



PARK(ing) Day Dallas : **PRESS RELEASE**

For media inquiries contact:
Noah Jeppson
214-300-5735
parkingdaydallas@gmail.com

RESIDENTS BRING PARK(ING) DAY TO DALLAS ON SEPTEMBER 16TH Metered parking to become active community spaces

Dallas, Texas, September 14, 2011 — Streets in Downtown Dallas will be temporarily transformed on Friday, September 16, 2011 as performance space and “PARKS” take the place of on-street parking. It’s all part of PARK(ing) Day, an internationally-recognized event celebrated in more than 30 countries and 183 cities. 2011 will bring the social experiment to Dallas for the first large-scale street installation initiated by downtown residents Noah Jeppson and James Warton.

Beginning at 11:00 a.m., each participating team will transform a standard parking space into re-envisioned public space. Over 30 PARK installations will be centered in three groups around Downtown Dallas: the Main Street District (Main Street between Field & Ervay), Deep Ellum (Main Street between Good Latimer and Malcolm X) and the Arts District (Flora between Pearl & Olive). Some of the envisioned activities include a book swap, nature trail, lounge space and performance areas. Transformed spaces will include sustainable construction materials; The Bridge will be collecting donations for the homeless (one-size adult hats, gloves and scarves).

In addition to individual activities, entertainment organized by Deep Dallas will showcase local talent throughout the day on several performance stages. A full lineup of activities and entertainers can be found at www.parkingdaydallas.org.

All of these activities will encourage a more lively, active and community-oriented downtown neighborhood. “This temporary event will bring together residents, employees, and visitors to rethink the function of our public spaces... and have fun doing it,” Noah Jeppson said.

PARK(ing) Day is an internationally recognized event celebrated annually with the mission to call attention to the need for more urban open space, to generate critical debate around how public space is created and allocated, and to improve the quality of urban human habitat. Started in San Francisco in 2005, the project has blossomed into a worldwide grassroots movement.

For more information:
www.parkingdaydallas.org
www.parkingday.org

Supporters and Contributors Include: Architecture for Humanity, bcWORKSHOP, City Design Studio, City of Dallas, City Tavern, Deep Dallas, Deep Ellum Outdoor Market, Design Research Center, Dirt Design Studio, Downtown Dallas, Inc., Downtown Residents Council, DSGN Associates, Plush, and Team Better Block.

Original concept by Rebar. www.rebargroup.org

PARK(ing) Day Dallas Participants:

Main Street District (Main Street between Field & Ervay): 11am–7pm

- AIA Dallas Committee on the Environment (COTE)
- ARCHITEXAS
- Child's Play
- CityDesign Studio / City of Dallas Strategic Planning
- City of Dallas Park & Recreation Department
- Corgan Associates
- D Magazine Partners
- Dallas Center for Architecture
- Downtown Residents Council
- RE
- Street Soccer Dallas
- The Bridge
- The Everyday City
- The Lemonade Brigade
- Trinity Strand Trail
- UTA SASLA
- 1900 Elm Lofts

Deep Ellum (Main Street between Good Latimer and Malcom X):11am–7pm

- Aubergine
- bcWORKSHOP
- Deep Ellum Outdoor Market
- DSGN
- Fihranka Dance Studio
- In Accord
- Inspire Culture
- Millennium
- Texas Hydroponics
- The Graphics Group
- Zen Baking Company

Arts District (Flora between Pearl and Olive): 11am–8pm

- Dallas Arts District
- Earth Day Dallas

Other Participants (outside of focus areas):

- The Playhouse Fun Project (Eladio Martinez Learning Center)
- la terra studio, inc.