arts talent 2) Storytelling outlet 3) Museum exhibits 4) Satellites of larger art museums	1) People may steal our ideas. 2) No audience will show up. 3) Trademark barriers 4) Design and execution.	1) Community Surveys 2) Do an instructional video for social media.

portable
mobile
stage

Future Concept Development Worksheet		verynice
<p>Idea Describe your idea and how it works.</p> <p>'LIVING BUILDING' [CASE STUDY] CONVERSION PATTERN</p>		<p>1 SAMUEL 2 EUGENE 3 MICHAEL 4 SIR BARRY</p>
<p>Opportunities What are the biggest opportunities?</p> <p>1 EDUCATION 2 ENVIRONMENTAL 3 HOUSE COMPONENT 4 HEALTH LIVING 5 JOBS 6 HEALTH NATURAL 7 INNOVATION 8 ENERGY 9 WATER (WIS)</p>	<p>Risks What are the biggest risks to anticipate?</p> <p>1) PROGRESS 2) PREDICTABILITY 3) LOCAL SOURCES 4)</p>	<p>Methods to Test What are all the ways we can test this idea?</p> <p>→ WATER / METAL RAIN → COOLING → SIMULATION</p>

living building

Future Concept Development Worksheet		verynice
<p>Idea Describe your idea and how it works.</p> <p>Multi-purpose, environmentally-friendly, green, portable eco container. for education and economic development for community empowerment. <i>LOT SMART</i></p>		<p>MARCELA OLIVA Andrew Williams Jr SHANE GREEN NINA WOHACK</p>
<p>Opportunities What are the biggest opportunities?</p> <ol style="list-style-type: none"> 1) Provide arts programs to the community. 2) Jobs, workshops, and entrepreneurship. 3) Teach high technology training. 4) S.T.E.A.M. training with local community engagement. 5) Multimedia Broadcast Center 6) Wellness Center 7) Manufacturing 	<p>Risks What are the biggest risks to anticipate?</p> <ol style="list-style-type: none"> 1) Designing the container 2) No funding. 3) No community awareness. 4) How to keep it sustainable. 5) Promotion & Marketing 	<p>Methods to Test What are all the ways we can test this idea?</p> <ol style="list-style-type: none"> 1) Community Surveys 2) Do an instructional video for social media <div data-bbox="1039 745 1421 1102" style="background-color: pink; border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>Multi-purpose environmentally friendly container</p> </div>

Future Concept Development Worksheet			verynice
<p>Idea Describe your idea and how it works.</p> <p>LIVING WELL TOUR - Service & - package & produce it as a thing</p>			<p>Samuel, Eugene, Michael, Sir</p>
<p>Opportunities What are the biggest opportunities?</p> <ul style="list-style-type: none"> • Points of oasis • Opportunity to spread ideas • Build a kit/lab/roaming van that can create these spaces 	<p>Risks What are the biggest risks to anticipate?</p> <ul style="list-style-type: none"> • Too focused on big picture that it's hard to make it work in one place 	<p>Methods to Test What are all the ways we can test this idea?</p> <ul style="list-style-type: none"> • van of Sir's • Make it work @ FPYF • bring in multiple areas of focus • farmers' mkt. approach • computer remake • repair cafe • make it fun • healthy food place 	

living
well
tour

Future Concept Development Worksheet

verynice

<p>Idea Describe your idea and how it works.</p> <p>Investment #1 Community Financing Bank (create a business model that generates revenue)</p>			<p>Brittany John Bollinger Betsy Hunter</p>
<p>Opportunities What are the biggest opportunities?</p> <ul style="list-style-type: none"> • generate revenue within a community • create jobs • Create a sustainable economy within any given community • housing 	<p>Risks What are the biggest risks to anticipate?</p> <ul style="list-style-type: none"> • businesses may not be able to pay off the loan • loose assets assets within a community 	<p>Methods to Test What are all the ways we can test this idea?</p> <ul style="list-style-type: none"> • invest money on a single business that doesn't cost a lot for a return on investment within a given amount of time. 	
