



DWP





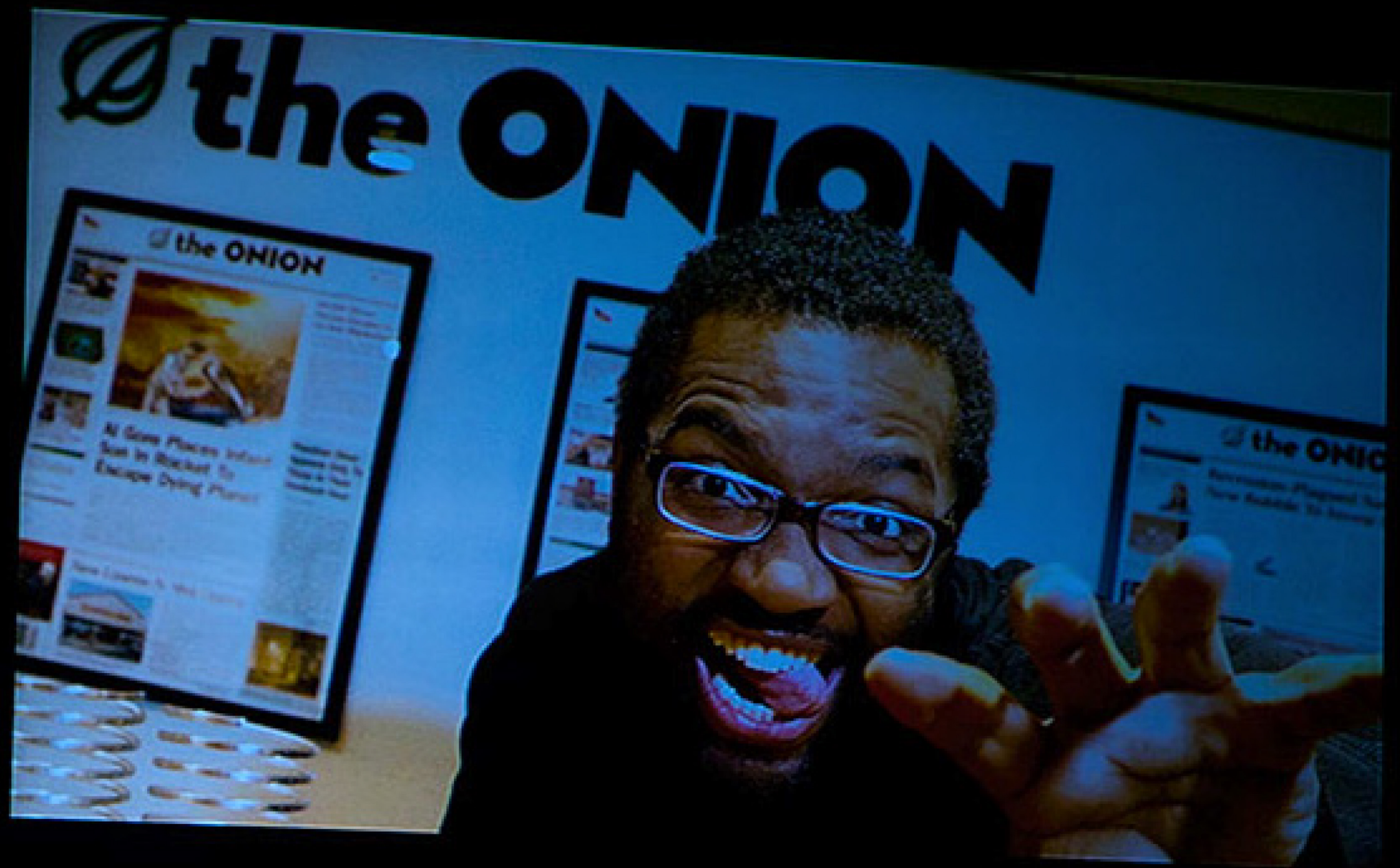
CRAFT
PARTICIPATE
THINK
ENGAGE
MAKE & SHARE
DESIGN
COLLABORATE
GROW
COMMUNITY



MAKE IDEAS!
MAKE FRIENDS!









Primary Logos

WORDMARK

When space is ample, the wordmark can be used in large sizes to bring a dramatic punch

DESIGN WEEK PORTLAND

BADGE AND TEXT LOCKUP



Design Week Portland
OCT 07-12, 2013



DESIGN WEEK PORTLAND

designweekportland.com

designweekportland.com

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SHARE
DOCUMENT

Writings on design

Carl Alviani

Jen Delos P

Gary Robbins

Eric Trine

Namita Wi

Edited by
Clifton Burt &
Nicole Lavelle





NISSAN

Check it out!
todayrealtor.com

TODAY

Open House

707 FSZ









MAIN STAGE

DUP

THE JOURNAL

Issue #01: Interaction

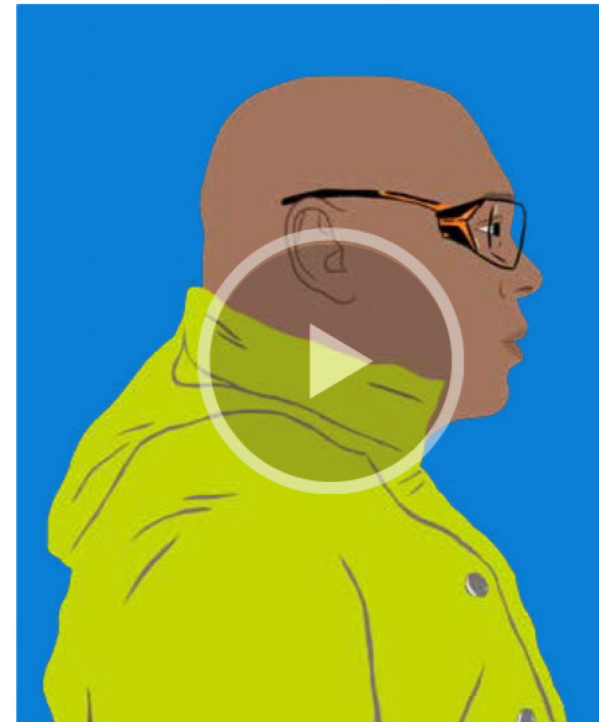


Cover Story

Never a Dull Moment

Written by Jesse Lichtenstein

A small collection of articles and talks I have found to be inspiring, energizing, thought-provoking, innovative and entertaining.



Main Stage Talk

Can we connect design to higher purpose?

Chasing Ghosts on the River

By Chad Brown,
Soul River Runs Deep



Podcast

Never a Dull Moment

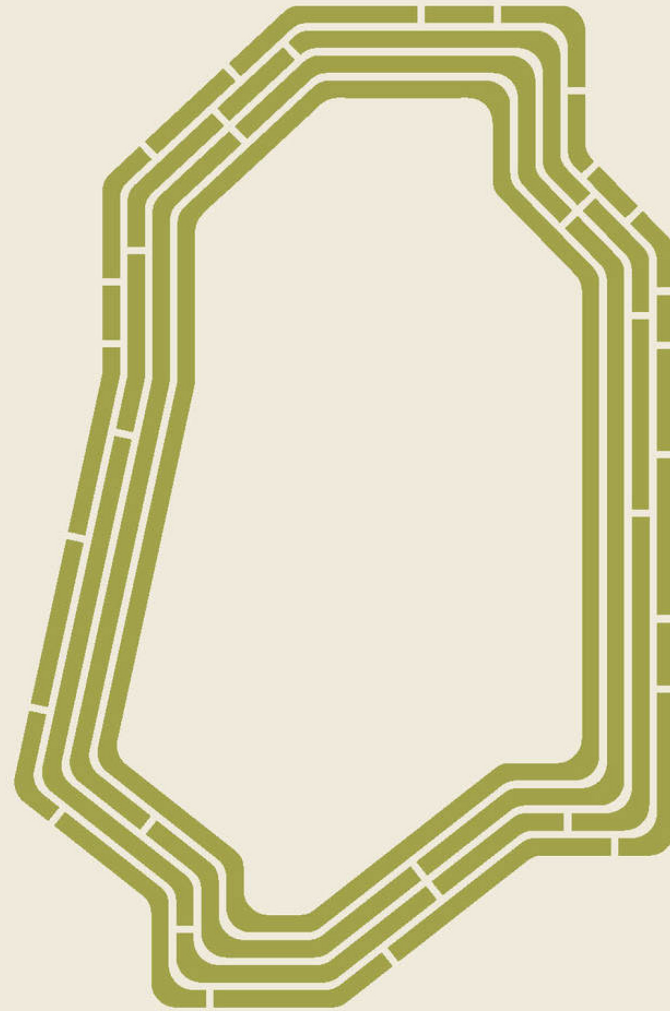
Hosted by Namita Gupta Wiggers

A small collection of articles and talks I have found to be inspiring, energizing, thought-provoking, innovative and entertaining.

Snippet

We are the first generation of people to be doing digital design, so there are no masters yet. Anyone claiming to be an expert is either ill-informed or full of shit. Everyone is making it up as they go along."

- Chad Brown



THE PORTLAND LIVING LOOP

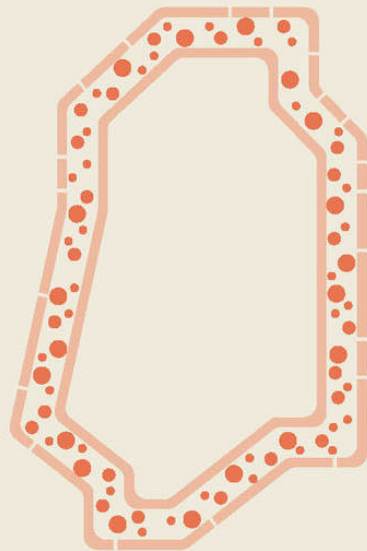
A RESILIENT PLAN TO EMPOWER
PORTLAND'S CITIZENS TO DECIDE
HOW THEIR CITY GROWS

A PROPOSAL IN FOUR STAGES

A FOUR PART APPROACH TO GROWING AND EXPANDING THE LIVING LOOP

1

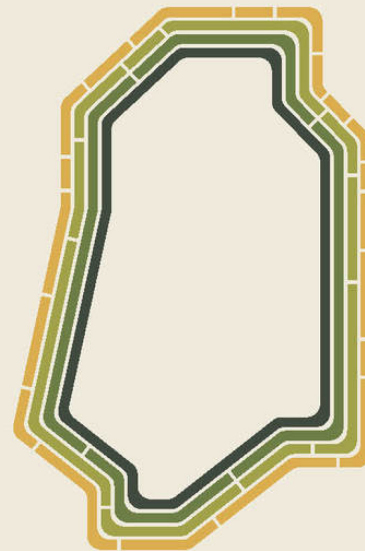
ASSEMBLE THE PEOPLE



An accessible forum is formed as central office for the Loop Project. The public may engage with the loop ahead of time by assembling with the forum.

2

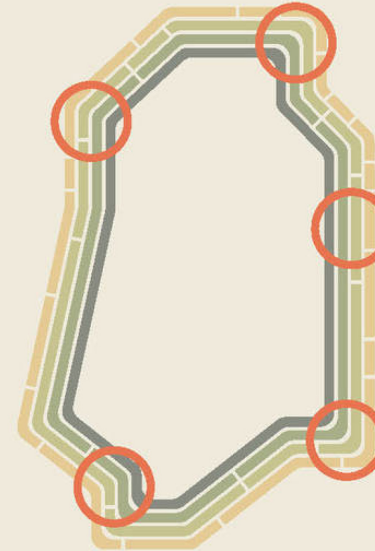
RINGS OF OWNERSHIP



We provide a physical set of urban lanes, four tiers of public involvement based upon the scales of city, district, neighborhood and localized communities.

3

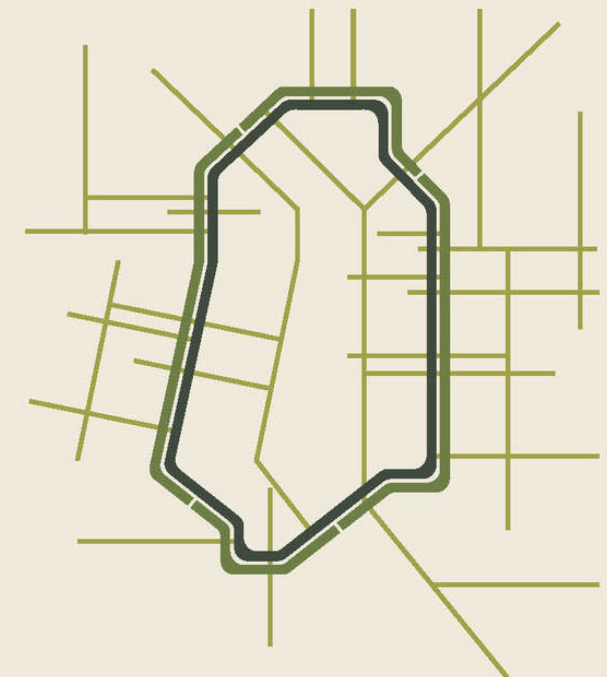
ACTIVATE LINKS



Before the loop even begins construction, we encourage excitement, support, events and solidarity with the project through temporary and non-permanent installations of architectural "Trestles." The Trestles lay the foundation for active community hubs called "Links."

4

EXTEND THE GREEN LOOP



Once the Loop is completed, the language and infrastructure of the PDX Living Loop will act as a precedent and inspire further community-led expansion of the pedestrian and bike friendly core.

5,000+ ATTENDEES

10,000+ PEOPLE ENGAGED AT HQ

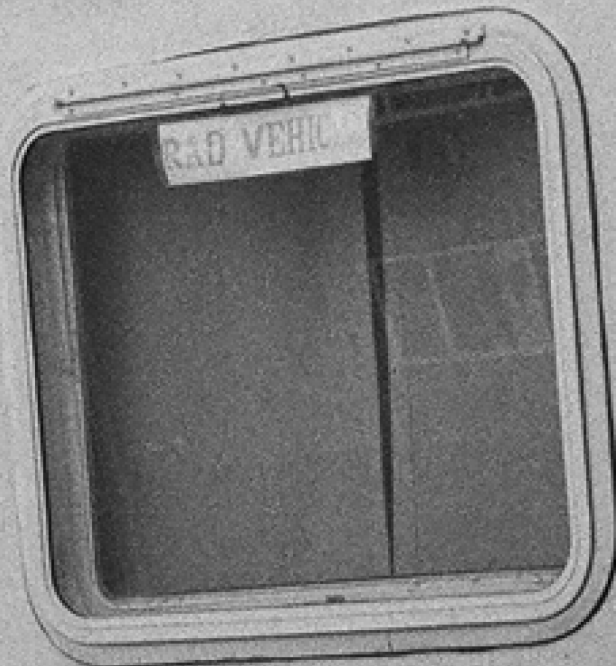
100+ FESTIVAL EVENTS

100+ OPEN HOUSES

100+ VOLUNTEERS

100,000+ AVERAGE WEBSITE USERS

CHEVROLET



PRINT

**MOVEABLE
·TYPE·**

DESIGN WEEK PO







MONDAY

07
OCTOBER

TUESDAY

WEDNESDAY



DESIGNING WORKS
TRANSFORMATIVE
BRAND LEARNING
EXPERIENCES
THROUGH CATEGORY
PARTNERSHIP
UTILIZING HIGH
VISIBILITY PUBLIC
PRIVATE LEADER-
SHIP RESETS



DDDD
SSSS
EEEE
IIII

XXXX
XXXX
XXXX
XXXX

A Curated
Selection of

UMP
AYP

WINE
WINE
WINE

ONE LINE
ONE LINE

WELCOME
WELCOME

BLUESTEEL



LEARNING
THROUGH
DOING

```
# Content, html, body {  
  height: 99%;  
}  
# left {  
  float: left;  
  width: 50%;  
  overflow: scroll;  
  top: 0;  
  z-index: 999;  
  max-height: 100%;  
}
```





DESIGN
SHOULD
INVOLV
TS!

BLU
THE H
QUICK STORIES
NEW 2015 17

BLU
THE H
QUICK STORIES
NEW 2015 17

BLU
THE H
QUICK STORIES
NEW 2015 17

the

TOMORROW
SKETCH

DESIGN
IS THE
MAGIC

DESIGN

Magic will Happen

CELEBRATE WHERE
YOU ARE.

Sueños de Diseño

Sueños de Diseño

Design
CLOTHING SWAP!

YES

LEVITATING

ALL BEANS RESPECT THE COFFEE QUOTA
PRESS ROAST

REY!
OF YOUR OWN WEST

YES

DESIGN
FROST

HEART
BREAK

YOU
ARE
UNDERSTOOD

Pabst Blue Ribbon
BEER
IT WOULDN'T BE PORTLAND IF THE GALLERY DIDN'T SERVE PBR.

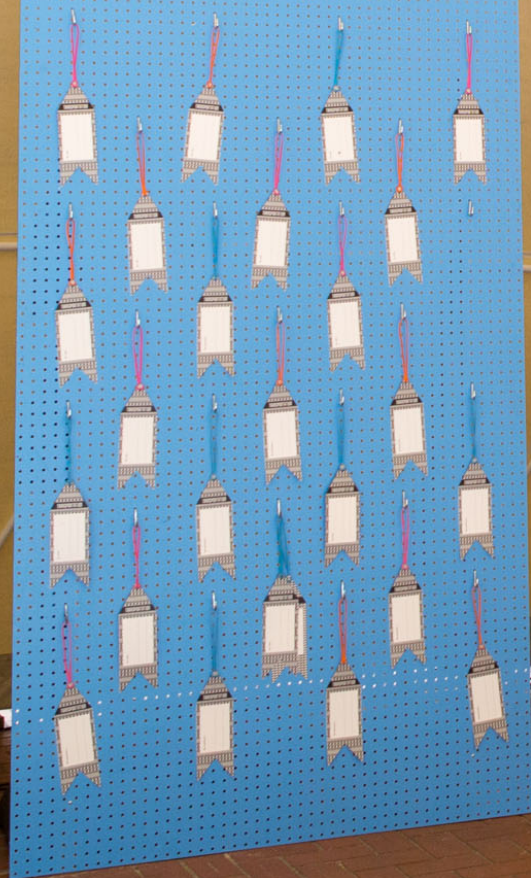


LET'S WORK ON

EDUCATION



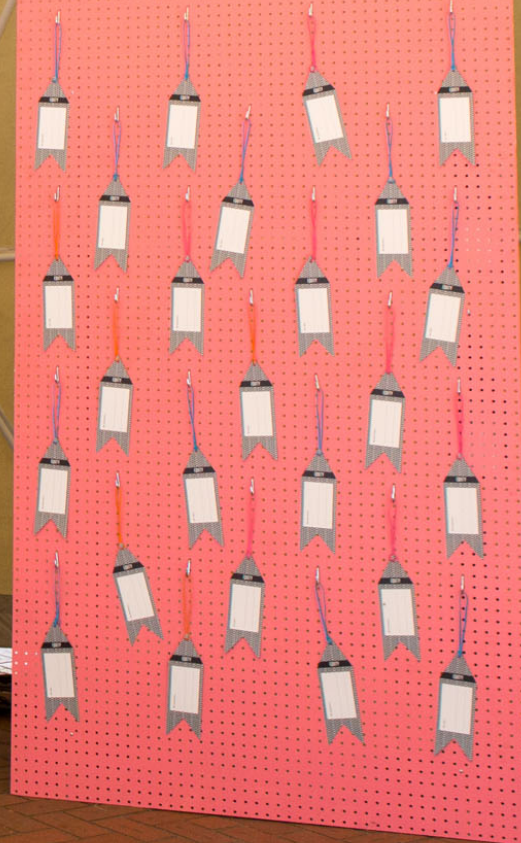
TRANSPORTATION



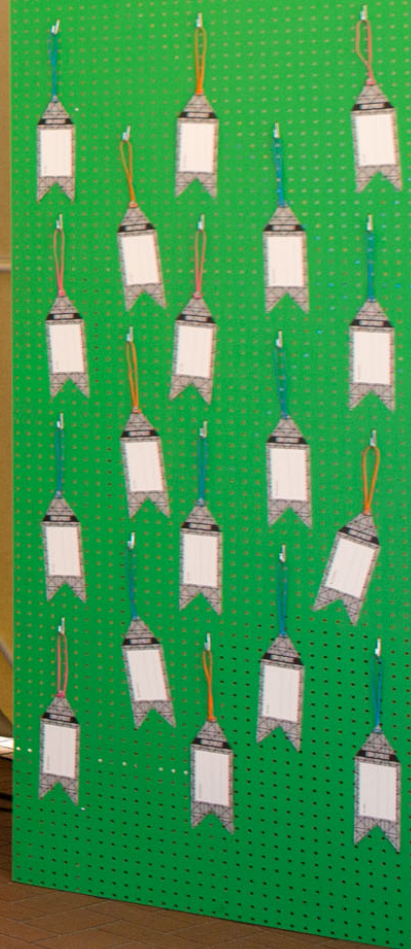
HOUSING



EQUITY



EMPLOYMENT





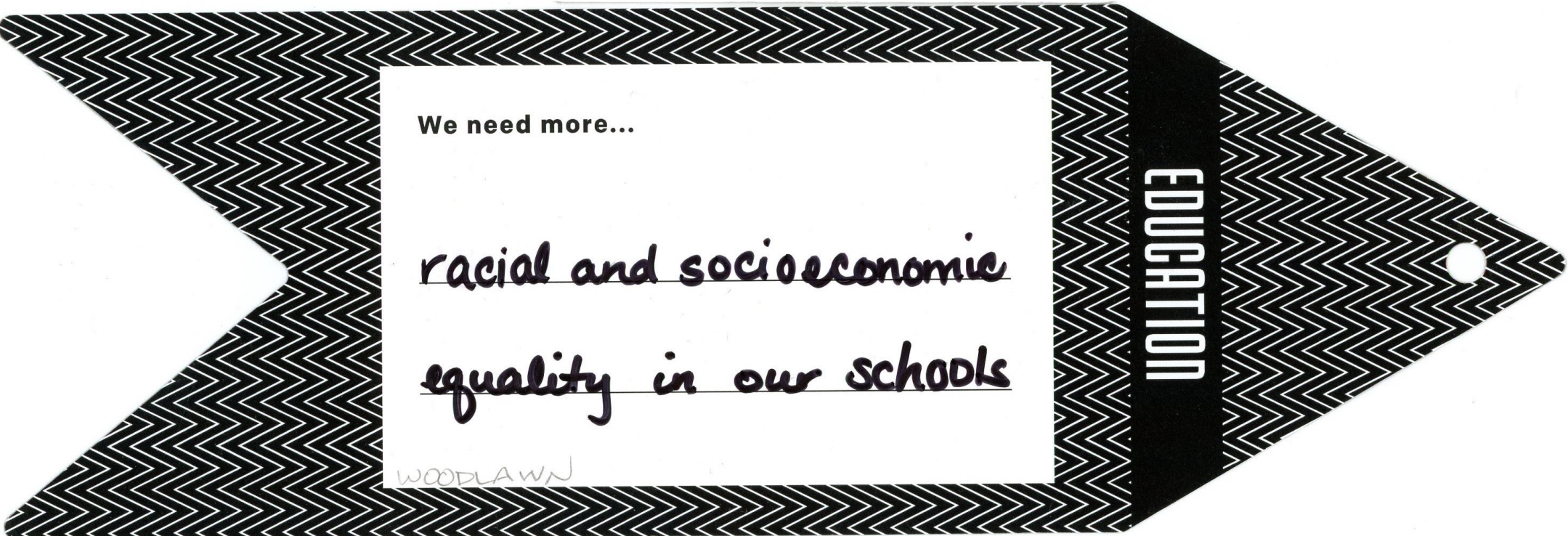
MAKE IT COUNT

giving
DODOT
IT

EQUITY

To Design

We need more...

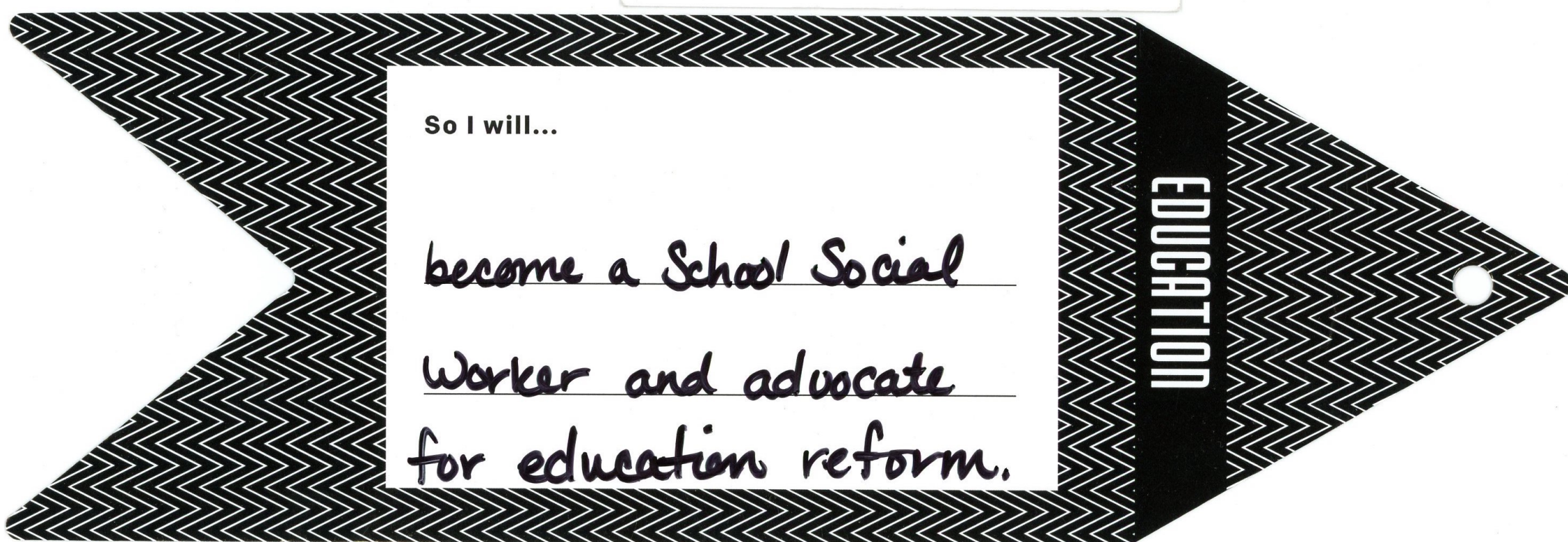


We need more...

racial and socioeconomic
equality in our schools

WOODLAWN

EDUCATION



So I will...

become a School Social
Worker and advocate
for education reform.

EDUCATION



ISSUE
MACHINE

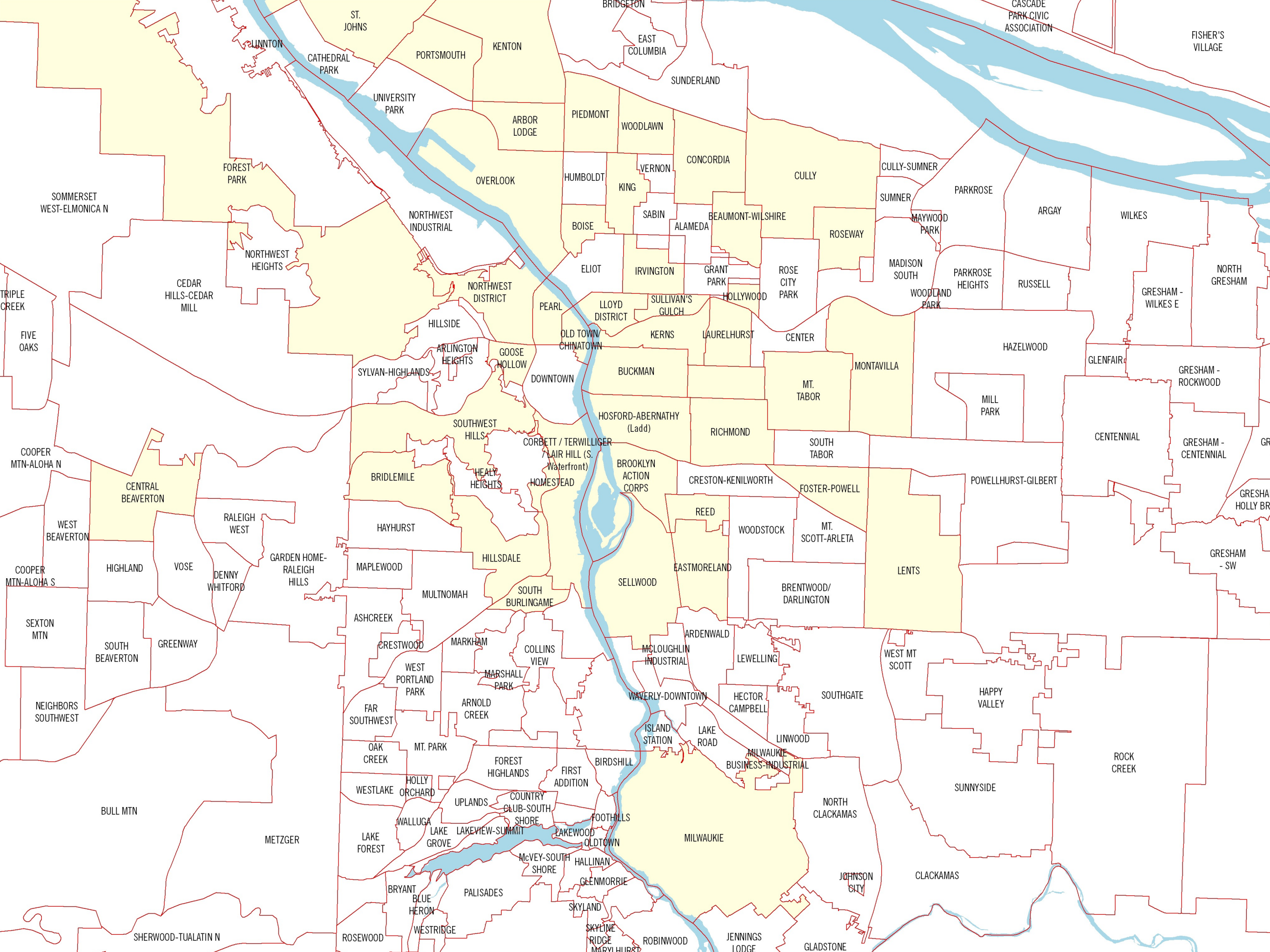
EQUITY

Neighborhood action
and participation

INSERT
HERE

MAKE IT POP





LET'S WORK ON

HOUSING

Share your thoughts Our volunteers on Pioneer Courthouse Square would love to write out a tag for you! We will present data from the installation at a Portland City Council meeting in May.

We need more:

So I will:

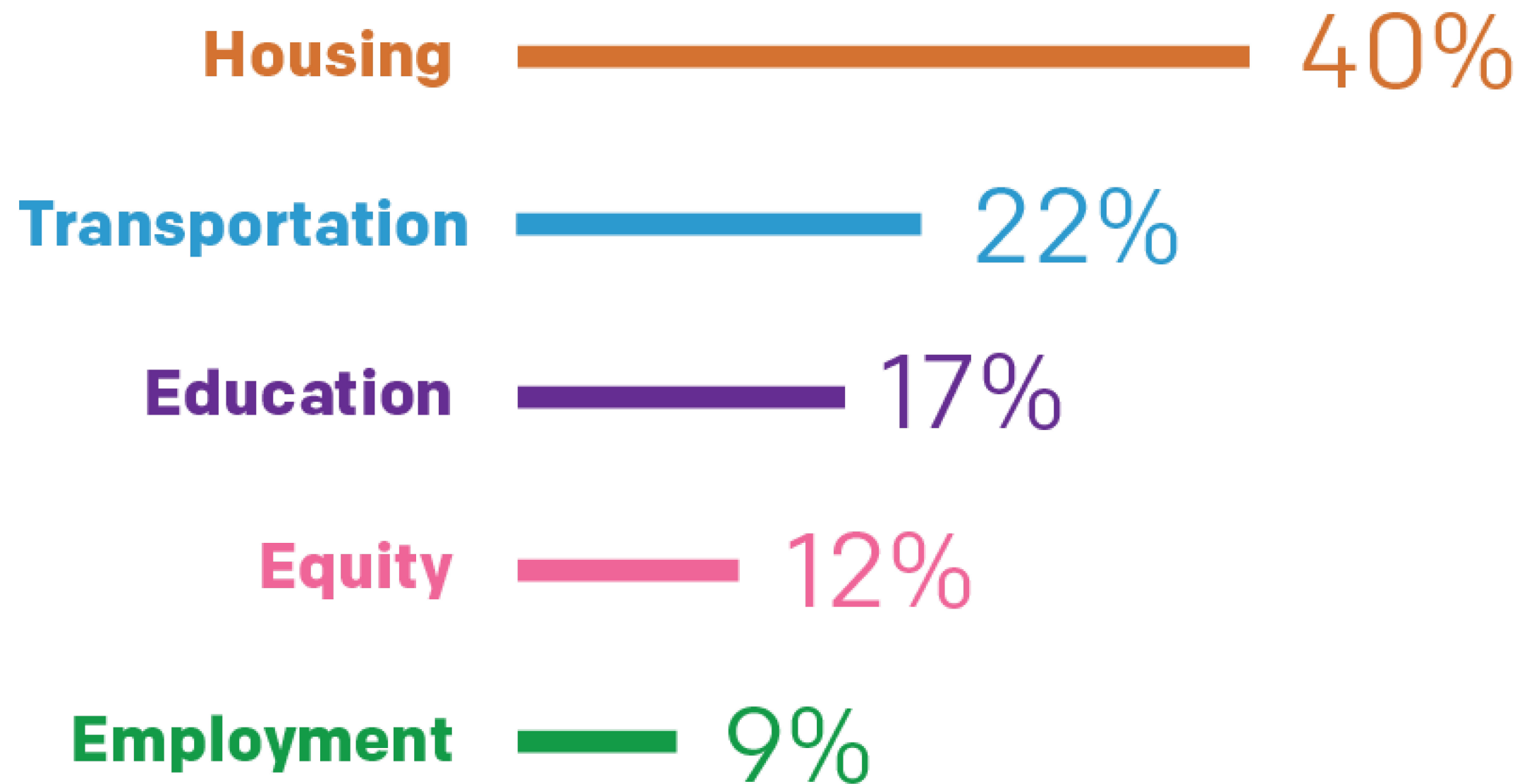
A neighborhood where this is pressing:

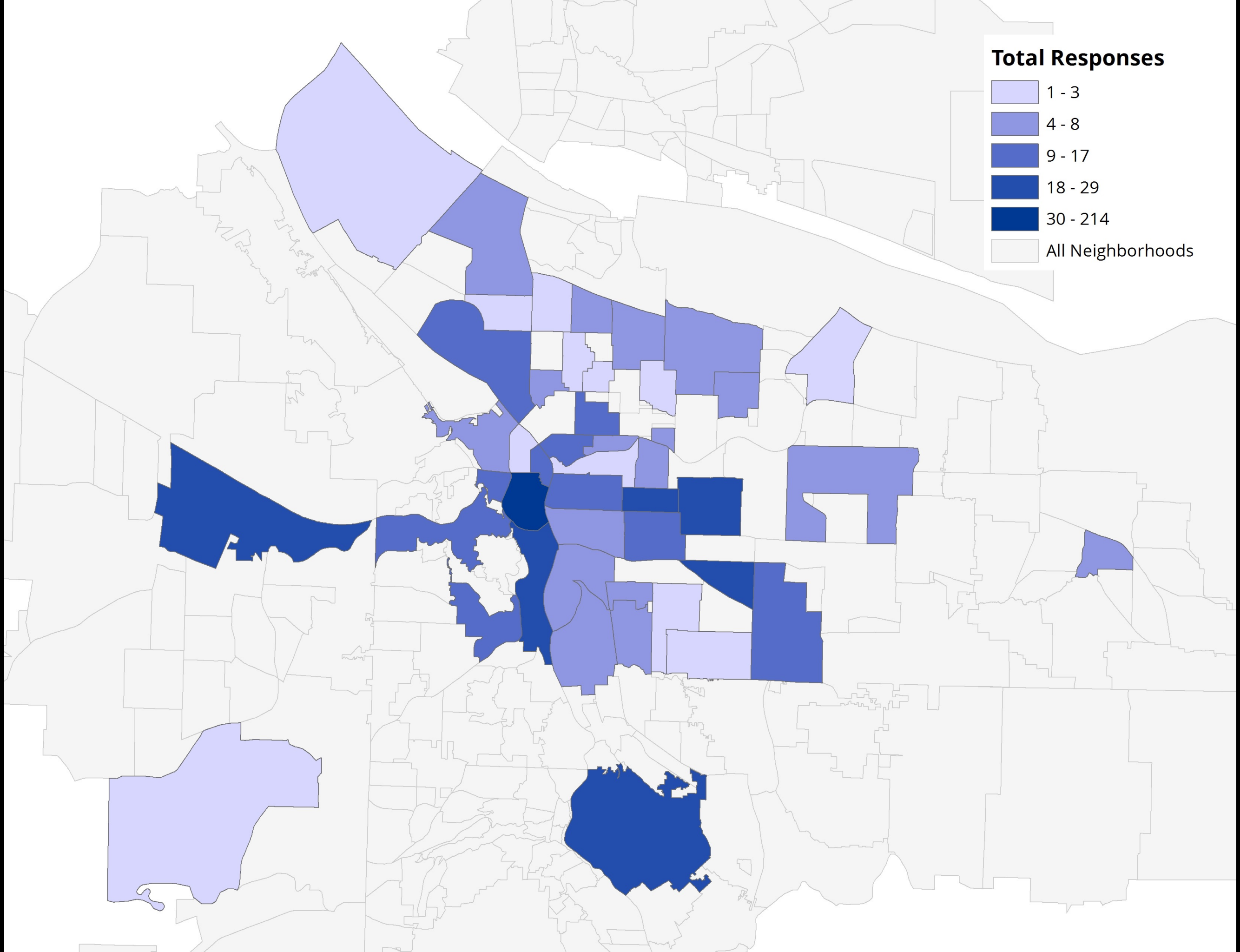
 

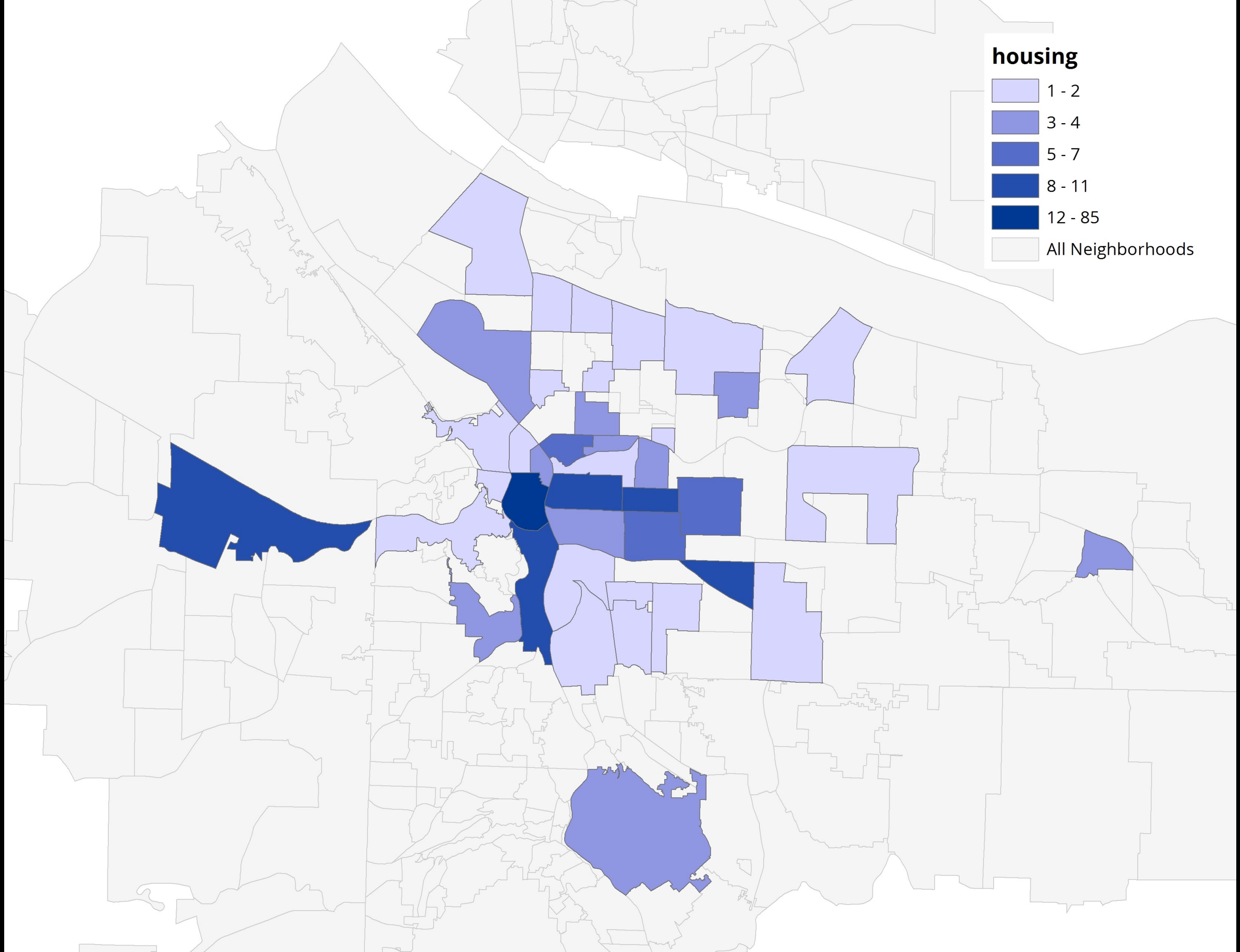
SUBMIT

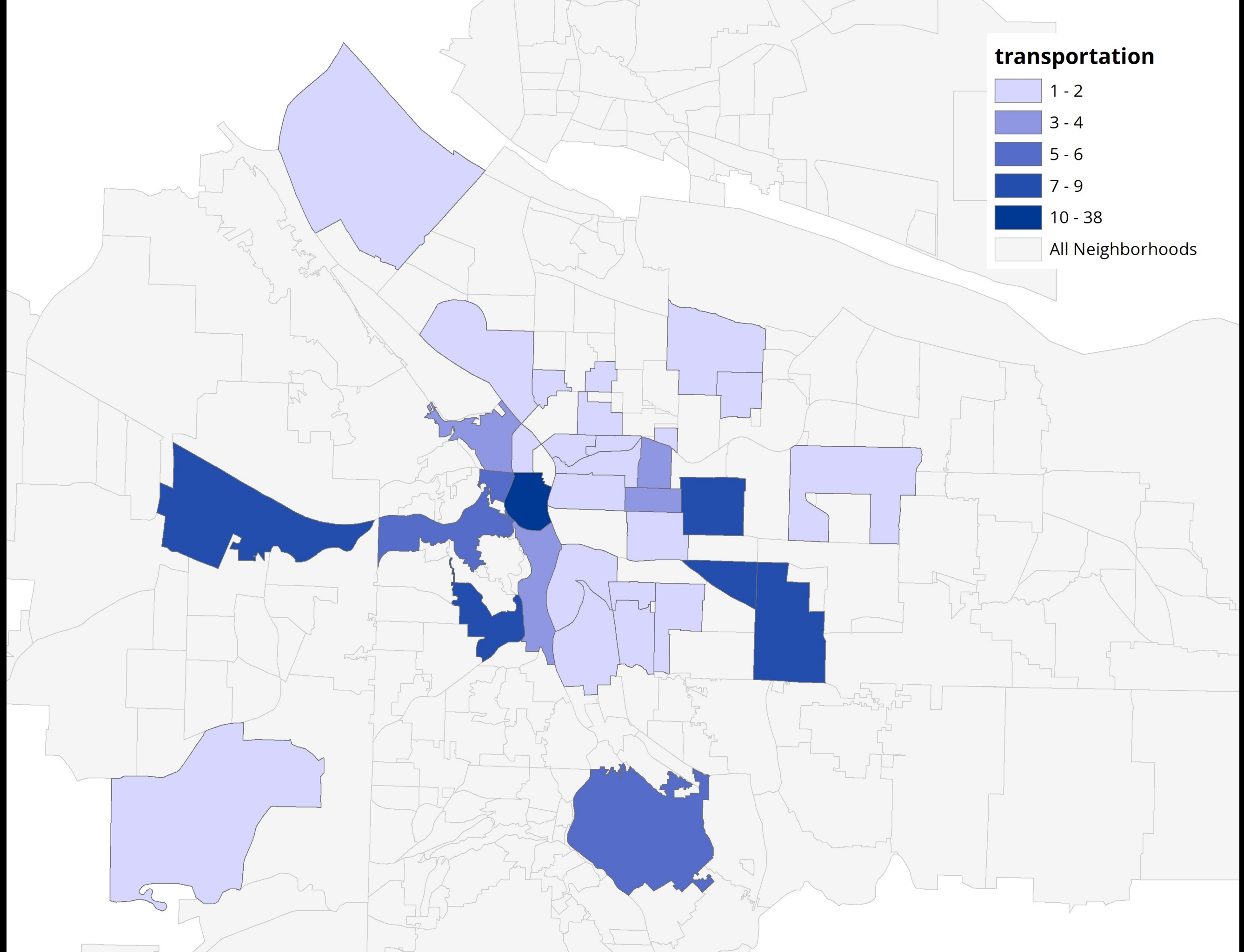
597

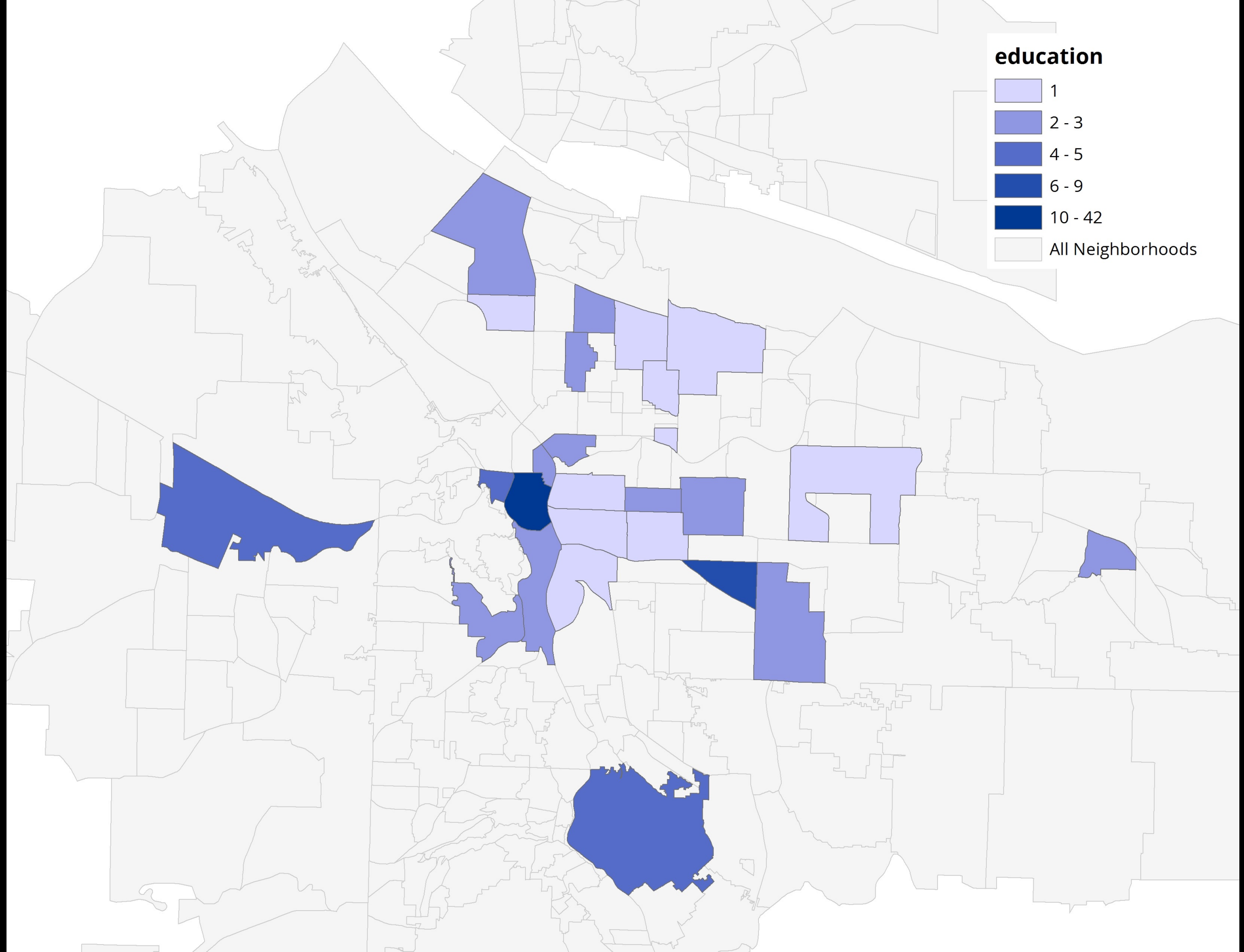
RESPONSES

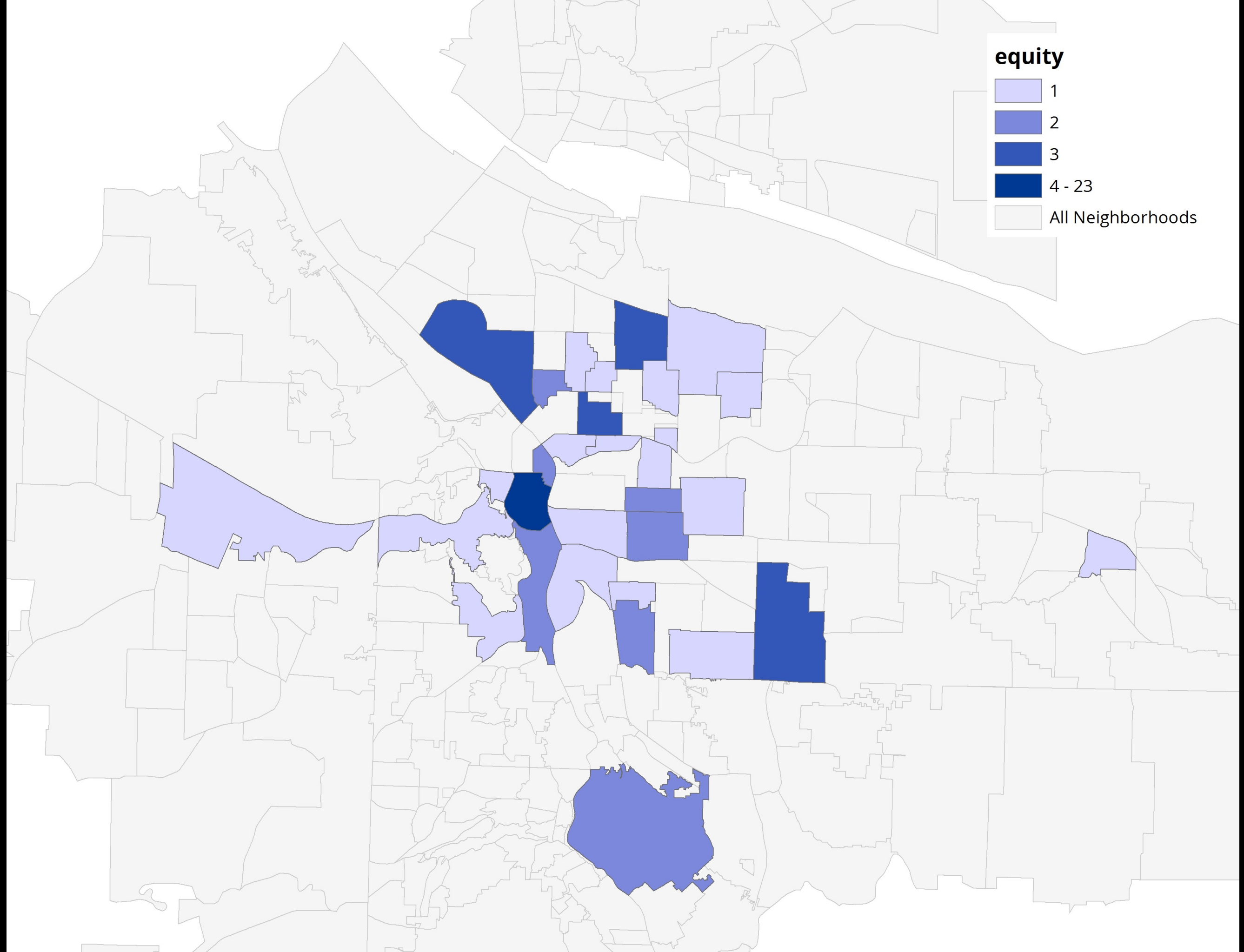


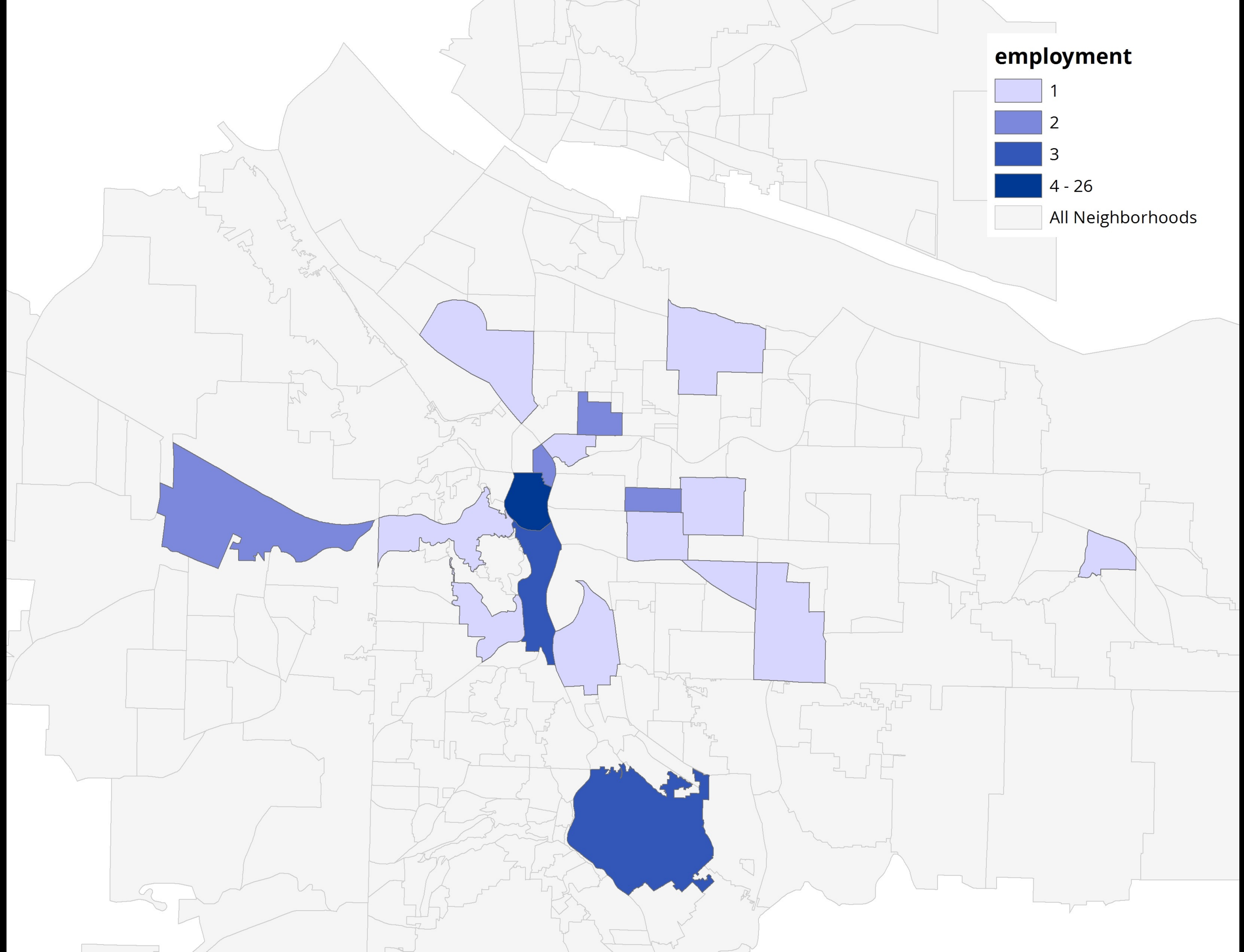














So I will...
future requires that we
not love.

We need more...
**HI-SPEED
TRAINS!**

(to the coast)
(Vancouver BC → Calif)
SUBSIDIZED
A decade or
while other

TRANSPORT

We need more...
buses + trains so we
can travel through the
expanse of Portland
expnd in
but externally
Portland's community

So I will...
Raise awareness
of this issue

We need...
Less poverty
in schools. Let
kids figure it out.

We need more...
Education that
embraces visual
learning styles



We need more...

affordable
housing



HOUSING

127

INCLUDE "AFFORDABLE"

We need more...

buckman

HOMELESS
SERVICES

HOUSING

So I will...

PAY MORE
IN TAXES

HOUSING

52

INCLUDE "HOMELESS"

[illegible]

[illegible]

We need more...

AFFORDABLE PLACES

TO RENT,

HOUSING

So I will...

BURN DOWN ALL THE

LUXURY CONDOS. And

START UP A GANG.

HOUSING

*

We need more...

Buckman

WAYS TO CO-LIVE AND
EXPERIMENT WITH LIVING
MODELS

HOUSING

So I will...

TRY TINY HOUSES ON
WHEELS & REPORT BACK.

∴

HOUSING

WE NEED MORE

HOUSING
EMPLOYMENT

6

FROWNY FACES

20

SMILEY FACES

SO I WILL

TRANSPORTATION

EQUITY

EDUCATION

We need more...

better

(3bus)

Bike routes from

Saint Johns to downtown

TRANSPORTATION

We need more...

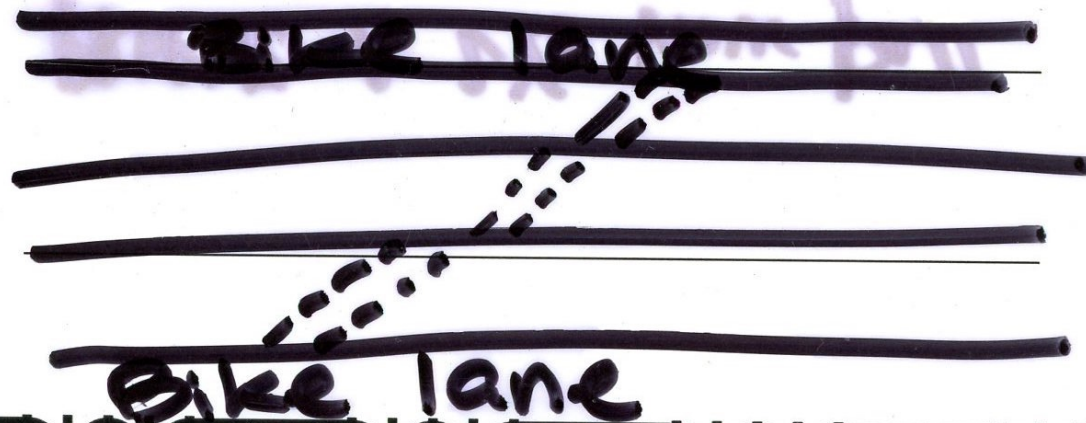
Hillsdale

Safe bike commuting

routes to downtown
from SW - (Raleigh Hills etc)

TRANSPORTATION

We need more... Technical Turning
bike lanes (see Diagram)
and Bigger bike lanes



TRANSPORTATION

We need more...

Equity ; women & minorities
in STEM

EDUCATION

So I will...

Share stories of lesser-
known scientists w/my students

EDUCATION

We need more...

EQUAL ACCESS TO

THE BEST OF THE

CITY!

EQUITY

So I will...

BE A PROPONENT FOR

HIGH QUALITY

DENSE DEVELOPMENT

& TRANSPORTATION

INFRASTRUCTURE

EQUITY

We need more.

Portland is growing.
Fast. We need to
ensure, through all
levels of institution,
to give access to all

EQUITY

THANK YOU

DESIGNWEEKPORTLAND.COM